

The Billboard

MARCH 29, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Union Problems May Stymie Trend to Filming TV Shows

A-TV Sets Big Confab Plant; Cabled Arena to Open Future

NORMAN WEISER
 10, March 22.—Radio union's most ambitious effort to date—coverage of public and Democratic conventions at the Amphitheater here, starting April 21, respectively, under way April 21 on facilities on facilities es into high final phase—anticipate Democratic acceptance his of dollars by the in the most elab-

orate permanent broadcasting-televasting systems in a non-industry owned installation will be available for future use at major events staged in the privately controlled structure.

Vastness of the radio-TV coverage to be given the political gatherings can be seen by the amount of floor space being devoted exclusively to this purpose. While the arena area will house the delegates, more than 29,000 square feet, more than 50,000 feet will be turned over to network radio and TV, independent broadcasters desiring their own facilities, etc. Under the direction of Merton E. Thayer, general manager of the Amphitheater, more than \$100,000 will be spent by the networks to construct six temporary radio studios in the arena and five banks of TV studios, also temporary, in the north wing.

8 Coax Cables

Already equipped with one permanent coaxial cable, installed in 1946, seven more will be added, and the telephone company will bring in 500 more lines to augment the half-hundred lines now in the Amphitheater, all to be installed permanently. The National Broadcasting Company and the Columbia Broadcasting System will both have complete studio set-ups in the north wing, with Du Mont and American Broadcasting Company also given a complete bank in the wing for

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TV Overhauling For Fights Due

NEW YORK, March 22.—The TV coverage of boxing may undergo a drastic overhauling next fall, according to indications this week. The International Boxing Club, currently enmeshed in a government anti-trust action against its alleged monopoly on staging championship bouts, may revise its promotion pattern which currently has bouts staged with web TV coverage on Wednesdays and Fridays and local New York coverage on Mondays. Also, new promotional blood is expected to make its appearance, and the fall may see TV pickups of bouts staged under auspices other than that of the IBC.

Harry Markson, a top IBC official, this week told The Billboard that the organization is

(Continued on page 6)

N. E. Park Org Elects Dineen

BOSTON, March 22.—A feeling of optimism permeated the 26th annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House here Wednesday (19). The happy feeling prevailed despite the unsettled economic conditions

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CLEAN UP, MISTER!

With the new Waterless Hand Cleaner Cream, listed in this week's classified columns by Barlow Products Co., its advertised as a natural for artists who want to make real money!

The Billboard classified columns are packed with buying and selling bargains and opportunities every week. You'll clean up with BIG extra profits when you use the new Market Place classified sections in the Outdoor, Coin, Machine and Music departments and our regular classified ads in the Miscellaneous department. Check 'em now for seasonal offers!

WHAT DO YOU WANT TO BUY OR SELL?

See page 65, 76, 77

By TOM PARKINSON
 CHICAGO, March 22.—Preparations now are under way at the International Amphitheater here for the upcoming Republican and Democratic national conventions, with installation of the big building's \$400,000 air-conditioning system holding the spotlight. The make-ready may also be setting the stage for the Amphitheater to step into a leading position among the nation's major auditoriums and arenas. Combination of the unlimited publicity which the conventions will focus on the building with the fact that no other arena of comparable size is air-conditioned promises to win for the Amphitheater some of the choice arena events in the amusement and convention fields.

Contracts for the political conclaves were won on the strength

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BERGEN COURSE NOW GUIDED BY PRAGMATISM

NEW YORK, March 22.—In town for discussions as to his future next season in radio and/or TV, Edgar Bergen was slightly bearish as to his chances of getting enough dough out of AM. "Money will talk now," Bergen said. "I'm not going to be a martyr to a dead medium."

The ventriloquist is entertaining bids from the Columbia Broadcasting System and the National Broadcasting Company. The pragmatic Bergen would prefer to remain in radio because it is less hectic. If he goes TV only, Bergen intends doing no more than 10 to 12 shows a season. If he remains on radio and also on TV, his video appearances will be halved. As to his opinion of TV as a medium, Bergen says, "It is earlier than you think for TV comedians."

CBS Considers Abandoning of Pic Packages

Course Undecided; Awaits Decisions By Labor Groups

NEW YORK, March 22.—The first major setback to the trend toward filming video shows shaped up this week when it was learned that the Columbia Broadcasting System's TV network is considering a policy of not filming any of its package programs. Substantial confirmation of this was given when the deal for Ginger Rogers to do a half-hour film show from Hollywood for the web collapsed. Negotiations for Loretta Young to do a similar type program for CBS-TV have also fallen apart. Both the flicker actresses have demanded that their programs be on film.

An important reason for the ban, if it develops, will be difficulties CBS has encountered in dealing with various unions. Certain demands and the jurisdictional squabbles between organizations out to capture various segments of the field are the two major irritants.

Unions Must Decide

The unions, in turn, have their own burdens to carry in deciding how to handle video which is a new field. The web, it is claimed, is asking that union rates remain about where they are. But the film unions have to placate the makers of film for theatrical distribution. They cannot give TV filmmakers too many concessions lest they find that their major source of employment—the the-

(Continued on page 3)

GAC Drive to Hypo Interest in Dancing

Sinnott-Directed Promotion to Include Mats, Brochures, Tie-Ins With Schools

NEW YORK, March 22.—The General Artists Corporation has set in motion a campaign to hyped general public interest in dancing. Sparked by GAC's band booker Howard Sinnott, the promotion includes special ad mats, brochures and tie-ins with dancing schools. According to Sinnott, recent signs that the one-nighter business is picking up somewhat sparked the institutional type of promotion campaign. The agency is thus far handling all details by itself but hopes that other agencies, disk jockeys, ballroom operator associations and individual operators will join in the drive to stimulate public interest in social dancing.

Key items in the drive are (1) single column ad mats in two sizes which promote dancing and

not individual dance bands; (2) a new brochure in preparation which will give one-nighter operators a series of stories to release to papers on the history and social significance of dancing.

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10,000,000 UNCOUNTED?

Survey Says Ratings Miss Multi-Set Homes

By SAM CHASE

NEW YORK, March 22.—Over 10,000,000 of the 42,800,000 radio listeners in the United States are virtually uncouneted in studies charting the size and characteristics of the AM audience by A. C. Nielsen Company, the major nose-counter in the field. These 10 million families are those which have three or more radio receivers in their homes, and which represent only one per cent of the Nielsen sample, altho constituting 25 per cent of the total number of radio families.

A special study has been made by American Research Bureau ordered at an expenditure of \$25,000 by president Bob Kintner of the American Broadcasting Company, to determine the size and characteristics of this "missing market" and the composition of each radio program's audience by homes with one, two and three or more sets.

The study indicates that 10,700,-

000 three-set homes, measured hardly at all, differ considerably from the 15,080,000 two set homes which are measured insufficiently, and which, in turn, are quite different from the 17,020,000 one-set homes—the constitute the bulk of the Nielsen

(Continued on page 3)

VITAL TO MUSIC

Filmed Dance Programs Is Hollyw'd Idea

CHICAGO, March 22.—A move which may eventually have far-reaching repercussions in the music industry has been quietly instituted by a large independent motion picture production firm in Los Angeles. It was learned this week. The firm, thru selected personnel, has been making an off-the-record pitch to selected operators of various types of loca-

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Billboard Backstage

By JOE CSIDA

Some time ago night club vaude editor Bill Smith did an intriguing case history on the run to prosperity and public acclaim of Dean Martin and Jerry Lewis. The piece was well read and commented upon, laying bare as it did the struggles of these two stars, and telling the story of what most performers have to go thru before they make it. It also gave the impression that Martin and Lewis were a couple of rather irresponsible characters in many respects. For that, right now, I want to make a large apology.

If ever this Italian singer and Jewish comic perpetrated an irresponsible act (and so no among us hasn't) they wiped it out with worlds to spare last Friday night-Saturday. Their telethon for the Cardiac Hospitals, as you know, started at midnight Friday and wound up at 4:30 p.m. Saturday afternoon. Since Friday is deadline day around our factory I didn't have an opportunity to catch them thru the night. It wasn't until 1:30 p.m. Saturday, when I got up, that I started watching. By that time Martin and Lewis had been on for 13 1/2 hours. My wife and daughter had watched them till 4 a.m., and were back with them by 9. They (my fam-

ily) were literally thrilled, not only by the performance of M. and L. and their remarkable display of stamina, but even more by the warm hearted, good humored, genuinely sincere way the team conducted themselves with name performers, standard acts, just plain citizens and business-men celebrities.

At 1:45 when the contributions went over the million dollar mark we all but stood up and cheered. As was said on the show, and has been said verbally and in print many times since, these two kids are not only great performers, they're great people.

And it occurs to me that Dean and Jerry, and the hundreds of people who worked with them, partially or all thru the long 18 1/2-hour stretch, did something considerably more important than raise over a million and a quarter dollars for a fine cause—as important as that is. Dean and Jerry, and Barry Gray, and the scores of performers who worked with them, and the hundreds of technicians, and the Conover kids who handled the phone calls, and the thousands upon thousands of men, women and children who sent in nickels and multi-thou-

sand dollar checks—all of these jointly put on a demonstration, which is sorely needed this day.

If you read enough of the Arnold Schuster stories, or the tales of teen-age narcotic addiction, or exposes on tax and tanker shenanigans, or any of the Jack LaLait-Lite Mortimer "confidential" tomes, or a thousand and ten essays of cynicism and a break-down in national morale—if you subject yourself to this steady diet of negativism (and who can help doing so), you must become depressed with the basically evil nature of man.

But watching the Jerry-Dean telethon you are reminded that there is still, as there always was and will be, plenty of good in most people. And the fact that show business, in the persons of Martin, Lewis, Gray and the many other performers who participated via the television facilities of the National Broadcasting Company is able to spark such demonstration of the bigness of the human heart, makes you proud to be a part of it. You know that Irving Berlin's remark about the unique nature of the entertainment industry is true, in more ways than one.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 22.—TV freeze-lift deliberations took a holiday yesterday (21) when Chairman Paul A. Walker of the Federal Communications Commission led a delegation to Capitol Hill in quest of funds needed to hire more help. It was Walker's first Hill appearance since he took over the chairmanship. Appearance was before a Senate appropriations subcommittee.

FCC's who attended the closed-door hearing were ready for the customary question: "When are you fellows going to lift the TV freeze?" At least one Commission member was ready with an answer: "As soon as Congress gives us a decent appropriation."

Juke Box Millennium

Seen by Bryson . . .

Chuckles and drama at this week's resumption of the Bryson-Kefauver bill hearing before the House Judiciary Subcommittee on Copyrights, Trademarks and Patents:

Rep. Joseph Bryson (D., S.C.), subcommittee chairman and a cosponsor of the bill, commenting on the magnificence of some of the new juke box models, said:

"I saw one in a restaurant the other day, and it was operating more than 100 records. It was a beautiful thing—it operated with more than human intelligence."

At one juncture, while H. L. Letts, assistant general manager of the records division of Radio Corporation of America, was answering questions posed by House Judiciary Committee Chairman Emanuel Celler (D., N. Y.) some of the subcommittee members got into a heated discussion with Celler. Letts sat quietly in the witness chair, an interested and visibly amused onlooker, as the Congressmen continued their debate long past the hour previously agreed upon to recess the hearing because of a scheduled roll call in the House. Finally Rep. Woodrow L. Jones (D., N. C.) turned to his neighbor from South Carolina, Representative Bryson, and said: "I suggest, Mr. Chairman, that we hear from the witness so that we can wind this thing up." Bryson gladly concurred.

Disk company representatives at the Bryson-Kefauver bill hearing couldn't suppress a chuckle when Congressman Celler in questioning Letts of RCA Victor about the different types of disk

speeds suddenly asked: "Do you still have any 45 r.p.m. records?" Letts smilingly replied: "We sure do."

Goldenson Disparates On "Woman of House"

On the witness stand this week at FCC's hearing on the proposed merger of United - Paramount Theaters, Inc. and American Broadcasting Company, the UPT president, Leonard H. Goldenson, made no secret of his abiding respect for the distaff side as boss of the American household. Describing TV and movies as competitive because folks "mentally" like to get away from home once in a while, Goldenson said: "There are times when the woman of the house just has to get out of that environment, and when she does, the husband and the children go along with her."

A three-judge court decision this week voiding some sections of the Federal Lobbying Law will be tested at the Supreme Court. If the decision stands, amusement industries which now have "legislative agents" registered on Capitol Hill will no longer be required to file public statements of expenses.

Capitol to Disk 2 More B'way Legit Musicals

HOLLYWOOD, March 22.—Capitol Records here continues its domination of original-cast recordings of this season's legit musicals, with Alan Livingston, Cap's a.&r. director, planning to New York today to work out final details of two more Broadway musicals. Cap will cut original cast waxings of "Of Thee I Sing," the Gershwin revival, which is slated to open in Gotham in May. Jack Carson is definitely set for the cast, with a possibility that Victor Moore may play his original role if he can best a current ailment which has him bedded here. Paul Hartman is penciled in for the role if Moore doesn't make it. Livingston made the deal for the Gershwin musical with Ben Segal and Chandler Cowles, the show's producers.

Livingston has also worked out an exclusive-cast coverage of the fall production of "Casey Jones," with producers George Abbott and Richard Krakeur. The show's book by Sammy Cahn and Vernon Duke. No definite commitments have been made as to cast.

The previous acquisitions made by Cap this season are "Top Banana," "Pal Joey" and "Three Wishes for Jamie," which opened Friday (21). In order to stimulate interest in the opening of the show, Cap released single songs from the show this week, with Peggy Lee cutting "Goin' for a Bayride," while Les Baxter and Dix Beavers did "It Must Be Spring."

WSB's Okay Ops Roxy Pay

NEW YORK, March 22.—The Roxy house cast will receive about \$20,000 in back pay from a Wage Stabilization Board ruling made last week. The award will affect some 290 Roxy performers, chorus, glee club and ice skaters, who will get an average of \$500 in salary retroactive to February 1, 1951.

The ruling is the final development of a threatened strike of the house cast at the Roxy in December of 1950. The American Guild of Variety Artists, representing the cast, finally came to terms with the Roxy, subject to a WSB okay. The ball was carried by Silverstone and Rosenthal, AGVA national counsel; Henry Katz, AGVA house counsel. (Continued on page 15)

No Commie, Kraft Tells House Group

WASHINGTON, March 22.—Playwright Hy Kraft, one of the authors of the current Broadway musical hit, "Top Banana," testifying before the House Un-American Activities Committee here this week, declares he is not a Communist. He declined to tell the committee whether or not he ever had been a member of the Communist Party, pleading privilege against self-incrimination. He volunteered the information, however, that he is not now a Communist.

The 53-year-old Kraft is also a screen writer. He collaborated with Mark Hellinger on the musical, "Hot Shot." He was called as a witness by the House Un-American Activities Committee to follow-up to its inquiry into Communism in the entertainment field.

NO COY TRICKS, SAYS FELLOWS

WASHINGTON, March 22.—Harold Fellows, National Association of Radio and Television Broadcasters' president, twitted Wayne Coy this week on the former Federal Communications Commission chairman's wrong guesses on the TV-freeze end. Addressing the Association of National Advertisers in Hot Springs, Va., Fellows said he wouldn't make any predictions, and added that the former chairman of the commission himself tried it on several occasions and struck out every time.

London Dispatch

By LEIGH VANCE

LONDON, March 22.—One of the biggest money makers here is Peter Ustinov's "The Love of Four Colours," which has been steadily playing to capacity at Wyndhams Theater since May of last year. The piece must have made him over \$28,000 in royalties so far, apart from his salary as an actor in it. Also, it has had 18 other European productions, with contract talks on making the play into a movie held up until after its (as yet unfixed) Broadway opening.

England Opens Scots' TV Net; Response Slow . . .

This week British TV spread its network to include Scotland. Now covering 70 per cent of the 50,000,000 population. Opening with a bang, the Scots' their introduction to TV way, via a series of programs slanted around things the assume they like—haggis, broad accents and Ware (the Scots Impresario) this effort on their behalf. 350 out of the 40,000 bought sets in read the great day had been necessary \$5.60 license.

The Shakespeare Theater at Stratford opened its season quarter with a milk and production of "Coriolanus" the advance sale of \$8 no record. No queuing the box office on night, and there were returned tickets.

"Madam," "Bill" Hit; Plays, Pir

"Call Me the Coliseum" Hilton bag, Star of the banged her vitality remains. Gray who starred here. Get Your Gun." It seems London has become a show case for would-be American stars. Any (Continued on page 49)

Paris Peek

By ANNE MICHAELS

PARIS, March 22.—A quick trip was taken this week thru Belgium and Holland for collecting a round-up on show business in the two countries.

Brussels somehow still manages to turn out some of Europe's top entertainment fare. Everywhere one looks are theaters, motion picture houses, cabarets and an overabundance of game houses with slot machines and table sport apparatus. On the film distribution side, most of the 97 picture houses feature first-run flicks earlier than those received in Paris.

The Jose Feizer "Cyrano De Bergerac" is playing successfully in English version, something Paris has never had a chance to see. Brussels has 18 theaters open. Of these, three are French-imported companies, four are French-speaking, Belgium companies, including the excellent National Theater, and two houses have Flemish-speaking shows, one of which is a translation of Shakespeare's "Two Gentlemen of Verona." The rest are opera, revue and musical comedy. The last includes the French "For Don Carlos" and a Jean Omer production, "S. N. Carnival," a la Gilbert and Sullivan. There is a music hall revue with the Do-Re-Me Trio and Jacques Mathieu's orchestra; Yves Montand and Maurice Chevalier are doing pre-Parisian concerts, and to top the whole thing off, a puppet troupe all-time theater.

Most Brussels night spots are clip joints. Probably the best show is at the Gaiety, basically a revue with the accent on girls. But the majority of clubs is strictly for suckers. Entertainment is usually of the class that would not only be banned in Boston, but Paris as well. If an American tourist is wise, however, and stays out every time.

Picture Business

By LEE ZHITO

HOLLYWOOD, March 22.—Since the advent of television, spokesmen for the various facets of the motion picture industry never whisper even the name of the new medium. This week, during the Academy of Motion Picture Arts and Sciences' annual presentation of awards, what seemed to be the impossible happened: As I sat in the packed 2,800-seat RKO Pantages Theater witnessing the 24th annual presentation of the industry's highest honors, I couldn't believe my ears as Charles Brackett, president of the Academy, not only openly referred to the new medium, but named its top attractions.

Sees State of Film Art 'Extraordinarily Good'

In Brackett's articulate report on "the state of the art," there could be sensed a challenge to TV and for that matter, showbiz, as a whole that Hollywood's motion picture can and will be able to hold its own in the face of competitive forces. While he admitted that TV had its magnetism, he pointed with pride in Hollywood's glittering array of productions during the past year as a forceful answer to those who predict the industry's doom at the hands of the new medium.

Industry's awakening and answer to TV bears repeating:

"In 1951, the year under consideration tonight, the state of the art of the motion picture was extraordinarily good. It was in 1951 that motion pictures really took the measure of the new medium television. For nearly 50 years that old necromancer, Mr. Cinema, had been spinning tales for a price. Suddenly a newcomer was disrupting them free, right in people's houses; was unreeling facts as they happened with incredible accuracy. It's possible that Mr. Cinema may have grown a little thick around the middle and a little drowsy, but suddenly he was wide awake and all muscle.

"Suddenly he was calling on every resource at his command, great spectacle, superb beauty, subject matter exactly attuned to a current mood of the country which is not a superficial or frivolous mood. The old boy was extraordinarily complete, masters of a brilliant medium for all it was worth.

"World Series Spilling Into Living Rooms"

"So the World Series was spilling into lot of living rooms for the first time. Around the corner, 'The Great Caruso' and 'David and Bathsheba' were playing. And they, too, were irresistible. Sena-

glittering sketch and on the screen was 'A Place in the Sun' with its emotional truth deeper than the truth of mere facts. 'An American in Paris' more than adequately answered Baron Leone. And the deeply perceived realities of 'A Streetcar Named Desire' would stand up even against Sid Caesar and Imogene Coca. All down the months the great pictures kept smashing right in a wave that swelled the heart."

Now it can be only hoped that Hollywood's awakening will not stop with superior productions, but will move toward embracing the new medium as the motion picture was able to utilize the legit theater for its benefit. The Academy Awards themselves can lead the way.

The keen foresight evident in Brackett's words should be reflected in action by the Academy which to harness the great force of the new medium for the industry's gain. Next year, when the Academy makes its 25th annual presentation of awards, what better way can the Academy mark the event's quarter century than by throwing open the ceremony to television. Why limit witnessing the event to the few thousand in the theater when this tremendous promotional event can be shown to millions and thereby help to rekindle interest in

RCA, Columbia Execs Oppose Amendments

WASHINGTON, March 22.—Declaring that Radio Corporation of America has paid \$5 million in royalties on records manufactured and sold by RCA in the last five years, Howard L. Letts, assistant general manager of the phonorecord division of RCA, in testifying to the House Judiciary Subcommittee on Copyrights, Patents and Trademarks yesterday (21) voiced strong opposition to any legislation which would discourage record sales and work to the disadvantage not only of the disk makers but the talent and composers. He urged defeat of suggestions which would either hike the statutory royalty rate, or establish special rates for the present statutory rate of payment with a provision for payments to be made by owners of juke box machine or disk manufacturers.

Letts reminded the subcommittee that five disk manufacturers paid nearly \$40 million in mechanical royalties to copyright owners by the last five years and in addition to these royalties, copyright owners also received income in public performance fees and music sales.

From the Billboard American Society of Music and Publishers, \$10 million in public alone last year in history. "The rich composer million fund does not know it would depend on the publisher," said Letts.

"From the standpoint of the retail price of record selling for 85 cents, a 10 percent statutory rate of royalty for the two selections amounts to almost 5 percent," said Letts.

"This is about equal to the amount that the top ranking performing artists receive. In total payment to the copyright proprietors and the artist represent nearly 10 percent of the retail price of the average record and nearly 20 percent of the manufacturer's selling price. To increase the copyright royalty rate can only result eventually in a similar increase in record price for the sole benefit of the copyright owner. Meanwhile it will be injurious to all people engaged in the recording and manufacture of phonograph records because the increase in copyright rate will have to be absorbed by the manufacturer under today's conditions of government price control.

"In enacting the Copyright Act of 1909 which provided mechanical protection for composers and publishers the Congress also pro-

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NEW YORK, March 22.—In a scheduled appearance before the House subcommittee tomorrow (23), Kenneth E. Raine of Columbia Records will oppose the three proposed amendments to the Bryson-Kefauver Bill. Raine will point out that the abolition of the compulsory license provision of the Copyright Act would restrict competition, that "there is neither reason nor fairness in asking all record buyers to pay the freight" of the proposed raising of the 2-cent royalty on disks, and that any procedure of collection whereby coin machine records are especially identified "is a departure from the traditional position of Congress which usually creates rights without attempting to set up complex machinery for payment."

Raine's statement before the committee will include some of the following material: "Eliminate the entire compulsory license provision of the Copyright Act... would abolish a carefully thought out provision against monopoly in the recording field... The bargaining power of established and popular composers would be increased while the bargaining power of..."

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Highest Oscar Total Scored By Filmmusical

HOLLYWOOD, March 22.—Traditionally, the filmusical is the screen's moneymaker that's always forgotten whenever the cultural awards are handed out. This year's Academy awards broke tradition in elevating the heretofore lowly musical to the prime position of snaring more Oscars than any other film, with Metro-Goldwyn-Mayer's "An American in Paris" walking off with six statuettes. Then, as if to underscore the sudden recognition of the musical, the Motion Picture Academy awarded its highest industry citation, the Irving Thalberg Memorial Award, to musical producer Arthur Freed, the songwriter-producer. This marks the first time in Academy history that a musical producer ever received the coveted honor.

Among "An American in Paris" awards were Oscars for the best story and screenplay (Alan Jay Lerner), best color cinematography (Alfred Gilks-John Alton), best scoring of a musical (Johnny Green-Saul Chaplin), best color art direction (Cedric Gibbons-Freston Ames), best color set direction (Edwin Willis-Kogoh Glasco) and the best color costume designing (Orry Kelly, Walter Plunkett and Irene Sharaff).

Other music awards: "The Great Caruso" (Douglas Shearer), for best sound record, and "In the Cool, Cool, Cool of the Evening" by Hoagy Carmichael and Johnny Mercer, as the best song. This incidentally marked the second time Mercer shared a song Oscar. His first was in 1948 with Harry Warren for "Atchison, Topeka and Santa Fe," from Metro's "Harvey Girls."

Would Lift Taxes On Benefit Shows

WASHINGTON, March 22.—Legislation was introduced in the House this week aimed at lifting the admissions tax on all functions and performances where any State would get at least half the proceeds. Sponsor of the bill was Rep. Herman P. Eberhart (D., Pa.). It was referred to the Ways and Means Committee.

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Highlight Reviews

LEGITIMATE

Burrows & Co. All Rate Deep Bows For Magic of 'Jamie,' New Stem Hit

By BOB FRANCIS

Abe Burrows' magic touch is in evidence again. "Three Wishes for Jamie" bowed in on the West Coast last summer, and was forthwith summarily removed for repairs. Burrows was called in to spruce up the book and likewise stage a new edition. So "Jamie" finally arrives on Broadway, a lovely, tender combination of fact and fantasy. It has taste. It has practically a perfect balance of all departments. It is a hit. Perhaps, Burrows didn't do it all single-handedly, but this department gives him a deep bow, anyway.

"Jamie's" musical saga is about a broth of a lad who dreamed that the fairy queen granted him three wishes: to travel, to win the girl of his heart, and rear a son to be a great poet. So he comes to America, joins up with a rowing band of Irish horse traders. He gets to travel. He finds his girl, and finally after considerable frustration, his son, "Jamie"

hasn't any message, except perhaps, that if you believe hard enough in your dreams, they come true. But it is a fine sensitive tale, by turns comic and sentimental, and a smash evening's entertainment.

Ralph Blane has written songs and lyrics completely suited to the tale's mood and tempo. There are some fine chorals, ballads and rollicking stepping tunes. Ted Cappy's dance patterns for the latter are top drawer, and Eugene Loring has devised a terrific Irish reel sequence for the second act, called "Trottin' to the Fair."

John Raitt is Jamie, and Anne Jeffreys is the lady of his heart. Both are happy casting, and contribute distinguished performances. Raitt scores particularly handsomely with such numbers as "My Heart's Darlin'" and "Goin' On a Hayride," and Miss Jeffreys has her own top moments with "It Must Be Spring." He gets to travel. He finds his girl, and finally after considerable frustration, his son, "Jamie"

eddy top-slot, playing a whimsical, saddy marriage broker and deus ex machina to the lovers. Wheeler's stilt, however, isn't all on the laugh side. Like all fine comics, he can turn on the pathos, and has a wonderfully tender scene with moppet Billy Chapin, who is incidentally a most delightful sub-teenage actor. Newcomer Charlotte Rae gives an able lift to the show's laugh side. Peter Conlow's stepping pantomime of an expectant father is as imaginative a piece of dancing to be seen in a long time and he manages fine comedy assists with Miss Rae as well. Also rating high honor able mention are contributions from Walter Burke, Royal Dano, Grania O'Malley and Malcolm Keen, and seven-year-old Billy Chapin rates a double salute.

Burrows has directed the show to run like clockwork. George Jenkins sets Freudian stuff in the groove, and Miles White's costumes are another triumph. In short, this reporter thinks "Jamie" is all-round swell.

TELEVISION

'Author-Critic' Rep as Fight Arena Enhanced by 'Gen.' McCarthy Bout

By JUNE RUNDY

"Author Meets the Critics" is rapidly gaining a reputation for staging the best political brawls on television. Senator Joseph McCarthy's book, "America's Retreat from Victory," was up for discussion last Thursday (20), with Newsweek staffer Ralph De Toledano as pro-critic, and convicts expressed by Leo Cherne, executive secretary of the Research Institute of America.

In commendable contrast to the violently pro-Taft audience of last month, the studio crowd applauded all concerned with cheerfulness (albeit loud) impartiality. They cheered enthusiastically when McCarthy made a point, and sounded equally jubilant when Cherne became top man on the political pole.

At times the bickering of the men assumed adolescent proportions with Cherne and de Toledano getting into one of those "is so-is not" routines. Honesty was again a major issue. In this case, it was the question of whether the McCarthy book "lied" about

his whereabouts on Pearl Harbor Day. McCarthy administered a fiery double-talk denial of the charge, but Cherne backed up his claim with pretty valid evidence (a direct quote from the book itself).

Cherne was by far the most dominating member of the panel, which must have surprised some of the senator's fellow solons. De Toledano was as intense in his defense of the McCarthy book as Cherne was against it, but the researcher didn't give him much of an opportunity to sound off. Cherne's irritating insistence on keeping the floor, finally drove De Toledano to complain "You keep saving just one moment!"—a peevish reference to Cherne's repeated use of the phrase as a prelude to another 10 minute tirade.

McCarthy, unusually mild-mannered, had apparently resolved to face it out with an air so-is not routines. Honesty was again a major issue. In this case, it was the question of whether the McCarthy book "lied" about

a point, McCarthy spoiled the effect by quipping "Let's not read your minds, Freudian stuff in the fact that (much to his embarrassment) the senator used his own name several times during the session when he meant General Marshall. In a more deliberate slip-of-the-tongue maneuver later on, Cherne referred to the Senator twice as "General McCarthy." Faye Emerson was no help at all. A certain amount of reserve is admirable in a moderator, but on this show, Miss Emerson was so obviously reluctant to raise her voice that she lost the respect of her Taft experience, the actress should have come prepared to be as officious as necessary to keep the program from degenerating.

(Continued on page 13)

"Author Meets the Critics," reviewed Thursday, March 20, 10:30-11 p.m. EST via DuMont Television Network.

AUDITORIUM-ARENA

Spike Jones Rings Bell With Spicy, Fast-Paced '52 'Depreciation Revue'

By NORMAN WEISER

If there is any show on the road today which can consistently pull capacity crowds into theaters, auditoriums and arenas, it's the "Musical Depreciation Revue" which Spike Jones has put together for 1952. The current version has all the ingredients expected by Jones fans—and for good measure, has enough strong straight acts to keep everyone interested—no matter what their tastes may be.

Moving into Chicago for a two-day stand, March 15-16, Jones, under the sponsorship of Herb Carlin, took over the vast Civic Opera House and had it jumping through his two and one-half hours of swiftly paced programming. The 13 City Slickers had ample room to roam on the stage, and specialty acts were also well provided for in the general arrangements.

Over-all, the revue is just about the most ambitious undertaking of Jones to date. He out-pops "Heliza Poppin'," and while a good deal of the material is

familiar, it is the kind of situation and slapstick stuff which is sure-fire. When he shoots his gun skyward during one of his specialties, and a flock of ducks fall to the stage, it gets a big response. And when blonde, leggy Ruth Foster is chasing up and down the aisles for a variety of reasons, she's getting plenty of attention from the customers, just as she does when doubling as a walk-on for juggler Bill King, or handling her own two temp routines.

Staging is simple, yet colorful—the kind of stuff which can easily be handled in an arena, auditorium or theater. A major backdrop features a caricature of Jones and can be set up almost anywhere. Wardrobing, too, has obviously been planned for its visual qualities, much of it being bright, plaid material. Fluorescent costumes, featured by Jones thruout, and by band members and the Wayne-Marlin Trio

in a Hawaiian number, could be just as spectacular in a large aud as it is on stage in a theater. Finally, the entire revue has been put together to allow for good visibility from almost any angle.

While the stress is on humor thruout, there is a good helping of legit material sprinkled thruout both acts of the revue. Ruth Foster does a creditable job of tap ting in two numbers. Bill King offers a good juggler turn, opening with three hatchets, then going into a fire routine which is done in a blackout to create an excellent effect. Helen Grayco, with gowns by Don Loper, handles four straight tunes, scoring strong with "Sot 'Em Up, Joe," and her new Mercury platter, "Da-Da-Daddy," a serious violin solo. The two retired Sisters, (Continued on page 48)

Spike Jones and His "Musical Depreciation Revue," reviewed at Civic Opera House, Chicago, Sunday, March 16.

No Let-Up in Advertisers' Pressure on Radio Rates

Bankrollers Laugh Off Studies Showing Out-of-Home Listening

HOT SPRINGS, Va., March 22.—Radio and television time and production costs are due for further close scrutiny by advertisers. In fact, it was apparent at the 43d spring meeting of the Association of National Advertisers, that sponsors, including some of the largest, continued to be more than a little agitated by the over-all radio-TV situation.

The association issued no official study on radio rates at this session, and was very vague about whether it had any in the works. There probably was a good reason for this. The ANA whistled up a windstorm some time ago with its first report on radio rates (aimed at knocking them down), then called

its subsequent bids for lower time costs "continuing studies of the rate structure." The association also is chary of the anti-trust implications of such concerted action.

But in the hotel lobbies questions about radio-TV costs brought forth a gusher. The reaction of John L. McLaughlin, advertising and sales promotion manager of Kraft Foods Company, was typical. He said they were trying to do something about radio rates, especially in television markets. The networks, he said, definitely must make an adjustment.

Kraft is going thru the summer with its present radio-TV set-up, but in the fall it will "take a long look" at the radio deal. The ad men here held their heads when TV production costs were mentioned. McLaughlin decried the lack of control over costs and said they were assigning one man at the agency the specific job of watching them. Example: A Pepsi-Cola bottle used as a prop cost \$2.

Another large sponsor laughed at the radio-TV cost study. He said he thought there was something slightly phony about them. He also said there was a definite trend toward dropping network TV shows where

strong local stations exist. The company has a platoon out now trying to clear time on these stations. Many of them, like Milwaukee, one-station cities in markets too big to be left to an on-again-off-again network deal.

The advertisers got little solace from Hal Fellows, National Association of Radio and Television Broadcasters' proxy, who spoke at the closing session. Fellows said that radio, with more than six times as many outlets for its messages as TV, nets only slightly more than double the TV revenue. He asked whether that could mean that radio was underpriced. (One rumor going the rounds was that Fellows was going to pitch for increased day-time radio rates, but decided against it.)

Fellows said TV time charges will go up as the medium expands, but the cost per viewer will go down. He said hundreds of advertisers are standing in line to get into the medium, so he thought they'd be there to foot the increased TV costs. He said that production costs would go down, except for extravaganzas. Reason: TV will produce new talent struggling on a competitive basis and broadcasters, agencies and advertisers will find new ways to produce effective lower-cost programming.

"FAITH" THEME

Sesqui Drama Again May Be Seen Over TV

WASHINGTON, March 22.—Televising of the Washington Sesqui-centennial drama, "Faith of Our Fathers," is a strong likelihood if the patriotic stage production is repeated here again this summer. The drama, by Paul Green, would be televised serially over a 13-week period, according to Sesqui-centennial Director Paul M. Massmann. The TV appearance is contingent now upon whether the National Sesqui-centennial Commission gives the go-ahead for the third summer's staging of the drama at the Carter Barron Amphitheater in Rock Creek Park. The NSC decision is expected at its next meeting, soon after President Truman, who is the Commission's honorary chairman and an ardent supporter of a new run for the patriotic play, returns from his Key West vacation on March 29.

Comptroller General Lindsay Warren, head of the General Accounting Office, already has approved the expenditure of part of the remainder of the \$4 million, originally appropriated by Congress to NSC, for repeating the production.

TV rights would provide the drama an estimated \$65,000. This would keep the drama well in the black, since it already is self-sustaining. Costuming and other operational costs already have been paid off and in addition, \$20,000 would be saved this summer by the removal of the amusement tax, since "Faith of Our Fathers" would have the status of an educational attraction.

Admissions revenue, if the drama is staged again, would be high, according to Massmann. He said 3,500 ticket reservations already have been received without solicitation or promotion of any kind. The total admission take, he predicted, would be \$155,000, while concessions and similar subsidiary activities would bring in another \$40,000.

ANPA Scans Three Media

NEW YORK, March 22.—A study comparing local newspaper circulations, selected magazine circulations and the number of TV sets installed in each U. S. television area was issued this week by the Bureau of Advertising of the American Newspaper Publishers' Association.

The study totals the circulations of all newspapers in a given area. Video statistics are confined to noting the number of TV sets installed per area.

Two Radio Stations and One TV Affil Up Rates

NEW YORK, March 22.—Two more radio stations and one TV station announced local rate increases this week—WRGB, Schenectady; KOA, Denver, and WORL, Boston. Indian station WORL is raising its rates approximately 15 per cent, marking station's first rate increase since it resumed broadcasting October 8, 1950, under the new ownership of the Pilgrim Broadcasting Company.

National Broadcasting TV affiliate WRGB, which is upping all but 10-second station breaks, notes in its new rate announcement that the effective date of the current WRGB rate card (January 1, 1951) TV set circulation in WRGB service area has increased 54.9 per cent. NBC owned and operated KOA attributes its new rate increase to fact that radio families in KOA's primary Colorado-Wyoming area

have increased 39 per cent since effective date of station's current program rates (January 1, 1944), and 29 per cent since KOA's current announcement rates became effective (January 1, 1948). All three new rate increases become effective April 1, 1952.

NBC Talks Sinatra Deal

NEW YORK, March 22.—The National Broadcasting Company this week was talking a radio and TV deal with Frank Sinatra. The crooner's TV show over the Columbia Broadcasting System has recently been cancelled.

NBC-TV, it is believed, would like Sinatra to work on its "All-Star Revue."

NEWS CAPSULES—COAST TO COAST

Group Asks TV Tax; Comics Set Autry; Liberty, Games

CHICAGO, March 22.—The Illinois State Athletic Association will ask the State Legislature to tax receipts from telecasts of fights and wrestling matches held in the State. A similar tax with a 5 per cent take is now in effect in Michigan. ISA wants a 10 per cent take. Joe Triser, proxy of the ISA, estimates \$37,000 would be turned over to the State thru the proposed tax.

General Features Signs

Autry for Comics . . .

NEW YORK—General Features Syndicate has signed Gene Autry for a daily comic strip based on his movie and TV adventures. General Features expects to have the strip ready for nation-wide syndication by August 1 and has tentatively lined up 30 papers.

Liberty Net Baseball Sked

Features 8 Teams . . .

DALLAS—The complete major league exhibition schedule to be programmed by the Liberty Broadcast Company features eight of the big league teams. They include the Brooklyn Dodgers, Boston Red Sox, Detroit Tigers, Cincinnati Reds, Philadelphia Phillies, Philadelphia Athletics, St. Louis Cardinals and Washington Senators. Gordon McLendon will handle play-by-play from major league parks.

BBC Invites People to Do

Science Series There . . .

NEW YORK—The British Broadcasting Corporation has asked Lynn Poole, creator and producer of Du Mont web's "Johns Hopkins Science Review," to work with its production staff in London. "Science Review" will be presented three times in England with British scientists as guests, and demonstrate current developments in British science. Programs will be kined and shown to American audiences on the program's regular network slot.

WNOP Operator Starts 186

Back Tax Payments . . .

NEWPORT, Ky.—James Lang, operator of WNOP, here, and his wife, Anna, have had a tax lien of \$18,253.69 placed against them by the government for allegedly defaulting tax payments from 1946

EDITORIAL

Together—Or Else

That old vaudeville actor, Harold Fellows, who is touring a better-than-good turn these days playing the broadcaster-advertiser circuit, deserves a large hand from the radio fraternity. At the Radio Executives' Club in New York last week they loved him. In Oklahoma and Arkansas he laid members of the respective State broadcasters' associations in the dust. The only showing at which his turn was not too well received, according to reports from our men, was at Hot Springs, Va., where Hal talked to the 43d spring meeting of the Association of National Advertisers. In a personal communique, accompanying his story (see adjoining columns) our Hot Springs reporter told us: "Likeable as he is, Fellows is not calculated to win any popularity contests here."

The reason is not difficult to discern. Fellows suggested to the advertisers that radio might be underpriced, and that TV costs would continue to go up, the video would deliver viewers at a lower cost per thousand.

Come to think of it, a few broadcasters didn't really like an item or two in Fellows' speech before the ANA. For example, he said: "The ills that have been plaguing us within the last few months—the palaver about visiting in our radio—we brought upon ourselves and our profession thru neglect. We didn't meet the issues together as we should have. What's remarkable now is that we, we deserve—and it's time to do something about cure and prevention."

A few radio men may not have cared to hear this accusation. But to coin a cliché, no truer word was ever spoken. In spite of Fellows' brave words to the advertisers assembled in Hot Springs, there is no intention on the part of advertisers to let up on their efforts to get "adjustments" in network radio rates. One major advertiser, as the adjoining story relates, has indicated a new attitude toward radio's recently revised efforts to sell the medium in full measure. This is the radio man who laughed off the flock of out-of-home listening studies during the "phone" period.

These bankrollers aren't bogy men. They're Radio has demonstrated to them on previous occasions when they (the advertisers) say "boo," radio is and hide.

If radio now continues its well-started effort to get everything in the book, if radio continues to get together, "meet this issue together," the time advertisers will become convinced they are getting a good buy in network as well as local. It's remarkable that a major advertiser should attempt to laugh off so real a circulation factor as out-of-home listening. But unless radio stays with that, and other themes, it may turn out to be not so funny to many a broadcaster.

Du Mont Drops Out of TV Convention Pool

NEW YORK, March 22.—The Du Mont TV network has dropped out of the industry-wide pool which will carry the political conventions. The web will not participate in the joint network rental of studios at the Hilton Hotel in Chicago, and thus will save approximately \$12,000. However, it will supply the crew which will run the master control for the pooled pick-ups as per the original agreement.

Du Mont's owned outlets and its Chicago affiliate, WGN-TV, will carry the Westinghouse convention coverage, as aired via the Columbia Broadcasting System. However, the web will have some special coverage of its own, to be

originated by WGN-TV, both remote and from its own studios, and which will be offered for sale in addition to the Westinghouse coverage. Also, several regular Du Mont shows such as "Keep Posted" will originate in Chicago during the convention period and will have a political flavor.

PIONEER ASIDE

WPTZ to Shift Kovacs, Take Garroway TV

PHILADELPHIA, March 22.—Ernie Kovacs, who pioneered on early-morning television with his "Three to Get Ready" show on WPTZ, will have to start all over again in a fresh spot as he gets yanked out of his 7 to 9 a.m. seg in order to provide the National Broadcasting Company with a local outlet for Dave Garroway's elaborate news round-up, "Today." Started 18 months ago as the nation's first early-morn TV venture, and proving a tremendous click with viewers and sponsors alike, Kovacs goes off March 31.

Kovacs' network show, "Kovacs on the Corner," also drops on March 31. But he stays put on WPTZ, starting that day with a new daily series during the noon hour from 12:30 to 1.

Ernest B. Loveman, WPTZ general manager, explained that since Philadelphia is an important market, "Today" needs a local outlet if it is to become a financial success. And while the Kovacs show has stacked up a strong record, Loveman said the station had to play ball with the network, particularly during this election year when news of great national importance is being made daily. "He also pointed out that with Garroway given a local outlet, it means a live camera for local events.

IZZAT SO?

Puck Says Radio Down, Mags Up in TV Homes

NEW YORK, March 22.—A study of the impact of TV on media habits in New York City was completed this week by Puck, the comic weekly, made by Professors Harvey W. Zorbaugh, of New York University, and C. Wright Mills, of Columbia. The study indicates that although radio listening, movie attendance and book reading is less in TV homes than in non-TV homes, the reverse is true as regards readership of magazines and daily and Sunday newspapers.

According to the study, 90 per cent of TV homes usually gets a Sunday and a daily newspaper. In non-TV homes only 88 per cent do. Regular magazine readership is 54 per cent in TV homes, only 52 per cent in non-TV homes.

Radio listenership is usual on an average weekday evening in 84 per cent of non-TV homes, but only in 43 per cent of TV homes. Movies are attended at least once monthly by 59 per cent of non-TV homes, but only by 45 per cent of TV homes. One or more books are read monthly by 35 per cent of

non-TV homes, but only by 29 per cent of TV homes.

On the basis of time spent at these pursuits, however, all showed a smaller amount in TV homes than in non-video households. Thus, Sunday newspapers had a median time of one hour and 23 minutes per reader in a TV home as against one hour and 38 minutes in a non-video home. Time spent per reader with Sunday comics was shown as 53 minutes by non-TV owners and 44 minutes by set owners.

MUTUAL DEAL

MBS, Antell Eye 7 Shows; 5 Are MGM

NEW YORK, March 22.—A deal in the works here for the Charles Antell Company, a hair preparation outfit, to sponsor five MGM radio shows and two 15-minute network-owned packages over the Mutual Broadcasting System. Facting is contingent on their settling certain contract differences.

If the sale goes thru, Antell will pick up the tab for Bette Davis' "Woman of the Year," Errol Flynn's "Modern Adventures of Casanova," Ann Sothern's "Maise" series and the hour-long "MGM Musical Comedy Theater of the Air."

Jovien Shifts To Coast MCA

HOLLYWOOD, March 22.—Harold Jovien, head of Genera Artists Corporation's Coast radio-TV department, will join Music Corporation of America's radio-TV department April 7. Jovien's GAC duties will be taken over by Bill Weems and Bub Miley. Henry Cause was added to GAC's Coast staff to assist Weems in doubling on ne-nighter bookings.

Jovien switches to MCA after spending five years with GAC. He joined the latter agency following a seven-year period with The Billboard. Prior to this, he worked on other trapezoids in the radio and music fields.

At MCA, Jovien will report to Micky Rockford, radio-TV department head.

Bowman Exits Y&R for CBS

CHICAGO, March 22.—Phil Bowman, manager of the radio and television department of Young & Rubicam here, this week resigned to join the Columbia Broadcasting System show, "Housewives' Protective League." Succeeding Bowman is Bill Wilson, who joined the agency last May.

Bowman had been associated with Young & Rubicam for the past six years. Wilson, who served with Frederick Brothers as a booking agent before the war, left that post to join the American Broadcasting Company here, where he worked in promotion, local and network sales before resigning to go with the agency in May, 1951.

25-YEAR-OLD BULB CAUSES CHAOS FOR TV

LITTLE ROCK, March 22.—A 20-cent light bulb installed more than 25 years ago in an old-fashioned Little Rock residence was the cause of much hair pulling for one family of video enthusiasts here, besides costing the Arkansas Power and Light Company, several hundred dollars.

Receiving complaints night after night from the family, AP&L sent out a trouble crew to search for the cause of the black, horizontal lines which showed up about twilight time and continued until 11 or 12.

An offender was posted at the offending set and an AP&L radio truck was stationed at the house. Crewmen worked areas by climbing poles and cutting off transformers wired to supply a dozen or so houses at a time. Then they checked by radio each time to see if this switching had any effect on the ailing picture.

On the Trail

The transformer that controlled a group of houses where the disturbance seemed to be located was finally picked out of a suspected area of 250 square blocks, and crewmen disconnected wiring from one house at a time until they got the signal that the phantom static making noise was coming from one particular house.

They explained the situation to the lady owner who permitted them to come in for further tests.

The trouble was in the hall chandelier. An old-fashioned light bulb, more than 25 years old, was removed, and the television picture cleared. The globe was clear glass with a straight wire filament. Modern lamps are made with coiled filaments.

10,000,000 Radio Families Unaccounted, New Study Shows

ARB-ABC Survey Indicates Shows Shortchanged in Multi-Set Homes

Continued from page 1

sample. The variables between these three types of homes are not only in amount of listening, but also in kind of listening.

The one-set homes, which constitute 39.8 per cent of all radio homes, make up 73 per cent of the Nielsen sample. The two-set homes, or 35.2 per cent of all radio homes, are 28 per cent of the Nielsen sample. Three-set homes are now 25 per cent of all radio homes, but make up only 1 per cent of the Nielsen sample.

The two and three-set homes are particularly important because video homes are more likely to have a greater number of radios, making their reactions particularly important. Also, the multi-set homes generally are the homes of the larger families which are the biggest consumers, and thus the three-set homes alone make up considerably better than 25 per cent of the total American market.

The study shows that many stanzas are being heavily shortchanged in their ratings and in the count of the number of families being reached. For example, using its Nielsen rating as an index of 100, the "Evelyn Winters" soap would have an index of 172 if its Nielsen were weighted properly for multi-set homes. "Against the Storm" similarly would be indexed at 123 and "Break the Bank" at 112.

In actual ratings, "Against the Storm's" 2.6 Nielsen would be adjusted to a 3.2 by adding multi-set homes in their true listening proportions, while "Break the Bank" would be 5.4 instead of the 4.8 of Nielsen.

Among the evening shows, the same holds true. Walter Winchell has a measurably higher rating in multi-set homes than in the one-set homes, and his correct adjusted rating actually should be quite a bit higher than it now is shown to be. The same applies to Drew Pearson.

Of course, there are some programs similarly, which would decline in ratings if they were adjusted correctly. Thus, "Strike It Rich" is shown to be getting an inflated rating because multi-set homes are not properly counted, while "Break the Bank" is short-changed. Sammy Kaye's "Sunday Serenade" gets 73 per cent of its total audience in multi-set homes, and 44 per cent in homes with three or more sets, where Nielsen has virtually no check. It is regarded as similar to leaving out the entire Eastern area of the United States in figuring audience.

The study breaks down the audiences earned by daytime shows of two major sponsors, General Foods and Philip Morris, and indicates that generally they are

doing better in the hardly-measured multi-set homes than the sponsors probably know. These figures are significant when considered in the light of the fact that 40 per cent of radio homes are one-set homes, 35 per cent are two-set homes and 25 per cent have three or more sets.

Thus, General Foods' "Breakfast Club" (ABC) has only 34 per cent of its audience in one-set homes, but 39 per cent in two-set homes and 27 per cent in three-or-more set homes. "When a Girl Marries" (ABC) has only 20 per cent in one-set homes, 52 per cent in two-set homes and 28 per cent in three-plus homes. "Wendy Warren" (CBS) has 52 per cent in two-set homes and 19 per cent in one-set homes. "Second Mrs. Burton" (CBS) has 41 per cent in one-set homes, 38 per cent in two-set homes and 23 per cent in three-plus homes.

ABC Ax Cuts Pollak From Program Post

CHICAGO, March 22.—The American Broadcasting Company's economy ax hit Chicago this week. The position of program director is being dropped. James S. Pollak, who came here from WJZ five months ago to take the job, will remain in the office until May 1, then will be dropped.

The duties will be spread around the staff, with John Norton, vice-president in charge of the central division, actively directing programming.

The move is seen as a possible first local step anticipating the merger of ABC and United Paramount. If the deal is approved, the Columbia Broadcasting System would purchase WBKB, their Chicago outlet, now owned by United Paramount. There is believed to be an agreement that key executives of WBKB, including Red Guinan, program director, would move to WENR-TV. The dropping of Pollak, and leaving the position unfilled, would clear the way for a WBKB man.

Until this week's move the ABC economy wave had hit Chicago lightly, with a general tightening, and some firing in the lower echelons. WENR-TV has had a flock of local sales lately, and is regarded as being in good financial position.

With Philip Morris the "Evelyn Winters" strip (ABC) has 50 per cent of its audience in three-plus homes, against 32 per cent in two-set and 18 per cent in one-set homes. "Against the Storm" (ABC) has 35 per cent in three-plus-homes to 36 per cent in two-set and 29 per cent in one-set homes (40 per cent of all radio homes. "Break the Bank" (ABC) shows 31 per cent in three-plus-homes, 36 per cent in two-set and 33 per cent in one-set homes.

The daytime (9 a.m.-6 p.m.) radio audience as a whole is roughly divided the same way the sets are, but the 9 a.m.-noon period shows heavier listening in multi-set homes. The one-set homes (40 per cent of all radio homes) do 39 per cent of all listening daytime, but only 36 per cent between 9 a.m. and noon. The two-set homes (35 per cent of the total) do 35 per cent of all daytime listening, and 36 per cent of that done between 9 a.m. and noon. The three-plus-set homes (25 per cent of the total) do 26 per cent of all daytime listening, but fully 28 per cent of all that is done between 9 a.m. and noon.

Other things determined by the study, not all of which has been collated as yet, include out-of-home listening, rooms used for listening, comparison between radio listening and magazine reading, and a pantry check study done on the scene and correlated to diaries filled in by respondents. Later indicates that one specific radio-advertised product using a daytime show has a 62 per cent higher usage among listeners than among non-listeners, although there is no significant difference in the over-all usage of the type of commodity between listeners and non-listeners.

In justice to Nielsen, it must be said that he is making every effort to extend his service to cover multi-set homes soon. At present, however, it would take three times as many auditors to cover a three-set home as to cover a one-set home, making it uneconomical.

The ARB study covered each member of more than 3,000 U. S. households during the week of January 20-26, using a probability sample of the entire U. S., including all areas and home types in their proper proportion, personally placed and collected diaries.

Confab's Seat Bid Deadline

WASHINGTON, March 22.—April 15 is the deadline for application by radio and TV newsmen and commentators for seats and coverage facilities at the Chicago national conventions of the Republican and Democratic parties in July. Bill Henry, chairman of the 1952 Political Convention Committee of the Radio Correspondents' Association, announced here this week. Both the Republican and Democratic national committees have designated the Radio Correspondents' Association, composed of members of the radio and TV galleries at the U. S. Capitol, to supervise accreditation, seating and operation of the radio and TV news quarters in Chicago.

A standard form has been prepared for applications, and these will be furnished to anyone who applies to the radio-TV gallery, U. S. Senate, U. S. Capitol, Washington, D. C.

Pillsbury Falls For Godfrey

NEW YORK, March 22.—Pillsbury has purchased the Arthur Godfrey simulcast in the 10:30-10:45 slot, starting September 1, on the Columbia Broadcasting System.

The advertiser will sponsor him Mondays, Tuesdays, Wednesdays and Thursdays, "Bride and Groom," sponsored by General Mills, now in the 10:30-10:45 slot on CBS-TV, will be shifted to a strip a half hour later.

Union Rows May Halt Trend To Filming of TV Programs

East-West Jurisdictional Dispute One of Many Conflicting Problems

Continued from page 1

ter movie industry—become unwilling to grant them cost-of-living hikes because of the inroads made in film house audiences by the new medium.

The jurisdictional problems between New York and Hollywood unions are far from being settled. Employers of talent and labor in Hollywood still do not know where they stand. The conflict between the Screen Actors Guild and Television Authority is not settled. The Screen Directors Guild and the Radio Directors Guild haven't come to full agreement. The conditions are better between the Screen Writers' Guild and the Television Writers' group in the East, a provocative remark can change that picture.

Many Long Commitments

CBS-TV has some commitments for film which run for five years. These would include such programs as "Amos 'n' Andy," and "I Love Lucy." "The Gene

Autry Show" is also partially owned by CBS-TV but filmed by Autry's Flying A Productions. If CBS-TV decides against film, it would have to carry out such existing commitments, but probably would not use film for any of its present new Coast properties. The network has made a large investment in its Television City in Hollywood, but its stages can be used for live programming.

Of undoubted importance in any ban against the use of film by CBS-TV is the fact that by using celluloid, the network, in a sense, is working against its own prime interest—that of selling facilities. If a quality program can be shipped around to the TV stations in a can, why use a new work, goes this question. Some web execs believe that by showing stations that they can get audiences by programming film, they are showing them the way to get full rates for their time. The time will not be far off, these

traders maintain, when stations may start to buy film in quantity from outside the network.

Another Problem

Another problem cropping up in the use of TV film is the fact that many unions are asking a cut of subsidiary rights. The American Federation of Radio Artists already gets 5 per cent of either the gross time sales or the package price, each time the film is shown. The video performers' and writers' unions also are demanding repayment fees each time TV film is used. This pre-ages similar demands by all other unions working in the medium.

If CBS-TV decides against using film, the decision may only be temporary. The industry is still in an infant stage and its execs have to make their decisions by radar. Should conditions change, of course, their fluid policies will change with them.

ABC, UPT Hearing Gets New Set-Back

Three Paramount Directors Found to Own Stock in MSG Corp., Cited for Monopoly

WASHINGTON, March 22.—Justice Department's anti-trust complaint filed this week against the Madison Square Garden Corporation and the International Boxing Clubs of New York and Illinois will have repercussions in the Federal Communications Commission's hearing on the proposed merger of United Paramount Theaters, Inc., and American Broadcasting Company. It was learned, FCC legalists are indicating their interest in anti-trust division's action because three directors of Paramount Pictures Corporation have stock holdings in Madison Square Garden Corporation. The Madison Square Garden Corporation and the two boxing clubs, as well as two other defendants, were accused by Justice Department of conspiring to hold a monopoly over major boxing bouts, via contracts and via sale of radio, TV and motion picture rights to the contests.

Among the issues being examined by FCC in the proposed ABC-UPT merger are the relationships of Paramount Pictures Corporation, the predecessor Paramount Pictures, Inc., and any Federal or State anti-trust violations. Also, the FCC has expressed an aim to see whether any of the anti-trust violations "were recent." In testimony already submitted to the FCC in the current hearing, it was stated that among holders of stock in Madison Square Garden Corporation are Stanton Griffiths, Edwin L. Weisl and John D. Hertz, all affiliated with Paramount. Hertz is a director of the Madison Square Garden Corporation.

Whether the Justice suit will contribute to delaying the ABC-UPT decision was uncertain. Justice Department named the Garden Corporation, the two boxing associations, James D. Norris of

New York and Arthur M. Wirtz of Chicago as defendants in the complaint. Norris is president of the clubs, and Wirtz is a principal stockholder. The clubs, stated the complaint, have promoted or participated in about 90 per cent of all championship bouts since 1949. The complaint charges that the defendants, in conspiring to exclude others from the promotion of professional championship boxing contests and in the sale of radio, TV and motion picture rights in such contests, have (1) obtained contracts from the champions and leading contenders in all weight divisions requiring them to box exclusively for the International Boxing Club of New York or of Illinois, as a condition of participating in title bouts; (2) obtained exclusive use of all principal arenas in New York, Chicago and other large cities suitable for exhibiting championship fights; and (3) acquired and eliminated Tournament of Champions, Inc., in 1949, the leading competing promoter of championship matches. Referring to the defendants' TV and radio negotiations, Attorney General J. Howard McGrath declared that "public, as are the contestants, promoters, radio and television broadcasters and others engaged in this business, is entitled to a free, competitive market in a business which commands such wide public interest."

McCarty Wins Wilson Role

NEW YORK, March 22.—Mary McCarty this week was named to succeed Jane Wilson as a regular on "Celebrity Time," beginning with the April 6 telecast. The program is undergoing a revamping which will attempt to evolve some sort of variety format to combat top-rated Red Skelton, its opposition. Present format is panel-quiz. Batten, Barton, Durstine & Osborn is the agency.

4 Webs Vie For Gulf Co. Radio Time

NEW YORK, March 22.—Gulf-spray insecticide this week was shopping around for a summer radio deal, and all four major AM webs were pitching for the business. Inside track is believed held by the American Broadcasting Company, which has blue-printed a special Pyramid plan operation for the sponsor. Young & Rubicam is the agency, and a decision is believed likely within the next two weeks.

Cancels One, Buys Another

NEW YORK, March 22.—Hazel Bishop lipstick this week canceled out its alternate week sponsorship of "Cameo Theater" on the National Broadcasting Company and instead booked the weekly 10-10:30 p.m. Wednesday period on the same web. The sponsor had only gone into "Cameo" a few weeks ago, alternating with regent cigarettes in the 10:30-11 p.m. Sunday time. No show has been selected for the new time slot yet, with the starting date to be April 2. Agency is Raymond Specter.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

In the Market which has highest income per family in the country

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

1-2, CBS 3-4, NBC

NEW YORK, March 22.—A. C. Nielsen Company this week named the four individual video programs which thus far have garnered the biggest audiences in the medium's brief history. The top two shows are Columbia Broadcasting System stanzas, and the third and fourth shows are aired via the National Broadcasting Company. Top all-time audience viewed the January 23 (ice-skating) edition of "Arthur Godfrey and His Friends," totaling 8,842,000 homes. Second biggest was the 8,750,000 homes listening to the January 28 outing of "I Love Lucy," a tremendous audience for a new series. Third place goes to the Martin and Lewis appearance on "Colgate Comedy Hour" on February 10, with 8,622,000 homes watching. Milton Berle's December 18 stanza rates fourth, with 8,608,000 homes.

TALENT PLANS

Veepee States UPT Policy, If When Merger

WASHINGTON, March 22.—Robert M. Weitman, vice-president of United Paramount Theaters, testified before the Federal Communications Commission this week that he would recommend an interchange of talent between television and the theater if the proposed merger of UPT and American Broadcasting System TV is approved.

Weitman would be vice-president of the proposed company in charge of talent. He discussed Paramount's talent policies, pointing out that he had himself helped to develop such big names as Danny Kaye, Tony Martin, Perry Como, Frank Sinatra, Dinah Shore, Red Skelton, Lena Horne, Tommy Dorsey and Glenn Miller, and that his personal acquaintance with these entertainers would be of benefit to the development of the proposed television outlet.

CONSERVATIVE ESTIMATE

TV-Film Sponsors Will Pay \$19 Million to Stations in '52

NEW YORK, March 22.—The 108 TV stations throughout the United States will collect a conservatively estimated \$19,869,840 this year from sponsors of feature film shows, if these sponsors continue to buy at the same rate as they have during February and March. In turn, stations will have paid out approximately \$12,050,000 to film distributors for their product, assuming the same amount of film is in use as during 1951. These figures are based on a survey made by The Billboard of the film being used in representative one, two, three, four and seven station markets. The survey reveals that about 842 features weekly were being shown on all U. S. video stations during the tabulated week. The

TV set-owning public can expect to see at least 42,100 films this year, but of course they will see repeats of many of the same film in all markets.

In the summer months, with fewer sponsored programs available, the film programming will be higher so that the figure given for the yearly number of films may go higher.

New York City is the number one TV city in terms of consumption and volume sales of old flickers. About 70 per cent of the 149 films programmed here in a recent week were sold, an exceptionally high figure, considering their marginal time slotting. Los Angeles is programming about 90 films weekly, but only about 25 per cent of them were sold on the seven stations there in a recent week. Because of the few network originations in L. A. stations in the area are more dependent upon film to fill gaps in its programming.

St. Louis Deluged
St. Louis, a one-station market being deluged by network programs fed from all four webs, has little time available to program film. According to an authoritative source, it is close to being a.r.o. in the sale of films. And the same is true in two-station cities where the audiences see relatively few movies. A new departure which may open up considerable time is WDTN's effort to offer all-night film shows. The immediate reception given by Pittsburgh advertisers to the idea indicates a bright future. (See separate story this issue.)
Flicker programming attracts all kinds of clients—national, re-

TV Fight Coverage Due for Overhauling

Pickups of Bouts in Fall May Be Made Under Auspices Other Than the IBC

• Continued from page 1

considering elimination of its Monday night card at St. Nicholas Arena, aired here on a 32-week basis by WOR-TV. No decision has been made definitely as yet, but it is regarded likely that the bouts are on the way out, at least insofar as TV is concerned.

On the other hand, Markson said a new plan covering the summer months is being blue-printed for presentation to one of the major sponsors now airing IBC bouts on a network basis. Gillette sponsors the Friday night fights via the National Broadcasting Company, and Pabst picks up the tab for Wednesday bouts via the Columbia Broadcasting System. The plan, still in the formative stages, is understood to cover some system for presenting outdoor fights on a regular basis, and the bankroller in question is believed to be Pabst.

One factor which may bring about a change in the situation is pressure from various local boxing clubs around the country on IBC to cut down on its live network telecasts. Markson admitted that the Hollywood Legion Stadium had been one of those complaining that its gate receipts had been affected by eastern TV. The IBC letter of reply noted the three-hour time differential between New York and Hollywood, but stated that IBC was willing to discuss the matter further, and possibly to black out the Los Angeles area next fall. No action along this line has been taken yet, according to Markson.

It is known that, insofar as its Friday night schedule is concerned, IBC has made no firm plans for the fall. Its contract with Gillette expires on May 30. Altho Markson said he believed it likely that IBC would set a new contract for the fall either with Gillette or a new sponsor, it was known that NBC-TV is not quite so optimistic about IBC's intentions. That web is known to be looking around already for a series of fights which could be used as a substitute for the Madison Square Garden bouts now aired. One such package known to be virtually set to go is that pre-

pared by the promotional team of Pete Vaccaro and Barney Feller, the latter a Cincinnati fight promoter.

One report now gaining credence among boxing cognoscenti is that IBC, what with its legal and other troubles, might pull out of Garden fight promotions altogether, and limit itself to the Wednesday bouts now originating in Detroit and other IBC cities. Markson denied knowing anything about this at the present.

Should this occur, however, there is considerable speculation about who might take over the big arena. It is known that some of the top Garden stockholders likewise are major interests in the Paramount structure. (See story on this page.)

Markson stated that the current anti-trust suit against IBC is playing little if any part in that organization's thinking about TV. "We haven't been proved guilty yet," he declared, also pointing out that the suit is concerned only with championship matches and the regular weekly attractions.

Bray Prepares Film Cartoons For Sterling TV

NEW YORK, March 22.—J. R. Bray, movie pioneer, who invented and developed the animated cartoon, is re-sounding and editing his extensive catalog of old film shorts and cartoons for television. The exec this week granted Sterling Television here exclusive distribution rights on the package.

Altho most of the films are 1920 vintage and older, Sterling prexy Saul Turell said the quality of the films is "excellent," because Bray owns the original negatives in view of the current shortage of available animated cartoons for TV. Turell expects to do particularly well with Bray's cartoons in line with this. Turell pointed out that, unlike live-action films, cartoons seldom show their age anyway.

Dropped Patent
Bray has thousands of old films in his vault, including the old "Out of the Inkwell" cartoons, a natural history series, and the first science fiction movie production. Bray made the first animated cartoon in color back in 1919 (by painting the film), and later leased patent rights on his animation technique invention to Walt Disney, among others. However, just before sound pictures came in, Bray decided there was no future in the animated cartoon and didn't renew his patent.

Ford Weighs Video Ideas

NEW YORK, March 22.—Ford this week was toying with several video program ideas. Advertiser is considering a half-hour "Look Magazine" idea. Air for the 9-9:30 p.m. Thursday slot on the National Broadcasting Company's TV web. Lincoln-Mercury has also opened up "Toast of the Town" for joint sponsorship by its brother division on an alternating basis.

age price here for a movie is \$350, but many of the better films bring more. In Chicago and Los Angeles, the stations pay about \$100 per film because of their greater programming need. Single-station markets will offer from \$75 to \$150 for each movie.

But the distribution situation is only starting to become clear. Once the Federal Communications Commission lifts its freeze and several stations get into each market they will have to go to film to keep their hours programmed. This should mean many years of continued business for distributors of old film.

national and local. Sponsors in Los Angeles include the McDaniels Market, Dr. Ross' Dog Food, Fletcher Jones, a car dealer, etc.; in Chicago, they include Mynex Reducing Tablets, Marlene's Shampoo and the Aaron Heating Company. The same is true in New York, where both small and large advertisers have made equal use of late hour feature film shows.

Most Five to 10 Years Old
Altho the largest proportion of films are from five to 10 years old, newer and better film is starting to appear on the market. Among the newer developments in New York City are the top "A" English films being programmed on TV while they are still making the rounds of grind houses. Such pictures as "Seven Days To Noon" and "Woman Delivered" are included in the British film packages available to local viewers. Even among the old pictures, many A's are being televised. In Chicago, among the other markets, "The Moon and Sixpence," starring George Sanders, and "Topper," with Roland Young, Cary Grant and Constance Bennett, were seen in one week.

And several of the majors are on the verge of releasing huge numbers of films. RKO is said to be readying a package of 650 of its films for TV distribution, which may not hit the market this season but are practically sure to appear in the late fall. David Selznick is pricing the market for some of his top products.

Prices Static
But the average price received for old film by distributors has remained fairly static. The aver-

AAAA Reps to Scan Union Merger Plan

Meet March 27 to Examine "Blueprints"; Heller Denounces "Railroading" Charge

NEW YORK, March 22.—Executives of the Associated Actors and Artists of America will meet here March 27 to examine a preliminary blueprint submitted by representatives of Cornell University and the University of California. The blueprint will attempt to create a method whereby the four Eastern performer unions—Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists—may merge satisfactorily with Television Authority, a long-hoped-for dream.

This blueprint, according to George Heller, executive secretary of the TVA, follows a procedure set at the TVA convention at which it was voted to consider the five-union merger first. A TVA, American Federation of Radio Artists amalgamation will be effected by July 1, if the plan does not jell. Heller made it clear that TVA did not rule out a three-union or four-union merger. If the five-union agreement does not work, his point is that TVA cannot work on several mergers at the same time without hopeless confusion resulting. After the five-union merger blueprint is

acted upon, assuming that it is rejected, AGVA and other interested performer unions will be invited to consummate a merger. But the July 1 deadline was set so that if the other 4-A orgs do not buy any agreement, TVA and AFRA will move into a partnership together.

Heller denounced as "the big lie" AGVA charges that TVA and AFRA were railroading thru a two-card merger. He said "their (the AGVA) charges are an absolute distortion of the truth. It seems to be traditional with 'AGVA' spokesmen to ignore the truth. The facts are that TVA is proceeding in accordance with the wishes of the delegates who attended the TVA convention on December 7, 8, and 9, 1951."

PHIL. PRODUCES PIONEER RACE

PHILADELPHIA, March 22.—Two local stations—WIP (Mutual) and WFIL (ABC)—marked their 30th anniversaries in broadcasting this week. Both stations staged a number of special program salutes to mark the birthday. Benedict Gimbel Jr., president and general manager of WIP, pointed out that while many people have been deprecating radio and its effectiveness, the year just past showed an increase of 26 per cent in local billing over the year before—the highest in the 30 years of WIP's existence.

Roger W. Clipp, WFIL general manager, emphasized the station's public service responsibilities in a birthday message. Staff also played host to a birthday dinner in honor of Hal Simmonds, now on the WFIL sales staff, who has been with the station for the past 30 years.

Radio Stations 64% Of TV Applications

Rush for Post-Freeze Permits Grows; Broadcasters Sure to Strengthen Grip

WASHINGTON, March 22.—A titanic struggle among existing radio broadcast interests for choicest TV frequencies in the land is quietly in the making on the approaching eve of the freeze lift. Of some 520 video applications already on file at the Federal Communications Commission, just under 64 per cent are from radio station owners, and FCC insiders anticipate the trend will grow when the post-freeze grand rush gets under way.

The interest of radio broadcasters in TV ownership has been a natural one because of the affinity of the two media; the trend has been firmly established in the nation's 108 TV stations, the majority of which are owned by radio broadcasters, something over half of them also owning newspapers. The zoning proportion of radio station owners among TV applicants is viewed as strongly indicative of what the TV picture will be like in the industry's expanding era.

Significant in the steadily growing rush for frequencies is the rising percentage of applicants involved in contests. Not only are virtually all of the remaining available VHF frequencies being contested by anywhere from two to a dozen applicants each, but also signs of minor contests for UHF channels in some localities are beginning to appear. In the thick of most of the frays are radio station owners. The stakes are obviously of such stature that knock-down drag-out hearings will delay decisions in the bulk of cases indefinitely after the freeze-lift. But since the majority of the fights are intramural ones among radio broadcasters seeking TV outlets, the radio broadcast industry is sure to increase its grip in TV no matter what the outcome of the hearings may be.

Altho this aspect of the coming TV boom has escaped public notice, the FCC has indicated an awareness of it; the Commission apparently regards the development as part of a normal pattern of ownership and is showing no intention of introducing any drastic crack-down policy.

Commission Standing Pat
At least, the FCC intends for the present to apply no rule other

than the one now subscribed to in judging between newspaper and non-newspaper contestants. The Commission has implied that, as a balance against any undue local monopoly, non-newspaper contenders get the nod for a frequency sought also by newspaper applicants, provided, however, that the rival contenders are equally qualified. The history of FCC actions in such contests has shown newspaper interests presumably better qualified in an overwhelming number of cases. In practice, newspaper ownership has tended to be an asset to broadcast applicants because of know-how in mass news dissemination and other kindred matters. Broadcast ownership apparently is proving an even more valuable asset to TV prospectors.

The FCC showed no major opposition this week to a provision in the revised version of the McFarland bill mandating the Commission against discrimination against newspaper interests (The Billboard, March 22). The Commission's contention has been that it is forbidden by the Constitution from discriminating against any group or industry, and existing practices are anything but discriminatory. The industry has shown no lack of sympathy for the FCC's viewpoint. What the FCC has stressed, tho, is that because of the constitutional ban, to which the Commission adheres, specific legislative provisions mandating the Commission against discrimination are unnecessary.

Radio-TV Plots Huge Confab Plant in Chi

Continued from page 1

their own needs. A fifth network set-up is being readied which will service the West Coast only. To cover the arena proper, five, and possibly six, cameras will be placed at strategic points, with all TV networks pooling the pickups.

While the studio and camera set-ups for radio and TV network coverage at the conventions is now fairly well set, Thayer revealed that individual stations have already indicated an interest in setting up their own facilities for direct coverage. As much additional space, over and above the 50,000 square feet already assigned, as is available will be turned over to the indies, Thayer stated.

Physical set-up of the arena for the conventions will find a vast T-shaped platform moving outward toward center-arena from the west wall. Directly above the rear platform will be a series of private, open-front rooms which will house party dignitaries, while directly above will be located the six radio studios, with commentators getting a full view of the arena proper as well as the front-stage area. To further facilitate AM coverage, special lines will be available on the arena floor for use with hand mikes.

Lighting for the TV pickups will offer no problems, with the Amphitheater already equipped with a permanent set-up which completely covers the entire arena area. However, to further improve the sound thruout the hall, a new system will be installed, starting May 1, at a cost of \$20,000.

Installation of an air-conditioning system thruout 46,000 square feet of the arena area (see story in Auds-Arenas) at a cost of between \$400,000 and \$500,000, will not include the TV studio area, but Thayer pointed out the 25-foot ceiling is so constructed that individual units can easily be installed. Large fans, will be placed in the Amphitheater by Westinghouse, one of sponsors of the convention coverages, which will be used to move the cool arena air into the large press section in the south wing. In addition, space is

now being allocated for all newsreels, press services and newspapermen who will be assigned to cover the two gatherings.

Housing for the hundreds of technicians and commentators who will work the radio and TV shows from both conventions will be arranged at Loop hotels, as the quaint Stockyards Inn can not accommodate them. However, feeding will offer little trouble, with the various dining rooms, including the exclusive Saddle and Striplin Club, accommodating some 2,500 persons. Auxiliary stands and vendors will be available in the Amphitheater proper.

Thayer is no novice at either radio or TV. The private interests controlling the Amphitheater, headed by William Wood Prince, also include in their set-up Station WAAF, whose transmitter is located atop the main business building in the ancient stockyards and which is leased to the Downer's Grove Journal. A number of telecasts have already originated from the arena, including coverage of wrestling, auto racing and the last two automobile shows. At the 1951 auto show, four different TV stations worked independently of one another at the same time to telecast their own shows. Too, while the auditorium has been equipped with a coaxial cable, TV stations have actually beamed programs from the location off the Amphitheater roof to the over transmitters.

Because of the uncertain weather here in the summer months, the air-conditioned Amphitheater will pitch for a number of straight entertainment packages in the future to augment its heavy exhibition business, offering its facilities to packages which normally might appear in a ball park or open air stadium. Too, Thayer has already approached RCA regarding an eventual installation of a four-sided giant television screen which could be set-up in the center of the arena area, and house some 12,000 customers to see theater-TV type transmissions.

Thru-Night TV 35% Sponsored In Pittsburgh

PITTSBURGH, March 22.—The Swing Shift Theater over WDTV here now has a 35 per cent sponsorship for a 13-week period, and the experiment of this one-station market seems an assured success for 24-hour operation. General Manager Harold Lund and Sales Manager Larry Israel conducted a survey for over six months to determine what viewing audience existed during the hours the station was off the air. They learned that over 200,000 people in this big industrial area could watch TV due to the shifts they were working in the many mills and defense plants.

When the survey was complete, the station offered the time. The response was immediate. The first feature picture beginning at one o'clock in the morning is now sold out every night, with spots and public service announcements coming on thruout the night up till 6:45. At seven, NBC's "Today" comes on.

WDTV has a deal with Motion Pictures for Television, Inc. to supply all the pictures. It will be the only company found to service the all-night hours at a price to make the programing profitable.

'Calico' Catches Sponsor's Eye

CHICAGO, March 22.—"King Calico," one of the high-budget sustainers which was threatened with axing in the American Broadcasting Company-WENR-TV economy wave here, was literally saved by the bell this week when Milnot exercised its option. It will take over sponsorship of the Wednesday and Friday, 5:45-6 p.m. segs starting April 2.

Show, which is packaged by C and C Productions, is the successor to the highly successful "Uncle Mistletoe" series which was sponsored by Marshall Field & Company for several years on the same station. With Fields owning the "Mistletoe" character, packagers developed the "King Calico" format, using puppets similar to those on the original series, but with different names, and have been airing the merpet show three times a week for the past few months. The Milnot deal was set thru Henri Hurst & McDonald.

Possibility that the show will go to a five-time-a-week sked was seen when two other bankrollers pitched for open nights on the series. Decision to add the additional time will be made by ABC officials next week.

Tells Institutes Keep Up Drive For Own TV

WASHINGTON, March 22.—The Federal Security Agency strongly counseled educational institutions thruout the nation this week to continue driving for their own TV stations rather than to depend on "public service" time from commercial stations.

In the annual report of the FSA's Office of Education, issued today, the agency asserted that commercial radio can't meet the educational needs of a school or college on a "public service" basis, since "no single network nor a local station can offer continuing guarantees as to time or coverage."

WNHC Names Four Veepees

NEW HAVEN, Conn., March 22.—In line with expansion necessitated by television activities, Patrick J. Goode, president of radio and television Station WNHC, Channel 6, this week announced the appointment of four new vice-presidents.

David K. Harris, formerly producer-director, has been appointed vice-president in charge of television production; Edward D. Taddei, in charge of finance and control and assistant in administration, corporate and Federal Communications Commission matters; Vincent DeLaurentis, chief engineer for both radio and television, and Vince Callahan, in charge of radio and television sales.

NARTB CODE

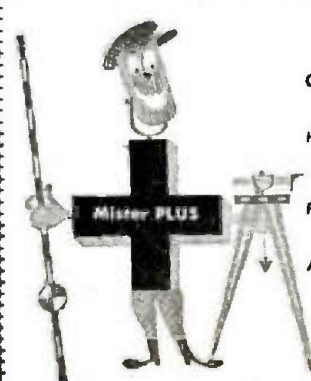
Time Limits On Com'cials Bother Indies

CHICAGO, March 22.—Two of the four television stations here have adopted a watch-and-wait attitude toward the NARTB's Code of Good Practice. They are WGN-TV and WBKB, both independently owned. WENR-TV, WNBQ, network o. and o.'s, joined the first week.

WGN-TV and WBKB aren't concerned about the moral end of the code, but bot might lose considerable billings if they had to stick with the time limits on commercials. WGN-TV far exceeds the commercial limits on some feature film shows, and WBKB has several programs which are straight commercials. It is felt sponsors wouldn't stand for cut in their commercial time, which in some cases would amount to 50 per cent if the code regulation were followed strictly.

Feeling among station officials is that no public relations job has been done with the code, and the public is scarcely conscious of it, and consequently doesn't know or doesn't care if stations aren't members. The code also has been subject for some pot shots by Chicago newspapers.

+++++ FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM - NEW YORK 18, N.Y. +++++



FACT-TRACKER

On Mister PLUS, surveyors' gear

Looks good: with plumb and transit

He studies markets far and near

In search of fact — and lands it!

Fact Number One: Folks everywhere

Tune most to home-town stations!

And most of these, beyond compare,

Are our affiliates!

— the difference is MUTUAL!

TV RATE GUARANTEE

KMTV Adopts Plan To Lure Nat'l Clients

OMAHA, March 22.—Video station KMTV this week became the first TV station in the country to offer all advertisers a rate guarantee for a period up to 52 weeks. Plan is regarded by trade as a move to lure national advertisers to the station regardless

of bankroller's network plans. This is in line with the Katz Agency's recent suggestion that national sponsors would do better dollar-wise if they bought local time spots on TV film shows. Katz represents KMTV nationally.

Station's first order under new guarantee plan was placed by the P. F. Petersen Baking Company for the Columbia Broadcasting System's film series "Range Rider." Under the net set-up, if a KMTV advertiser's renewal date occurs within the six-month period from any effective date of a rate increase, he will be given rate protection thru the unexpired portion of the six-month protected period. Rate in effect after this protected period then becomes the guaranteed rate for the balance of his schedule up to 52 weeks from renewal date. Only hiatus and/or diminishing of original service could void year guarantee.

According to Owen Saddler, KMTV general manager, the plan was inaugurated "to make the budgeting of a year-round TV campaign more practical." Exec regards it as "beneficial to the small advertiser as well as to the larger clients."

ALL BUT THREE

Disconnected Cities to Join AT&T Relay

NEW YORK, March 22.—Same time during the course of 1952 all non-interconnected markets but three will join the live relay network facilities of the American Telephone & Telegraph Company. Announcement by AT&T this week confirmed the story to this effect printed in The Billboard some three months ago.

A temporary one-line microwave system will join Miami, New Orleans, Dallas, Fort Worth, San Antonio, Houston, Oklahoma City and Tulsa on July 1 in order to make the proceedings of the political conventions available to these cities. In October it is expected that the permanent microwave relay system will be installed in the eight cities. The cities which will remain on inter-connected for the present are Seattle, Albuquerque, N. Mex., and Phoenix, Ariz.

Electronics Set 107-Mil of Ore

WASHINGTON, March 22.—Approval of materials for the construction of \$107,029,543 worth of 30 electronic and communication equipment projects was announced this week by the National Production Administration. Among radio-TV applicants receiving the official materials go-ahead were: Columbia Broadcasting System, for a \$5,250,000 TV construction in Los Angeles; Allen B. Du Mont Laboratories, Inc., in New York, \$1,750,000; American Broadcasting Company, in San Francisco, \$600,000; Kansas City Star Company, in Kansas City, Mo., \$700,000, and the Philco Corporation, Philadelphia, \$5,418,802.

All were television projects except Philco's, which is for other electronic equipment.

Lever Bros. Buys CBS Seg

NEW YORK, March 22.—Lever Brothers this week purchased a fifteen-minute strip of Art Linkletter's "House Party" on the Columbia Broadcasting System. Lever Brothers will probably also buy the TV version of Linkletter's "House Party" next season, when it will be simulcast. Pillsbury already has half of the half-hour strip on radio, and is committed to sponsor it on video.

Nasser, AFM Decision Due

HOLLYWOOD, March 22.—U. S. Bankruptcy Referee Benno M. Brink will hand down a decision next week in the heated legal battle between the Nasser brothers and the American Federation of Musicians over the AFM rescoring and 5 per cent royalty formula governing theatrical films shown on TV.

George and James Nasser are waging the first test case of the AFM formula, and thru attorney George T. Goggin charged the union with feather bedding practices in violation of the Lea and the Taft-Hartley acts. Pic producing brothers argued that musicians were paid for their services, but now seek further coin on the basis of an allegedly illegal stand.

AFM's legal eagle, Emanuel Gordon, countered that the musicians' original agreement with the producers had reserved a further property right in the film if and when they were to be released for TV, and on the basis of this agreement asks that the Nassers be forced to conform with the rescoring-5 per cent royalty formula. It was further pointed out that untold damage would be suffered by the union should this established formula be revoked.

Admiral Gives Seeds 1 1/2 Mil

NEW YORK, March 22.—The Russell Seeds Agency this week was delegated to handle the \$1,500,000 worth of the political convention coverage bought by Admiral over the American Broadcasting Company's radio and TV web facilities. The business was taken away from Erwin-Wasey, the current agency for much of the Admiral account. Erwin-Wasey retains the Bob Trout radio show on the Columbia Broadcasting System.

"DOUBLE TALK" NOT MARS LINGO

CORPUS CHRISTI, Tex., March 22.—As the result of a tape recorded broadcast of a jet fighter plane pilot making a ground-control approach landing at the Naval Air Station, and broadcast over KUNO, a minor "Mars Invasion" scare had local listeners calling the radio station, local police, the air station and newspapers.

What the listeners thought they heard was a pilot in trouble and asking for landing instructions. Persons listening thought the plane meant crash and moment over their heads. The double talk between the pilot and the radar operator had everyone mystified until the KUNO announcer came on and explained everything.

BMI Lines Up Big Show for NARTB Confab

CHICAGO, March 22.—Broadcast Music, Inc., has lined up a group of special events and exhibits for the forthcoming National Association of Radio and TV Broadcasters' Convention here next week, highlighted by the annual all-star show at the NARTB banquet Wednesday (2) at the Conrad Hilton Grand Ballroom.

Talent this year (again furnished by the major networks and BMI) will include Patti Page, Kay Thompson and the Williams Brothers, Lou Holtz, the Merriell Abbott Dancers, the Ben Yost Whiteguards and Lew Diamond's ork Russ Sanjek, BMI director of projects in charge of talent and production.

Musi-Hall Show
In its miniature Musi-Hall theater, BMI will demonstrate formula and services which have highlighted its 12-year history, with special emphasis on a display of BMI's program in behalf of concert music and the progress of Young Composers' Radio Awards, a co-project of all State broadcasters associations and major educational music organizations. BMI's Freedom Hall exhibit will feature a collection of historical documents, including Declaration of Independence autographs, the original "Star-Spangled Banner" manuscript and other musical-manuscript collector items.

The annual banquet meeting of the Radio Pioneers will be held Tuesday (1), at 7 p.m., in the Grand Ballroom of the Hilton Hotel, with Secretary of Air Force Thomas K. Finletter as guest speaker. The Pioneers' "Hall of Fame Award" and five special citations to radio men for outstanding contributions during the year will be made at that time. BMI topper Carl Eaverlin, Radio Pioneers' proxy, will preside along with Edward R. Murrow and H. V. Kaltenborn, who marks his 30th year in radio. The group's membership has increased from 270 in 1947 to 800 this year.

McConnell Quits NBC

NEW YORK, March 22.—James V. McConnell resigned yesterday (21) as national director of radio and TV spot sales at the National Broadcasting Company. He had been with the network for 21 years, and said he was leaving for an important new post elsewhere. Details of McConnell's future connections were not available at the weekend. No replacement was set as yet, altho the web was reported talking with Trevor Adams, manager of WJZ-TV, New York.

BBD&O Gets Crosley Mfr.

NEW YORK, March 22.—Benton & Bowles this week surrendered the set manufacturing division of Crosley to Batten, Barton, Durstine & Osborn. B&B, however, continues to handle the white goods line.

MANUFACTURERS' BILLS?

War Pacts Cut Supply Of Products for Bally

NEW YORK, March 22.—Broadcasters this week were becoming less optimistic about getting heavy new billings from manufacturers in war production. This feeling developed despite the ruling of the Renegotiation Board in Washington that such firms may now advertise their civilian products to the same extent as in the post-war years. On the contrary, the feeling is that war production at this time is just heavy enough to curtail civilian production and advertising, but not sufficiently heavy to justify extensive plugging of items still on the market.

The facts of life, according to one TV web topper, seem to be that these manufacturers feel that this is not the time to increase their ad budgets, altho they may do so legally with all tax benefits applied. The vast majority seem to be planning their advertising in the customary manner, basing their appropriations on unit costs of civilian production.

Quandary

The average firm now working on war production is in the peculiar position of being somewhat in short supply on their civilian goods, but having such goods still widely displayed thruout the nation. As a result, they are reluctant to launch any advertising drives urging listeners and viewers to wait for their products to return to the shelves and salesrooms, since this might generate some resentment. On the other hand, they are not producing enough of their regular product

to do any serious advertising on its behalf. The war advertising is deemed not likely to be undertaken until a firm has only some three products for every 10 customers, and few are in that position as yet.

As a typical example, a prominent automobile manufacturer was cited by one TV exec, which now is in 80 per cent production on its cars and devoting 40 per cent production to war goods. Any "wait for our car" plugging at this point would probably anger the 40 per cent of its potential customers who can't buy the car, but see the other 60 per cent riding around in the latest models. If it halved its auto production again, and only turned out 20 per cent of its usual quantity, such plugging might be justified. As it is, it has reduced its ad budget to conform with its production.

TELE TO CUBA

5,000 Le't Of 24,272 Sets Shipped

WASHINGTON, March 22.—Cuba imported 24,272 new television receivers in 1951, and all but about 5,000 of them were sold, the Department of Commerce reported this week. One reason for the failure to sell the entire supply, said the department, was the refusal of the Cuban Baseball Association to permit the televising of professional ball games from November, 1951, to February, 1952.

However, importers and dealers were reported optimistic, as a \$2,000,000 television broadcasting station is being established and is scheduled to go on the air in May, and customers are being given the incentive of a 30-month installment purchase plan on TV sets.

Jones Heads Du Mont O&O's

NEW YORK, March 22.—Richard E. Jones this week was named director of the Du Mont network's owned-and-operated stations, effective April 7. Chris J. Witting, director and general manager of the web, also named Jones active manager of WABD, New York, where he will headquarter and from where he will supervise operations of WTTG, Washington, and WDTV, Pittsburgh.

Jones formerly was vice-president of the Fort Industry Company, and manager of WJBK and WJIK-TV, Detroit. He is reported to have grossed over \$1,000,000 on the indie 250-watt AM outlet during 1950 and 1951 while serving as his own sales manager with a staff of three salesmen.

To Film TV Shows Free

NEW YORK, March 22.—A plan whereby sponsors could produce their present live TV shows on film for the same money, with the film producers assuming costs of filming was introduced here this week by G-L Enterprises, Inc., a TV film production outfit. Plan calls for sponsor to participate in profits realized from returns and syndication of films.

Film will produce here and in Hollywood under the supervision of Marion Gering, former producer-director at Paramount. Williams J. Lyons is director of sales.



Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Claire R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

MORE ELBOW ROOM

TV Pix Nudge Films Out of Video Market

HOLLYWOOD, March 22.—Films produced especially for television are rapidly elbowing theatrical films out of the TV market, according to producer Jerry Fairbanks, who bases his opinion on an extensive coast-to-coast tour of TV stations. As a result of his in-person interviews with execs of TV stations, Fairbanks said, he's come to the conclusion that demand is increasing for film product, especially produced for the medium's needs and sponsors' desires.

A year ago Hopalong Cassidy and theatrical features headed most ratings in the independent markets, but this is no longer true, Fairbanks reported. Today there are few areas in which this type of programming even places on popularity lists. Audiences are turning to the shorter programs—shows especially tailored for the medium, he said.

"Non-network advertisers, I found during the tour, are anxious to be identified with a quality program of their own," the producer said. Local and regional advertisers now realize that they can get better shows with much more talented performers at lower costs because the program can be amortized over many markets and sponsors.

"National advertisers, too, have become film enthusiasts," Fairbanks reported. "Experience has shown them that the public is dissatisfied with kinescopes, networks are unable to deliver adequate time clearances in many important markets and the viewer in most instances is unable to tell the difference between 'live' and film. All surveys and ratings now show that the public is not concerned as to whether a program is 'live' or film. The viewer is interested only in the quality of the entertainment."

As a result of his five-week, 11,000-mile tour, Fairbanks believes that current programming trends in syndicated programs, in order of preference, are theater-type shows (dramas and comedies), situation-comedy series, mystery dramas, quarter-hour musicals and mysteries and short juvenile programs that can be televised daily. He also reported a strong interest in his hour-long "Ringside With the Rasslers" wrestling series, pointing out that there still is a strong demand for this type of presentation when it is condensed to 60 minutes.

The extensive survey of programming needs of independent video stations was made by the producer to prepare for a large-scale step-up in production schedules slated for spring.

MUTUAL TO AIR TEXAS DUDES

SAN ANTONIO, March 22.—Howard W. Davis, owner and manager of KMAC here, has completed arrangements with the Mutual Broadcasting System to originate a weekly half-hour broadcast from the Cabaret Club at Bandera, about 40 miles away. The series will be heard each Saturday afternoon and will feature Smiley Whitley and His Texans, Jimmy Bell, KMAC announcer, will serve as master of ceremonies. Bandera is described as the "dude ranch capital of the world," and it is believed that these are the only broadcasts of its type to be aired from this section of the country.

TAKE THE VIDEO ROAD

Lippert Deals 19 Features to KTLA

HOLLYWOOD, March 22.—At a time when the motion picture industry is blaming its box-office headaches on TV, producer Robert L. Lippert is turning to tele in an effort to get a batch of recently produced films out of the red. Lippert this week closed a deal with Paramount's KTLA for 19 features produced during 1949-'50, thus marking one of the first TV releases of a series of theatrical films produced during the past few years.

Lippert told The Billboard that this group marks the last batch of films he intends to release to TV for some time. Of all the films, he said, included in his latest release, only one, "I Shot Jesse James," came thru in the black at the box office. Remainder represent a loss to their backers, Lippert said, and TV is the only means whereby some of the money lost in their production can be regained. Money gained thru TV, according to Lippert, will be used in helping to finance other producers.

In making this release, Lippert has again openly flouted the Screen Actors' Guild by refusing to conform with its regulation demanding additional compensation for actors in late films released to TV. Because of an earlier breach, Lippert's contract with SAG was canceled by the union. As the situation now stands, Lippert will not be able to resume production until he has negotiated a deal with SAG whereby actors appearing in these films will get extra dough from their TV exhibition. Lippert estimated he would have to pay SAG members approximately \$35,000 for TV clearance of these films. Inasmuch as no contract now exists between Lippert and SAG, Lippert cannot produce any more pix. He

will be able to ink a new AFM pact only by settling SAG's claims.

KTLA deal marks the first TV release of the pix with batch now being peddled to stations in other markets by Lippert's TV releasing subsid, Tele Pictures. Deal calls for station getting an unlimited two-year run of the features. Lippert refused to reveal sum station is paying for the films.

Features are "Baron of Arizona," "I Shot Jesse James," "Mozart Story," "Operation Haylift," "There Is No Escape," "Radar Secret Service," "Tough Assignment," "Treasure of Monte Cristo," "Deputy Marshal," "Holiday Rhythm," "Gunfire," "Motor Patrol," "Train to Tombstone," "Apache Chief," "Hi-Jack," "Border Ranger," "Western Pacific Agent," "Call of the Forest" and "Dalton Gang."

POPULARITY INCREASE

WNBT Promotion to Push Daytime Shows

NEW YORK, March 22.—Convinced that morning and early afternoon TV programming is on the up-swing, WNBT here is readying an all-out promotional push for its daytime video shows. Move was sparked by fact that station's local daytime programming has chalked up a general listenership increase of 200 per cent since Dave Garroway's "Today" went on the network.

Attributing this increase to premise that Garroway's 7-9 a.m. audience stays tuned to same station thruout the greater part of the day, WNBT's general manager, Ted Cott, predicts that daytime TV will follow the pattern set in daytime radio, with the early broadcaster capturing viewers for the rest of the morning. In this particular case, he points out, WNBT's increased audience ratings were a foregone conclusion, since Garroway's early get-away, in effect, turns Manhattan into a "one-channel town" with a "focused audience" during the early morning hours.

WNBT's "Breakfast with Music," which follows Garroway here at 9 a.m., has raised its Pulse rating from a pre-"Today" 8 to a current 2.7, an increase of 300 per cent. Other concrete evidence of local audience-impact of the Garroway show is offered by WNBT food expert Josephine McCarthy (11-11:30 a.m.), who pulled 20,000 requests with a give-away gimmick three weeks ago. In line with this, Cott also notes that the station recently garnered 4,900 returns on another give-away stunt for Classics Illustrated Comic Books, via a 7:25 a.m. local spot on "Today" unit. In the early afternoon programming field, WNBT's Richard Willis (beauty advice expert) now has the highest local Pulse rating in

daytime TV here—3.7.

Stepped-up daytime TV promotion will be supplemented by increased talent expenditures for the WNBT daylighters. Cott has already added Herli Sheldon and Mervyn Armstrong to his morning line-up, and expects to sign more names shortly. Other NBC stations are expected to apply similar promotional pressure on their daytime shows this season, since the forthcoming baseball monopoly of afternoon TV should make some morning TV time even more valuable sponsor-wise. The WNBT promotion will be sold via two copy themes—"Daytime Is Big Time" (for consumers) and "Daytime Is Growing Up" in the trades.

CBS Gross, Net Income Up Sharply Over 1950

NEW YORK, March 22.—The annual report of Columbia Broadcasting System, Inc., reveals that its consolidated net income has jumped sharply from \$4,105,329 or \$2.39 per share in 1950 to \$8,350,097 or \$3.10 per share in 1951. The CBS, Inc. gross income for 1951 was \$175,695,587, a hike of \$51,590,179 over the year before, but its operating expenses rose from \$58,280,192 in 1950 to \$88,817,505 last year. Its cash in the bank at the end of 1951 was \$12,035,020, or more than \$5,000,000 higher than in 1950. Notes payable by the corporation from 1957 thru 1971 have jumped sharply from \$5,000,000 in 1950 to \$25,000,000 in 1951. CBS, Inc., was reorganized into six divisions in 1951 after it merged with Hytron. This accounts partially for its increases in revenues.

The annual report also gives some significant indication of the progress in 1951 made by its AM subsidiary, the Columbia Broadcasting System's radio network. CBS led all other networks in advertising revenue, increasing its lead over the second web from 15 per cent in 1950 to 27 per cent in 1951. Among the new program

acquisitions were "Mr. Chameleon," "The FBI in Peace and War," "Gangbusters," "Hearthstone of the Death Squad" and the entire radio production output of the Screen Actors' Guild.

The 38 package programs on the CBS radio network accounted for 47 per cent of the commercial time bought during the peak hours from 8 to 11 p.m. The radio network added 14 new stations to its coverage in 1951.

Last year at the CBS-TV network circulation costs declined 11.2 per cent on hour shows from \$3.40 to \$3.02 per thousand. On half-hour programs, circulation costs went down from \$2.04 to \$1.81 per thousand, a drop of 11.2 per cent. The 103 clients using the video web accounted for gross billings of \$42,477,844, an increase of 228.4 per cent over 1950.

Fifty-three advertisers sponsored CBS-TV package programs in 1951. Among the industries accounting for more than \$4,000,000 in billings were food and food products, tobacco, toiletries, toilet goods, household equipment and supplies and auto and auto accessories.

BLAST AT COY

Sen. Wants to Know Where He Got Dough

WASHINGTON, March 22.—Wayne Coy's exit from the Federal Communications Commission chairmanship to become affiliated with the TV interests of Time, Inc., came under fire of Sen. Herman Welker on the Senate floor this week.

Welker prefaced his remarks by saying he did not "wish to speak in a derogatory fashion of Mr. Coy or of Time magazine." He added, "However, the salient fact in connection with this matter is that Time magazine now intends to go into the television and radio field, and Mr. Coy, who resigned from the FCC on February 21, within 24 hours of that time received his appointment from Time magazine at a retainer . . . \$25,000 a year." Welker also mentioned Time-Life's interest in acquiring station KOB and KOB-TV in Albuquerque, N. Mex., with Coy.

At one point in his lengthy remarks Welker said, "I am sure the American people can well

Eye Laughton For TV Talks

NEW YORK, March 22.—Among the TV programs being considered by Borden's is a one-man show featuring Charles Laughton. The actor has become a hot property because of the success of his one-man lecture tours and because of the manner in which Bishop Shoen has been received by video audiences on the Du Mont network. Young & Rubicam is the agency.

question why this sudden employment of Mr. Coy has occurred within 24 hours of his resignation from the Federal Communications Commission, of which he formerly was chairman. Whereas now we find that he is a co-owner with Time magazine of the large Albuquerque television station which, in my opinion, will be worth a tremendous sum, the question may be asked, 'How about this deal?' After he stated that he was resigning to replenish his private income, where did he get the money to help buy television station KOB? If received no funds, what consideration did he offer so that he now is a co-owner of this television station? Certainly if this activity does not deserve strict censure, I do not know what does? I think Mr. Coy and Time magazine should explain this set-up."

WLW 1922-1952 25th Year

SALES CRUSADER Behold Sir PLUS, in armor plate, The Mutual knight-errant. He sallies forth to demonstrate Two plusses here concurrent: This network's famed efficiency Is up, like Sir P.'s visor, While costs are like his spurs, you see, Way down — to please a miser! — the difference is MUTUAL! This One FOR DETAILS, THE MUTUAL BROADCASTING ZWX5-J2N-JLG3

THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in DETROIT

(620,000 sets*) panel size 400)

... According to Videodex Reports

Table with columns: Station, Program, Network, Rating

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets.

COLUMBIA BROADCASTING SYSTEM was top video network in Detroit the first week in February, the following chart shows it had more top-rated programs than any of the other networks for both weekday and weekend evenings.

"Texaco Star Theater" was the top-rated show in Detroit. "Red Skelton," which ranked so high nationally, was pre-empted from its regular time slot by the hockey matches over NBC's Detroit outlet, WWJ-TV.

Average percentage of sets in use was slightly greater 8-9 p.m. Wednesday, when the Godfrey vs. Kate Smith show in 8-9 p.m. Tuesday, with Berle vs. Sinatra, last quarter hour of latter period had the greatest sets in use of the week.

7 P.M. TO SIGN OFF

Table of TV shows from 7 P.M. to sign off, including What's My Line, Good Year Playhouse, Elsie Queen, etc.

MONDAY

Table of TV shows for Monday, including Talent Scouts, Love Lucy, Robert Montgomery, etc.

TUESDAY

Table of TV shows for Tuesday, including Texaco Star Theater, Fireside Theater, Beulah, etc.

WEDNESDAY

Table of TV shows for Wednesday, including Godfrey & Friends, Strike It Rich, The Web, etc.

THURSDAY

Table of TV shows for Thursday, including Lone Ranger, You Bet Your Life, Cisco Kid, etc.

FRIDAY

Table of TV shows for Friday, including Life with Linkletter, Mama, Man Against Crime, etc.

SATURDAY

Table of TV shows for Saturday, including Your Shows of Shows, Ken Murray Show, Beat the Clock, etc.

*NBC estimate for February, 1952

Share of Total Audience Radio vs. TV DETROIT

... According to Pulse Reports Jan.-Feb., 1952

7 P.M. to Midnight

Table comparing radio and TV audience share from 7 P.M. to midnight for Sunday through Saturday.

6 A.M. to 6 P.M.

Table comparing radio and TV audience share from 6 A.M. to 6 P.M. for Mon.-Fri.

6 A.M. to Midnight

Table comparing radio and TV audience share from 6 A.M. to midnight for entire week.

NEXT WEEK Videodex and Pulse Studies of WASHINGTON

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio vs. TV

... According to Pulse

Top 25 TV Shows Nationally

March 1-7

... According to Am. Research Bureau

FOR FULL INFORMATION

about all radio and television shows... ratings, audience composition and the many other factors which determine the success or failure of a program.

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

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

Top 5 Radio Shows Each Day of the Week in DETROIT

(428,720 Radio Families*)

... According to Pulse Reports

Table with columns: Station, Program, Network, Rating

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview method, using a cross section of homes selected by a modified area sampling method.

Columbia Broadcasting System was strongest radio network in Detroit in January and February in terms of the number of top shows per day. However, Monday thru Friday evenings National Broadcasting Company had as many programs on following chart as CBS, and NBC had the top show of the evening three days out of the week.

7 P.M. to Midnight

Table of top 5 radio shows from 7 P.M. to midnight for Sunday.

MONDAY

Table of top 5 radio shows for Monday.

TUESDAY

Table of top 5 radio shows for Tuesday.

WEDNESDAY

Table of top 5 radio shows for Wednesday.

THURSDAY

Table of top 5 radio shows for Thursday.

FRIDAY

Table of top 5 radio shows for Friday.

SATURDAY

Table of top 5 radio shows for Saturday.

6 A.M. to 7 P.M.

Table of top 5 radio shows from 6 A.M. to 7 P.M. for Monday-Friday.

SATURDAY

Table of top 5 radio shows for Saturday.

SUNDAY

Table of top 5 radio shows for Sunday.

*MBB estimate for 1949.

NEWS CAPSULES

Group Asks TV Tax; Comics Pact Autry

Continued from page 4

one new market. Aaron Beckwith is the national sales director of UTP.

NBC to Send Out Teams

To Cover Primaries . . .

NEW YORK — The National Broadcasting Company is preparing to send teams of newsmen to cover primaries in Eastern and Middle-Western States. George Hicks and W. W. Chaplin report on Wisconsin and Nebraska on April 1, and the two newsmen plus Arthur Wakelee will cover the Illinois primaries on April 8.

CBS Studies Ideas for June Havoc Series . . .

NEW YORK — The Columbia Broadcasting System programming department is blueprinting several ideas to use the talents of June Havoc. Some situation comedies and a panel show are being considered.

NBC Supplies Armed Forces With Over 1,000 Kines . . .

NEW YORK — The number of TV kinescope prints supplied by the National Broadcasting Company for use by the Armed Forces has passed the 1,000 mark. Frank C. Lepore, chief of the web's film and kine operations, said that as of March 13, a total of 1,030 prints had been delivered to the Armed Forces TV Film Recordings Selection Group for distribution to troops overseas.

Ziv Looks to 500 Sales for "Communist" . . .

NEW YORK — With well over 400 markets already sold on Ziv's "I Was a Communist for the FBI" transcribed series, the firm expects to have 500 markets nailed down by the time the National Association of Radio and Television Broadcasters convention starts in Chicago next week. A "plus" to buyers has been the series' real-life hero Matt Cvetic, who is available for personal appearances on behalf of sponsors in their markets.

WLIB Expands Negro Block To Hour, 15 Mins. . . .

NEW YORK — On the strength of eight renewals and one new sponsor for its Negro programming block, WLIB here has expanded this package to a daily total of an hour and 15 minutes. The station has scheduled Joe Bostie's "Harlem Serenade" from 7:30 to 7 a.m. and Phil "Dr. Jive" Gordon, from 6 to 6:45 p.m. The former is aired seven days a week, while the latter is a Monday-thru-Friday feature. The new sponsor is Ballantine Beer, which is buying a group of participations in the Negro program block beginning this week, thru J. Walter Thompson.

Carlebach Galleries Plan Loans for TV Use . . .

NEW YORK — The Carlebach Art and Antique Gallery here is setting up a special TV department to supply special props for "educational and cultural" video shows. The firm's prexy, Julius Carlebach, leaves this week on a cross-country trek to arrange loans of items from his collection to TV producers and stations in Hollywood and Chicago.

WBUD Moves to 5 a.m. To Catch Early Birds . . .

TRENTON, N. J. — In a move to cash in on Trenton's "forgotten" early bird listeners, WBUD here begins its broadcast day two hours earlier at 5 a.m. this week. "Over 17 1/2 per cent of the population in WBUD's listening area are up at 5 a.m.," said station manager Richard M. Hardin. "So we decided to do something about the situation." The new program is primarily designed for the farm audience, and features music and farm and industrial news, with Jeff Jones as emcee.

The Restless People

And the Revolving Door . . .

T. F. Flanagan, ex-managing director of the National Association of Radio and TV Station Representatives, returns to that post April 1. The exec was first managing director of the Association

and one of the founders and chairman of Associated Tobacco Manufacturers. . . . Kendall Foster, vice-pee in charge of TV for William Esty, went to the West Coast this week on business. . . . James E. Kovach has resigned from the National Broadcasting Company to join the New York Times station WQXR, in the newly created post of station manager, effective April 15. . . . Elayne Fox of Liberty Broadcasting Network's New York office will marry non-pro Eli Lieberman in Manhattan, March 30. They'll honeymoon in Miami. . . . Milt Slater, ex-program director of WCAZ, Burlington, Vt., and Milt March, formerly with WMIE, WINZ and WTVJ, Miami, have joined WNEW, New York, the former as production

manager and the latter as chief writer. . . . Sterling Television Company New York, has hired Louis Bley as its European contact man, working out of Paris. . . . Murray Firestone has resigned from the Ralph Hart agency, Philadelphia, to join the Ernest Greenfield agency as radio-TV director. Leon Greenfield has also departed the Hart agency to become exec vicepee of his brother's namesake firm. . . . Responsibility for all public servicing programming is being centralized by WJR, Detroit, with Dale McIntyre, educational director, taking over new assignment. . . . Bob Thorpe, ex-manager of KVIC, Victoria, B. C., has joined KNAL, same city, in a similar capacity. His KVIC post will be temporarily filled by chief engineer Bob McCowan. . . . Richard O'Connell, account exec for Everett-McKinney, Inc., San Antonio was named public relations director and assistant commercial manager for KCOR, San Antonio. . . . John D. Upton, vicepee in charge of New York service, and James M. Wallace, vicepee in charge of the creative production board, were elected to the board of directors of N. W. Ayer & Son, Inc. . . . William

NBC-TV REPORT

'Lights Out' Up for 2.8G; Lester, 4G

NEW YORK, March 22. — Agency reports this week were that the National Broadcasting Company was offering "Lights Out" to their clients at \$2,800 per week for talent, and "Blind Date" featuring Jerry Lester for a \$4,000 weekly program cost. The buys are said to be contingent upon carrying either program in the Monday night 9-9:30 spot, opposite "I Love Lucy," one of the top-rated properties in the medium. "Lights Out" is currently occupying the Monday nighttime period on NBC-TV.

B. McGrath, managing director of WHDH, Boston, was elected to the board of directors of the National Association of Radio and Television Broadcasters.

Mutual Web Affil Board To Pick Slate

CHICAGO, March 22. — Mutual Broadcasting System's new Affiliates Advisory Board will hold its first election of officers here Saturday (29) morning at the Conrad Hilton Hotel. Meet coincides with start of National Association of Radio and TV Broadcasters' convention.

Mutual's top brass will leave New York Friday on the Century to sit in on the Saturday election. Web execs attending include prexy Frank White; executive vicepee Bill Fineshriber; vicepee Bob Schmid; vicepee Pete Johnson; station relation toppers Robert Carpenter, Roy Danish and Charles Godwin; publicity director Frank Zuzulo and promotion director Hal Coulter. General Tire's Tom O'Neil will also attend, via plane from Miami.

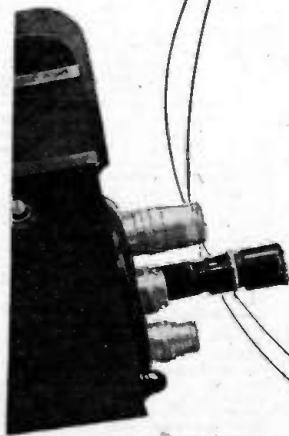
WWJ-TV grabs the sport-light again . . .



For the sixth consecutive year, WWJ-TV will do the exclusive televising of Detroit Tiger ball-games . . . with 35 games on the 1952 TV schedule.

To those who know the magic of the words "Play Ball!" in Tiger Town, it means that about 30% of Detroit's 550,000 TV sets (and about 90% of the total P.M. audience) will be focused on Channel 4, from the first pitch to the last out.

Grabbing the sport-light is a habit with WWJ-TV . . . whether it's the sport of pitches or punches, pucks or pigskins. But that's not all. Teamed with NBC, WWJ-TV has 7 of Detroit's 10 top-rated shows! It's little wonder WWJ-TV is doing such a rewarding job for its advertisers in this 4-billion dollar market.



FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY ASSOCIATE AM-FM STATION WWJ



NBC Television Network

Man of the Week

TELEVISION—Reviewed Sunday (16), 5-5:30 p.m., EST. Sustaining via Columbia Broadcasting Company TV, Producer, Bill Workman, Director, Larry Beckerman, Guest, Gov. Earl Warren, Panelists, Bob Kennedy, Chicago Sun-Times; George Tagge, Chicago Tribune, Earl Berghens, San Francisco Chronicle; Ken Crawford, Newsweek, Moderator, Walter Cronkite.

A rather cautious and circumspect Governor Warren refused to commit himself too strongly on controversies in the political realm of "The Man of the Week." Possibly the governor was merely following the traditional axiom that a good politician should steer away from controversial issues.

Or perhaps the Senator Taft-Tex McCrary TV fracas of a few weeks ago and its attendant publicity, made the presidential candidate decide to be discreet. Under any circumstances Warren was extremely shy about being pinned down on many topics.

This did not make for exciting television, nor did it reveal too well how the governor stood on a number of important subjects. The program did sparkle occasionally when the panelists asked Warren some penetrating questions. These however, seemed to offend the governor, and he claimed that one of the questions asked on foreign policy was quite unfair. The fact that Warren did reveal how he felt on some issues was due more to the insistent probing of the reporters than to outspokenness on the part of the reformer.

At the start of the show, Warren indicated that he was inclined to be too specific. He said he did not know how many delegates he would get in the Wisconsin primary, that he held all of his Republican opponents in high regard, and that the results of the New Hampshire primary were "very interesting." He also said that he would turn over the delegates he garners in various primaries only if he finds that he cannot get the presidential nomination, and that they would be turned over when it was appropriate. Asked if he would turn them over to General Eisenhower, the governor replied that he would not, but would allow them to vote as they pleased. He did say, though, that his Wisconsin candidates were originally pledged to Eisenhower.

The sparks flew a wee bit after the governor informed the panel that he did not think he was an isolationist, since he favored world co-operation and world security. George Tagge, of the Chicago Tribune, wanted to know how Warren's foreign policy differed from Truman's and Acheson's. Warren, rather angry, claimed the question was completely unfair. He demanded to be asked the question specifically, not generally. Further questions elicited the info that Warren favored the North Atlantic Treaty Organization, as well as our maintaining troops in Europe and continuing financial aid to the allies. But he indicated his ideas hewed closely to those of Truman and Acheson in that he did not favor bombing China at this time and that he did not support the use of Chinese Nationalist troops to invade China.

Bob Kennedy pointed out that since Warren disagreed with Taft, it proved there was a difference between the two candidates. Warren quietly agreed, and said there was a difference between any two candidates. But when asked whether he would accept support from Senator McCarthy in Wisconsin, Warren told the panel that he did not intend to tell Wisconsin voters whom they should elect as senator and he did not want to get involved in State affairs. He did not know whether McCarthy's star was waning or rising.

The only other domestic issue concerned national health insurance. The governor explained that he did not favor it, but wanted the States to take care of all health problems. The last question, as to his own chances in the presidential sweepstakes, was answered succinctly by Warren. He said Taft and Eisenhower would have the most delegates.

Just One Stand! Governor Warren, as an avowed presidential candidate, would have come across much more strongly on this session if he had just once ventured an opinion. Instead, his opinions seemed reluctantly given, or at times were

Four Square Court

TELEVISION—Reviewed Sunday (16), 7:30-8 p.m., EST. Sustaining via American Broadcasting Company TV, Producer, David Low, Associate producer, Albert T. Knudsen, Director, Seymour Robbie, Moderator, Norman Brokenshire. Panelists this show, Bertha Schwartz, Rev. Paul Tilton, James R. Dumpson, "Mr. Lingo" (anonymous ex-convict).

This new panel show, which deals with social problems, utilizes the device of having masked ex-convicts sitting on the panel and also appearing as guests. On the preem show, this worked out quite well, offering something a mite different from what's available on the many other TV discussion stanzas.

The initial subject was "The Juvenile Narcotic." Two teenage ex-addicts were brought in masked, to face the panel. One of the panelists was an ex-convict who admitted having no experience in the narcotic field, but who nevertheless stressed the intimate tie-up between crime and the narcotic trade.

The first half of the show had moderator Norman Brokenshire quizzing the panelists on their ideas of handling the problem. Then came Brokenshire's interviews with the junior offenders, delving into their backgrounds and how they came to fall under the influence of the dope. The panelists then were to have a brief final fling, but the show ran long and was cut off while one of the panelists was in the midst of an opinion. Little was lost here, however, since the main interest was focused on the appearance of the young addicts, and it was better to have the extra time given to that segment of the show.

Needs New Accent In fact, the show probably would register more solidly if the emphasis were shifted somewhat, with the panelists limited to quite brief statements of opinion at the start, rather than going thru a lengthy quiz session with Brokenshire. The guest session is of far greater popular interest, and perhaps by expanding it, the panelists would participate more in the interviews and questioning of the guests. A brief period could be reserved for concluding comments by the panelists.

Brokenshire's handling of the show generally was good, altho there were a few moments of premieritis. Sam Chase.

Private Files of Matthew Bell

RADIO—Reviewed Sunday (16), 4:30-4:55 p.m., EST. Sponsored by Seabrook Farms, Inc., via Mutual Broadcasting System, thru Hillon & Riggio agency, Producer-director, Hi Brown, Announcer, Phil Tonken, Writer, John Roeburt, Cast: Joseph Cotten, Fran Carlton, Louis Van Rooten, Lawson Zerbe.

This new 25-minute whodunit series features Joseph Cotten in the role of a police surgeon whose admitted envy of the homicide inspectors' crime-chasing leads him to do some sleuthing on the side. Thus, in the initial stanza, when a stiff is brought in after a mangling job by a subway train, Cotten, as Dr. Matthew Bell, goes out hunting for foul play. Why he should suspect something amiss never was clearly brought out, but for dramatic purposes, he was permitted to land smackdab in the middle of a plot involving the sister of the victim. As might be expected, things went exactly the opposite of what they seemed, and the lovely sister merely was covering up for her brother who had shoved his bank robber sidekick beneath the train after planting his own identification on the guy.

Production was good, tho Cotten was just a bit too smooth for a run of the mill police medic. Hi Brown's direction kept the pace swift despite the rather mundane script. Sam Chase.

cluded. A lot of voters would like to know how the governor stands on many political questions, and he could have used this TV program to make them know, as well as to put more punch into his Wisconsin campaign. It could be contrary to political thinking, that a presidential candidate disturbs more people when he does not take a stand than when he does. Bob Rolontz.

CAPSULE COMMENT

Escape with Me (Radio), ABC, Thursday (20), 8-8:30 p. m., EST.

This is a well-balanced, low-budget ailer, kept primarily toward the fem listener thru a romance angle, but able to hold the male audience with a predominantly adventure theme. Kathi Norris, day-time TV luminary, moves into the night-time network radio field as hostess. Cast of only four sounds like many more via adept scripting and some doubling. (See full review this issue.)

Four Square Court (TV), ABC-TV, Sunday (16), 7:30-8 p.m., EST.

This new panel show, dealing with social problems, gets right to the roots by having ex-convicts sitting on the panel and appearing as guests. Apart from stressing the panelists too much and not putting as much emphasis on the guests as possible, the show made its points well with the added theatricality that went with the gimmick utilized. (See full review this issue.)

Private Files of Matthew Bell (Radio), MBS, Sunday (16), 4:30-4:55 p.m., EST.

This is a whodunit series featuring Joseph Cotten as a police surgeon who enjoys some amateur sleuthing on the side. The first effort was built around a rather mundane script, but the direction kept the pace swift. Cotten sounded a bit too smooth for a plain old police medic. (See full review this issue.)

Junior Hi-Jinx (TV), CBS-TV, Sunday (2), 12:15-12:30 p.m., EST.

CBS now has a solid line up of kiddie fare during early hours Sunday. While "Hi-Jinx" could easily show some sophisticated touches, as it appeared on its network preem, it was strictly for the kids. Simple and charming, it offers youngsters a good moral and a couple of laughs. (See full review this issue.)

WBBM Was There (Radio), WBBM, Chicago, Sunday (16), 12-12:15 p.m., CST.

"WBBM Was There" is another taped news show. Program reviewed, second in the series, was well paced and interesting. It contained six separate segments. The interviews were with the mother and father of 18 children, a congressman investigating the Katyn massacre, a businessman raising money for fight crime, Sen. Wayne Morse, an alderman reading an original poem on St. Patrick's Day, and people standing in line to get help with income tax returns.

Such a taped show has greater flexibility than television news coverage, and WBBM has taken advantage of it. There was good variety, and all of the tapes were brief enough to sustain interest. Sound quality was good.

Author Meets the Critics (Television), Du Mont, Thursday (20), 10:30-11 p.m., EST.

This series is rapidly gaining a reputation for staging the best political brawls on television. Sen. Joseph McCarthy's book, "America's Retreat From Victory," was up for discussion last Thursday (20) with Newsweek staffer Ralph De Toledo as pro-icritic, and convicews expressed by Leo Cherne, executive secretary of the Research Institute of America. Somewhere in the series' new hoopla formula must lurk a sponsor. However, it is to be hoped that the producers won't become so infatuated with their new-found glamour that they lose sight of the show's initial premise. (See full review page 3 this issue.)

Big Story (Radio), N. B. C., Wednesday (19), 9:30-10 p.m., EST.

Series saluted Billboard's Montana correspondent, Allen Cowperthwaite of the Helena Independent Record, last week. Show spotlighted Cowperthwaite's efforts to track down the murderer of a Butte service station attendant, who had been his friend since their school days. Altho yarn was

Author Meets the Critics

TELEVISION — Reviewed Thursday (20), 10:30-11 p.m., EST. Sustaining, via the Du Mont Television Network, Producer, Keagan Corporation, Production supervisor, Jerome Coopersmith, Director, Harry Coyle, Moderator, Faye Emerson, Author, Senator Joseph McCarthy, Critics: Leo Cherne and Ralph de Toledoano.

Continued from page 3

into another name-calling melee. Instead, she fell back on her (by now) familiar and completely ineffectual "Please gentlemen, please" cry, which the "gentlemen" ignored to a man. She was further handicapped by the fact that the camera failed to cover her most of the times she spoke. Also on the liability side was a huge ostrich plume fluttering out on one side of her hat, which gave her a rather unfortunate Billie Burke quality.

A grave-faced General Marshall literally looked down on the loud-mouthed guests as they came out, via the proceedings thru huge photo blow-ups on the wall directly behind the speaker's table. Gimmick created a striking visual effect in the long shots.

Next week's "Author Meets the Critics" program promises to be as commercial as sex and sensationalism can make it with Jack Lait and Leo Mortimer's controversial new book, "U. S. Confidential" on the agenda. Some where in this new hoop-la formula there must lurk a sponsor. However, it is to be hoped that the producers won't become so infatuated with their new-found glamor that they lose sight of their initial premise—that of projecting intelligent critical views rather than the flowery filibusters indulged in most panel shows, including this one as of now.

based on the reporter's story, most of the dramatization centered about a two-man crime wave—a sadistic bully and his weakling brother-in-law. Scripting was more restrained than usual on this series, and consequently more convincing as a documentary ailer. As played by a pro performer, Cowperthwaite came thru as a veritable Hildy Johnson.

Here Comes the Band (Radio), ABC, Sunday (16), 6:30-7 p.m., EST.

The object of this new show is to present the top bands of the free nations of Western Europe, meanwhile giving information about the country concerned about their common defense effort in North Atlantic Treaty Organization, etc. This could be an aid in bettering American-European relations. It is also a good show musically. (See full review this issue.)

Here Comes the Band

RADIO—Reviewed Sunday (16), 6:30 p.m., EST. Sustaining via the American Broadcasting Company, Presented via the ABC Public Affairs Department, Producer, U. S. Mutual Security Agency, Music, Royal Grenadier Guards of England, conducted by Maj. F. H. Harris, Announcer, Frank McDonald.

The object of this new program is to acquaint Americans with some of the famous bands of the free countries of Western Europe. For the premiere, the show featured the Royal Grenadier Guards of England, and future programs will sked bands from Holland, Austria, Norway, Portugal, etc., all under the sponsorship of the U. S. Mutual Security Agency.

But in addition to presenting band music, the show also attempts to give some info about the country concerned, and if the first show is any indication, this program could do a lot toward bettering relationships between our country and the nations of Western Europe. It is done in a very simple and unpretentious way, merely by letting listeners know what some of the European countries are doing for the common defense effort of North Atlantic Treaty Organization as well as a few human facts about the nature of the country.

All About England Since the show quoted starred the English band, the information given out naturally was about Britain. The ork, quite a good one, played a few marches as well as a number of classical selections, including a medley from the ever-popular "H.M.S. Pinafore." Then an announcer Frank McDonald mentioned that many Americans think the British lack humor, and briefly explained why that is a misconception. He also told about dining at an officer's club in England and being unable to find any Colonel Blimps.

Most important, he explained that there are twice as many Britons in the defense force today as there were in 1938, and that it was the British who were first to fight alongside the Yanks in Korea. Perhaps these are small facts, but they certainly are facts that should be known. He told about questioning some Britishers as to their ideas on a Western European Union, to which he got the reply that it was England's Ernie Bevin who suggested it back in 1948.

To end the show, the band played "Anchors Away" as a salute from one great naval power to another. If the following programs are as musical, informative, well-written and well-announced as this one, the stanza will not only present good bands, but will also help clear up a lot of our misconceptions about European nations, and further the trend of making friends of our allies. Bob Rolontz.

Thanks Perry Como for the Guest Appearance on your Chesterfield TV Show Wednesday, March 19 from: LEFTY FRIZZELL BLACKIE CRAWFORD and The Western Cherokees JACK STARNES JR. P. O. Box 1689 Beaumont, Tex. Phone 2-9994 COMEDY MATERIAL For All Branches of Theatricals BILLY GLASON'S FUN-MASTER "The Original Show-Biz Gag File" (The Service of the Stars) FIRST 13 Files for \$7.00 ALL 35 ISSUES for \$22.00 Single: \$1.95 or 10 issues, begin with No. 1—NO SKIPPING

Connors and Dunn Named In 150G Action

Nature Undisclosed; Suit May Be Over Insurance Program

NEW YORK, March 22.—Henry Dunn, former head of the American Guild of Variety Artists, and Victor Connors were named in a suit for \$150,000 to be heard in New York Supreme Court about mid-April. Also named in the suit were Matthew M. Adler, insurance broker for the AGVA accident insurance program; Fred Kothee, licensed insurance broker and a former Adler employee, and the Indemnity Insurance Company of North America, underwriters of the AGVA accident insurance.

Dunn is now on the West Coast associated with Lew and Leslie Grade, English agents. Connors is an employee of AGVA National.

David Cohen, insurance broker who brought the suit thru Burton Turkus, attorney, refused to discuss the action. Turkus, an ex-assistant district attorney who broke up Murder, Inc., said a complaint would be disclosed at a later date.

Authoritative sources attribute the suit to the AGVA accident insurance program. Cohen claimed that he was the originator of the plan which Connors and Dunn turned over to Adler.

After 3 Years Gets AFL Nod For Latin Band

NEW YORK, March 22.—The 11-man Los Chavales de Espana, a Latin-American band, now current at the Montmartre, Havana, will finally open at the Waldorf-Astoria June 2 as an act, not a band.

For the past three years Miss Merril Abbott, Hilton hotel booker, has tried to get an okay from the American Federation of Musicians to bring them into this country with no success. She offered to hire 11 standbys to meet AFM's objections but was turned down.

Miss Abbott finally cornered James C. Petrillo, AFM proxy, and asked if he would object if the group came in as an act. After considerable discussions he agreed and deal was put into the works. Jack Fina band, alternating with Mischa Borr, will play for the show and do the dance sets. Only other act on the Los Chavales bill will be either a dance team or single.

Johnny Dugan, Music Corporation of America, and Miss Abbott planned for Havana early Friday (21) to set up the deal.

New Roth Unit To Blackhawk

NEW YORK, March 22.—The unit, "Six on a Honeymoon," which opens at the Blackhawk, Chicago, for owner Don Roth, apparently is one of those sock packages that makes up in entertainment for what it lacks in name value.

A run-thru of the unit before trade sources Wednesday (19) left them with the unanimous opinion that this is a real show. It has some fine tunes (at least two pubs are now interested). Excellent choreography and genuinely funny lines. Herb Ross directed, produced and did the choreography. Dick Adler and Jerry Ross did the music and lyrics.

Before going to Chicago "Six on a Honeymoon" will do a two-week break-in at the Springfield Lake Club, Springfield, Mass.

Package, consisting of eight people, is owned by Roth and will sell for about \$3,000. Blackhawk

4½G FOR SHIP DANCE LESSONS

NEW YORK, March 22.—Cruise passengers returning to New York on the French liner "Liberte," probably were a lot lighter in cash than when they started but a dance team, the Le Maes, staggered off loaded with sugar.

According to Nat Abramson, booker for the "Liberte," the Le Maes worked day and night on the 28-day cruise giving dance lessons. But it wasn't for free. They wound up with \$4,500, and that didn't include their salary from the French line.

Stem's Fairish Attractions Do Only So-So Biz

NEW YORK, March 22.—Last week was only so-so for the Stem combo houses. Put it down to fairish attractions rather than to weather.

Radio City Music Hall (6,200 seats; average \$132,000) held at \$103,000 for the 10th week with "Greatest Show on Earth," plus its house-cast stagershow. The ninth week's take was also \$103,000. The bill will exit after 11 weeks, trying the record for the house.

Roxy (6,000 seats; average \$55,000) did a meager \$53,000 for its first frame with Gloria DeHaven, Noonan and Marshall and "Deadline U.S.A."

Paramount (3,654 seats; average \$55,000) did a meager \$53,000 for its first week with Ella Fitzgerald, George DeWitt, Richard Hayes, Al Donohue's ork and "Boots Malone."

Palace (1,700 seats) did \$23,500 for its first inning of its two-a-day (12 performances) with Olsen and Johnson, Gus Green and Jackie Miller. Second week of the previous bill (Lauritz Melchior) the take was \$19,500, with a tee-off of \$24,000.

Abramson Sets Cruise Talent

NEW YORK, March 22.—A West Indies cafe circuit has been established by Nat Abramson of WOR thru his bookings of cruise ships that depart from New York.

Countries covered in the circuit are Nassau, Jamaica and Trinidad. Singers, doubles and dance teams are bought for cruises, and when they reach any of the three islands, they are dropped off and do a minimum of one week in each spot. Frequently performers are held over for two or three weeks. At the end of their engagements, they are picked up by a returning cruise ship, do a show on the ship and get their passage free.

Money ranges from \$300 for singles. Performers do one show a night, six nights a week (no Sundays) and get their room and board as part of the deal. Clubs now in the circuit are British Colonial Hotel, Nassau; Colony Club, Kingston, and the Perseverance Club, Kingston, Jamaica.

Books Empire Thru August

CHICAGO, March 22.—Merril Abbott has filled her "Parade of Stars" bookings for the Empire Room here thru August. Following the current Miami Benzel show, room will feature Kay Thompson and the Williams Brothers, opening April 3; Dorothy Shay, starting a six-week run May 15; Felix Knight, in June 25 for the show which will be running during the national political conventions, and late in July Noonan and Marshall will take over for a month.

date calls for four weeks and options.

Morris office and Music Corporation of America are dickering to front the unit.

DISK NAMES STRONGEST OUTSIDE BIGGER CITIES

Local Tie-Ins Aid Smaller Spots; Top-Club Tabs Scare Youngsters

Continued from page 1

on records. A Frankie Laine and a Tony Martin are examples.

Johnnie Ray an Example

Johnnie Ray has smashed box-office records so far in practically every town he's played. His date (April 10) at the Copa, however, is viewed with misgiving. General Artists Corporation, who handle Ray and set the deal, have their fingers crossed. The Keane Sisters, Betty and Jean, will also be on the bill. The original Ray deal calling for \$750 was set before he became the hottest thing on Okeh and now Columbia. It is understood that the original terms have since been improved, but it is a certainty that he's not getting anything like the \$7,000 and \$8,000 salaries he's said to be receiving on out-of-New York dates.

The big dough for record names comes from towns like Cleveland, Pittsburgh, Buffalo, Akron, Camden, etc. Spots like the Copa, Pittsburgh; Moe's Main Street, Cleveland; Chubby's Camden, N. J., and Yankee Inn, Akron, do capacity biz with the recording stars. Such cities lend themselves to concentrated disk jockey promotions aided and assisted by local record distributors. Local department stores and even political shindigs can be tied up into pa. promotions. The local club or

theater cashes in and the performer gets his cut.

In New York there are two nabe spots that buy top record names on week-end dates. Ben Makish, near Coney Island, and the Boulevard, in Queens, both have made a buck with the Patti Pages and also with smaller names.

Nine in Morris Cafe Package

NEW YORK, March 22.—A new package, trimmed for cafes, has been started on the road by the William Morris Agency. Unit, tagged "After Hours," has nine people (five girls, four boys) and opened last week at the Baybrook, West Haven, Conn., for a break-in date.

Show, running about an hour, is produced by Herbert Berner with choreography by Jonathan Lutens.

"After Hours" is the first Morris office cafe unit the agency has represented in about two years. The previous nitery package it had was Max Liebman's "Cross Country Revue."

Wage Board Okays Roxy Salary Boost, Retroactive, Feb., '51

290 Performers to Collect 20G; Scale \$80-\$90, Skaters to \$110

Continued from page 2

and Jimmy Lyons, of the AGVA New York office. The Roxy was represented by Dave Katz, A. J. Balaban and 20th-Fox lawyers.

According to the decision, the new wage scale at the Roxy for chorus and glee club will start at \$80, with \$90 after the first six months. The old starting scale was \$55, with a step-up to \$62.50 after six months. Subsequent step-ups for the next two years brought it up to \$72.50.

Ice skaters' old salaries were \$75 straight. The WSB now permits the figure to go to \$110.

No Comment

Dave Katz, managing director of the Roxy was out of town. No Roxy official would comment on the ruling in his absence. Norman Steinberg, 20th-Fox counsel (Roxy is a 20th Century-Fox house), refused to comment on the decision.

Chi Theater Sets 1-Weekers

CHICAGO, March 22.—The Chicago Theater, Balaban & Katz flagship, will do one-weekers thru the balance of the Lenten season, effective with the show which opened yesterday (21) with Phil Foster, the Merry Macs, Conzolo and Melba and the Five Amandis. Following weeks will feature shows built around Rhonda Fleming, following with Bob Crosby and Paul Gilbert. Danny Thomas comes in with his own package for the Easter show.

AGVA, however, said that Steinberg had already notified the Roxy management to start issuing the checks for the back pay.

The some 290 people will share in the extra dough, only about 25 people are now employed in the Roxy shows. The rest are chorus and choral group people who had been employed by the theater when the contract went into effect, but who have since moved to other jobs.

MCA Booking Deal Nixed

CHICAGO, March 22.—Deal whereby Music Corporation of America was to have taken over the exclusive booking of all acts handled by Dave Branower, including Paul Gilbert, Muriel King and the Hightowers, has been canceled, with Branower now set to continue booking thru all offices on a non-exclusive basis. Contracts had been submitted to Branower by MCA, but were not approved.

Gilbert, now playing the Look-out House, Covington, Ky., was set for the Chicago Theater, with Bob Crosby, the week of April 11 thru Al Bordie, while the Hightowers are now playing locations in Florida and Muriel King is on a vacation cruise. Branower said Gilbert is now booked thru August, with an eight-week stand at the Chase Hotel, St. Louis, following the Chicago Theater, and a Chez Paree date signed.

Oddly enough such a massive club like Harry Altman's Town Casino, Buffalo, has done very well with record names. In his case it is his price policy (\$1.50 for dinner) and capacity of more than 1,000, plus the fact that the kids can afford the club, that make for a good combo.

Up to this writing, however, there's not a room in any of the key cities, New York, Chicago, etc., that has been able to make a go of a record name on a full-week stand. This means that the big dough must continue to come from the smaller cities.

QUERY POSED

Ross Vs. Van Starts; Who'll Pay Van's Bill?

NEW YORK, March 22.—The suit brought against Gus Van, ex-proxy of the American Guild of Variety Artists by George Ross, harmonica player and a New York AGVA board member, started Wednesday (19) and with it a series of repercussions that may give AGVA another "cause celebre."

Originally AGVA's executive board ruled that the union should pay Van's legal expenses in defending the suit because it was an outgrowth of an incident which occurred in the "line of duty." At a New York branch membership meeting two weeks ago it was voted that AGVA should not pay for "personal lawsuits." The ironic part of this vote was that it was unanimous, participated in by about 150 members, including eight national board members who had originally voted for Van.

The suit grew out of a fracas between Van and Ross at the 1950 AGVA convention in Philadelphia. Ross charged that Van physically assaulted him, causing him to be hospitalized for head and ear injuries and incurring considerable expense.

Miami Olympia To End Vaude

MIAMI, March 22.—The Olympia Theater yesterday placed stage hands and musicians on two weeks notice preparatory to discontinuing vaudeville after the Easter holidays.

The final show booked into this house will open April 9. Theater officials said they aren't anxious to drop stage shows, but prevailing poor box office business may force them to resume a straight pie policy.

The Olympia discontinued vaudeville last autumn, but went back into stage shows just prior to the winter season. It was generally understood in the trade at that time that the resumption was merely temporary.

Salkin Sets TV Package

CHICAGO, March 22.—Leo Salkin, booker for the Embroid Theater, Fort Wayne, Ind., which now features week-end vaude shows, this week set up a tele-theater package which gives his acts a crack at both mediums in a three-day period.

Using six acts, Salkin, who also books the "Courtesy Hour," a one-hour variety show on WENR-TV here Fridays, will set his Embroid bill on the TV show, then, immediately after the program, will transport them to Fort Wayne where they show Saturday and Sunday.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appear on page 47. Radio-Television Reviews on pages 12 and 13.

Jukes Royalty Bills' Doom Seen as Time Runs Short

Recesses May Cut Subcommittee Talks, Legislative Action Doubtful

WASHINGTON, March 22.—The doom of the Bryson-Kefauver bill and its suggested amendments appears sealed as the House Judiciary Subcommittee on Copyrights, Patents and Trade Marks awaits remaining testimony next Wednesday (26) from an array of disk manufacturers opposed to the legislation. Time has all but run out for any decisive action on the legislation this week, which will be interrupted by holiday and political recesses preparatory to an earlier-than-usual wind-up. The subcommittee, after listening in arguments yesterday (21) by Howard L. Letts, assistant general manager of the Phonograph Record Division of Radio Corporation of America opposing the bill and its suggested amendments (see separate story), deferred until next Wednesday the balance of similar testimony to be put into the hearing record by other major diskery spokesmen including Kenneth Raine, Columbia Records; Frank Walker, MGM Records; W. Fowler, vice-president of Decca Records, and John Griffin, secretary of the Record Industry Association.

Strong Contention

Strong division among the subcommittee members on three suggested revisions to the Bryson-Kefauver bill became apparent during yesterday's hearing which recessed before noon so that the subcommittee members could answer a House roll call. Letts' prepared testimony was interrupted recurrently by sharp questioning from Rep. Emanuel Celler, House Judiciary Committee chairman, who has been stoutly pushing for

passage of the Bryson-Kefauver bill or an alternative amendment which would establish special labels for juke boxes requiring stiffer royalty payments than for those on home-use records. Celler, in sitting in with the subcommittee yesterday, did most of the interrogating of the witness. At one juncture, Rep. Edwin E. Willis interrupted to ask Celler his views on whether the American Society of Composers, Authors and Publishers would go

along with an alternative amendment such as he had suggested to hike the present statutory bite from 2 to 4 cents. When Celler indicated that the only satisfactory legislation would be that which would hike the rates exclusively for juke boxes, Willis angrily declared he did not see how that jibed with earlier ASCAP testimony. And there was doubt as to whether Willis would favor a revision of any kind.

(Continued on page 22)

BRYSON-KEFAUVER BILL

RCA, Columbia Execs Oppose Amendments

Continued from page 2

vided as a condition of this provision:

"That whenever the owner of a musical copyright has used or permitted, or knowingly acquiesced, in the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty of 2 cents on each such part manufactured, to be paid by the manufacturer thereof.

"During the 43 years since 1909 the recording and manufacture of phonograph records progressed into an industry made up of many companies, in a large measure due to the availability of musical compositions to all. Since the economic structure of the record industry has been built to a great extent on this availability under the compulsory licensing provision in the act, its elimination will only result in a chaotic disruption and confusion throughout the industry.

"The elimination of this provision would also result in a loss of income to the composers and publishers since obviously fewer recordings of the same selection would be available and hence fewer records would be sold.

"We also believe that record manufacturers might be forced into the music publishing business as a means of securing sources of original musical compositions since they could no longer record under the compulsory license.

"We do not believe that the elimination of this provision can have anything but a harmful effect on and a loss of income to the entire music industry."

AFRA Adds Snapper to AGVA Plan

NEW YORK, March 22.—The proposed rule barring unpaid performers from disk jockey shows, now before the national board of the American Guild of Variety Artists, ran up against a new obstacle when the American Federation of Radio Artists entered the picture.

Frank Reel, AFRA topper, sent a registered letter to AGVA asking if the resolution on disk jockey shows also extended to studio shows or man-in-the-street interviews. Reel then pointed out that AFRA had jurisdiction over radio shows whenever originated and if AGVA proposed a salary basis for its members who went on such shows, they came into AFRA's jurisdiction and therefore the AFRA minimum of \$110.40 must be paid. AGVA's club date minimum is \$25.

The AGVA resolution actually covers only restaurants and night

(Continued on page 28)

composers of new and unproved works would be greatly diminished. That interest (the American public) would not be served by abandonment of the provision.

"Raising the mechanical royalties on all records . . . would create and multiply new injustices. The manufacturer of a record is not the user of a performing right and he is not the person who should pay for such a right.

"An increase in mechanical royalties is not a cost that can be readily assumed by any record manufacturer, large or small. Why should records played in homes, records bought for schools and colleges, why should records bought for children, why should these records be increased in price because the copyright owner has a controversy with coin machine operators.

"The third alternative . . . a special label seems to be called for. . . Is Congress going to pass upon the form of a label and upon penalties for its false reproduction? . . . To set up a precise machinery of collection, policing and enforcement, is a departure from the traditional position of Congress. If the Congress determines that relief or remedy is needed then problems of administration . . . can be left to the two interested parties—the operators of coin machines and the proprietors of performing rights."

RCA Readying New 3-Speed Record Player

Single Turntable Adaptable to Radio And TV Receivers

NEW YORK, March 22.—RCA Victor is readying a line of three-speed record players, featuring two interchangeable spindles, one designed for the 78 and LP speeds, the other a regular-sized 45 r.p.m. spindle. The Billboard learned the week.

Although full details are still under wraps, it is known that the line

(Continued on page 28)

See Page 43 for

THE BILLBOARD'S NEW WEEKLY "WHERE-TO-FIND-IT" SERVICE

The Market Place for the Music-Record Industry

Consult this new reader service for all of your special music-record needs.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

Because many publishers, record men and other industry executives have indicated a strong interest in the Columbia Broadcasting System's TV show, "Songs for Sale" featuring Steve Allen. The Billboard publishes in advance, each week, the tunes, names of writers, performers and panelists on the show.

Periodically, too, this space will report on tunes introduced on the show, tunes which have been accepted for publication and/or recorded.

Here is the March 29 line-up: "Rhode Island Redhead From Pawtucket" by Ray Greif, New Hyde Park, L. I., New York, sung by Teresa Brewer; "Let's Have Our Last Cigarette" by Harry Halper, Chicago, sung by Merv Griffin; "Is It the Same" by Margaret Convey and Jane Matthews, Little Rock, Ark., sung by Connie Haines; "Everything is Okie Dokie" by Edith Vernich, New York City, sung by the De Marco Sisters; "Now Would Ya" by Cliff Dault, John Farbusch and Bob Baldwin, Muskegon, Mich., sung by Connie Haines; "Saturday Night Function" by Carl Van Sickle, Arlington, Va., sung by the De Marco Sisters.

Panclists are Art Ford, Garry Moore, Dave Dreyer, Paul Tripp and Kay Swift.

Following is a record of trade action on tunes introduced on "Songs" since January 1, 1952:

"The Train with the Jivin' Whistle" by Greer Parkinson, published by Revere Music; "Southbound Freight" by George Martin, published by Raleigh Music; "One Love" by Peter Mack, published by Mark Warnow Music, recorded by the Mariners on Columbia; "Under the Honeyuckle Vine" by Emma Duff, published by Supreme Music, to be recorded by Decca; "I Fall From Texas" by James Altardice, published by Mills Music Company; "Sowing Love and Reaping Tears" by Brianne Birkett, published by Lochrae Music, recorded by Derby with Eddie Wilcox and the Three Baritones.

"Law" Monopolizing Most of RIAA Time

"Piracy" Situation, Juke-Box Hearings Vital; "Operations Committees" Planned

NEW YORK, March 22.—Despite the obviously excellent start the Record Industry Association of America has made in studying and taking action on certain industry problems, there is concern in some trade circles that the association may bog down in legalities. This stems from the fact that the two problems on which RIAA has been concentrating for the past several months are (1) the piracy situation, in connection with which the association was instrumental in introducing legislation in Albany, and (2) the Bryson-Kefauver juke box hearings (see story of latest developments elsewhere in this section).

Preoccupation with these two purely legislative matters has created a situation wherein lawyers for individual record-company members of the association have been more or less key figures at association meetings to date, with operating heads of the diskeries sublimating their own slightly less conservative ideas and plans to suggestions and recommendations of the legalites.

Committees Planned

The fact is, however, that there is little cause for concern on the score that effective association action in other than legal matters will not be forthcoming. Already plans are under way for formation of operations committees to explore all types of industry problems.

Thus artist and repertoire representatives of record-company members would be organized into an exploratory a.s.r. operating committee to mull such problems

as the fact that there are too many records put on the market each week, and if possible, recommend association action to meet the problem. Similarly, sales heads of various record-company members may be organized into a sales operations committee to explore problems in this phase of record industry activities. In the same manner are engineering operations committees being planned.

(Continued on page 28)

US to Star in 15th Florence Music Fete

ROME, March 22.—Symphony concerts directed by Dimitri Mitropoulos and Leopold Stokowski and a "premiere appearance" of the New York City Ballet are among the highlights of this year's 15th May Music Festival at Florence. The Florentine festival, Italy's top musical event of the year, will feature Rossini as the "composer of the year" and will open April 26 with his opera, "Armida."

Four other Rossini operas, including "William Tell," will be offered at the festival. George Balanchine will direct the New York City Ballet for the first time in Italy in a series of eight special performances. The fete will also stage the world premiere of Vito Frazzini's contemporary opera, "Don Quixote," which won the Verdi memorial prize sponsored by Milan's famed La Scala this year.

Col. Makes Fewest, But Tops Pop Field

NEW YORK, March 22. The fallacy of releasing an overwhelming number of disks is highlighted in the Music Publishers' Record Scoreboard this week. In the chart, which totals up the number of sides released by each label since January 1, it is strikingly apparent that Columbia Records — the diskery which admittedly is doing the best job in the pop field currently — is releasing the fewest records. Columbia has turned out only 80 pop sides since the first of the year — a total of 40 single disks.

The totals of the other majors are as follows: Decca has released a total of 184 pop sides, or 87 records; Capitol has released 174 pop sides, or 88 records; RCA Victor and MGM already have issued

126 and 116 sides respectively. Mercury has released 82 pop sides — apparently an economical operation.

A number of record companies whose totals appear on this chart have already told The Billboard that they had not realized the magnitude of their releases and that they intended to take steps to reduce the output.

Odd slant to the situation is that during the last several years many diskery execs admitted release schedules were way out of line, but owing to competitive pressure never succeeded in reducing the schedules. Columbia has been the first major diskery to successfully control schedules while at the same time taking top position in the pop field.

Bergman Plots King Revamp Of Pop Division

NEW YORK, March 22.—With the acquisition of Dewey Bergman to again head up the label's pop division, King Records is ramping its approach to this phase of the disk business. Bergman will use four artists on the current roster as a nucleus on which to build a pop catalog and will front a 28-piece studio ork for both instrumental and vocal sides. The diskery will also go on a regular weekly release schedule and embark on a promotion campaign with disk jockeys and juke box operators.

Four key artists are the Elliot Lawrence and Teddy Phillips orchestras, Mary Small and Dick Brown. The two orks will be used in backing other artists as well as for band waxings. In the offing are several pop album projects for which Bergman will use his lush studio ork.

Coast ASCAP Record Vote

HOLLYWOOD, March 22.—The Coast committee of ASCAP was elected this week, with the vote total the highest in the history of the licensing org here. Of the 560 ASCAP members, 360 returned ballots. Sixty of the votes were invalid because of improper methods used by the members in filling them out.

On the 300 valid ballots L. Wolfe Gilbert received 253 votes, with the remainder of the six-man slate including: Leo Robin, 182; Johnny Green, 174; Harry Warren, 163; Jimmy McHugh, 161, and William Grant Still, who was voted in the standard writer's classification, 180. Ralph Spina was chairman of the nominating committee.

Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

Sides in Current Release

Week ending March 22

Because of the lack of consistency with which each of the six record companies under consideration issue new releases, individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available, reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE	When the Pearls Gate Swing Down	Carl Story, Mer 101
ACUFF-ROSE	True Love	The Carlsons, Mer 101
ACUFF-ROSE	Low That Satisfied	Jenny Murphy, RCA 101
AMERICAN MUSIC	My, My	Big Bill Bronzo, Mer 101
ARCTIC	Walkin' the Lone Star Road	Big Bill Bronzo, Mer 101
BISHOP	Mambo Phantasy	Stan Kenan, Cap 101
BLAZON	Texas Swine	Carley Williams, Col 101
BRODIE	Yes Sir, That's My Baby	Jerry Shand, Cap 101
CARLYLE	Wakin' the Lone Star Road	Big Bill Bronzo, Mer 101
CHAPPEL	Good on a Mayday	Peggy Lee, Cap 101
COWWOOD	I'm Walkin' Lots of Lovers	Burd Les Grady, Mer 101
CROWWELL	Wild Son of Life	Burd Les Grady, Mer 101
DORNEY	Dear Little	Harlan Monroe, RCA 101
DORNEY	Dear Little	Harlan Monroe, RCA 101
FAIRWAY	I've Got News for You	Red Morris, Cap 101
FAIRWAY	The One I Love You	Red Morris, Cap 101
FAMOUS	It'll Always Be Love With You	Paul Cavett, Mer 101
FAMOUS	The Sailor's Polka	Marshall McFerrone, RCA 101
FISH	Whisper a Kiss	Fred Lowmy, Mer 101
FORD	When West Comes	Ray King, Mer 101
FOREST	Did I Tell You	Herb Ransing, Mer 101
FOREST	Get Up and Go	Herb Ransing, Mer 101
FRANK	Along the Corner	Luie Belle & Scotty, Mer 101
GAUL	This Year Will Be Warm	Bob Fay & Lonnie Cain, Cap 101
GENERAL	Idaho Star Fair	Vaughan Monte, RCA 101
GENERAL	I Wish I Was Single Again	The Balladeers, RCA 101
GENEVA	You Can't Imagine	Jimmy McPhail, RCA 101
HALSEY	The Smaller Are Lightin' God's Little Candles	Jarvis Gayle, Cap 101
HALSEY	You Brought Me Love	Jimmy McPhail, RCA 101
HILL & RANGE, ALAMO	Spring is a Wonderful Thing	Four Aces, Dec 101
HILL & RANGE	ERNEST TUBB	Mark Mahor
HILL & RANGE	Mark Mahor	Wanna Second Hand, Dec 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101
HILL & RANGE	Wonderful	Jeanne Gayle, Cap 101

(Continued on page 44)

Total Sides per Publisher per Label

January 1, 1952, to Date

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
ACUFF-ROSE, MILENE	Cap 40, 21	40
ACUFF-ROSE	Cap 10, 20, 21	40
MILENE	Cap 20, 21	40
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30
MILENE	Cap 10, 20	30

Total Number of Sides Released by Each Label

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	176 P.	40 F.	
COLUMBIA	80 P.	40 F.	18 R.
DECCA	194 P.	38 F.	26 R.
MERCURY	82 P.	26 F.	12 R.
MGM	116 P.	36 F.	6 R.
RCA	126 P.	46 F.	30 R.

Total Sides for Week Released by Each Label

Week ending March 22

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	12 P.	6 F.	
COLUMBIA	4 P.	8 F.	2 R.
DECCA	12 P.	10 F.	
MERCURY	2 P.	8 F.	4 R.
MGM	(NO RELEASES THIS WEEK)		
RCA	14 P.	6 F.	4 R.

(Continued on page 44)

CBS Annual Report Cites Disk Demand

Stresses Strength of Diskery's Volume; Emphasizes Success of Youthful Talents

NEW YORK, March 22.—Columbia Broadcasting System, in its annual report to its stockholders (see separate story in Radio-TV), noted a sharp upturn in sales during 1951. The year was marked by increase in phono ownership. Diskery's dollar volume sales more than doubled an estimated industry-wide increase of approximately 10 per cent over the previous year.

The report noted Columbia's outstanding position in the pop field. "For nearly half the year... the company held first place on retail disk best seller lists with four consecutive records."

In the classical field there was a mushrooming of audiences. "The rising volume of Columbia masterworks sales in 1951... indi-

cates that more music lovers are buying more records than ever."

Television has not affected record sales, a study indicating that the reverse is more likely. In the pop field the report pointed up the success of a group of young Columbia talents—all under 26 years—whose disks sold a total of nearly 9,000,000 during 1951. These include Toni Arden, Tony Bennett, Champ Butler, Rosemary Clooney, Guy Mitchell and Johnnie Ray.

Report also noted Columbia's reactivation of the Okch label, in the rhythm and blues category, and pointed to the trend toward new faces in the folk field, where Lefty Frizzell and Carl Smith achieved best seller status via Columbia. In the kiddie field Gene Autry's "Rudolph" moved into its third year as the best selling children's disk.

Columbia Transcriptions during 1951 established itself as a leader in the production of disks for indie record companies and transcription producers, the report stated.

Permo Springs Promotion on Fidelity Line

CHICAGO, March 22.—Permo, Inc., manufacturer of the Fidelity line of phonograph needles, will institute a major promotion drive thru retail stores next week, with the program to cover its line of 110 different needles.

Included in the promotion, which was set up by Gail S. Carter, vice-president in charge of sales, are special charts which advise record store personnel at a glance what cartridge and needle is required for a specific phono model; special installation tools, accessories and instructions for each needle; an automatic inventory and reorder system for stores; special display boxes and national advertising; and recommendations of needles to stock based on sales surveys of a continuing nature.

Program is the most ambitious one ever undertaken by the needle firm, and will cover the entire country.

Granz Jazz Unit To Tour Europe

NEW YORK, March 22.—Norman Granz's "Jazz at the Philharmonic" package leaves Wednesday (26) for its first European tour, a three-week trip that will cover six countries. The group will carry Ella Fitzgerald, Flip Phillips, Lester Young, Roy Eldridge, Oscar Peterson, Irving Asby, Hank Jones and Max Roach. The unit will play Copenhagen, Stockholm, Malmo and Gothenburg, all in Sweden, the first week, starting March 30, for a guarantee of \$15,000 against 50 per cent of the gross.

After its Scandinavian dates the package will hit Paris, Brussels, Zurich, Geneva and Amsterdam. It is being booked on this tour by Nils Hellstrom, Swedish promoter, who is also the editor of Estrad, Swedish jazz magazine. The "JAT" group is due back in the U. S. by April 20.

VINY DISKS TAKE OVER SHELLACS

WASHINGTON, March 22.—Complete replacement of shellac disks by vinylite is under way, it was pointed out at yesterday's hearing on the Bryson-Kefauver Bill before the House Judiciary sub-committee on copyrights, patents and trademarks. Chairman Emanuel Celler, of the House Judiciary Committee, asked Howard Letts, assistant general manager of the records division of Radio Corporation of America, if this replacement is taking place, and Letts answered in the affirmative. Letts also testified that vinylite is superior disk, is "actually cheaper" for the buying public.

DISK BIZ BIG THRU EUROPE

NEW YORK, March 22.—In a trans-Atlantic telephone conversation with a correspondent of The Billboard last week, E. R. (Ted) Lewis, president of British Decca Records, stated that the record business in Europe is flourishing. The best-selling pop disk in England currently is Nat Cole's recording of "Unforgettable," according to Lewis. His next business trip to the U. S. is planned for July.

Eckstine-Basie Package Tour Grosses 192G

NEW YORK, March 22.—The Billy Eckstine-Count Basie concert package raked up an estimated gross of \$192,000 for 22 dates thru Tennessee, Georgia, North and South Carolina, Florida, West Virginia and Virginia. Cities played by the unit on the (Continued on page 28)

Capitol's 1951 Profit Of 408G Doubles '50

Best Net Since '48 Equal to 75c Common Share; Higher Prices, Efficiency Reason

HOLLYWOOD, March 22.—Capitol Records' dollar volume of sales was its largest since 1948, the peak of the postwar market, with the year's sales and profits well ahead of 1950, Glenn E. Wallihs, firm's prez, disclosed in his annual report to stockholders this week.

The 1951 sales total of \$13,385,548 was an increase of \$1,069,229 over the previous 12-month total. The 1951 net income, after providing \$437,000 for federal income taxes, was \$408,439, reflecting somewhat higher prices and improved manufacturing and operating efficiency. Wallihs pointed out the previous year net income was \$201,509, after deducting income taxes of \$121,000. Earnings in 1951 amounted to 75¢ cents a common share on 476,230 shares outstanding, after providing dividends of \$48,898 on the convertible preferred stock. This compared to 26 cents a share the preceding year after preferred dividends of \$78,000.

In 1951, Cap purchased and retired 15,080 of the 30,000 pre-

ferred shares outstanding, thereby adding 7 1/4 cents a share to the book value of the common stock and reducing annual preferred dividend requirements by 8 cents a common share.

Working capital December 31, 1951, amounted to \$2,760,475, an increase of \$158,914 during the year. Compared with the preceding year-end total, cash was up more than \$500,000 to \$1,202,440.

Wallihs pointed out that the sales operation, handled by Capitol Records Distributing Corporation, a wholly owned facet, was expanded thru establishment of a national sales headquarters in New York.

Pubber Likes Tune; Disks It; Has a Hit

NEW YORK, March 22.—Latest example of publishing going into the record business (The Billboard, March 15) is the Algonquin label, a subunit of Mellin Music. Reason for embarking on his own label, according to pubber Bobby Mellin, is the growing difficulty of getting tunes recorded. The emphasis pubbers place on having a tune recorded points up the fact that a tune today is established by and large thru disks.

In this instance Mellin was unsuccessful in getting his tune, "I'll Always Love You," some recorded. His belief in the song's potential was so strong that he set up his own recording date on March 17. Tune was recorded by Lou Leider's Mike Pettison Quartet, a group presently performing at the Old Mill in Westport, Pa., the Four Aces springboard to fame. Dewey Bergman, new a.s.r. chief for King Records, arranged the tune and conducted the session.

The same day, copies of the disk were sent to Art Ford, WNEW deejay, and Jimmy Lynn, of Chester's WYCH, who began spinning it. Immediate listener requests were received. Mellin now is prepping disks for 250 deejays and setting up pacts with distributors who have already placed orders for the record.

"Appeals" Slate Set by ASCAP

NEW YORK, March 22.—Nominating committees this week completed the full slates of both publisher and writer members of the American Society of Composers, Authors and Publishers appeals board. Election ballots are now being made up and will be sent to all ASCAP members. Final results are expected to be announced in about a month. The appeals board consists of three writer and three publisher members.

Writers nominated to run for office are Douglas Moore, Abel Baer, Arthur Altman, Benny Benjamin, Peter DeRose, Lou Handman, Alex Kramer, Charles L. Cooke and J. Rosamond Johnson. Moore and Baer are incumbents; third member of the present board, John Redmond, is not running for re-election.

Publisher nominees are Ben Bloom, Joe Santly, Willard Sniffin, Dave Dreyer, Charles Trotin and Alan G. Langenus. Bloom, Santly and Sniffin are incumbents.

LETTS KEEP TRACK HERE

WASHINGTON, March 22.—Rep. Emanuel Celler, chairman of the House Judiciary Committee, unleashed a volley of questions at Howard L. Letts, assistant general manager of the records division of Radio Corporation of America, at one juncture asked the Victor official, "How many different records has Decca got?"

Letts said, "I don't know." Celler shouted, "I'd like to be your competition."

Record Price War in New Phase; Dealers Group Sues Department Stores

Macy, Abraham & Straus Defendants In 500G Suits Alleging Monopoly

By ROBERT O'NEILL

NEW YORK, March 22.—The record price war entered a new phase this week with the Association of Record Dealers, Inc., new formed local dealer group, and one individual dealer filing legal suits against Macy's and Abraham & Straus for \$500,000 each, alleging that the two department stores were attempting to force other retailers here out

of business in order to lessen competition and to foster monopoly. The suits were filed in the New York Supreme Court Wednesday (19). Macy's is selling LP's at 30, plus 6, per cent off; A. & S. is selling LP's at 40 per cent off.

This is the first legal action to be entered here concerning the present price war, the Columbia Records did attempt to legally stop price-cutting by one of the

CAMPAIN FOR DANCING

GAC Mats, Brochures To Hypo Terp Interest

Continued from page 1

and (3) a tie-in with Arthur Murray Dance Studios across the country.

Sinnott points out that disk jockeys in some areas are beginning to recognize that interest in dancing and dance bands can be re-kindled. Latest example is Martin Block's promotion of a "Gandy Dancers' Ball" at Manhattan Center here on April 11 with the Billy May ork. Deejay Bob Snyder in Albany has been promoting dances for some time and even has a network wire out of the Circle Inn.

Good Signs
Other "good" signs are Chestersfield's use of orkers to endorse their cigarettes in advertising, and the increased attendance at the 54 free dances in this city every summer by Consolidated Edison. GAC, incidentally, feels that it has more to gain than other offices, since the outfit has such "new" bands on its roster as Billy May, Ray Anthony, Ralph Flanagan, Buddy Morrow and Ralph Marterie.

The ads prepared by GAC read: "Want to meet new friends? They'll be dancing to the music of..." Ballroom ops are being offered these ads mats free of charge and can use them to sell dates with any band booked. First operator to use the mats, according to Sinnott, was Joe Barry at the Ritz Ballroom, Bridgeport, Conn. Barry reported better than average business with the Chris Cross ork, which, incidentally, is not a GAC band.

News Stories

The brochure includes sample stories for newspaper release on such subjects as the history of social dancing, dancing and romance, the "big dance" at military and naval academies and statements from psychologists that social dancing is the best personality developer known. The agency also has a booklet con-

taining tested methods of promoting a dance and methods for organizations to use in promoting a local dance. All the above material is being packaged for use by anyone interested.

Sinnott also claims that there has been a decided upsurge in the use of name and semi-name bands by schools and colleges. During the month of May, for example, GAC has set 10 school dates for Johnny Long, seven for Ralph Flanagan, six for Ray Anthony, four for Billy May, five for Woody Herman, two for Tony Pastor, three for Buddy Morrow and six for Ralph Marterie. Some of the latter orks still have open dates which may be filled with school dances. Others will be on locations and playing non-school one-nighters during that month.

Annual Meeting to Hear ASCAP Plans

NEW YORK, March 22.—Annual membership meeting of the American Society of Composers, Authors and Publishers is scheduled to get under way at the Waldorf Tuesday (25), just several days after a major setback occasioned by the virtual doom of the Bryson-Kefauver Bill (see separate story). Situation calls for ASCAP execs to tell the membership of the Society's plans to solve several problems and thereby bring additional monies into the coffers. Chief of these are the consumption of pacts on the film and television fronts.

This week MGM signed a contract with ASCAP whereby the film company agrees to pay \$270,000 for the interim period dating from Leibell decision to the present. This is the second pic firm

major outlets here a few years ago. However, this action differs from the Columbia suit in that it contends that the two large shops started price-cuts at "below cost" willfully, deliberately and maliciously, and with the purpose of forcing members of the association (ARD) and other retailers out of business.

The brief said "A continuation of the acts of the defendant hereinabove complained of, will result in the elimination of the plaintiffs and other members of the association as retailers of records in the city of New York."

Charles Katz, attorney for the ARD, said that the suit was filed against Macy and A. & S. rather than other shops in the city because these two stores were "below cost." Most of the important stores in New York, Goody, Liberty, et al, sell LP's at 30 off, whereas the Macy's and A. & S. price cuts are slightly deeper.

The ARD is the same group that sent a letter to the Fair Trade Commission asking for an investigation of the disk industry for "unfair trade practices" last month.

In reference to the hoped-for Federal Trade Commission investigation of the record industry, as desired by the ARD, Columbia Records issued the following statement this week: "Columbia Records welcomes an investigation of the phonograph record industry by the FTC. We do not discriminate in price in the industry, as records. We wholeheartedly approve of any action the Commission may take to eliminate any illegal practices in the industry."

On the price war front business this week was slack as against the (Continued on page 28)

to sign an interim deal, Paramount having agreed to pay \$230,000. The remaining film companies are expected to conclude interim pacts shortly.

On the TV front, Society is now gathering information relative to TV stations' earnings. This will be presented to the courts, which have been asked to determine an equitable per-program license. Negotiations collapsed months ago.

Also expected to be aired at the ASCAP membership session is a debate on both the writers' classification and the publishers' distribution systems. Both are now very sensitive matters—the publishers having become so since the confusion occasioned by the Southern Music availability decision (The Billboard, March 22).



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	COUNTRY		
17	WONDERING	46364*	
	NEW SILVER BELLS	Webb Pierce	
15	TODD OLD TO CUT THE MUSTARD	46357**	
	I'M IN LOVE WITH MOLLY	Ernest Tubb and Red Foley	
40	PEACE IN THE VALLEY	14573*	
	Where Could I Go But To The Lord	Red Foley	
11	MISSING IN ACTION	46349*	
	A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb	
10	YOU KNOW I'M STILL IN LOVE WITH YOU	46355*	
	I'M GONNA SEE MY BABY	Webb Pierce	
47	JUST A CLOSER WALK WITH THEE	14305*	
	STEAL AWAY	Red Foley	
➔	** EGGERT THE LASTER EGG	27977*	
	THE RABBIT WITH THE TWO BUCK TEETH	Merle Shiner	
21	ALABAMA JUBILEE	27810*	
	Dixie	Red Foley	
11	BEER BARREL POLKA	27838*	
	STARBUST	Grady Martin	
20	IT IS NO SECRET	14566*	
	He Bought My Soul At Calvary	Andrews Sisters and Red Foley	

SEPIA

6	PEACE IN THE VALLEY	48279*	
	NEAR THE CROSS	Sister Rosetta Tharpe with Anita Kerr Singers	
8	A MAN AIN'T SUPPOSED TO CRY	27871*	
	I DON'T SLEEP A WINK LAST NIGHT	Arthur Prysock	
3	I'M GONNA JUMP IN THE RIVER	27947*	
	'TIL MY BABY COMES BACK	Buddy Johnson	
4	I HEAR A RHAPSODY	27978*	
	Am I To Blame	Arthur Prysock	
5	LOUISVILLE LODGE MEETING	27959*	
	WORK, BABY, WORK	Louis Jordan	

*Also available in 45 RPM (add prefix '7' to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!

BEST BETS

...the coming hits as indicated by actual sales. Stock these fast-moving Decca Records now.

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	
5.	1.	HONEST AND TRULY	Guy Lombardo 27995*
		One Little Word	
6.	2.	HONEST AND TRULY	Ink Spots 27996*
		All My Life	
3.	3.	FOR THE FIRST TIME	Francis Craig 27937*
		Play Them Bones	
4.	4.	WHEEL OF FORTUNE	Arthur Prysock 27967*
		'Til All The Stars Fall In The Ocean	
—	5.	THE CANDY DANCERS' BALL	The Weavers and Gordon Jenkins 28054*
		AROUND THE CORNER	
11.	6.	I'LL WALK ALONE	Patty Andrews 28038*
		THAT'S THE CHANCE YOU TAKE	
7.	7.	THE BLACKS WITH BLUES	Sy Oliver with Trudy Richards 27972*
—	8.	HANDBONE	Tommy Dorsey 28057*
		COME WHAT MAY	
14.	9.	A GUY IS A GUY	Elfo Fitzgerald 28040*
		That Old Feeling	
—	10.	THE PENNY-WHISTLE SONG	Leroy Anderson 28037*
		MOOSE AND BUGGY	
—	11.	THAT EVER LOVIN' RAG	Andrews Sisters 28042*
		WHY WORRY?	
12.	12.	MISTAKES	Al Morgan and Frankie Froba 28040*
		My Castle In Spain (Is A Shock In The Lane)	
—	13.	AT LAST	Buddy Johnson 27998*
		Root Man Blues	
15.	14.	I WILL NEVER CHANGE	Music by Camarata and Don Cherry 27755*
		The Sweetheart Waltz	
—	15.	LOVELY WINE	Bill Dornel 27994*
		ALONE AND FORSAKEN	

COUNTRY

1.	1.	HONEST AND TRULY	Roland Johnson 46403*
		Warmest Over Lane	
2.	2.	AS LONG AS THE RIVER FLOWS ON	Rex Allen 27982*
		THE WALTZ OF THE ROSES	
3.	3.	CHARMING BETSY	Lonzo and Oscar 46399*
		HIGH HEELS	
5.	4.	AN ANGEL IN DISGUISE	Charlie Monroe 46405*
		I'M OLD KENTUCKY BOUND	
6.	5.	I'M GOING BACK TO BIRMINGHAM	Orval Prophet 46404*
		DON'T TRADE YOUR LOVE FOR GOLD	
—	6.	LET'S TAKE THE LONG WAY HOME	Rusty Inman 46407*
		I HOPE TOMORROW NEVER COMES	

SEPIA

1.	1.	HONEST AND TRULY	Little Donna Nightower 48284*
		I Found A New Love	
2.	2.	I HEAR A RHAPSODY	Helen Humes with Gerald Wiggine 48292*
		YOU PLAYED ON MY PIANO	
5.	3.	SIT DOWN SERVANT	Marie Knight 48285*
		DOES JESUS CARE	
4.	4.	I NEVER LOVED ANYONE BUT YOU	Joe Medlin 48283*
		WORRIED OVER YOU	
—	5.	LOST IN A FOG	Coleman Hawkins 27999*
		AMBER	

*Also available in 45 RPM (add prefix '9' to record number)

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	POPULAR	
9	BLUE TANGO	27875*
	Ballo Of The Bull	Leroy Anderson
4	PERFIDIA	27987*
	TOD BROUGHT ME LOVE	Four Aces
10	TELL ME WHAT A GARDEN IN THE BAIN	27860*
		Four Aces
10	BE MY LIFE'S COMPANION	27889*
	Love You	Hills Brothers with Sy Oliver
2	EASTER PARADE	23817*
	Always	Guy Lombardo
7	WIMOWEH	27925*
	Old Paint	The Weavers and Gordon Jenkins
20	A KISS TO BUILD A DREAM ON	27720*
	I Got Ideas	Lois Armstrong
➔	** YOU'RE NOT WORTH MY TEARS	28021*
	High and Dry	Hills Brothers
2	TULIPS AND HATBATH	27964*
	You'll Never Walk Alone	Fred Waring
3	BUNDLE OF SOUTHERN SUNSHINE	27971*
	NOODLIN' RAG	Guy Lombardo
5	MILK BUCKET BOOGIE	27981*
	SALTY DOG RAG	Red Foley
3	EASTER PARADE	23817*
	I've Got Plenty To Be Thankful For	Bing Crosby
2	STOLEN LOVE	27962*
	MARSHMALLOW MOON	Guy Lombardo
2	BLUE TANGO	28021*
	AT LAST, AT LAST	Guy Lombardo
➔	** WISHIN'	27975*
	Goodbye Sweetheart	Buss Morgan

*Also available in 45 RPM (add prefix '9' to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!

NEW RELEASES

SINGLES

Releases: **BING CROSBY with The King's Men**
Don't Ever Be Afraid To Go Home
Bing Crosby with The King's Men and Patsy Berkin's String Band 28041*

My Hero **Four Aces**
(From Operetta "The Chocolate Soldier")
Spring Is A Wonderful Thing 28013*

There's A Cloud In My Valley Or Sunshine
(From Paramount Picture "Son of Paleface") **Itus Morgan**
The Nightingale Remembers 28043*

You're For Me, Mimi **Danny Kaye**
(Les Trappistes de L'Aleska)
Madamelle De France 28013*

Delinda (Delinda) **Waldy Azavedo**
See If You Like It (Vo So Gostas) 28044*

Don't Stay Away ('Til Love Grows Cold) **Grady Martin**
28074*

Get Up And Give
The First Whippoorwill **Bill Monroe**
I'm On My Way To The Old Home 28045*

Music Makin' Mama Second Hand **Lonzo and Oscar**
28060*

Let Old Mother Nature Have Her Way #2 **28060***
Let's Talk About Jesus **Sister Rosetta Tharpe & The South Wind Singers**
Come Up to Me **Sister Rosetta Tharpe** 28015*

Oh! How My Heart Is Yearning
Beer Battle Symphony **George's Tavern Band**
28016*

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The Melodies of Harold Arlen
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ART TATUM
Piano Solos
Volume I ✓
4-364-\$4.75
Also available in 4-508-\$4.15 • 91-5094-\$3.00

SAMBAS
Brazilian Native Dance
Played by **MAXIMILIAN BERGERE** ✓
and His Orchestra
4-306-\$3.75
Also available in 4-519-\$4.15 • 91-5794-\$3.00

SPRING IS A WONDERFUL THING

and **MY HERO** (From Operetta "The Chocolate Soldier")

by **THE FOUR ACES**

Decca 28073 (78 RPM) and 9-28073 (45 RPM)



Diskeries Balk at Long-Term Pacts

Victor, King and Mercury Are Priming Rosters; Others May Follow Suit

NEW YORK, March 22.—Talent is finding it tougher sledding in the diskery field—so much so that many traders feel that multi-side and long-term contracts will become relatively rare. There are several facets to the picture. Among them are:

1) Diskeries are pruning rosters—and those which have not already cut are known to be on the verge of so doing. 2) Diskeries are experimenting with a new artist-merchandising philosophy in hopes of building new names. 3) The American Federation of Musicians, on a national level, has been enforcing more stringently its stand on turning down band wax pacts which call for less than eight sides per year. The pruning process has already taken effect at such labels as RCA Victor, King and Mercury. Known to be cutting talent rosters very heavily at the moment are RCA Victor, Coral and Capitol. Yet it is true that major labels are still signing contracts with name talents which call for long-term tie-ups and for eight or more sides per year. Latter instances often involve important radio-TV motion picture contracts which the diskeries hope to tie up for all the entertainment media. The new artist-merchandising philosophy is based on the realization that the consumer is more than willing to ignore the established wax names if the labels will come up with new names or new sounds. Thus, a & R. man are under constant pressure to find the neophyte talents—talents on which success odds are at times near-prohibitive. Two and four-side contracts with diskery options are not too difficult to get if the talent is impressive in any way.

The AFM has, for the past eight months, become tougher in approving record contracts for their musician members which do not offer at least eight sides a year. The Federation's stand is based on previous experiences in which hands have been tied up with exclusive deals and then shelved after two or four sides but are then unable to get out of their contracts. In some instances, this has even turned into an extortion racket, claims AFM, in which the artists have been forced to buy their way out of diskery contracts.

Label execs are hoping that short-term deals will give them a chance to breathe and still give

artists the opportunity to demonstrate their selling potentials. Recent examples of these contracts are Kitty Kallen's four-side deal on Columbia and the short-term pacts signed by MGM with Judy Johnson and the DeMarco Sisters. Should these artists come up with an above-average record the diskeries are ready to renew the pacts on better terms.

It is considered quite possible that artists will be cutting masters in hopes of selling or leasing them to established labels or that some artists will start their own labels in hopes of stirring up sleeper action. Publishers have, in several instances, been quite successful with the same type of operation. Pressure of diskeries, which have resulted in the new approach to talent contracts, include the increased competition among all labels, the increased recording costs and the short life of "trends" of public tastes. New sounds and new singing types which the public want at the moment may very quickly become dead. At least that's the fear of the & R. execs responsible for making profitable talent contracts.

WARNING

Don't Delay "Juke" Bill, Says Celler

WASHINGTON, March 22.—After the House Judiciary subcommittee on copyrights, trademarks and patents recessed its hearing on the Bryson-Kefauver Bill yesterday, an unscheduled confab developed between Rep. Emanuel Celler (D., N. Y.) and diskery representatives in the hearing chamber.

Celler, chairman of the House Judiciary Committee, who has been strongly pushing for the Bryson-Kefauver Bill, wagged a finger at the diskmen in a huddle around him and said: "I'm warning you fellows that a bill of some sort must be enacted, and the longer you fellows wait, the worse it will be for you." Finally getting up and exiting from the room, he said: "I can't get it thru my skull that a record used commercially should pay the same royalty fee as one used in homes."

CUTS NO HELP; BIZ STILL LOUSY

NEW YORK, March 22.—The current price war among local disk shops has not affected all record stores in this area. Harry Sultan, operator of a shop on 23d Street, claims that his business has not changed at all since the recent flare-up of price cutting.

"My business was lousy," says Sultan, "before all the price cutting—and it's still lousy!"

House Groups Move Against Price-Warring

Would Strengthen State Laws; Disk Sellers Involved

WASHINGTON, March 22.—Having wide implications for the retail disk and other fronts, a giant-sized fracas over fair trade laws is shaping up in the House. The House Judiciary Committee last week approved a bill revitalizing State laws against undercutting a manufacturer's stipulated price, but the committee chairman, Rep. Emanuel Celler (D., N. Y.), will fight it out on the floor. Complicating the problem is the fact that the House Interstate and Foreign Commerce Committee has approved a similar bill, thus posing a committee jurisdictional problem which will have to be ironed out by the rules committee.

Celler plans to try to get the House to accept a substitute which would allow a manufacturer to sue for treble damage against a retailer who sells loss-leaders without resulting in fixed prices, according to Celler.

Both the Judiciary and Commerce committee bills would overrule the Supreme Court's decision in the Schwegmann case, which touched off a spectacular price war in New York City and elsewhere. Both bills would make it clear that non-signers of resale-price-maintenance contracts are bound by their terms as well as signers. The Judiciary bill, however, would make it a complete defense if the retailer could show that the manufacturer was not trying to enforce his stipulated price on the retailer's competitors.

Any fair trade bill passed by Congress is headed for a presidential veto, but there may be enough sentiment for fair trade to override a veto.

H&R Expands; Landon Named Gen'l Manager

HOLLYWOOD, March 22.—Hill & Range Songs, Inc. is in the process of a major expansion, with current plans calling for the Aberbach brothers to set up new young personnel in key positions, formerly supervised by themselves, so that they may spearhead the mushrooming growth of the firm. Jean Aberbach has named Graydon Landon, 28 year old assistant to him previously, as general manager of H&R. Landon also will have charge of the firm's Beverly Hills office, which staffs 23 people, when the Aberbach brothers are out of this territory.

When Julian Aberbach returns from Europe in May, the brothers intend to discuss the firm's international expansion. The Aberbachs, because of their extensive publicity experience thruout Europe, intend to set up at least one key man permanently in Europe, who will supervise regional reps for the firm in various important European cities.

rector, entered the business this week. Youngster has set up as a record exploitation man. One of his first assignments is pushing the old man's own RCA Victor patterns.

NBOA Sets Annual Confab for Chicago

Negotiations With ASCAP, BMI And Licensing Survey Continues

CHICAGO, March 22.—Officers and board members of the National Ballroom Operators' Association held a one-day meeting here Thursday (20) and voted to hold their annual convention in Chicago either the last week in September or the first week in October. Serious consideration was given to New York as the convention site for the 1952 convective, but the move was abandoned for the time being.

In addition to setting up the convention (previously the NBOA execs had entertained the idea of postponing the annual get-together until the spring of 1953), the group voted to continue the negotiations which are now in progress with the American Society of Composers, Authors and Publishers and Broadcast Music, Inc., and also to continue its survey of ballrooms regarding payments to both licensing societies in the past six years. Assisting in this survey, so that as complete a picture as possible may be obtained, is the National Association of Amusement Parks, Pools and Beaches, with Paul Huedephol, executive secretary, surveying his members for similar information.

The board also voted to petition the Office of Price Stabilization for a blanket exemption for ballrooms from ceiling prices on admissions on the grounds that no necessary for such a ceiling now existed; that other entertainment places such as theaters, had been exempted, and finally, because the wage freeze on musicians' compensation had been lifted.

Insurance Deal
Consummation of a deal on a liability insurance policy which will cover all NBOA members was announced at the session. While the policy, which covers general liabilities, has been okayed, several details must still be approved.

Subject of dance promotion was discussed with Ken Moore, head of the committee on that subject, reporting progress since the last convention. Moore said that a plan, still in its embryonic stage, was being discussed for an industry-wide dance promotion embracing not only ballrooms, but all facets of the music industry. Further information on this will be given to the general convention this fall.

Membership report revealed that a number of ballroom ops had joined NBOA as a result of the successful fight waged by the org to cancel out the cabaret tax. A drive for more members will continue thru the balance of the year.

Board meeting was the first

London Decca Shows 420G Profit in '51

LONDON, March 22.—Despite an increase in taxes of 212 per cent over the previous year, the preliminary statement for British Decca, owner of the London Gramophone Company, showed a net profit of \$420,999 after taxes, depreciation, dividends and all other charges for the year ending March 31. This represents an increase of 41 per cent over 1950. Dividends for fiscal year 1951 totaled 112½ per cent, less taxes.

Australia Chamber Society Folds Up

SYDNEY, March 22.—The Musica Viva Society, the only org here for the last seven years which was formed to provide chamber music, is folding up. It will not finance any concerts this year due to the rising costs and failure of its appeal to both State and federal governments for a subsidy of \$4,000 a year.

When the governments turned a deaf ear, an appeal was made to the general public for donations, but this met with an even worse response. Also, what with the uncertainty over the Society's future, most of the leading players decided to get out and secure jobs that could mean ready money and security.

session held since the last convention which met here in November, 1951.

Presiding at the meeting was R. E. (Doc) Chinn, Fargo, N. D. president. Others in attendance included Allee McMahon, Indianapolis, vice-president; Kenneth Moore, Chicago, treasurer; Vic Sloan, Lincoln, Neb., secretary; Otto Weber, managing secretary; Thomas B. Roberts, Des Moines, legal counsel; Tom Archer, Des Moines; Larry Greer, Fort Dodge, Ia.; Mill Magel, Cincinnati; Lloyd Myers, Cleveland; Vince Schulling, Dubuque, Ia.; and Robert Christ, Quincy, Ill., all board members.

A special guest at the session was Ed Schott, former park association president.

FILM PITCH ON

Pic Co. Offers Dance Program To Select Spots

Continued from page 1

tions which use live bands, offering a 3 to 3½-hour dance program, by a name orchestra, on film, at rates which run as low as \$100 per night for smaller spots. Initial reception to the pitch, it was understood, has not been favorable. Among the reasons advanced against buying the films were the high cost of equipment and personnel to handle the screenings, the lack of "in-person" promotion which can be used to lure patrons and, finally, the possibility of eventual difficulties with the union.

The filmed dance programs, complete with intermissions, are being offered, or will be pitched to, such spots as ballrooms, nightclubs, hotels with rooms which could handle dance sessions and, it was understood, might even be made available to promoters in audits and areas for use in special programs.

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Richards Set For Kenton's Nitory Trek

HOLLYWOOD, March 22.—Preparing for his longest ballroom and nitery junket in several years, Stan Kenton this week hired Johnny Richards, the prominent free-lance jazz arranger, as assistant conductor to travel with the band. Richards has cut records on a number of labels with his own studio band and was instrumental in building the Boyd Raeburn band which created such a stir with its releases on the now defunct level labels. Acquisition of Richards fills a slot, vacant in the Kenton org for two years, since Pete Rugolo left the band. Kenton plays his first date March 21 at Pomona, Calif., working his way east to the Blue Note, Chicago, where he opens a two-weeker April 4. He will work a week at the Harlem Club, Philadelphia, May 20; Steel Pier, Atlantic City, July 25; Club 86, Geneva, N. Y., August 1, and Concy Island, Cincinnati, August 22. Kenton is also set for a one-nighter at the Aragon Ballroom, Chicago, April 30. The Kenton date, it's understood, will be a test to determine if bringing in jump road bands as a Wednesday night policy can be worked out.

Winterhalter II Now in Music

NEW YORK, March 22.—Hughie Winterhalter, young son of Hugo Winterhalter, the RCA Victor artist and rep musical di-



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POPULAR

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			78	45		78	45
"WHEEL OF FORTUNE," "HEART OF A CLOWN" Bobby Wayne		5799			"BASIN STREET STOMP," "MARCIE" Basin Street Six	5809	
"LOVE, WHERE ARE YOU NOW," "WHISPERING WINDS" Pat & Patsy Page		5816			"COPYCAT," "WALK RIGHT IN" Lola Amocha	5812	
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard		5815			"MISTAKES," "THE LITTLE BOY I KNEW" Dick Thomas	5808	
"COME WHAT MAY," "RETREAT" Pat & Patsy Page		5772			"YOU'RE NOT WORTH MY TEARS," "SHIP AHOY" Rose Marie	5811	
"BABALU," "MORE THAN LOVE" Richard Hayes and His Orchestra		5780			"TOOT, TOOT, TOOTIE," "DANCE! SHOES" Jimmy Palmer and Orchestra	5814	
"AY, ROUND THE CORNER," "CHIU CHIU" Xavier Cugat and Orchestra		5813			"EVERY BABY NEEDS A DA-DA-DADDY," "DON'T SEND ME HOME" Helen Grayco	5818	
"BLUE TANGO," "JUNGLE FLOYS" Xavier Cugat and Orchestra		5817			"HOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown	5819	
"I'LL WALK ALONE," "TATTLETALE" Richard Hayes		5821			"HOW COULD YOU (BLUE EYES)" "JUST BECAUSE" Rusty Draper	5820	
"SINCE MY LOVE HAS COME," "WOULD YOU" Ray Cure		5783					
"STOLEN LOVE," "WISHIN'" Eddy Howard		5784					
"WHO," "IT'S A LONESOME OLD TOWN" Jimmy Farmer and Orch.		5786					
"MILK BUCKET BOOGIE," "SILVER AND GOLD" Tiny Hill and Orchestra		5789					
"THE ACAPULCO POLKA," "THE HILLBILLY MAMBO" Xavier Cugat and Orchestra		5798					
"LOOKING FOR MY BABY," "BEGIN THE BECUINE" The Ravens		5800					
"DIANE," "SEPTEMBER SONC" Billy Daniels		5806					

NEW RELEASES

TITLE	ARTIST	5824	5827	5829	5828
"FRENESI," "WHAT IS THIS THING CALLED LOVE?" Jerry Murad's Harmonicals in Collaboration with Ralph Marterie & His Orchestra		5824			
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orchestra			5827		
"WON'T YOU SURRENDER?" "EGG-TIVAL" Ray Curo & Xavier Cugat & His Orch.				5829	
"CHERRY LIPS," "MONKY TONK MELODY" Al Trace & His Orchestra					5828

COUNTRY and WESTERN

TITLE	ARTIST	6390	6391	6345	6371	6374	6382	6386	6387	6388	6389
"TAPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson		6390					"LET'S TAKE THE LONG WAY HOME," "PORT OF LONELY HEARTS" Ken Marvin	6382			
"I'VE GOT MY LOVE," "I'M LOSING AGAIN" Ken Marvin		6391					"WHEN THE PEARLY CATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Cliff Story and His Rambles' Mountaineers	6386			
"TOO OLD TO CUT THE MUSTARD," "MY HAPPINESS BELONGS TO SOMEONE ELSE" Carlisle Bros.		6345					"WHEN YOU'LL BE MINE, ALL MINE," "WHEN WINTER COMES" Roy King	6387			
"I WOULD IF I COULD," "PATCH UP YOUR OLD LOVE AFFAIR" Carlisle Bros.		6371					"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros.	6388			
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul & Roy		6374					"AY, ROUND THE CORNER," "WISHIN'" Lulu Belle and Scotty	6389			

RHYTHM and BLUES

TITLE	ARTIST	6266	6267	6269	6270	6271	6272
"NO MAIL BLUES," "CONNA NEED MY HELP SOME DAY" Memphis Slim		6266			"BE ANYTHING--BE MINE," "HEAVEN KNOWS WHY" Wini Brown	6270	
"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington		6267			"HEY, HEY," "WALKIN' THE LONESOME ROAD" Big Bill Broonzy	6271	
"TROUBLE IN MIND," "NEW BLOWTOP BLUES" Dinah Washington		6269			"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette	6272	

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
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Radio-TV Show Charts (Radio
Section).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received March 19, 20 and 21.

Last
Week

This
Week

1. 1. Wheel of Fortune

By Bronie Benjamin and Grover Wynn—Published by Laurel (ASCAP)

RECORDS AVAILABLE: E. L. Sater, Coral 46952; B. Carey, DeLuxe 103; P. Chaparral, Dec. 27857; B. Karvell, MGM 13115; Four Knights, Cap 1875; S. Franklin, International 101; B. Gibb, Mercury 5749; J. Gray, Dec. 27946; (Little) D. Hightower, Dec. 48254; A. Holmes, King 15145; Les Ties Diamantes, V 23-9626; V. Lynn, London 1189; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Simpaton, Ailan 1053; E. Taylor, Mercury 8267; A. Vitti & H. Winterhalter, V 70-4588; B. Williams, V 20-4506.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

2. 2. Cry

By Churchill Kottman—Published by Melrose (BMI)

RECORDS AVAILABLE: E. Barker, Coral 46952; B. Carey, DeLuxe 103; P. Chaparral, Dec. 27857; B. Karvell, MGM 13115; Four Knights, Cap 1875; S. Franklin, International 101; B. Gibb, Mercury 5749; J. Gray, Dec. 27946; (Little) D. Hightower, Dec. 48254; A. Holmes, King 15145; Les Ties Diamantes, V 23-9626; V. Lynn, London 1189; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Simpaton, Ailan 1053; E. Taylor, Mercury 8267; A. Vitti & H. Winterhalter, V 70-4588; B. Williams, V 20-4506.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical; Jerry Gray, Standard; Glenn Oster, Associated.

3. 3. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec. 27879; L. Barrow, Cap 1966; F. Carle, V 20-4541; X. Copat, Mercury 5817; D. Hayman, Mercury 5790; G. Lombardo, Dec. 28031; J. Thomas, Mercury 8266; H. Winterhalter, V 20-4510.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth.

4. 4. Any Time

By Herbert Harp Lawson—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-8700; F. Carle, V 20-4588; E. Fisher & H. Winterhalter, V 20-4559; A. Hainy, Mercury 6019; D. Haynes, Dec. 27450; Leo & Tige, Royal 3406; H. O'Connell, Cap 1893; S. Oliver, 27992.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cat Theatricals; Soade Cooley, Standard; Leng Herman, Lang-Worth; Alan Holmes, Associated.

5. 5. Tell Me Why

By Al Alberts and Merv Gold—Published by Signet Music Co. (BMI)

RECORDS AVAILABLE: H. Barker, Coral 46952; F. Carle, V 20-4570; E. Fisher & H. Winterhalter, V 20-4444; Four Aces, A. Alberts, Dec. 27840; Four Tops, V 20-4227; F. Glen, Royal 3405; M. Gray, Cap 1875; F. Lee & G. Marlow, Dec. 27926; R. Maxterre, Mercury 5797; S. McDonald, Cap 1942; Swallows, King 4535; D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirovo, Associated.

6. 6. Please, Mr. Sun

By Ray Celton and Sid Frank—Published by Weiss and Barry, Inc. (BMI)

RECORDS AVAILABLE: G. Aule, Coral 46647; L. Barrow, Cap 1946; F. Carle, V 20-4539; P. Camp & P. Campbell, I. Edwards, MGM 13134; D. Kenny, Dec. 27940; E. Light Oke, From 2009; J. Ray, Cap 1963; A. Raymond, Pavilion R-2023.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Joe Ann Greer, Standard; George Sirovo, Associated.

7. 7. Little White Cloud That Cried

By Johnnie Ray—Published by Larry Sater (ASCAP)

RECORDS AVAILABLE: L. Shening, Cap 1899; F. Glen, Royal 3403; H. Lance, Mercury 5761; B. Lee, Dec. 27893; J. Ray, Okeh 6840.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Eastman, Associated; Dolly Dawn, Theatrical.

8. 8. Slow Poke

By Pee Wee King, Red Stewart and Shelton Price—Published by Alderday (BMI)

RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Goetz-Chorrette, Columbia 39367; J. Gory, Sire 1366; J. Shook, Duke 1099; H. Hawkins, King 998; King Hill, Mercury 5790; Pee Wee King, V 21-0409; B. Lee, Dec. 27922; A. Mooney, MGM 13115; H. O'Connell, Cap 1893; J. Watson, Rich-Tone 10256; B. Villa, Ideal 710; B. Villa & Basha & Laura, Ideal 696.

ELECTRICAL TRANSCRIPTION LIBRARIES: Soade Cooley, Standard; Pee Wee King, Standard; Vincent Lopez, Okeh, Theatrical; Glenn Oster, Associated.

9. 9. Blacksmith Blues

By Jack Holmes—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Pitt, V 20-4938; B. Daniels, Dec. 27910; T. Harp, H. James Oks, Cap 1963; E. McVittie, Cap 20497; E. M. Morse, Cap 1922; A. Mooney, MGM 13171; S. Oliver, Dec. 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth.

10. 10. Be My Life's Companion

By Bob Willard and Milton De Lugo—Published by E. H. Morris (ASCAP)

RECORDS AVAILABLE: F. Carle, V 20-4640; M. Carson & M. Collins, V 20-4640; R. Cliney & P. Faith Oks, Cap 1963; G. Gibb, Mercury 5750; H. Hawkins, King 2629; A. Lund, MGM 13173; S. McDonald, Cap 1967; Mills Brothers, Dec. 27880.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Oks, Standard; George Sirovo, Associated.

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A rollicking hit
in the making

Jerry Shard

...his fresh, new instrumentaling of

"WASHINGTON AND LEE SWING"

and

"Yes Sir, That's My Baby"

No. 2021



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Music from the Great
20th CENTURY-FOX
MOTION PICTURE
WITH A SONG
IN MY HEART

Sung by
JANE FROMAN

Performed with warmth and fervor, her glorious
voice was never more beautiful... a singing
symbol of her resplendent life.
Another Capitol Exclusive!

BEST SELLING POPULAR ALBUMS

(Based on Actual Field Reports)

	QUANTITY		
	45	78	103 1/3
"WITH A SONG IN MY HEART" Jane Froman	309		
"LEGEND OF THE SUN VIRGIN" Tina Turner	299		
"HOUSEPARTY HOP" Ray Anthony	292		
"THE PALMS," "CHRIST THE LORD IS RISEN TODAY" The Voices of Walter Schumann	314		X
"TODAY'S TOP HITS, VOLUME IV" 7 Top Artists	9105	X	X
"BOB CROSBY AND HIS BOBCATS" Bob Crosby	293		X
"THE NEW SOUND! VOLUME I!" Les Paul and Mary Ford	286		
"AN AMERICAN IN PARIS" Paul Whiteman	301		X
"RHAPSODY IN BLUE" Paul Whiteman, Leonard Pennario	302		X
"RHAPSODY IN BLUE," "AN AMERICAN IN PARIS" Paul Whiteman, Leonard Pennario	903	X	X
"VOICE OF THE KYABAY" Tina Turner	244		
"HENRY TONK PIANO" Mary, Ash, Lou Busch, Ray Turner	187		
"TODAY'S TOP HITS, VOLUME I" 8 Top Artists	9101	X	X

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TOP SELLERS...POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Ray Starr	1964		"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Shard	2021	
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"MISTAKES," "PERFIDIA" Ben Light	2023	
"TIGER RAC," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920		"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony	1973	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"THE DOLL WITH THE SAWDUST HEART," "THE MORE I GO OUT WITH SOMEBODY ELSE" The Four Knights	1998	
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1966		"THE LITTLE BROWN CAL," "WHATSA MALLA U" Dinning Sisters	2004	
"HAMBONE," "THE GANDY DANCERS" BALL" Tennessee Ernie	2017		"UNFORGETTABLE," "SILVER AND COLD" Billy May	1955	
"ALWAYS," "THERE IS NO GREATER LOVE" Billy May	1995		"DOWN YONDER," "IVORY RAC" Joe "Fingers" Carr	1777	
"EASTER SUNDAY MORNING," "SUMMER IS A-COMIN' IN" Nat "King" Cole	1994		"SAILOR'S POLKA," "NEVER BEFORE" Dean Martin	1901	
"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole	1948		"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000	
"MOONLIGHT SAVING TIME," "THERE ARE SUCH THINGS" Ray Anthony	2002		"EGGERTY THE EASTER EGG," "BENNY THE BOB-TAILED BUNNY" Gusie MacRae	1997	
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely	1965		"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001	
"NOODLIN' RAC," "YES! YES! YES! YES!" Joe "Fingers" Carr	2009		"WHEN YOU'RE SMILING," "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr	1974	
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808		"BERMUDA," "BROKEN HEARTED" Ray Anthony	1954	
"HERRING BOATS," "SIN" Mickey Katz	1961		"STINCY," "THERE'S BEEN A CHANGE IN ME" Helen O'Connell	1976	
"TRY ME ONE MORE TIME," "FOGGY RIVER" Margaret Whiting	1944		"SUGAR BLUES BOODIE," "I JUST LOVE AFFECTION" Clyde McCoy	1937	
"ALWAYS LATE," "HELL'S BELLS" Clyde McCoy	1946				

TOP COUNTRY and HILLBILLY

	78		45			78		45	
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942				"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Red Morris	2022			
"SATISFIED," "HIDE ME, ROCK OF AGES" Marina Carson	1900				"WORDS," "I'M MISSIN' LOTS OF LOVIN'" Terry Preston	2024			
"THEY LOCKED GOD OUTSIDE THE IRON CURTAIN," "CALL OF THE MOUNTAINS" Wesley Tuttle	1992				"WHEEL OF FORTUNE," "THE LOVE THAT HURT ME SO" Skeets McDonald	1993			
"KINFOLKS IN CAROLINA," "RAINY DAY FEELIN'" Merle Travis	2014				"IT'S OUR GOODBYE," "WOMEN BEWARE" Jimmie Skinner	2007			
"TIME," "I WANT YOU SO" Terry Preston	1947				"YOU SURE DO NEED HIM NOW," "WEIGHED IN THE BALANCE" Martha Carson	1982			
"ROADSIDE RAC," "CRACKER JACK" Speedy West	1991				"CRY, CRY, CRY," "I'M SINKIN' IN A HOLE" Boots Faye and Idaho Call	2027			
"BE MY LIFE'S COMPANION," "TELL ME WHY" Skeets McDonald	1967				"THERE'S A BLUE SKY WAY OUT YONDER," "GOT MY HEART SET ON YOU" Rambler Jimmie Dolan	2006			

TOMORROW'S HITS—TODAY

	78	45
"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011	
"MISTAKES," "PERFIDIA" Ben Light	2023	
"TRY," "PASS THE UDDER UDDER" Stan Freberg	2029	
"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Shard	2021	
"YES," "MAMBO RHAPSODY" Stan Kenton	2020	
"THE LITTLE BROWN CAL," "WHATSA MALLA U" Dinning Sisters	2004	
"GENTLE MANDE," "THESE THINGS SHALL PASS" Gordon MacRae	2010	
"GOIN' ON A HAYRIDE," "EVERTIME" Peggy Lee	2025	
"GODS LITTLE CANDLES," "WONDERING" Janice Gayle	2018	
"SICK, SAD, SORRY AND BLUE," "JUST FRIENDS" Lou Diamond	2013	

NEW RELEASES

	78	45
"GOODBYE, LITTLE GIRL," "LOVE SONG OF THE WATERFALL" Jimmy Wakely	2028	
"TRY," "PASS THE UDDER UDDER" Stan Freberg	2029	
"THE FAR LANDS," "LAST NIGHT" The Voices of Walter Schumann	2030	
"I'D BE LYING," "IT MUST BE SPRING" Dick Beavers	2031	
"ALMANAC SONG," "DIESEL SMOKE, DANGEROUS CURVES" Billy Strange	2032	
"THERE SHALL BE SHOWERS OF BLESSINGS," "THE LETTER EDCED IN BLACK" Tex Ritter, Oklahoma Sweethearts	2034	
"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap, Perk Williams	2035	
"MOONLIGHT IN VERMONT," "MY IDEAL" Margaret Whiting	1471	

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section.

Records Most Played by Disk Jockeys

Based on reports received March 19, 20 and 21

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks Last This to date/Weeks/Week	POSITION	Record	Artist	Label
6 1	1.	WHEEL OF FORTUNE	K. Starr	Capitol
19 2	2.	CRY	J. Ray	Decca
8 3	3.	AT LAST	R. Anthony	Capitol
16 5	4.	ANY TIME	E. Fisher-H. Winterhalter	Decca
8 6	5.	BLUE TANGO	L. Anderson	Decca
7 14	6.	BLACKSMITH BLUES	E. M. Morse	Capitol
16 4	7.	TELL ME WHY	Four Aces A. Alberts	Decca
3 18	8.	BLUE TANGO	H. Winterhalter	Decca
6 9	9.	WHEEL OF FORTUNE	B. Wayne	Mercury
12 7	10.	BERMUDA	Bell Sisters	Decca
12 8	11.	TELL ME WHY	E. Fisher-H. Winterhalter	Decca
8 10	11.	COME WHAT MAY	P. Page	Mercury
18 17	11.	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca
11 11	14.	TIGER RAG	L. Paul M. Ford	Capitol
2 24	15.	GUY IS A GUY	Doris Day-P. Weston	Capitol
3 21	16.	BLUE TANGO	L. Baxter	Capitol
10 12	17.	(Here Am I) BROKEN HEARTED	J. Ray	Decca
7 16	18.	PLEASE, MR. SUN	P. Como	Decca
3 20	19.	HAMBONE	Bell Sisters-P. Harris	Decca
8 15	20.	PLEASE, MR. SUN	J. Ray	Decca
3 19	20.	HAMBONE	F. Laine-J. Stafford	Capitol
2 -	22.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol
5 13	23.	WHEEL OF FORTUNE	Bell Sisters	Decca
4 23	24.	AY-ROUND THE CORNER	J. Stafford	Capitol
7 -	25.	KISS TO BUILD A DREAM ON	H. Winterhalter	Decca
1 -	26.	I'LL WALK ALONE	D. Cornell	Capitol
3 28	27.	PERFIDIA	Four Aces A. Alberts	Decca
1 -	28.	FORGIVE ME	E. Fisher-H. Winterhalter	Decca
11 25	29.	BE MY LIFE'S COMPANION	Mills Brothers	Decca
6 -	30.	WIMOWEH	G. Jenkins-Weavers	Decca

VOX JOX

By JUNE BUNDY

Preems

Bob King, WCAV, Norfolk, will broadcast his entire 4:30-6 p.m. show from Church Street via window-remotes from local shops along the street. The deal was set between the station and the Church Street Merchants Association. . . . **Graeme W. Zimmer**, manager of WCAV, was named co-chairman of Norfolk Red Cross Council. . . . **Jerry Gaines**, who starts his third year at WIAA, Philadelphia, this month, has contracted to do all ET work for a local TV appliance store. The series features 15-minute programs of songs. "Vocal Detective," heard on major stations in the Philadelphia area, with shows aired between two and five times a day, across-the-board on each of Philly's six stations. . . . **Jack Gale**, WSRB, Cleveland, has added another hour to his daily schedule, giving him a total of five and a half hours a day of air time. . . . **Norman Goodman**, WIII, Ferris, Okla., has a new hour afternoon airtime, "The Norm and Irene Show," with **Irene Benham**, across-the-board. . . . **Paul Cowley** has transferred from WLW, Cincinnati, to WNOP, Newport, Ky., with an early-morning platter program first on his schedule. He also expects to kick off a teen-age seg sometime in April. . . . **Movie-TV actor Alan Norman** joins WFDF, Flint, Mich., as early-morning jock. . . . **Doris Ferraro** was upped to publicity director post at WSRB, Cleveland. . . . **Chuck Thompson**, WFOR, Hattiesburg, Miss., is writing a gag column for a country song-roundup national fan mag. . . . **Jack Mahl**, WKBW, Buffalo, landed the emcee spot on the station's new four-hour (10 p.m.-2 a.m.) record show, "Spotlight Serenade." . . . **Nonnie Crawford** and **Joe Pinegan**, WBUX, Doylestown, Pa., have started a "Coffee Club" at Bucks County Inn. . . . **Bob Howard**, WLEC, Sandusky, O., has moved his "Music Boom" from the night shift to the station's afternoon deejay spot, 2-5 p.m. across-the-board. . . . **Foster Brooks**, WAVE, Louisville, will emcee a new early morning deejay stint from 6-9 a.m. in addition to his regular show.

Gimmix

Alan Courtney, who handles a remote deejay show from the Allison Hotel, Miami Beach, Fla., started a presidential poll a fortnight ago that is being picked up by other spinners. The deejay devotes six numbers a night to phone votes, with guests in the room filling in ballots. Tabulating is done by another volunteer guest. . . . **Edward B. Marks'** flank **Mervin Frank** is back from Paris and busily plugging "You're Not Worth My Tears," via an authentic looking stock share gimmick, which entitles owner to "One hundred spinning shares of capital stock of the "You're Not Worth My Tears Fan Club." Frank has mailed out 3,000 shares to deejays across the country. . . . **Lou Baris**, WKAL, Rome, N. Y., has completed his third annual popularity poll in the Rome-Utica-Onondaga area. Winners were as follows: Top tune, "Because of You"; top male vocalist, **Perry Como**; top female vocalist, **Doris Day**; top dance ork, **Ralph Flanagan**; swing band, **Harry James**; corn king, **Spike Jones**; up and coming stars, **Rosemary Clooney** and **Johnnie Ray**; Bill **Gregory**, WERH, Hamilton, Ala., will shortly have to slave over a hot stove, as the result of a gag contest which got out of hand. In a tongue-in-cheek mood, Gregory offered to "bake a cake" for the listener who sent in the craziest letter. Letters poured in from dialers who took the offer seriously, so it's back to the kitchen for Gregory this month.

Gab Bag

"Here's a tip to deejays who gripe that they can't get releases from distributors. Just (Continued on page 43)

Best Selling Sheet Music

Based on reports received March 19, 20 and 21

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is from legit musical; (R) indicates tune is available on records.

Weeks Last This to date/Weeks/Week	POSITION	Tune	Artist
5 3	1.	WHEEL OF FORTUNE (R)	Laurel
11 5	2.	ANY TIME (R)	Hill & Range
14 4	3.	LITTLE WHITE CLOUD THAT CRIED	Larry Spier
15 2	4.	CRY (R)	Mellow
13 6	5.	TELL ME WHY (R)	Siguel
20 1	6.	SLOW POKE (R)	Ridgeway
7 7	7.	PLEASE, MR. SUN (R)	Weiss-Barry
7 8	8.	BE MY LIFE'S COMPANION (R)	E. H. Morris
1 -	9.	GUY IS A GUY (R)	Ludlow
2 14	10.	BLACKSMITH BLUES (R)	Hill & Range
1 -	11.	PITTSBURGH, PENNSYLVANIA (R)	Orford
27 13	12.	DOWN YONDER (R)	La Salle
4 12	13.	TULIPS AND HEATHER (R)	Shapiro-Bernstein
2 11	14.	BLUE TANGO (R)	Mills
1 -	14.	PETER COTTONTAIL (R)	Hill & Range

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audience on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peilman's Audience Coverage Index. The Index is projected upon radio logs made available to Peilman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 tunes in the case of these tunes alphabetically. This music checked is predominantly lower age per cent. age. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Weeks Last This to date/Weeks/Week	POSITION	Tune	Artist
5 3	1.	WHEEL OF FORTUNE (R)	Laurel
11 5	2.	ANY TIME (R)	Hill & Range-BMI
14 4	3.	LITTLE WHITE CLOUD THAT CRIED	Larry Spier
15 2	4.	CRY (R)	Mellow
13 6	5.	TELL ME WHY (R)	Siguel
20 1	6.	SLOW POKE (R)	Ridgeway
7 7	7.	PLEASE, MR. SUN (R)	Weiss-Barry
7 8	8.	BE MY LIFE'S COMPANION (R)	E. H. Morris
1 -	9.	GUY IS A GUY (R)	Ludlow
2 14	10.	BLACKSMITH BLUES (R)	Hill & Range
1 -	11.	PITTSBURGH, PENNSYLVANIA (R)	Orford
27 13	12.	DOWN YONDER (R)	La Salle
4 12	13.	TULIPS AND HEATHER (R)	Shapiro-Bernstein
2 11	14.	BLUE TANGO (R)	Mills
1 -	14.	PETER COTTONTAIL (R)	Hill & Range

Top Ten in Television

Weeks Last This to date/Weeks/Week	POSITION	Tune	Artist
4 4	1.	UNFORGETTABLE	Bonnie Music, Ltd.
6 3	2.	LITTLE WHITE CLOUD THAT CRIED	Larry Spier
12 2	3.	MISTAKES	Lorraine Wright
5 6	4.	SLOWDACH	Sterling
8 7	5.	DOWN YONDER	Feldman
9 5	6.	DOMINO	Lewis
10 9	7.	WHY WORRY	MacDonald
10 8	8.	LOVELIEST NIGHT OF THE YEAR	Francis Day
15 11	9.	SOME ENCHANTED EVENING	Williamson
3 16	10.	I WANNA SAY HELLO	Sterling
2 15	12.	CRY	Francis Day
5 12	13.	ROLLIN' STONE	Kassner
25 10	14.	BECAUSE OF YOU	Dash
13 13	15.	AT THE END OF THE DAY	Chapell
15 14	16.	LOVE'S ROUNDABOUT	Chapell
2 17	17.	SATURDAY RAG	John Flinck
2 19	18.	ONLY FOOLS	Sw
5 20	19.	CHARMAINE	Kerby-Proxer
3 -	20.	WE WON'T LIVE IN A CASTLE	Campbell-Connelly

England's Top Twenty

Weeks Last This to date/Weeks/Week	POSITION	Tune	Artist
9 3	1.	THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly
4 4	2.	UNFORGETTABLE	Bonnie Music, Ltd.
6 3	3.	LITTLE WHITE CLOUD THAT CRIED	Larry Spier
12 2	4.	MISTAKES	Lorraine Wright
5 6	5.	SLOWDACH	Sterling
8 7	6.	DOWN YONDER	Feldman
9 5	7.	DOMINO	Lewis
10 9	8.	WHY WORRY	MacDonald
10 8	9.	LOVELIEST NIGHT OF THE YEAR	Francis Day
15 11	10.	SOME ENCHANTED EVENING	Williamson
3 16	11.	I WANNA SAY HELLO	Sterling
2 15	12.	CRY	Francis Day
5 12	13.	ROLLIN' STONE	Kassner
25 10	14.	BECAUSE OF YOU	Dash
13 13	15.	AT THE END OF THE DAY	Chapell
15 14	16.	LOVE'S ROUNDABOUT	Chapell
2 17	17.	SATURDAY RAG	John Flinck
2 19	18.	ONLY FOOLS	Sw
5 20	19.	CHARMAINE	Kerby-Proxer
3 -	20.	WE WON'T LIVE IN A CASTLE	Campbell-Connelly

the PITCH from MITCH



SPEAKING as a man who's carried his oboe to a mess of recording sessions over the years, I think it's safe to say I've never seen a sensation like Johnnie Ray. The minute Danny Kessler brought his records into the office I knew we had something, but I don't think anybody—even Danny—knew how much of a thing.

Johnnie's first waxing, on our Okeh label, stirred up quite a bit of talk, but it wasn't until good old 6840 came along that the dam burst. On those dates Johnnie just threw his head back and sang. But sang! We followed that up with "Please, Mr. Sun" and "Broken Hearted," and you all know what happened. I guess it's no secret that never before in the history of Columbia—and that goes a long way back—has there been a record that sold so many copies, or sold them so fast. (That's if you overlook a couple of seasonal items, like "Rudolph.")

You probably read all about Johnnie in Life last week. This is a very handy publicity break indeed, as we just happen to have a new Ray record on hand that's all set to duplicate the success of the first ones. One side is called "Mountains in the Moonlight," which Johnnie wrote himself. He writes a lot of his material, you know. Anyhow, this is a song that hits everyone—great melody, great idea. Then we figured that maybe a little change of pace might be a good thing. So we coupled this with "What's the Use?" which is a real switch.

This song comes from a Turkish record, and we've kept the original arrangement, including finger cymbals and those good old wailing Middle Eastern reeds. For the lyrics, we got Ross Bagdasarian, who did "Come On-a My House," and they're really something. Basically, they're about a boy who's trying to win his sweet desert quail, but they're full of switches. This is a side they'll eat up.

Incidentally, there's a bonus coming along for you pretty soon. Next couple of weeks there'll be a Johnnie Ray album! Great old standards, done in Johnnie's greatest style. We're trying something new with the cover here: no words, nothing—just a picture of Johnnie. Let us know how you like it.

Mitch

this week on COLUMBIA

COLUMBIA'S No. 1

DORIS DAY
A GUY IS A GUY WHO, WHO, WHO
78 rpm 39673
45 rpm 4-39673



a real Turkish delight!
a brand-new sensation from

JOHNNIE RAY

"What's the Use?"

a tongue-in-cheek novelty

"Mountains in the Moonlight"

a magnificent new Ray composition

with The Four Lads and Orchestra under the direction of Jimmy Carroll

78 rpm 39698 ★ 45 rpm 4-39698



FRED LOWERY
When I Grow Too Old to Dream
The Whistler and His Dog
39699, 4-39699

MARTY ROBBINS
Love Me or Leave Me Alone
Tomorrow You'll Be Gone
20925, 4-20925

BETTY JOHNSON
Pray for Me
When the Saviour Reached
Down for Me
20919, 4-20919

CURLEY WILLIAMS
Texas Swing
We've Come a Long Way
Together
20918, 4-20918

CARTER SISTERS AND MOTHER MAYSSELLE
Fair and Tender Ladies
Foggy Mountain Top
20920, 4-20920

NEAL BURRIS
There's No Reason
River of Love
20917, 4-20917

your check list—COLUMBIA'S TOP TWELVE

Based on actual sales reports for week ending March 22

GUY MITCHELL
Pittsburgh, Pennsylvania
The Doll With a Sawdust Heart
39663, 4-39663, 3-39663

**FRANKIE LAINE-
JO STAFFORD**
Hambone
Let's Have a Party
39672, 4-39672

JOHNNIE RAY
The Little White Cloud
That Cried
Okeh 6840, 4-6840

LEFTY FRIZZELL
You're Here, So Every-
thing's All Right
Don't Stay Away
20911, 4-20911

FRANKIE LAINE
The Gandy Dancers' Ball
When You're in Love
39665, 4-39665, 3-39665

JOHNNIE RAY
Please, Mr. Sun
Broken Hearted
39636, 4-39636

JO STAFFORD
Ay-Round the Corner
Heaven Drops Her
Curtain Down
39653, 4-39653, 3-39653

ARTHUR GODFREY
Dance Me Loose
Slow Poke
39632, 4-39632

**LES COMPAGNONS DE LA
CHANSON**
The Three Bells
Whirlwind
39657, 4-39657

JIMMY DORSEY
Wimoweh
I'll Always Be Following
You
39651, 4-39651

ROSEMARY CLOONEY
Did Anyone Call!
Tenderly
39648, 4-39648

CHAMP BUTLER
Be Anything
When I Look Into Your
Eyes
39690, 4-39690

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received March 19, 20 and 21

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Table with columns: POSITION, Weeks, Title, Artist, and other details. Includes songs like 'Wheel of Fortune', 'Blue Tango', 'Cry', 'Any Time', 'Blacksmith Blues', etc.

Best Selling Classical Titles

Best Selling 33 1/3 R.P.M.

Table with columns: Last Week, This Week, Title, and other details. Includes titles like 'Debussy: La Mer', 'Mozart's Pictures at the Exhibition', etc.

Best Selling 45 R.P.M.

Table with columns: Title, Artist, and other details. Includes titles like 'Schubert: Music of Autumn Strains', 'Debussy: Prelude', etc.

DEALER DOINGS

Price Cutting

The price war in New York has brought us a number of letters from dealers. Here is one from Herbert Gray, of The Music Box, Westwood, N. J.

Trade Talk

D. A. Soliday, of Modern Electric, Vermillion, S. D., asks, "What are we supposed to do with all the Columbia Records that are defective and scratched when they come in to us?"

Chatter

Irene Miller, manager of the phono section of Heitzberg's Diamond Shop, Kansas City, Kan., informs us that after 11 years of selling records she now has the opportunity of selling her own song.

Best Selling Children's Records

Based on reports received March 19, 20 and 21

Records listed are those selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Table with columns: POSITION, Weeks, Title, Artist, and other details. Includes songs like 'Alice in Wonderland', 'Cinderella', 'Peter Cottontail', etc.

Best Selling Pop Albums

Based on reports received March 19, 20 and 21

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out the Billboard's pop chart questionnaire in a representative way.

Best Selling 33 1/3 R.P.M.

Table with columns: Last Week, This Week, Title, Artist, and other details. Includes albums like 'An American in Paris', 'I'll See You in My Dreams', etc.

Best Selling 45 R.P.M.

Table with columns: Title, Artist, and other details. Includes songs like 'I'll See You in My Dreams', 'An American in Paris', etc.

Classical Reviews

90-100 TOPS, 80-89 EXCELLENT, 70-79 GOOD, 60-69 SATISFACTORY, 0-39 POOR

Classical album reviews including 'Handel: Suite from the Water Music', 'Mozart: Sonata No. 17 in D, K. 576', and 'Schubert: Sonata in D minor for Violin and Piano, Op. 121'.

That WINTERHALTER MAGIC

HUGO WINTERHALTER

'WHAT DOES IT TAKE'

'STAR-GAZING'

RCA VICTOR
20 4586 (78 rpm)
47 4586 (45 rpm)



This week's

New Releases
... ON RCA Victor

Release 26-13

Ships Coast to Coast, Week of March 30

POPULAR

- VAUGHN MONROE and His Orchestra
Lady Love 20-1611—(47-1611)*
- THE BALLADEERS with Peter King's
Orchestra and Chorus
Goodbye, Little Girl 20-1612—(47-1612)*
- RALPH FLANAGAN and His Orchestra
Baltimore Rag 20-1613—(47-1613)*
- TONY BAVAAR
I'm Dancing With Tears in My Eyes
I'll Sing to You 20-1622—(47-1622)*
- PERRY COMO with Mitchell Ayres
Orchestra and Chorus
It's Easter Time
One Little Candle 20-1631—(47-1631)*
- JOHNNY YADNAL and His Orchestra
Oh, Henry—Polka
Waltz, Waltz 20-1632—(47-1632)*
- THE MANHATTAN MERRYMAKERS
The Baller's Polka
The Aquapica Polka 20-1633—(47-1633)*

COUNTRY — WESTERN

- BOBBY WILLIAMSON
Can't Help Wonderin'
A Little Bit of This 20-1634—(47-1634)*
- JIMMY MURPHY
Love That Satisfies
That First Gully at Mine 20-1635—(47-1635)*
- ROSALIE ALLEN and ELTON BRITT
I May Hate Myself in the Morning
Fooling Around 20-1636—(47-1636)*

RHYTHM-BLUES

- GENE PARRISH
Screamin' in My Sleep
Throw Me Out of Your Mind 20-1610—(47-1610)*
- JIMMY McPHAIL
You Brought Me Love
You Can't Imagine 20-1605—(47-1605)*

SACRED

- THE JORDANAIREs
Gonna Walk Those Golden Stairs
Who Can Be It? 20-1647—(47-1647)*

CHILDREN'S

- DALE EVANS
While the Whistling Girdle
Pony Woosy 45-2336—(47-2336)*

RED SEAL SPECIAL

- ROBERTA PETERS and ROBERT MERRILL with
Orchestra directed by Charles Sanford
Indian Love Call
So in Love 10-3736—(49-3736)*

COLLECTORS

- SAMMY KAYE
I'm a Big Girl Now
Put Your Little Feet Right Out 37-0132*
45 rpm cat. nos.

Going Strong...

* indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "hold out" stage.

- Any Time/Never Before
Eddie Fisher 20-1359—(47-1359)*
- That's the Chance You Take/Forgive Me
Eddie Fisher 20-1374—(47-1374)*
- Blue Tango/The Gypsy Trail
Hugo Winterhalter 20-1518—(47-1518)*
- Tell Me Why/Trust in Me
Eddie Fisher 20-1441—(47-1441)*
- Tulips and Heather/Please, Mr. Sun
Perry Como 20-1453—(47-1453)*
- Easy on the Eyes/Anything That's Part of You
Eddie Arnold 20-1569—(47-1569)*
- Bermuda
The Bell Sisters 20-1422—(47-1422)*
- Hambone
Phil Harris and The Bell Sisters 20-1584—(47-1584)*
- Three Ways of Knowing/When You Want a Little Lovin'
Johnnie & Jack 20-1555—(47-1555)*
- The Gold Rush Is Over
Hank Snow 20-1522—(47-1522)*
- At Last/Perfidia
Glenn Miller 27-0157—(42-0157)*
- Down South
Spike Jones 20-1568—(47-1568)*
- Robert the Easter Egg
Roy Rogers 47-5336—(47-0306)*
- Poor Whip-Poor-Will/Wheel of Fortune
The Bell Sisters 20-1520—(47-1520)*
- Noodlin' Rag
Perry Como 20-1542—(47-1542)*

Coming Up...

* indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling list category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- LADY LOVE/IDAHO STATE FAIR
Vaughn Monroe 20-1611—(47-1611)*
Both sides, The Billboard Picks, March 22nd issue
- EASY ON THE EYES/ANYTHING THAT'S PART OF YOU
Eddy Arnold 20-1569—(47-1569)*
Both sides, Country Western Disc Jockey Pick, Billboard, March 22nd issue.

TIPS LADY LOVE/IDAHO STATE FAIR Vaughn Monroe 20-1611—(47-1611)*

DEE-JAY DOIN'S



IRA COOK
KECA, Hollywood, Calif.
Briefly, this is the gimmick. As you know, each week we receive an average of thirty new records. Out of this batch of records, I pick one or maybe two that I sincerely think has a chance of getting on the popularity charts in Billboard within a period of six weeks or less. When I introduce this record for records, I tell the listener that I am actually going to put myself on the spot by actually taping my prediction. After a few seconds pause, I say: "On this — day of March, 1952, I predict that the "pre-view player" you are about to hear, will be actually listed as a hit record in the nation's accepted popularity lists in a period of six weeks or less." Then I play the record. I just started the idea recently and already I have been promised records to introduce for the first time on the air in our area. Naturally, I will only select records that I actually think will "make it" for the taping gimmick. About a month from now, I will start playing back the tapes I made in the past, and will either point out that I actually predicted a hit, or missed the boat. I plan to keep a record of my performance and see what the average turns out to be. In addition to this, I have arranged with Wad-lich's Music City, my sponsor, to make up a special window display of the record I predict as a hit each week. The record will "sit" in a modernistic frame with an attractive backdrop. In other words, we will treat the record as a real jewel. Guess the description of the idea won't so brief after all, but it can be boiled down to the prediction of future hits, and thereby putting myself, the disc jockey, right on the spot. . . .
Ed note: Ira, we think this is terrific.

Please address all orders with photographs to:
Dee Jay Doin's
RCA Victor Records
630 Fifth Avenue
New York, N. Y.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE BILLBOARD

Music Popularity Charts

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

Best Selling Pops by Territories

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

Each week, The Billboard in cooperation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets...

NEW YORK

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Decca
3. PLEASE MR. SUN—J. Ray—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. TELL ME WHY—Four Aces—A. Alberts—Decca

CHICAGO

- 1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. CRY—J. Ray—Decca
6. PERfidIA—Four Aces—A. Alberts—Decca
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. I'LL WALK ALONE—D. Cornell—Coral
9. HAMBONE—B. Saunders—Mammoth—Kidd—D. Hopkins—Okeh
10. TELL ME WHY—Four Aces—A. Alberts—Decca

LOS ANGELES

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLUE TANGO—L. Anderson—Decca
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
7. PLEASE MR. SUN—J. Ray—Columbia
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
9. ANY TIME—E. Fisher—H. Winterhalter—Victor
10. COME WHAT MAY—P. Page—Mercury

WASHINGTON

- 1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. PLEASE MR. SUN—J. Ray—Columbia
5. GUY IS A GUY—Doris Day—Columbia
6. CRY—J. Ray—Decca
7. TULIPS AND HEATHER—P. Comp—Victor
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
9. FORGIVE ME—E. Fisher—H. Winterhalter—Victor

PITTSBURGH

- 1. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. BLUE TANGO—L. Anderson—Decca
4. GUY IS A GUY—Doris Day—Columbia
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. I'LL WALK ALONE—D. Cornell—Coral
8. WHEEL OF FORTUNE—E. Wilson—S. Gale—Dorby
9. PERfidIA—Four Aces—A. Alberts—Decca

ST. LOUIS

- 1. GUY IS A GUY—Doris Day—Columbia
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. BLUE TANGO—L. Anderson—Decca
4. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
5. AT LAST—R. Anthony—Capitol
6. I'LL WALK ALONE—D. Cornell—Coral
7. DANCING WITH TEARS IN MY EYES—M. Miller—Columbia
8. WHEEL OF FORTUNE—K. Starr—Capitol
9. TULIPS AND HEATHER—P. Comp—Victor
10. KISS TO BUILD A DREAM ON—L. Anderson—Decca

ATLANTA

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Decca
3. BLUE TANGO—L. Anderson—Decca
4. COME WHAT MAY—P. Page—Mercury
5. HAMBONE—B. Saunders—Mammoth—Kidd—D. Hopkins—Okeh
6. BERMUDA—Bill Sides—Victor
7. GUY IS A GUY—Doris Day—Columbia

PHILADELPHIA

- 1. GUY IS A GUY—Doris Day—Columbia
2. CRY—J. Ray—Decca
3. BLUE TANGO—L. Anderson—Decca
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. HERE AM I BROKEN HEARTED—J. Ray—Columbia
6. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. SLOW POKE—Pee Wee King—Victor

NEW ORLEANS

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. BERMUDA—Bill Sides—Victor
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. CRY—J. Ray—Decca
7. BLUE TANGO—L. Anderson—Decca
8. COME WHAT MAY—P. Page—Mercury
9. KISS TO BUILD A DREAM ON—L. Anderson—Decca
10. TENDERLY—R. Clooney—Columbia

BOSTON

- 1. BLUE TANGO—L. Anderson—Decca
2. ANY TIME—E. Fisher—H. Winterhalter—Victor
3. GUY IS A GUY—Doris Day—Columbia
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. I'LL WALK ALONE—D. Cornell—Coral
6. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
7. PLEASE MR. SUN—J. Ray—Columbia
8. AT LAST—R. Anthony—Capitol
9. BLACKSMITH BLUES—E. M. Morse—Capitol

DALLAS-FORT WORTH

- 1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. CRY—J. Ray—Decca
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. HAMBONE—B. Saunders—Mammoth—Kidd—D. Hopkins—Okeh

DETROIT

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLUE TANGO—L. Anderson—Decca
4. BLUE TANGO—L. Anderson—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. PERfidIA—Four Aces—A. Alberts—Decca
7. AT LAST—R. Anthony—Capitol
8. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
9. LOVELY WINE—B. Barwell—Decca
10. MY HERO—Four Aces—A. Alberts—Decca

DENVER

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. BERMUDA—Bill Sides—Victor
5. GUY IS A GUY—Doris Day—Columbia

SEATTLE

- 1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. PERfidIA—Four Aces—A. Alberts—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. WINDMILL—G. Jobson—Mercury—Decca
7. TIGER RAG—L. Paul & M. Ford—Capitol

'Law' Monopolizing

Continued from page 16

erations committee may be formed.

All these committees, of course, would be fully briefed concerning the areas in which they may and may not operate. Thus at several previous meetings it was made clear that the association can take no part, even to the point of discussions, in the present price-cutting situation on long-playing classical records.

One other plan presently being considered is development, along limited lines, of an institutional advertising and exploitation campaign to sell records as a unique form of entertainment.

RCA 3-Speed

Continued from page 16

will include a plug-in attachment to play thru radios and TV sets; a self-contained unit with its own amplifier and speaker and a radio-phonograph combination.

This marks the first attempt by RCA Victor to market a phono with a single turntable capable of handling all three speeds. The interchangeable 45 spindle will eliminate the need for inserts for these disks as well as the optional center records.

Full details about these new phonos will be released in about two weeks. In the meantime pricing of the players is being finalized.

AFRA Ads Snapper

Continued from page 16

clubs. It does not take in studio shows or street interviews. But Reel's question poses some interesting problems, said authorities.

If a performer goes on a disk jockey show before an audience that either pays admission or pays a restaurant tab, he's presumed to be an entertainer and as such comes under AGVA's rule.

AFRA also points out that it could not prevent a disk jockey from interviewing an actor who wishes to be interviewed any more than "we can prevent the disk jockey from interviewing Senator Taft or Congressman Smith."

So far AGVA hasn't replied to AFRA's letter. Insiders, however, feel that the whole issue of whether or not performers are to get paid for appearing on disc jockey shows will die a natural death.

Eckstine-Basie

Continued from page 18

last leg of the trip, included Atlanta, Nashville, Greenville, Raleigh, Columbia, Fayetteville, Miami, Miami Beach, Chattanooga, Knoxville, Charlotte, Charleston, Roanoke, Charlottesville and Macon.

Record Price War

Continued from page 18

first week of the city-wide discount sales started one month ago when Liberty Music Shops slashed all record prices by 30 per cent. The pinch was being felt most by the small dealer and the small manufacturer.

Advertisement for Jeanne Gayle's record 'Wondering and God's Little Candles' on Capitol Records. Includes text: 'AMERICA'S NEW NIGHTIN' GAYLE', 'Sings two great songs', 'with Les Baxter Chorus and Orchestra', 'for OPS, JOX and DEALERS', 'RECORD NO. 2018', 'Capitol RECORDS'.

Champ Butler



with
a great
Star making
Record...

a tender new ballad

'BE ANYTHING'

(BUT BE MINE)

and

a sensuous tango favorite

"WHEN I LOOK INTO YOUR EYES"

(A MEDIA LUZ)

with PERCY FAITH and his Orchestra

78 rpm 39690 • 45 rpm 4-39690

COLUMBIA RECORDS

for music that sends them . . . to you!

Gehman Joins The Billboard

NEW YORK, March 22.—New Gehman has been added to The Billboard music staff. Prior to joining The Billboard, Gehman headed up the RCA Victor account for Amos Parrish & Company, New York merchandising counseling firm for manufacturers and department stores. This work for RCA Victor included detailed investigations in the children's classical, country and Western, rhythm and blues, and publishing fields, designed to strengthen the diskery's operations in those divisions.

NOT WORTH SPACE EITHER!

NEW YORK, March 22.—The Brill Building took on the aura of a Wall Street brokerage house last week when E. B. Marks floated a huge issue of capital stock in the "You're Not Worth My Tears" Fan Club. Brainchild of Marvin Frank, Marks' press chief, blocks of 100 spinning shares were sent to jocks with an eye to speculation in the pub's current plug tune.

Pearl Grabs 2G In Dubuque, Ia.

CHICAGO, March 22.—Ray Pearl, whose band has been widely publicized thru the territory via numerous remotes from local locations, hit a jackpot in Dubuque, Ia., Monday (17). Playing a one-nighter at the Melody Mill Ballroom, band drew 1,716 admissions at \$1.50 (\$1.25 net), for a gross of \$2,144, one of the largest takes ever chalked up by the spot. Pearl took out \$1,287 as his end for the night's work. Band continues its one-nighter tour thru April 3 when it opens its first location stand at the Rice Hotel, Houston.

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received March 19, 20 and 21

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of His Music Popularity Chart, Part I.

POSITION	TO DATE/WEEKS	RECORD	ARTIST
6	2 1.	WHEEL OF FORTUNE	K. Starr Capitol 7811964; (45)1-1964—ASCAP
18	1 2.	CRY	J. Ray Decca 7806840; (45)4-0840—BMI
17	3 3.	ANY TIME	E. Fisher-H. Winterhalter Victrola 20-4359; (45)47-4359—BMI
15	4 4.	TELL ME WHY	Four Aces-A. Alberts Decca 7812786; (45)9-2786—BMI
6	8 5.	BLUE TANGO	L. Anderson Decca 7812787; (45)9-2787—ASCAP
10	6 6.	PLEASE MR. SUN	J. Ray Capitol 7813963; (45)4-3963—BMI
17	5 7.	LITTLE WHITE CLOUD THAT CRIED	J. Ray Capitol 7816840; (45)4-6840—ASCAP
7	6 8.	BLACKSMITH BLUES	E. M. Morse Capitol 7811922; (45)1-1922—BMI
3	14 9.	HAMBONE	J. Stafford-F. Laine Capitol 7813967; (45)4-3967—BMI (P. Harris-Bell Sisters, Victor 20-4584; R. Saunders, Decca 28057; T. Dorsey, Decca 28057)
5	15 10.	PERFIDIA	Four Aces-A. Alberts Decca 7812787; (45)9-2787—ASCAP (J. August, Mercury 5589; D. Brubeck Trio, Fantasy 513; G. Miller, Victor 27-0157; B. Savage, Capitol 2039)
7	9 11.	COME WHAT MAY	P. Page Mercury 7815772; (45)5-7724—ASCAP (H. O'Connell, Capitol 1944; J. Scott, Coral 66450; T. Dorsey, Decca 28057)
7	13 11.	(Here Am I) BROKEN HEARTED	J. Ray Capitol 7813963; (45)4-3963—ASCAP (F. Dixon-E. Williams Trio, Swing Time 253; Alan Dale, Decca 27941; R. Anthony, Decca 28057; J. Raymond, J. Norman, Decca 28052; E. Light, Decca 28057)
21	10 13.	SLOW POKE	Pee Wee King Victrola 20-4489; (45)48-0489—BMI
8	10 14.	BE MY LIFE'S COMPANION	Mills Brothers Decca 7812789; (45)9-2789—ASCAP
12	12 15.	BERMUDA	Bell Sisters Victrola 20-4422; (45)47-4422—BMI
2	19 16.	FORGIVE ME	E. Fisher-H. Winterhalter Victrola 20-4574; (45)47-4574—ASCAP (T. Edwards-L. Holmes, Decca 28058)
4	17 17.	WHEEL OF FORTUNE	B. Wayne Mercury 7815779; (45)5-7794—ASCAP
9	25 17.	STOLEN LOVE	E. Howard Mercury 7815777; (45)5-7774—BMI Mercury 7815784; (45)5-7844—BMI (E. Hill, Mercury 6383; The Larks, Apollo 1190; G. Lombardo, Decca 27962; J. Tiggan, Specialty SP-427; Three Suns, Victor 20-4518)
12	15 19.	TELL ME WHY	E. Fisher-H. Winterhalter Victrola 20-4444; (45)47-4444—BMI
11	17 20.	TIGER RAG	L. Paul-M. Ford Capitol 7811920; (45)1-1920—ASCAP (L. Cobb, Abbey 15053; G. Barnes, Decca 27937; M. Goose, Mercury 56413)
14	19 21.	DANCE ME LOOSE	A. Godfrey Capitol 7813963; (45)4-3963—ASCAP (R. Morgan, Decca 27906; Mandy Carson, Victor 20-4457; A. Trace, Decca 28058; Halloway Sappers, Mercury 5370; Katie Mah, Ramogram R-25024)
2	21 21.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller Capitol 7813963; (45)4-3963—ASCAP
1	— 21.	GUY IS A GUY	Doris Day Capitol 7813967; (45)4-3967—BMI (E. Fitzgerald, Decca 28049)
2	29 24.	WHEEL OF FORTUNE	Bell Sisters Victrola 20-4520; (45)47-4520—ASCAP
1	— 24.	HAMBONE	Bell Sisters-P. Harris Victrola 20-4564; (45)47-4564—BMI
2	25 26.	TULIPS AND HEATHR	P. Como Victrola 20-4453; (45)47-4453—ASCAP (F. Warren, Decca 27907; B. Strong, Decca 28052; V. Lynn-R. Snow, Decca 28052; Bill Hayes-G. Bassman, Decca 28052)
1	— 26.	BLUE TANGO	G. Lombardo Decca 7812893; (45)9-2893—ASCAP
7	21 28.	DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas-R. Patton-E. Lawrence King 78119137; (45)45-19137
1	— 29.	ILL STILL LOVE YOU	Ames Brothers Capitol 7816847; (45)4-6847—ASCAP (V. Young, Decca 27941; L. Dinwiddie, Capitol 1927)
3	— 29.	WHISPERING WINDS	P. Page Mercury 7815814; (45)5-1584—ASCAP

BREAKING FOR A POP HIT!

LOLA AMECHE

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Two Great Records

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"WEIGHED IN THE BALANCE"

CAPITOL 1982

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Acuff-Rose PUBLICATIONS

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JAZZ

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'STAR EYES'
'AU PRIVAVE'
charlie **PARKER**
and his Orchestra
Mercury 11087



'UNTIL THE REAL
THING COMES ALONG'
'LOVE FOR SALE'
OSCAR **PETERSON** TRIO
Mercury 8959



'BASIN STREET'
'I REMEMBER
HARLEM'
roy **ELDRIDGE**
with Strings
Mercury 8962



'GROOVIN''
'WEARY BLUES'
illinois **JACQUET**
and his Orchestra
Mercury 8968



'APPLE HONEY'
'BROADWAY'
flip **PHILLIPS**
and his orchestra
Mercury 8960

BULEE
GAILLARD
and his
Southern Fried
Orchestra

'TAXPAYERS' BLUES'
'EATIN' WITH THE
BOOGIE'
Mercury 8970



'SIDEWAYS'
'A POUND OF BLUES'
johnny **HODGES**
and his Orchestra
Mercury 8961

CHARLIE
VENTURA'S
BIG
FOUR

'LOVE IS JUST
AROUND THE
CORNER'
'O. H. BLUES'
Mercury 8965



'THOU SWELL'
'LET'S FALL IN LOVE'
lester **YOUNG**
and his Orchestra
Mercury 8963

bud powell . . . piano solos

- 'BODY AND SOUL'
'SWEET GEORGIA BROWN'
- 'APRIL IN PARIS'
'SO SORRY, PLEASE'
- 'GET HAPPY'
'SOMETIMES I'M HAPPY'
- 'HALLELUJAH'
'TEA FOR TWO'

(Last 2 sides on L. P. only)
Available on All 3 Speeds

Jazz at the Philharmonic vol. 14

- 'I GOT RHYTHM' (3 parts)
- 'I SURRENDER, DEAR' (3 parts)

featuring

Coleman Hawkins • Lester Young
Charlie Parker • Willie Smith
Buck Clayton • Buddy Rich • Kenny Kersey
Red Collendar • Irving Ashby

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Mercury Records, Chicago, Illinois

A GREAT ARTIST!

A GREAT RECORD!



Tony Bennett



Sleepless

with Percy Faith
and His Orchestra



backed with
"SOMEWHERE ALONG THE WAY"

39695 (78 rpm)
4-39695 (45 rpm)



COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ©C. ® Reg. U. S. Pat. Off. Musician Registration

THE BILLBOARD

Music Popularity Charts

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

Record Reviews

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

Advance Record Releases

How Ratings Are Determined: Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine categories...

The Categories: Following are the maximum points that may be earned by a record in each of the nine categories considered: Song catalog, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; duplication (speed, arrangement, etc.), 10; and other "bonus" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical bars representing ratings. Includes entries for EDDY HOWARD, PATTI PAGE, MANTOVANI ORK, RAY ANTHONY ORK, CHAMP BUTLER, DEAN MARTIN, HELEN O'CONNELL, PERCY FAITH ORK, HARRY JAMES ORK, LES BAXTER ORK, JIMMY WAKELY, and KATIE MAHR.

POPULAR

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical bars representing ratings. Includes entries for After You've Gone, All I Do Is Dream of You, Anything That's Part of You, Be Anything, Beer Barrel Symphony, Beware!, Body and Soul, Dancin' with Tears in My Eyes, Dear Love, My Love, There Are Such Things, Moonlight Saving Time, Be Anything, When I Look Into Your Eyes, Waitin', Ecstasy, Won't You Suspend Time, Pretty as a Picture, Be Anything, Right Or Wrong, Delicado, Festival, Invitation, Goodbye, Little Girl, Love Song of the Waterfall, Dance Me a Tune, and Wheel of Fortune.

YOUR KEY TO BETTER MUSIC SALES!

Advertisement for Keys Music, Inc. featuring a list of record titles for sale, such as 'A-Round the Corner', 'All I Have to Give You', 'Copycat', etc. Includes contact information for Eastern Distributors for Acuff-Rose Publications.

Advertisement for RCA Victor custom record service. Features the slogan 'YOUR RECORD PROBLEMS DISAPPEAR' and lists services like recording, processing, pressing, and shipping. Includes RCA Victor logo and contact information for the Radio Corporation of America.

Advertisement for Bill Darnel's album 'Alone and Forsaken'. Includes the text 'We're sorry as "L" about the extra "L"' and 'we added to Bill Darnel's last name in the page ad that appeared in the March 22 issue. It should have read: BILL DARNEL singing "ALONE and FORSAKEN" DECCA 27994 (78RPM) 9-27994 (45RPM)'

Advertisement for Raymar Sales Co. featuring a 'SPECIAL ANNOUNCEMENT' of a 38% discount on all long playing records and 45 RPM albums. Includes contact information for Raymar Sales Co. in Jamaica, New York.

(Continued on page 38)

(Continued on page 38)

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Folk (Country & Western) Records

Based on reports received March 19, 20 and 21

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks Last This to Date/Weeks	Title	Artist
21	2	1. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith Cap(78)20862; (45)4-20862-BMI
13	1	2. GIVE ME MORE, MORE, MORE	Lefty Frizzell Cap(78)20885; (45)4-20885-BMI
27	3	3. SLOW POKE	Pee Wee King V(78)21-0489; (45)48-0489-BMI
5	4	4. DON'T JUST STAND THERE	Carl Smith Cap(78)20893; (45)4-20893-BMI
9	6	5. WONDERING	W. Pierce Dec(78)46364; (45)9-46364-BMI
6	5	6. SILVER AND GOLD	Pee Wee King V(78)20-4458; (45)47-4458-BMI
8	7	7. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold V(78)20-4413; (45)47-4413-ASCAP
2	—	8. MILK BUCKET BOOGIE	Red Foley Dec(78)27981; (45)9-27981-BMI
1	—	8. SALTY DOG RAG	Red Foley Dec(78)27981; (45)9-27981-BMI
5	8	10. HONKY TONK BLUES	Hank Williams MGM(78)11160; (45)K-11160

Coming Up

1.	WILD SIDE OF LIFE	H. Thompson Cap(78)1942; (45)F-1942-BMI
2.	EASY ON THE EYES	E. Arnold V(78)20-4569; (45)47-4569-ASCAP
3.	DON'T STAY AWAY	Lefty Frizzell Cap(78)20911; (45)4-20911

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received March 19, 20 and 21

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This to Date/Weeks	Title	Artist
5	2	1. DON'T JUST STAND THERE	Carl Smith Cap(78)20893; (45)4-20893-BMI
13	1	2. WONDERING	W. Pierce Dec(78)46364; (45)9-46364-BMI
14	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell Cap(78)20885; (45)4-20885-BMI
23	4	4. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith Cap(78)20862; (45)4-20862-BMI
29	8	5. SLOW POKE	Pee Wee King V(78)21-0489; (45)48-0489-BMI
3	9	6. WILD SIDE OF LIFE	H. Thompson Cap(78)1942; (45)F-1942-BMI
8	5	7. MISSING IN ACTION	E. Tubb Dec(78)46389; (45)9-46389-BMI
7	10	8. SILVER AND GOLD	Pee Wee King V(78)20-4458; (45)47-4458-BMI
12	7	9. BABY, WE'RE REALLY IN LOVE	Hank Williams MGM(78)11100; (45)K-11100-BMI
1	—	10. HONKY TONK BLUES	Hank Williams MGM(78)11160; (45)K-11160

Coming Up

1.	MILK BUCKET BOOGIE	Red Foley Dec(78)27981; (45)9-27981
2.	GOLD RUSH IS OVER	Hank Snow V(78)20-4522; (45)47-4522
3.	EASY ON THE EYES	E. Arnold V(78)20-4569; (45)47-4569-ASCAP

FOLK TALENT AND TUNES

Communications in case The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPET

Artists' Activities

Pat Cook, KSTL, St. Louis, is doing a half-hour of his dances from a local hall with his Rhythm Buddies over WIL, St. Louis. Jack Garrett, WJQS, Jackson, Miss., would like tapes or acetates with messages from the artists. Buddy Covington, KNUZ, Houston, reports Eddy Arnold did big in his personal at the Shamrock Hotel. Johnny Harper, KILD, Dallas, reports that Big Bill Lester, world's tallest cowboy, did a surprising 2,700 at the "Big D Jamboree," topping all except Hank Thompson's mark. His diskling of "What the Heck is Going On" on Capitol

ria's dad, who is one of his listeners, called to report that Burris has switched from King to Capitol. Ole Carraker, KORB, Mineral Wells, Tex., has nabbed a daily insurance sponsor. Jim Toth, veteran at Lake Charles, Fla., has been promoting names via his daily KWSI shows. He has used Mulcahy, Frizzell and Pierce since January 1. He likes Faron Young, new Capitol artist.

Bill Bailey, who flew to Cincinnati recently to search for talent for his "Old American Barn Dance" TV show, said he has signed the Turner Boys, who are heard on WLW's "Midwestern Hayride" to appear on some of the segs to be filmed next month.

The singing Dickens Sisters have returned to the Eddie Arnold show after a two-month absence. Nanny Dickens, who was injured in an auto smash-up, has recovered, and the girls will be heard over WNOX, Knoxville, in the "Ferry-Go-Round" show.

Shug Fisher, of the Sons of the Pioneers, will do a voice characterization, depicting a new comedy music figure, in the prominent "Tom and Jerry" animated cartoon series done by Walter Lantz. Mel Angle, formerly with KGIL, San Fernando Valley outlet, and the Armed Forces Radio Service, is assisting Jack Burdick, Capitol Records' sales division.

Norm (Circus) Riley, Nashville promoter, reports he has taken considerable time on Carl Smith. He currently has Smith working with the Duke of Paducah, Ken Marvin (Mercury) and Oakie Jones (Columbia) thru the South. Smith plays for Riley the weeks of March 16, 23, April 20, May 11 and July 4. Riley has shows booked in Arkon, O., March 9 and April 20. Jimmy Dickens and Lonzo and Oscar are working the last two weeks of March in Florida for Riley. Charley Wright has left the Jim Beck agency in Dallas to start his own office at 603-A Main Street, Dallas. He is working on a number of attractions. He has been booking Jimmy Davis (Decca) about three or four days per week. Davis is operating a farm near Shreveport, La. Davis will be in California during March to talk over a Hickory appearance.

Clyde Moody (King) started a Texas tour, but the flu bug knocked him out and he was replaced on the dates by Tex Tyler and Riley Crabtree (Columbia). Dub Dickerson (Decca) has been touring widely, but has settled down for a while at the Dallas. Dickerson will Roundup, Fairmont, W. Va.

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.

MY MOTHER MUST HAVE BEEN A GIRL	LIKE YOU
SOMEBODY'S STOLEN MY MONEY	ERNEST TUBB
HALF AS MUCH	DECCA 25067
LET'S TURN BACK THE YEARS	HANK WILLIAMS
	MGM 11202

got big response. Tom Perryman, KSHJ, Gladewater, Tex., writes that Happy Day has joined the station as another h. b. d. j. Art Barrett, WSAP, Portsmouth, Va., is interspersing his disks with live music by Norm Phelps' Virginia Rounders. Skip-a-Long Hathaway, KUGN, Eugene, Ore., is proud of hometown boy, Bucky Bates, who signed with 4 Star. First waxing is "Driving the Great Highway." Tommy Cutler, KCIJ, Shreveport, is doing five hours daily over the station. He is promoting dates on traveling artists. He reports Webb Pierce (Decca) is red-hot in his area. Dal Stallard, KCMO, Kansas City, Mo., reports that Neal Bur-

HARRISON BOOHER

newest and best of the country and western singers. Now brings you the songs of Jimmy Rodgers on Cozy Records exclusively. "BLUE YODEL #1" "HOB0 BILL'S LAST RIDE" ON F329 "NEVER NO MO' BLUES" "I'M SORRY WE MET" ON #330 Order Direct From COZY RECORDS Box 48 Fairmont, W. Va.



A-ROUND THE CORNER
beneath the berry tree
by **Bob Newman**

backed by **LONESOME SAILOR'S DREAM**
distributed by **King RECORDS, INC.**
1540 BREWSTER AVE., CINCINNATI 7, OHIO

NOW AVAILABLE!
HENRY FORD'S ORIGINAL Early American Records
40 POPULAR DANCES
For INFORMATION—
The Henry Ford Museum
Dearborn, Michigan

• Folk Record Releases
Ain't It Sad—Country Paw (You) King 4517
A Million Regrets—Waco Mullikin (Shoed) King 1043
A-Round the Corner—Bob Newman (Lonsome) King 1057
Carnival Show—Billy Harold (Fakier) Coral 8425
Crazy to Care—Smiley Maxwell—Ozark Valley Boys (in the) Cal 20910
Don't Think It Ain't Been Fun, Dear, 'Cause It Ain't—Ernie Lee (The) Mer 5384
First Whippoorwill—Bill Monroe—His Blue Grass Boys (The) Dec 28045
Got My Heart Set on You—Ramblin' Jimmie Dale (The) Cap 2005
Halt at War—Hank Williams (Let's) MGM 11202
Honest and True—Gene McChee (Love) MGM 11201
I'm Not Lonesome Anymore—Ernie Lee (Don't) Mer 5384
I'm on My Way to the Old Home—Bill Monroe—His Blue Grass Boys (The) Dec 28045
I'm on the Outside Looking In—Flo Garvin (Let's) King 4518
In the Window of My Heart—Smiley Maxwell—Ozark Valley Boys (Crazy) Cal 20910
It's Our Goodbye—Jimmie Skinner (Women) Cap 2007
I've Tamed Cadzow—Dede Martin—His Roundup Gang (Take) Mer 6385
Legend of Lady Luck—Clay Ayers (That's) De 28052
(Continued on page 35)

BEG YOUR PARDON!!!
TENNESSEE ERNIE'S
LATEST RELEASE ON CAPITOL
'HAMBONE'
'GANDY DANCERS' BALL'
CAPITOL 2017
'ROCK CITY BOOGIE'
CAPITOL 1911
CENTRAL SONGS, INC.
4327 Sunset Blvd. Hollywood 27, Calif.

THE BILLBOARD Music Popularity Charts

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

• Best Selling Retail Folk (Country & Western) Records

Based on reports received March 19, 20 and 21

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks (Last)	Title	Artist	Label	Retunes
19	1	1. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Meridian	8-1
26	2	2. SLOW POKE	Pee Wee King	Meridian	8-1
3	5	3. DON'T JUST STAND THERE	Carl Smith	Meridian	8-1
8	3	4. MISSING IN ACTION	E. Tubb	Meridian	8-1
6	6	5. SILVER AND GOLD	Pee Wee King	Meridian	8-1
13	4	6. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Meridian	8-1
7	10	7. WONDERING	W. Pierce	Meridian	8-1
9	6	7. TOO OLD TO CUT THE MUSTARD	Red Foley-E. Tubb	Meridian	8-1
4	—	9. HONKY TONK BLUES	Hank Williams	Meridian	8-1
10	8	10. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Meridian	8-1

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers, operators, disk jockeys but do not have strength to be listed in best selling (most played) category.

1.	GOLD RUSH IS OVER	Hank Snow	Meridian	8-1
2.	SALTY DOG RAG	Red Foley	Meridian	8-1
3.	DON'T STAY AWAY	Lefty Frizzell	Meridian	8-1

• Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	RETUNES
LEFTY FRIZZELL		8-1
Don't Stay Away ('Til Love Grows Cold)	COLUMBIA 20911—Frizzell continues to come up with strong material for his solid discography. This ballad should help the chunter continue his string of hit hits.	84--84--84--84
You're Here, So Everything's All Right	More of the same from Frizzell both as a tunesmith and chunter. Another wonderful disk for him.	84--84--84--84
GEORGE MORGAN		8-1
Almost	COLUMBIA 20906—Morgan's efforts on this are strong enough to make the disk a big one for the chunter, even if the grammar ain't what it oughta be.	83--83--83--83
You're a Little Doll	This is a strong contender as Morgan chants the lyrics in his usual style. A first-rate disk.	78--80--77--78
LOVE PINE AND HIS MOUNTAINEERS		8-1
Tom Tom Yodel	VICTOR 20-4581—Bouncy Canadian tune is already strong in Northeast border States. EOP chunter used for Betty Cobb's yodeling acts distinctive haunting effect.	82--82--82--82
I'll Be Waiting Patiently	Weeper handled adequately by Love Pine.	72--72--72--72
WADE RAY		8-1
I Was Just Walkin' Out the Door	VICTOR 20-4580—Excellent tune given moving rendition by Ray. Could be a big one.	80--81--80--79
Fiddlin' Rag, The	Ray sticks on this catchy rhythm number both vocally and with his fiddle.	78--78--78--78
JOHNNY HORTON-HILLBILLY BARTON		8-1
Bawlin' Baby	ABOUT 109—A fine country waltz chorus item is delivered with spirit by Horton. He teams with Barton on the chorus.	78--80--77--78
Rhythm in My Baby's Walk	Horton's pointing efforts continue to impress. He delivers the ditty admirably, too.	78--80--77--78
BILLY HAROLD		8-1
Talkin' Myself Into Trouble	CORAL 8422—Harold has a first-rate chunter in Harbale. The material, too, is excellent. In all, this is one of Coral's best efforts in this field.	78--80--75--78
Countin' Sheep	Material on this slice is not as strong, but Harold is still pulling the lyrics to the finish.	72--75--70--72
MERLE TRAVIS		8-1
Rainy Day Fadin'	CAPITOL 2014—This is an average country boogie blues and Travis chants the lyrics simply and with a C. The string group and bones play add interest to the proceedings.	77--80--75--77
Kintalks in Carolina	Travis manages to take in both North and South Carolina in this rhythmic ditty which includes the names of some of the towns. Could get some action in the territory and with ex-patriate Carolinians.	68--70--66--68
JOHNNY BOND		8-1
Alabama Boogie Boy	COLUMBIA 20900—Old country boogie ditty with Bond reading at the lyrics rhythmically and the end sounding out a neat background.	77--78--75--78
I Found You Out	This one is typical of Bond's previous work effort and should follow the usual sales pattern. Nothing special happens.	74--75--73--74

FOLK TALENT AND TUNES

Continued from page 34

work at WSM, Nashville, March 22. Tyler is working with Aubrey Gass (Decca) Bill and Joe Callahan (Columbia) and Bobby Renard. Tyler and his wife, Claudia, intend to settle in Spokane in September.

Red River Dave (MGM) is spending a couple of months on the Coast. . . . New Orleans, wife of Jack Stearns, the Lefty Frizzell manager, has her Western Cherokees, Blackie Crawford, Johnny Rector and Danny Brown set for a tour as far East as Detroit in March, with Frizzell as the headliner. . . . Smiley Burnette has returned to his Studio City, Calif., home after his tour with Gene Autry. Burnette and his wife, Dallas, appeared at a number of major Mardi Gras events in New Orleans. . . . Wade Ray (Victor) is appearing three times per week on the Eddie Albert TV-er over KILAC-TV, Hollywood. . . . Terrea Lee, the Tex Williams' thrasher, is starting her own Saturday (2:45 P.M.) afternoon show over NBC.

Zeke Clements has moved from WAPI and WAFM-TV, Birmingham, to WDSU, New Orleans, where he is doing daily radio shows and a 15-minute daily TV show. He is no longer with MGM Records. . . . Melvin Massey, now working the "Western Hayride," Anson, Tex., which is aired over KDWT, Stamford, Tex., has started his own label, Maszy Records. He reports that Danny Royal, Johnny Moore and local talent are working the "Hayride" show.

Vaughn O'Shields has just had his first release on Imperial. . . . Johnny Hicks (Columbia) has started his own record shop, local and mail order, at 1914 Forest Avenue, Dallas. . . . Jimmy Osborne (King) is doing four and a half hours daily over WKLO

Louisville. He is also heard on an 18-station hook-up. He and his wife just built in Brownsboro Village, Louisville suburb.

Disk Jockey Doings

Ann Jones, WGTM, Wilson, N. C., has made a deal with a record store, whereby the store supplies free disks for her show in return for daily plugs. Miss Jones intends to spend six weeks on the Coast soon. . . . Roger Mansfield, WKTG, Thomasville, Ga., reports that fellow platter pilot Curtis Gordon has written "Step By Step," which will be released by Big Jeff and his Radio Playboys on Dot soon.

Shel Horton celebrated his fourth anniversary at WVAM, Altoona, Pa., March 15. . . . Virge Porter mixes songs and chatter along with the disks he spins at WXGI, Richmond, where he is doing two hours daily. He records for Dome label. . . . Cousin John is the new man at WLEE, Richmond, Va. . . . Gurney Thomas, WIST, Charlotte, N. C., is doing a show with the Kelly Sisters' Trio.

• Folk Record Releases

Continued from page 34

Let Me Keep You Warm—Fla Carlin (The King) 4910
Let's Take Back the Years—Helen Williams (Mail) MCA 11202
Life is a Beautiful (?) Thing—Curtis Robinson—Pleasant Valley Boys (Stone) MGM 11200
Lorraine Spier's Dream—Bob Newman (A-Round) King 1027
Love Letters (From an Old Sweetheart of Mine)—Gene McChes (Honey) MGM 11201
My Tears Don't Show—Roy Acuff—Smoky Mountain Boys (Epic) Col 20912
Shout, the Moon—Moon Walkin' (A Billiard King) 1063
Star Bought Teeth (and Taffy Candy)—Gordon Robinson—Pleasant Valley Boys (Litel) MGM 11200
Take the Shackles from My Heart—Duke Martin—His Roundup Gang (Epic) Mer 6385
Talkin' Myself Into Trouble—Billy Harris (Columbia) Coral 8422
Ten Little Numbers—Roy Acuff—Smoky Mountain Boys (Epic) Col 20912
That's All I'll Ever Ask of You—Gilt Ayers (Leporello) Ore 20902
There's a Blue Sky—Way Out Yonder—Bambler—Jamie Dolan (Gor) Cap 2006
Victim Bearer—Jimmie Steiner (His) Cap 2007
Your Picture Done Faded—Country Pals (Gor) King 4517

SLIM WHITMAN
'BANDERA WALTZ'
'END OF THE WORLD' 8144

CHARLIE WALKER
'I'M LOOKING FOR ANOTHER YOU' 8146
IMPERIAL RECORD CO., Inc.
6425 Hollywood Blvd.
Hollywood 28, Calif.

THE CORRECT RECORD NUMBER OF... EDDY ARNOLD'S



current
RCA Victor
Hit recording...
of
"EASY on the EYES"
and
"ANYTHING THAT'S PART OF YOU" is
RCA 20-4569 (78 rpm); 47-4569 (45 rpm)
The number listed in the March 18 Billboard ad was incorrect.

Don't look now

but your

slip is showing

if you're not making extra profits with

Fidelitone

SPECIAL AND CONVENTIONAL TYPE NEEDLES

"the right needle every time"

SEE YOUR DISTRIBUTOR

PERMO, INC.
CHICAGO 26, ILL.

MANUFACTURERS OF "FIDELITONE" PERMO-PONTS AND "PERMO" PRODUCTS

THE BILLBOARD

Music Popularity Charts

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

Most Played Juke Box Rhythm & Blues Records

Based on reports received March 19, 20 and 21

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

Table with columns: POSITION, Weeks, Rank, Title, Artist, Label, and other details for top 13 records.

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for reviews.

Best Selling Retail Rhythm & Blues Records

Based on reports received March 19, 20 and 21

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

Table with columns: POSITION, Weeks, Rank, Title, Artist, Label, and other details for top 10 records.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Vareta Dillard, Savoy Record star, signed with the Shaw Agency this week. The girl is set for a week at the Apollo Theater, New York, starting March 29, and at the Howard Theater, Washington, starting April 18.

at the Regal Theater. At the Earle Theater in Philadelphia the package will consist of Robinson, the Griffin Brothers and Margie Day, Howell and Bowser and Ray and Bruce.

Rhythm & Blues Record Releases

All Night Long—Hadda Brooks (Time) Col 6865. Blues in the Night—Ella Larkins (11) Dec 27982.

Atlantic RECORDING CORP. 3 HITS! '5-10-15 HOURS' RUTH BROWN No. 962. 'ONE MINT JULEP' THE CLOVERS No. 963. 'SWEET SIXTEEN' JOE TURNER No. 960.

CHARLIE SINGLETON "Gone With the Wind" SINGLETON. THE BAND with the BLUES. HIS LATEST SMASH HIT! "LONESOME LOVER BLUES".

1 FOR 3!!! RACE! HILLBILLY! and POP! "HEAVENLY FATHER" b/w "I LOVE YOU". Edna McGriff With Buddy Lucas.

Write for LATEST CATALOG NEW RECORDS. 500 Different "Standards" and Hit Tunes. \$10.00 per 100 (78 RPM).

SOON #1 SAVOY RECORD CO., INC. "HURRY UP" "PLEASE TELL ME WHY".

A NEW MAN Record that stirs The Blood. Meredith Willson's new IOWA FIGHT SONG.

HYPOTHE YOUR SALES... with these NEW Releases LYNN HOPE and his orchestra. 'PLEASE, MR. SUN' 'YOU HOPE, SKIP AND JUMP' AL 3128.

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CECIL L. SHAW AND THE UNION SPIRITUAL HARMONIZERS. 5179 "JESUS, BE MY KEEPER" "PRAY ON, MY CHILD".

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THE BILLBOARD

Music Popularity Charts

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

Album and LP Reviews

POPULAR

DRAMATIC HIGHLIGHTS FROM QUO YADIS - Recorded from sound track of the MGM Picture (12-10") 80
MGM (33) E-134
This is the first time that the diatribe has attempted to place on sale dramatic portions of one of its major films.

BEREZ PARADO SUZ MUCHO MAMBO - Perez Prado (12-7") 78
Here's an album that could find ready acceptance among the growing number of mambo fans.

THE GREATEST SHOW ON EARTH - Paramount Studio (12-10") 75
New tunes from the current circus pic comprise the strong musical fare served up by the brass band.

SQUARE DANCES WITHOUT CALLS - Lombardo and his Royal Cavaliers (12-10") 68
Occa (33) DL-5277
Old Jim Clark, the Red, Arkansas Traveler, Sourwood Mountain, Dixie and Dixie Down, Virginia Reel, Little Brown Jug.

OSCAR PETERSON AT CARNegie - Oscar Peterson (12-10") 76
Just a few more great jazz recordings from Oscar Peterson, a completely unique jazz musician.

HOT JAZZ - Oscar Peterson (12-10") 76
Just a few more great jazz recordings from Oscar Peterson, a completely unique jazz musician.

NORMAN GRANZ' JAZZ AT THE PHILHARMONIC VOL. 14 - Norman Granz (12-10") 75
Here's the 14th in the series, it actually part of the 15th.

RECORD PRESSING - Originals of the NON-SLIP FLEX (Pat. Pending) Research Craft Co. 1031 N. SYCAMORE ST. LOS ANGELES 38, CALIF.

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-59 SATISFACTORY 0-39 POOR

of the same Los Angeles concert previously issued in Vol. 6 of JAZZ. Remastered for the same except for better Rich on drums in place of Shadow Wilson. Four of the 14 sides here are devoted to "The God Rhythms" with the remaining 10 sides being "Jazz Standards." And while the ideas on these sides of the jazz names are all wonderful, the entire set lacks the fire and spirit which many JAZZ collectors have come to expect from this album.

JAZZ OFF THE AIR VOL. I - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Torme is listed as member of the personnel of the session here recorded, he sat in on drums for the band.

JAZZ OFF THE AIR VOL. II - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. III - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

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Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. V - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. VI - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. VII - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. VIII - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. IX - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. X - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XI - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XII - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

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Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XIX - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XX - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

will only have a limited appeal, but the collectors of this type of music should want this album.

JAZZ AT STONEYHILL - Edmond Hall - Joe DeJohnno-Johnny Winter-Joe Morris - Roy Elridge-John Field-George Wein (12-10") 58
(33) 5053
Stoneyhill With Some Baroque Sweet and Lovely.

LEADBEY'S LEGACY VOLUME NO. 3 - Leadbeary (12-10") 56
Foloway (33) FF-24
Foloway, Mack Sings, Bob Roberts (Paris) 1 & 2.

JAZZ OFF THE AIR VOL. I - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Torme is listed as member of the personnel of the session here recorded, he sat in on drums for the band.

JAZZ OFF THE AIR VOL. II - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

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JAZZ OFF THE AIR VOL. XIX - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XX - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XXI - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XXII - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XXIII - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

JAZZ OFF THE AIR VOL. XXIV - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

LISETZ ALBUM - Earl Wild (12-10") 62
Stradavari (33) STR-607
Hungarian Rhapsody No. 2; Dance of the Hours; Nocturne in E Flat Major; Berceuse; Etude in D Flat.

HENRY PURCELL: DIDO AND AENEAS - Henry Purcell (12-10") 62
ALBUM - Stuart Chamber - Dr. J. Gregory - Condi - E. Muzum - M. Cummings (33) - 32-12
Permed SLP-546
Dido and Aeneas is rarely performed today.

JAZZ OFF THE AIR VOL. I - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Torme is listed as member of the personnel of the session here recorded, he sat in on drums for the band.

JAZZ OFF THE AIR VOL. II - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
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JAZZ OFF THE AIR VOL. XX - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
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JAZZ OFF THE AIR VOL. XXIV - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

can be considered on a level with some of the composer's masterpieces for small orchestra, and his descriptions. Yet both works rate as internal for many Musicians. The music can best be described as serene music. For the connoisseur there is much here of interest, for the rest there is pleasant listening. Both the performance and recordings are excellent. The appeal is, of course, limited.

RADIO VIENNA CONCERT - Radio Vienna Grand Symphony/Mus Schönerberg, cond. (12-10") 60
Vienna (33) VMLP-1001
Van Sape Overture from Galathée; Bayer-Wilke from Puppenspiel; Lehar-Zwanzenta from Eva; Zikler-Fran Pionaire; J. Strauss-Fraugigkeit; Karlan-Wilke from Carlota Princess; Ludwig-Falk-Berger March.

JAZZ OFF THE AIR VOL. I - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Torme is listed as member of the personnel of the session here recorded, he sat in on drums for the band.

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JAZZ OFF THE AIR VOL. XXVI - Roy Elridge-Phil Phillips-Eddie Sauter-Al Casey-Socor Powell-Mike Colicchio-Mel Torme (12-10") 70
Sweet George Brown, High on an Open MBB.

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MOZART: CONCERTO FOR FLUTE AND HARP IN C MAJOR, K. 299 AND HORN CONCERTO NO. 3 IN D MAJOR, K. 417

PERIOD SPLENDOR - These three works are herewith being committed to LP for the first time. Neither however

THE BILLBOARD Music Popularity Charts

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

Rhythm & Blues Record Reviews

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

Continued from page 36

Table with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and a 4-point rating scale. Includes records by Bill Harvey, Sonny Boy Williamson, Sarah McLawler, Floyd Dixon, Dimples Harris Trio, Lincoln Chase, Melvin Smith, Dave Bartholomew, The Four Lads, Piano Red, Joe Liggins, Ace Harris, Big Boy Crudup, Willard McDaniel, Ray Agee, and Gay Crosse.

Advance Record Releases

Continued from page 33

HOT JAZZ

LPI Lisa Jane-Celestial Tando Jazz Band (Da) New Orleans Bandwagon N00-6. Low for Sale-Oscar Peterson Trio (Unit) Mar 0959. Oh, Dada! He Rancie-Celestial's Tando Jazz Band (LPI) New Orleans Bandwagon N00-6.

HOT JAZZ ALBUMS

Concert of Cool Jazz Album (1-10)-Cecil Young Quartet-Race Home; Stampin' at the Savoy; The Complete Duke Ellington Formula 2049; Revlin on Home; Deep Purple; Cecil's Home; Porgy and Bess; Tribute to Al Benson-King (33) LP-295-1.

RELIGIOUS ALBUMS

Faevita Spirituals Album (4-10)-78-Auss 071-489-Wing Wray; Dry Bones; Swing Low, Sweet Chariot; Shadrach; Go Down Moses; Justa Fit de Battsie de Jericho; Who Built the Ark; Blind Darabun-Coral CDL 50450. How Far Am I From Canaan?-Soul Stirrer (11) Specialty SP 824. I Call Him Jesus; He; Rock-Myrtle Jackson-Jiminy Bythe Jr. Ork (Unit) Coral 65081.

CHILDREN

Beaure, the Bear-Bonnie Joell Mawds and Miranda (Coral) Col JV-130. Bertha Bill (Heroes of the West)-Gene Astrey-Coral Center Ork (Unit) Col MVJ-128. Eppert, the Easter Egg-Ray Rogers (Peter) V 20-452b.

LATIN AMERICAN ALBUMS

Latin American Rhythmic Album (1-10)-Miguelillo Valdes Ork-Rumbas; Oh Mi Tancor; Bongo Bongorco; Recuerdos La Dia Maria; Estampas Catalanes; Llamami; Sargos San Carlos Baculo-MGM (33) E-130.

CLASSICAL ALBUMS

Arredy: Variations on a Theme by Tchaikovsky and Greg. The Holberg Suite Op. 40 Album (1-12)-Harold Byrns Chamber Ork-Harold Byrns, cond.-(Coral) P-8158. Bach: Cello Suite (1-10)-Andres Segovia-MGM (33) E-123. Berlioz: Symphonie Fantastique, Op. 14 (1-12)-Philadelphia Ork-Emery Oranday, cond.-Columbia ML-4467.

Record Reviews

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

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

Continued from page 33

Table with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and a 4-point rating scale. Includes records by Dick Thomas, Ray Martin Ork, Duke Ellington Ork, Buddy De Franco Quartet, Blake Reynolds, Jeff Raymond, Bernie Kane Ork, Danny May Ork, Frank Raye, Bob Savage, Buddy Greco, Don Estes, Bob Connally, Ellen Sutton, and The Dream Man.

*Everyone's talking about this great
"FIRST" release on Columbia!*

The PAULETTE SISTERS

with Larry Clinton's Orch.

(that is when a man he) **Put the Foot Down**

(MI CAFETAL)

and

Oh, Johnny, Oh, Johnny, Oh!

39697 (78rpm)
4-39697 (45rpm)



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for...

**EXTRA SALES\$
EXTRA PLAYS\$**



**BILLY ECKSTINE
A ROOM WITH A VIEW
and
CARNIVAL**

MGM 11177 78 RPM - K11177 45 RPM



**ALAN DEAN
BE ANYTHING (But Be Mine)
and
ALL MY LIFE**

MGM 11187 78 RPM - K11187 45 RPM



**BILL FARRELL
HEAVEN KNOWS WHY
and
SINCERE**

MGM 11193 78 RPM - K11193 45 RPM



**HENRY JEROME
HOMING PIGEON
and
LET ME DREAM**

MGM 11174 78 RPM - K11174 45 RPM



BEST SELLERS

BARBARA RUICK
Don't Stop Now

and
Mambo on My Mind
MGM 11183 78 RPM - K11183 45 RPM

TEX BENEKE
Singin' in the Rain

and
The Wedding of the Painted Doll
MGM 11189 78 RPM - K11189 45 RPM

ART MOONEY
You're Not Worth My Tears

and
Blacksmith Blues
MGM 11171 78 RPM - K11171 45 RPM

DANNY DAVIS
Deep Water

and
Please Bring Back the Sunshine
MGM 11175 78 RPM - K11175 45 RPM

BUDDY DeFRANCO
Pennywhistle Blues

and
Buddy's Blues
MGM 11206 78 RPM - K11206 45 RPM

GEORGES GUETARY
I'll Build a Stairway

To Paradise
MGM 30400 78 RPM - 30400 45 RPM

CINDY LORD
Goodby Sweetheart

and
Wishin'
MGM 11173 78 RPM - K11173 45 RPM

HANK WILLIAMS
Honky Tonk Blues

and
I'm Sorry for You, My Friend
MGM 11160 78 RPM - K11160 45 RPM

LIONEL HAMPTON
Oh, Rock

and
Love You Like Mad
MGM 11176 78 RPM - K11176 45 RPM

CARSON ROBISON
Square Dance Polka

and
Promenade Indian Style
MGM 11159 78 RPM - K11159 45 RPM

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**THE BILLBOARD Music
Popularity Charts**

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

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- SINGING IN THE RAIN ALBUM** Original Sound-Track Cast MGM E-133
Advance reports indicate that the MGM Technicolor film is destined to be a big one. Performances in the picture and on this sound-track package are polished samples of the best from Gene Kelly, Donald O'Connor and Debbie Reynolds. Songs are familiar. In all, this looks like a big item.
- WASHINGTON AND LEE SWING** Jerry Shard Capitol 2021
The sidery bows another new name here on a multi-dubbed two-sided example of the engineering techniques developed by the industry. Howley contraltos with waltz-like tremolos, choruses, bridges, etc. Should create quite a stir.
- MY HERO** Four Aces-Al Alberts Decca 28073
The group once again has come up with one of the rhythmic readings of a big ballad. This, of course, is from "The Chocolate Soldier." Al Alberts' lead chanting sets both the lyric and melody.
- JUST BECAUSE** Rusty Draper Mercury 5850
This one is a driving, echo-chambered, Franko-Laine performance on a five and a half disc. The vocal presence and pit sound are combined for an impressive first disk by the singer.
- SOMEWHERE ALONG THE WAY** Tony Bennett Columbia 39695
A beautiful new ballad is headed a typical Bennett reading filled with warmth. Big size "Sleepless" is an unusual item which could break thru as well.
- BE ANYTHING** Helen O'Connell Capitol 2011
The song already has proved itself via the sales record set up by the Eddy Howard version. Miss O'Connell turns in one of her better performances on this platter and should grab off a good slice of the action.

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. THAT'S THE CHANCE YOU TAKE Eddie Fisher-Hugh Winterhalter Ork. Victor 20-4574
2. BE ANYTHING Eddy Howard Mercury 5815
3. SUMMER IS A COMIN' ON Nat King Cole Capitol 3994
4. GARDY DANCERS' BALL Weems-Gordon Jenkins Ork. Decca 28054
5. BE ANYTHING Don Estes Victor 20-4576

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. WHISPERING WINDS Patil Pope Mercury 5816
2. LONELY WIFE Bill Darnell Decca 27994
3. THAT'S THE CHANCE YOU TAKE Eddie Fisher-Hugh Winterhalter Ork. Victor 20-4574
4. LADY LOVE Vaughn Monroe Victor 20-4611
5. HONEST AND TRULY Guy Lombardo Ork. Decca 27995

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. HEART OF A CLOWN Baby Wayne Mercury 4806
2. TENDERLY Rosemary Clooney Columbia 39648
3. YOU'RE NOT WORTH MY TEARS Bill Brothers Decca 28021
4. BE ANYTHING Eddy Howard Mercury 5815
5. HONEST AND TRULY Guy Lombardo Ork. Decca 27995

**The Country and Western
Disk Jockeys Pick**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. DON'T STAY AWAY Lety Frizzell Columbia 20911
2. YOU'RE HERE SO EVERYTHING'S ALL RIGHT Lety Frizzell Columbia 20911
3. EASY ON THE EYES Eddy Arnold Victor 20-4569
4. GOLD RUSH IS OVER Hank Snow Victor/45147-4522
5. I'M SORRY FOR YOU, MY FRIEND Hank Williams MGM 11160

HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from the Billboard

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Minneapolis, Minn.



The Billboard 907

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ADDRESS

CITY AND STATE

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TRY IT AND YOU'LL BUY IT EVERY WEEK.

That "Singing Rage"
sings...

**"LOVE,
WHERE ARE YOU NOW?"**
... her greatest



Miss
Patti Page

Mercury
RECORD
5816

Liberace Nix Of Nitery Biz For Coast TV

HOLLYWOOD, March 22.—Latest entertainer to fully capitalize on the build-up afforded by TV here is Liberace, Milwaukee pianist-warbler. Liberace and his brother, George, who acts as his musical conductor, turned down six months of nitery and theater bids around the first of this year to take a crack at local video. They had definite bids from important locations such as the Chicago Theater and Palmer House, Chicago; Schroeder Hotel, Milwaukee; Shamrock Hotel, Houston; Waldorf-Astoria, New York, and Nicolet, Minneapolis. They get anywhere from \$2,000 to \$4,000 for these dates.

Their TV seg over KLAC-TV, Hollywood (Wednesday 7:30-8 p.m. PCST), after starting as a sustainer early in January, was bankrolled by a local bank and now in the first third of a 26-week pact. Sam Lutz, Liberace's manager, has received an offer from a national sponsor who is interested in filming the Liberace seg for local markets. The Liberace half hour utilizes the 88-er chirper and his brother's seven-piece orchestra.

Liberace this week signed with Columbia records in a deal which stipulates a minimum of eight disks per year and two album releases. Liberace made his own disks on his own label two years ago and was picked up by Signature shortly before the now defunct Bob Theile label folded. Later he went with Decca, which failed to release any of his masters.

To make up for the cut in revenue which pioneering in TV

"ROYAL" CARPET OUT FOR LAINE

HOLLYWOOD, March 22.—The old silver lining in the dark cloud line worked out this week for Frankie Laine. The Columbia singer got an okay from Joe Bigelow, director of the U. S. Rubber show on NBC-TV, calling for a two-song appearance on "The Royal Showcase" April 11 at \$5,000.

A year ago Laine was kidded to do a bit on the Milton Berle show for \$3,500, but the deal fell thru when Laine, a long-time friend of Jerry Colonna, did a gratis appearance on a TV film show which the ex-Hope foil was doing, and the film showed two weeks before the impending Berle show in New York. Berle, as a result, kayped the deal. Bigelow, a year ago, was producer on the Colonna seg.

has brought, Liberace and his brother have a concert package for this area which is covered by the video shots. Liberace previously has done a number of concerts, primarily in his hometown and in Midwestern school auditoriums. They intend to book the concert package at a minimum of \$1,000 per night in this area. In addition, they intend to take six-day-per-week nitery stands, taking the Wednesday off for the TV show. Thus far he's been booked for the Chi-Chi, Palm Springs, opening April 11. In addition, MCA is submitting Liberace for Las Vegas, Reno, Elko, Nev., and other dates where the pianist-singer could plane in for the TV show. In addition, Liberace and Herman Hovav, op of Ciro's here, have signed a pact calling for Liberace to work the Sunset Strip spot twice yearly for the next seven years.

Cap-Fox Deal Hypes Froman Album Sales

HOLLYWOOD, March 22.—Reciprocal plug deals currently working between 20th Century-Fox pix and Capitol Records are setting the best early sales mark for the Jane Froman "With a Song in My Heart" album since the local diskery unearthed its first sales package by Yma Sumac. In what is believed the first time that it's been tried, theater owners, showing the Susan Hayward starrer, based on the life of Miss Froman, are buying Capitol record albums, while, in some cases, Cap distributors are buying trailer space, following the showing of the film to plug the Cap album. Cap branch managers are finding that regional pie distributors, thru 20th Century-Fox's New York and Hollywood offices, are setting up as many as seven screenings in one territory, such as occurred in the Milwaukee area, to enable retailers and their clerks to see the poignant story of Miss Froman. Typical of the dealer interest in the screenings was a last-week instance in San Francisco-Oakland territory, where 140 clerks and dealers all attended the showing. The Cap distributor there has 102 different retailers listed on his books, indicating the city-wide attendance.

Cap has set up a full program of counter and lobby cards and streamers, which, tho the album is only out three weeks, has been ordered at the store and theater penetration. It's the fastest full reorder of promotional material in Cap history. For the first time in recent months, Cap is pressing large orders of 78 r.p.m. disks for the four-record Froman album in addition to regular 45 and 33 r.p.m. orders.

The Cap album sets a kind of precedent for songs, which are contained in a filmusical and done by a contracted recording artist in a film. Instead of taking the exact arrangements done in the film as the actual sound track for the album, Alan Livingston decided to cut a special album release because (1) picture sound track songs are created for a visual as well as aural audience; (2) sound track arrangements are either too short or long for the average record; (3) recording for filmers require a different quality than those which have been found most successful for recordings.

Cap execs are extremely optimistic about the future of the Froman album, for the pic has premed in only a dozen cities with Cap withholding the push on the album until a film debuts in a vicinity.

2d Quarter Allotments Off On Instruments

WASHINGTON, March 22.—Portage allocations of material by the National Production Authority for the second quarter of 1952, showing a drop in supplies to be made available to manufacturers of musical instruments, have been announced.

A comparison of second quarter allocations with those of the first quarter of 1952 follows:

	First Quarter	Second Quarter
Carbon steel (tons)	70	41
Alloy Steel (tons)	8	1
Copper brass (pounds)	204,851	113,000
Copper wire (pounds)	5,544	2,000
Copper foundry (pounds)	10,952	7,000
Aluminum (pounds)	20,666	10,000

RUDDER GUIDED BY SEA CAPTAIN

NEW YORK, March 22.—A new pop diskery, Rudder Records, issued its initial waxings this week. The firm was set up by Captain Rawdins, veteran sailor who has over 22 years of experience in the Merchant Marine. First tunes recorded by the firm were penned by the captain, under the name of Bruce Balcome, with the Rufus Smith Quintet and The Satisfiers. Leo Jacobs is handling firm's exploitation.

NPA ANNOUNCES CHLORINE RISE

WASHINGTON, March 22.—Production during 1951 of chlorine, used in plastics manufactured into disks was 213,000 tons compared to 2,084,000 tons produced the year before, the National Production Authority announced this week. A chlorine industry advisory committee to the NPA has recommended that NPA maintain its rule requiring manufacturers to set aside 10 per cent of their production for defense needs.

McConkey Puts Don Reid Into Chi Edgewater

CHICAGO, March 22.—McConkey Artists Corporation hit a jackpot here this week, when thru Bill Black, co-ordinator of the band department, it set Don Reid for a four-week stand at the Edgewater Beach Hotel starting April 11; Leo Peiper for a month at the Trianon starting April 15, with Ray Pearl set to follow Peiper May 13 for four weeks, and Ike Carpenter for two to three months at the Congress Hotel effective this week.

The Reid booking marks the first time MAC has set a band into the swank Marine Dining Room at the Edgewater, and is the first major location stand for Reid in this territory. Ork has been appearing at Roseland, New York, for the past few months.

Band department of MAC is now headquartered here under the supervision of Dick Shelton, with Black acting as co-ordinator, and Arnie Prater handling local one-nighter bookings. Also working on bands is Phil Levant, who starts fronting the Chez Paree ork Monday and Tuesday nights next week, succeeding Benny Sharpe.

SOME RECORD

Finzels Hit 194 Years in AFM of Det.

DETROIT, March 22.—A composite total of almost two centuries of membership records in the Detroit Federation of Musicians has been tallied up by the Finzel family. Awards of 50-year cards were issued to William and George Finzel, who have fronted their own bands as well as functioned as a music booking organization here for half a century. They are still among the city's most active musicians.

Three others in the family bring the total to 194 years—Mrs. George Finzel, pianist and 34 years a local member, and George and Arnie, sons of the elder George and William, respectively, with 30 years apiece.

Cut-Rate Disks Hit Chi Dealers

CHICAGO, March 22.—Chicago record retailers last week were hit with a cut-rate mail order deal when local dailies carried full-page newspaper ads offering "18 top record hits—all for \$2.98 post-paid." While no labels or artists were mentioned in the display ads, the 18 pop sides plugged included: "Cry Anytime," "Ship My Boat," "It's No Sin," "Please, Mr. Sun," "Silver and Gold," "Broken Hearted," "Wheel of Fortune," "Little White Cloud That Cried," "Jealousie," "Charmaine," "Slow Poke," "Undecided," "Tell Me Why," "Vanity," "Down Yonder," "And So to Sleep Again" and "Cold, Cold Heart."

For an additional \$2.98 readers were offered 18 hillbilly disks. Ads pointed out that savings "actually \$26.08" were available if both the pop and the hillbilly sides were purchased.

Ads included an order blank with the following address: Record Hits, Inc., Station 718, Box 1350, Grand Central Station, New York 17, N. Y.

A 10-day return privilege was included in the offer.

See Amicable Laine-P. M. Settlement

CHICAGO, March 22.—Split between Frankie Laine and his management firm Gabe, Lutz and Heiler, (The Billboard, February 23) probably will be settled amicably out of court, the Columbia warbler told The Billboard this week. Laine said that his attorney, Jack Katz, and the GL&H attorney, Max Fink, were working on a financial settlement, details of which he would divulge. Laine said that originally he went to Sam Lutz to drop out of the affiliation and take him over as sole attraction. When Lutz turned thumbs down on the deal, Laine said he tried to get out of his pact with the triumvirate.

Laine also is working on an experimental deal with Jean Aberbach of Hill & Range Songs whereby the Aberbach brothers' firm has taken over Laine's latest song, "When You're in Love," co-written by his arranger-pianist, Carl Fischer. Laine and Aberbach have worked out a deal, whereby the Aberbachs may take over the catalogs of Laine and Fischer's three pubberies, Melcourt, Triway and Foremost. If Laine and Fischer are satisfied with the promotional job which H&R does on the first title.

Laine and Milt Krasny, of GAC's New York office are working out first details of a "Gandy Dancers' Ball," with Martin Block, the Gandy thum d.j. Early in April, Block probably will stage a huge dance session for his listeners, with all fans invited to attend in railroad garb. Laine will appear at the fete slated for April 6. He intends to promote other such dances with leading d.j.'s cross country.

During his recent stint in Miami Beach, Laine and Fischer were inflated into Lambda Chi Alpha fraternity at University of Miami. Laine, to show his appreciation to the college lads, intends to wax their first song and, as a gimmick for the disk, he is seeking to contact the national office of the frat, asking that all collegiate houses submit acetates to him by their respective glee clubs. He would like to wax the number for Columbia, backed a capella by the best glee club in the group.

SWAP Elects Myers Prexy

PHILADELPHIA, March 22.—The Songwriters' Association of Philadelphia this week elected James E. Myers to the presidency. The head of Myers Music and Jem Publications, Myers was one of the original founders of SWAP, which brought together the town's tune-swains on a social basis for mutual benefit.

Other officers elected for the new year are Robert (Duke) Morgan, Gus Braun and Ann Tumolo as vice-presidents; Haines Jamison, executive secretary; Florence Moss, recording secretary; Johnny Richards, treasurer; and Ted O'Neofrio, sergeant at arms. Board members elected are Dr. Louis Menzker, chairman; Len McCall, Al Alberts, Billy Uhr, Domer Brown, Marty Spoerl, Cecil Dunlap and Jean Ray. Myers succeeds Frank Capano, one of the founders of SWAP, who has been on the inactive list for some time because of illness.

Cherry-Camarata Disk Waking Up

NEW YORK, March 22.—Decca Records has jumped on a Don Cherry-Camarata disk released last September 10 and which failed to create any noticeable stir until last week. The record has suddenly taken on sleeper potential in the Boston area via extensive plugging by disk jockey Bob Clayton and other deejays in the area. As a result, the diskery is ready to re-ship the record to jockeys, the publisher is going back on the song and Tutti Camarata is going into the territory to help exploit the disk.

The platter by Don Cherry and Camarata is "I Will Never Change." The tune is published by George Paxton.



MEMO:

"My favorite record this week is
Dolores Gray's 'Beware'"

Gisele MacKenzie

P. 51 "Hope you like my CAPITOL Record of 'LE FIACRE'
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Occupation



Mfrs. Ask 18% Nickel Needed In Instruments

WASHINGTON, March 22.—Enough nickel-silver material to permit at least 18 per cent nickel content for the functional parts of band instruments was termed a necessity by the band instrument manufacturers' Industry Advisory Committee in a meeting this week with the National Production Authority. New NPA orders have limited the nickel content of instruments to 10 per cent, but the manufacturers told the agency that such a reduction would seriously reduce the life expectancy of an instrument and would actually result in a loss of materials.

Instances were cited where instruments, which ordinarily would have a life of nine or 10 years, had to be discarded after six months' use, when the nickel

'HONEST, TRULY' NOW, AND THEN

NEW YORK, March 22.—Decca and Lion Music currently are pushing a tune which the diskery cut four ways, by Guy Lombardo, the Ink Spots, Little Donna High-lower and Roland Johnson. In 1924 Ben Selvin, now general manager for the New York office of Southern Music, recorded the tune for four different record labels with his then famous Novelty Ork. Labels were Columbia, Paramount, Puritan and Vocalion. Name of the tune? "Honest and Truly," penned by Fred Rose.

content was reduced. NPA officials told the manufacturers they would consider their plea, but pointed out that nickel continues to be scarce.

Col. Re-Issues "Big B" LP's

NEW YORK, March 22.—Columbia Records is re-issuing this week a 13-LP edition of the nine Beethoven and four Brahms symphonies conducted by Felix Weingartner. These diskings were originally released on 78 r.p.m. sets, with the cost recording in the series, Beethoven's Sixth, issued in 1927, and the last of the series, Brahms' Second, coming out in 1942.

The 13 recordings by Weingartner were made with four different symphony organizations: The Vienna Philharmonic, the London Symphony, the London Philharmonic and the Royal Philharmonic orchestras. All of the works are complete on single 12-inch disks, with the exception of the Beethoven Ninth, which will be issued in a two-volume set coupled with the Beethoven Eighth.

VOX JOX

Continued from page 24

sit down and write a letter to each distributor. Okay, so you have. So I wrote five, but now this station receives every release. I still sit down every so often and drop them a note to let them know what we're spinning. Believe me, it pays. As an after thought to the ones who are loaded down with 'lousy' disks, remember that it would be boring to listen to your show without platters. Try talking thru your air time—just talk—and see if you still hold listeners."—Ken Brooks, KWIL, Albany, Ore. . . . "Item about Bill Palmer, WJAC, Johnstown, Pa., penning Lorry Raine's 'Rest My Bones' was almost 'risk' instead of 'Rest.' Also Lorry is a singular Raine, not Raines. That's all right—Lorry has been spelled and misspelled. Actually, her name is Lorraine in two words."—Tim Gayle, Chicago. (Note: Tim, as every deejay from here to there knows, is Lorry's manager, agent and husband.)

Col to Issue 1st Ray Album, Limit Singles

NEW YORK, March 22.—Columbia is releasing its first Johnnie Ray album next week. The package will be pressed on all three speeds, contain eight previously unreleased sides and will be merchandised in an unorthodox manner by the diskery.

The album cover will contain no printed material of any kind. The entire cover will be devoted to a photograph of Ray. The diskery will not service disk jockeys and will not make single sides available except to juke box operators. "Titles in the album are: "All of Me," "Don't Take Your Love From Me," "Walking My Baby Back Home," "Don't Blame Me," "Out in the Cold Again," "Give Me Time," "Coffee and Cigarettes" and "The Lady Drinks Champagne."

Thinking behind the diskery's stand on deejay samples and single sides is based on a desire to prevent dissipation of jockey plays on too many Ray disks at one time. The singer's "Cry," "Little White Cloud," "Please, Mr. Sun," and "Broken Hearted" platters are all considered current items. In addition, Columbia is releasing another Ray single next week.

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Record Player Leader. Retail \$19.95 full normal mark-up, portable crystal pickup 5" speaker; ninety day guarantee. Write Bob M-1, Billboard, Cincinnati, Ohio.

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Employer-Employee Meeting Place

Learn to Type. Records that teach typing in the easy way—the rhythm way. Can be used in home or school. Simple to use. Long history of successful use by educators. Created by the American Book Company. Box M733, The Billboard, 1564 Broadway, New York 36, N. Y.

Manufacturers Looking for a salesman?—Someone to contact 9,500 record dealers a month at a reasonable cost. Send for information today. Write "Salesman," care Box M-731, The Billboard, 1564 Broadway, New York 36, N. Y.

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Fidelitone Needle (Floant)—50¢ list, card of 24, \$9.85.
Fidelitone Deluxe—\$1 list price, 12 to carton, \$5.90.
Fidelitone Nylon—\$1.25 list, 12 to carton, \$6.75.
Fidelitone Master—\$1.50 list, 12 to carton, \$8.10.
Fidelitone Classic—\$5 list, \$2.

We are maintaining our 5c over wholesale on all pop records.

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OLYMPIA 8-4012, 4013

McClure Phonograph—A new, light-weight, many purpose record player. Weighs only 12 lbs. Plays all speeds, all sizes. Can convert into sound slide-tape machine, by attaching 300-watt projector. List price \$50. Write to McClure Phonographs for additional information. McClure Phonographs, Box M730, The Billboard, 1564 Broadway, New York 36, N. Y.

Photographs—For lowest prices and highest quality plus superb all around service and guarantee—all distributors, jobbers, dealers, write or call Dean Sales Co., 35 5th Ave., Brooklyn 17, N. Y. Attn: George H. Fass.

Record Pressings—Shellac, vinylite; files 4", 7", 8", 10", 12", 15", 18" from 45, 33 1/3, LP, rigid, inspection, rush orders. The oldest and largest pressing plant in the East Coast. Sun Plastics Corp., 300 Passaic Ave., E. Newark, N. J. LU 2-6749.

The Record Exchange

Hawaiian Records recorded in Honolulu. 3 speeds, regular prices and discounts. Catalog available. 49th State Record Co., Honolulu, Hawaii.

Kismet Record Co., 227 E. 14th St., N.Y.C., specializes in Mambo, Salsa, Latin, Salsa Dance, Foreign and Oriental Records.

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from the largest and most complete long playing record collection in the world.
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LATIN AMERICAN

Fastest Growing Record Line. Extensive variety of Mambo, Guaracha, Boleros, Rumbas, Tangos and Folk Music.
Antonia Records, Inc.
992 Columbus Ave. New York 25, N. Y.

Referer Song: If you hate Truman you'll love this record. \$1 postage, juke box special. Wholesale prices to operators, dealers. Dan Allender, Democratic Candidate, Time Records, Box 1281, Dallart, Tex.

Standard Records—Polkas, Waltzes, Rumbas. Ask for individual language catalogs of Polish, Italian, German, Bohemian, Jewish, Greek, Swedish, Finnish, Scandinavian, Russian, Croatian-Serbian, Latin-American. Grand Records—Novelties with vocal, King Jazz—The best in jazz. Write to Standard Photo Corp., Box M729, The Billboard, 1564 Broadway, New York 36.

Wanted—Old kitchy phonograph records, especially records by Carter Family, Jimmie Rodgers, Monroe Brothers, others. Write Freeman Kitchen, Drake, Ky.

We supply records—all labels—all speeds at wholesale cost, plus small service charge. No orders too small or too large. Guaranteed speediest service and best prices. Also specialist on needles, accessories, etc. Town Records, 183 Riverside Ave., Brooklyn 12, N. Y. Dickens 6-2735.

REPRINTS AVAILABLE

To secure additional sources of supply of personnel, products, services or opportunities, readers are invited to write for reprints of previous issues. Address:

THE MUSIC MARKET PLACE
2160 Patterson Street, Cincinnati, O.

Martin in Pitch For Chi R&B Biz

CHICAGO, March 22.—Making a concentrated drive for the rhythm and blues business here, Jimmy Martin, head of the James H. Martin Company, disk distributor, last week set up a new South Side headquarters to handle the Atlantic and Jubilee labels. In addition, Martin said, the new location will also carry a stock of MGM disks, which the firm handles in this area.

Martin, who recently took over Atlantic from Monroe Passis, is now dickering for additional R&B lines, all of which will also be handled thru his main store on Chicago's Northwest Side.

78 ON 78; THAT'S ALL!

NEW YORK, March 22.—An examination of RCA Victor's current Red Seal catalog points up the steady decrease in the public's demand for 78 r.p.m. classical recordings. At the present time there are only 78 conventional speed albums remaining in the catalog. This is a drop from more than a thousand Red Seal 78 r.p.m. albums listed three years ago.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

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2 Then check here for whether you want it to be a "regular-classified" or the special outstanding "display-classified" advertisement that gives your message extra power and punch!

3 Now check off the classification you want your advertisement to appear under:

Employer-Employee Meeting Place
 The Record Exchange
 Business Opportunities
 Distributors-Agents-Dealers
 Parts-Products-Services

Display-Classified
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4 And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

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 Next 3 issues
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Company _____
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Per word, first line	.10	Per square line	.60
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Per word, 53-52nd line	.06	82 consecutive insertions, per word	.10
Per word, 53-52nd line	.04	Per word, 1st rate line	.10
Per word, 53-52nd line	.03	Per word, 2nd rate line	.08
Per word, 53-52nd line	.02	Per word, 3rd rate line	.06
Per word, 53-52nd line	.01	Per word, 4th rate line	.04
Per word, 53-52nd line	.00	Per word, 5th rate line	.02
Per word, 53-52nd line	.00	Per word, 6th rate line	.01
Per word, 53-52nd line	.00	Per word, 7th rate line	.00
Per word, 53-52nd line	.00	Per word, 8th rate line	.00
Per word, 53-52nd line	.00	Per word, 9th rate line	.00
Per word, 53-52nd line	.00	Per word, 10th rate line	.00

Send all orders and inquiries to: THE MUSIC MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

Music as Written

Decca Signs Pact

Decca Records this week signed an exclusive waxing pact with Andres Segovia under which the Spanish guitar classical artist will be recorded both here and in Europe. Segovia is regarded as a basic catalog of guitar works both as solo musician and with symphonic orchestras and choral groups. All Segovia waxings will be released on Decca's Gold Label.

BMI Exec Named

Robert Jay Burton, vice-president of Broadcast Music, Inc., and general manager of BMI Canada, Ltd., has accepted chairmanship of the radio and television division of the Legal Aid Society's annual fund-raising drive, according to R. Gordon Wasson, vice-president of J. P. Morgan & Company. Wasson is general chairman of the 1952 campaign.

New York

Mitch Miller, Columbia's pop & r. chief, left Thursday (20) for a vacation trip to Jamaica, British West Indies. He will be returning to his office on April 5. Columbia's pop album chief, George Avakian, cut a tape interview for the "Voice of America" on the subject of American jazz. Interview was in French and will be broadcast by "VOA" to all French speaking countries. Bourne Music's Harry Sontly goes on a three-week road trip beginning Monday (24) to hype the "Festival" ditty. Cindy Lord, MGM Record artist, is being screened by the MGM Dictaphone. The Four Aces presented Vice-President Alben Barkley with a gold copy of their new Decca disk "Spring Is a Wonderful Thing." Tune is the official song of the Washington, D. C. Cherry Blossom Festival. Bud- dy Greco is playing theater dates in Toledo and Akron along with the Frankie Laine ork.

Phyllis Branch, former chanteuse with Lucille Dixon's ork, has been signed to a three-year pop recording pact by Tuxedo Records. The songstress performed for World War II G.I.'s in the European theater.

Al Miller, sales manager for RCA Victor rhythm and blues disks, has just returned from a sales trip to Chattanooga and Nashville.

Chicago

Sophie Tucker, after closing the Tic-Toc Milwaukee, stopped off here to cut 11 sides for Mercury before heading for Philadelphia and then Europe. Included in the session was an LP album, "Cabaret Days" which covers eight sides, and three singles. To date Miss Tucker has sold over 5,000 albums in her charity pitch at the various clubs she has been working through the country.

Another LP album has been cut for Mercury by Billy Daniels, who finished the etching before heading for his London Palladium date.

Benny Strong, currently at the Edgewater Beach, spent his off days last week in Detroit with his wife, returning for the Wednesday (19) show.

Peo Wee King into the Orpheum, Omaha, May 16 for one week.

Lenny Herman opens a six-week stand at the Baker Hotel, Dallas, March 31.

Lionel Hampton plays a week at the Casino Theater, Toronto, starting April 24.

Bobby Wayne, Mercury chanter, switched his Chase Hotel opening, scheduled for March 26, in order to play the Seville Theater, Montreal, first. He then goes into the Chase, following with the Town Room, Milwaukee, and then Sheraton Plaza, Boston.

Olivette Miller into the Blackhawk here Wednesday (26) for two weeks.

Gene Krupa plays a three-day stand at the Silhouette here, starting March 28.

Hal Otis into the Cairo for two weeks beginning April 2.

The Four Keys started an indefinite run at the Capitol Lounge, March 26.

The Blue Note has set Sarah Vaughan and the Jackie Dollar Trio for two weeks starting April 18, with Dinah Washington and Muggsy Spanier following May 2 for another 14-day stand.

Melody Hill label has cut four new sides with Curley Coidson which are hitting the local juke-

Jimmy Martin, MGM distributor, has a promotion going with Blaine Walsh and Tony Flynn, Green Bay, Wis., disk jockeys, which has been getting a lot of newspaper publicity, with actual birds flying between the two cities plugging the platter, "Homing Pigeon."

Remington Distributors last week added two salesmen to its staff, Leslie Prince, who will cover Chicago, and Maurice M. Goodwin, who will travel the Wisconsin-Iowa territory. Firm also is starting a drive on its low-priced pop line in this territory.

Cincinnati

Les Paul and Mary Ford made a round the local radio airwaves radio stations last Thursday (20) and in the evening were honored guests at a cocktail party to the trade tossed by Peter F. Goyak, local Capitol Records manager, at Capitol headquarters. Some 200 attended the affair, with Paul and Miss Ford regaling the crowd with a corking performance. Assisting Goyak in the arrangements were Lloyd Cook, Capitol regional manager, and Paul Goetz, Indianapolis, who succeeds Goyak here when the latter takes over the Pittsburgh Capitol office May 1.

Sammy Leeds, formerly with Capitol president, Glenn Wallichs, who with Goyak and Goetz were visitors at the home office of The Billboard Friday morning (21).

Ruby Wright, songstress wife of Barney Rapp, ork leader and agent, has joined the WLW vocal unit.

Sammy Leeds, formerly with Russ Morgan and who has led his own combo around here for years, is selling at Bernard, Ltd., downtown men's shop.

Hartford

Attorney E. George Gorsky, vice-president of Local 400, Hartford American Federation of Musicians, has taken over law practice and the office of late Judge Saul Peizer in suburban Rockville, Conn. The Jimmy King Trio is providing for dancing on Friday and Saturday nights at the Red Ash Restaurant.

Lou Holman's orchestra is back at The Lobster, Hartford nitery, for week-end dancing.

Philadelphia

Walt Gates gets the nod for the music making at the new RDA Club, new private membership nitery in the downtown district.

With a hotly contested election coming up in May, the American Federation of Musicians local here, is calling a special meeting to decide whether they'll put in voting machines or stick to the customary paper ballots.

Jack Howard, linked with Cowboy Records and Jack Howard Publications, set up a new music publishing firm, trading as Arcade Music Company.

Pat Martin brings his band to the Pavilion Cafe, which converted its Blue Room into a dance floor.

Charles McConnell, president of Local 77, AFM, has let it be known officially that because of ill health he will positively not run for re-election and will throw the support of his faction to the candidacy of Remeo Cella.

WHAT disk jockey Ramon Bruce is opening a public

relations office of his own.

Robin Hood Dell, outdoor summer concert series, came to terms with local musicians, with the ork men getting a \$15 raise this coming season to hike their paychecks to \$105 a week for the seven-week season.

Bomac Record Distributors, Inc., newest waxery distributing firm, will set up shop in this territory.

Conrad Janis, last month tooting with his own Dixieland combo at the Rendezvous, comes back to town on March 31 as a member of the cast of "The Brass Ring," new legit show bowing at the Walnut Street Theater.

Maestro Herbie Collins has linked forces in the booking business with batoneers Sylvan Herman and George Marlowe.

Hollywood

Goldia Haynes' release on Capitol, "I'm Going to Hold On" and "There'll Be a Hand Leading Me," is the first r.&b. disk issued by the firm in some time. It's in the spiritual vein.

Alan Salsbury has joined Bill de Bange's sacred department.

Ernest Tubb suffered a serious throat ailment and virus attack last week while on tour for Mary Landau, doing Coast one-nighters. His wife, Olene, rushed to his hospital bed in San Jose, Calif., Friday (21).

The Tubbses are parents of a daughter, Olene, born March 4.

Bill Weems sold the Mills Brothers direct to the Cash and not thru any other agent.

Jules Bihari, of RPM and Modern Records, has returned to the pressing business. In addition to working with those labels, he has purchased a pressing plant at 9507 Washington Boulevard.

Joe Bihari, youngest of the brothers, is dating Nina (Honey Bear) Warren, daughter of Gov. Earl Warren, the presidential candidate.

Bill Parent, one-time MCA act and later Frederick Bros' cocktail skedder, is living in retirement in North Hollywood.

Miles Bernet, owner of Embo Music, local BMI affiliate, has started Embo Records. First release is by Bill Pennell and his band, now at Vivian Laird's, Long Beach.

Joe Matthews, regional fiack, and Ed Nielson, chief of Cap's local distribution, have started record session parties weekly for local disk clerks at Cap's Melrose Studios. Each week they conduct a dozen clerks thru an actual session and tour of Capitol's master processing plant. Matthews has worked out a deal with Howard Garland, d.j. at KFMB, San Diego, whereby Garland spins 45 minutes of Cap's "All Time Favorites" series daily on his three-hour show. Listeners who write in the best letters on what tunes they like best from among the 70 disks get a free set at the end of the month's promotion.

Ken Moore, former radio vocalist, has started Lucky Records here. First artists include Janine, nitery thrash, and John Fletcher, Norwegian bass-baritone.

Al Morgan starts his first Coast tour May 28 at the Golden Hotel, Reno, for two weeks. He remains in this area for at least six weeks more.

Hal Gordon, ex-personal manager, has brought Ike Carpenter's

TV-Phono Merchandising

Receiving Tube Sale

Off During January

WASHINGTON, March 22.—Sales of receiving tubes in January fell sharply under sales in the corresponding month of 1951, the Radio-Television Manufacturers' Association reported today.

Sales in January totaled 28,738, 695 units valued at \$18,895,527.20. This compares with sales of 37,042,303 receiving tubes in the same 1951 month. Breakdown of the new report showed 24,029,349 tubes valued at \$13,599,060.33 sold for entertainment equipments and 2,707,346 allied types (non-entertainment) valued at \$5,296,466.87 sold in January. Both types of tubes sold for new equipments totaled 15,763,221 units and renewed tubes amounted to 6,338,157. Tubes sold for export amounted to 1,428,292 and 3,309,025 tubes were sold to government agencies during the month, according to RTMA.

TV Tubes Sold in January

98 Per Cent Rectangular, Large

WASHINGTON, March 22.—Ninety-eight per cent of the TV picture tubes sold to set manufacturers in January were rectangular in form and 16 inches and larger in size, the Radio-Television Manufacturers' Association reported today. These same tube types represented 74 per cent of sales to manufacturers in the corresponding month of 1951.

January TV picture tube sales totaled 340,192 units valued at \$7,891,858.58 compared with 380,817 units valued at \$16,272,654 in the same 1951 month and 371,751 units valued at \$8,213,251 in December of last year.

Tubes 16 and 17 inches in size accounted for 51 per cent of the sales to manufacturers in January and tubes 18 inches and larger represented 47 per cent.

Sides in Current Release

Continued from page 17

PUBLISHER	TUNE	ARTIST AND LABEL
ROBINSON PRESS	Dr. Henry	Johnny Valdez, RCA (9)
SANTLY-JOY	Waltz	Johnny Valdez, RCA (9)
SANTLY-JOY	(I Stood and Threw Coffee)	Bob Sasse, Cap (9)
SHAPIRO-BERNSTEIN	Baltimore Rag	Ralph Flanagan, RCA (9)
SIMON HOUSE	Erlytime	Provy Lee, Cap (9)
STAMPS-BAKTER	Upright Chair in the Air	Blag Crilly, Dec (9)
TANNEN	There is no Reason	Neal Brown, Cap (9)
VAUGHAN	Somebody's Store My Money	Ernest Tubb, Dec (9)
	Dr. Cr. Cr.	Book: Faye & Idaho Club, Cap (9)

Sides Per Publisher, Label

Continued from page 17

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS	PUBLISHER	SIDES PER LABEL	ALL LABELS TOTAL NUMBER OF SIDES
—BLUE RIVER	Dec 12, 11, 5	—HAWTHORNE	MGM 1st	—	—
Mer 11	—OXFORD	Cap 20	—	—	—
RCA 1st, 11	—	MGM 2nd	—	—	—
—STUART	MGM 1st	SHAPIRO-BERNSTEIN, WOOD, SHIMODORE	—	—	—
ROBBINS, FEIST MILLER, LION	—	SHAPIRO-BERNSTEIN, Cap 3rd	—	—	—
(Waltz Collection) Mer 11	—	Cap 2nd	—	—	—
—ROBBINS	Cap 1st, 11, 40	—	—	—	—
Cap 1st	—	Dec 20, 21	—	—	—
Cap 40	—	Mer 30, 31	—	—	—
Dec 60	—	MGM 40	—	—	—
Mer 24	—	Dec 10	—	—	—
MGM 90, 1r	—	Cap 1st	—	—	—
RCA 60, 11, 1r	—	—	—	—	—
—FIEST	Cap 70	—	—	—	—
—	Cap 11	—	—	—	—
Dec 11, 11, 1r	—	—	—	—	—
—	MGM 40	—	—	—	—
RCA 30	—	—	—	—	—
—MILLER	Cap 1st	TANNEN, SPIN	—	—	—
—	Mer 1st	—	—	—	—
—	MGM 30	—	—	—	—
RCA 1st	—	—	—	—	—
—LION	Cap 1st	—	—	—	—
—	Cap 20	—	—	—	—
—	Dec 10	—	—	—	—
—	Mer 1st	—	—	—	—
—	MGM 1st	—	—	—	—
J. J. ROBBINS	Dec 20	—	—	—	—
—	MGM 20	—	—	—	—
RCA 20	—	—	—	—	—
—	MGM 20	—	—	—	—
ROBINSON	MGM 20	—	—	—	—
(Carson Airline)	—	—	—	—	—
ROCKAWAY	Cap 1st	—	—	—	—
—	Cap 1st	—	—	—	—
ROBCOM	RCA 1st	—	—	—	—
(Perry Com)	RCA 20	—	—	—	—
ROBINSON PRESS	RCA 20	—	—	—	—
RUSH	Cap 1st	—	—	—	—
—	Dec 10	—	—	—	—
—	RCA 1st	—	—	—	—
SANTLY-JOY, HAWTHORNE, OXFORD	Cap 1st	—	—	—	—
—	Cap 30	—	—	—	—
—	MGM 30	—	—	—	—

band into the Lou Grade office, managed by Henry Dunn. Carpenter has not inked with Melonkey Music Corporation as previously reported. Carpenter is the first of a number of musical properties which Gordon brings to Grade, including the Merry Macs, harmony group.

Mike Riley's Quintet set for the Golden Nugget, Las Vegas, Nev., opening March 29 for two weeks.

Hal Stanley, manager of Kay Starr, reports that the Capitol thrash has knocked off her lushest nitery booking thus far, going into the Riverside, Reno, May 1 for \$8,000 per.

Golden Plugs Durante Kidisk

NEW YORK, March 22.—The Simon & Schuster kidiskery has set up its largest disk jockey and promotion campaign on a single record for the newly released Jimmy Durante platter which couples "I Like People" and "Yankee Doodle Bunny."

The firm is shipping the platter to over 700 disk jockeys who have both pop and kiddie shows. Included in the shipment is a special six-inch disk containing three different intros for the record as recorded by Durante.

The disk jockey kit will contain background info on Durante, the writers of the songs and Mitch Miller, who conducted the date for S.S. Golden label. The diskery is also attempting to get the record on juke boxes and will supply title strips and has set up a "Friendship Club" to promote the "I Like People" side. Nat Shapiro is handling the promotion for S.S.

Iowa Revives Music Camp

CEDAR RAPIDS, Ia., March 22.—More than 100 Iowa high school students from all over the State will head for Iowa City, June 15 to 28, to participate in an all-State music camp, the first to be held since before the war.

Director C. M. Stookney, university high school music instructor, said the camp is being revived as the result of a survey of Iowa instrumental directors, who almost unanimously approved the project.

Students attending the two-week camp will receive instruction in band, orchestra, music appreciation, theory, conducting, ensemble work, reed work and twirling. The camp will be open to students from this year's eighth grade thru high school graduates who have a minimum of one year of playing experience and the recommendations of their band directors.

NAMM Board Sets Program

NEW YORK, March 22.—Some important steps were taken at the New Orleans meeting of the board of directors of the National Association of Music Merchants. Actions of the NAMM board included the following: They approved the 1952 convention schedule and set the date for the annual meeting of the NAMM for July 28 at the Hotel New Yorker and nominated 10 members from the New York area to serve on the trade show committee for 1952.

The board also adopted a budget for the next fiscal period from February 1 to July 31; gave their endorsement to a forthcoming MGM film, "Great All-American Band," a full-length film on music; approved the details of the membership campaign being participated in by salesmen of industry manufacturers, and considered the NAMM sales training program for further development.

concerts and 15 recitals. In addition, music lovers will be hearing the noted German pianist Walter Gieseking who recently arrived to do a series of concerts in the capital cities.

Brownlee to Sing Australia Concerts

SYDNEY, Australia, March 22.—John Brownlee, Aussie operatic star who has been singing in the United States for many years has arrived here for a series of concerts under the management of the Australian Broadcasting Commission. Brownlee intends to sing with the National Opera companies of NSW and Victoria to give a boost to the desire of many Australians for the establishment of National opera here.

He is to give 15 orchestral

Shop Talk

Broadway Openings

"Salt of the Earth"

Folds After Boston... Another show was withdrawn during tryouts this week. It's "Salt of the Earth," Mary Drayton's dramatization of the Ardyth Kennolly novel, "The Peaceable Kingdom." The show started in New Haven last Thursday (13) and wound up in Boston this week. Teresa Wright and Kent Smith were co-starring, Alfred Drake was the director and George Nichols III was the producer. The Billboard's New Haven reviewer described the show last week as "a lightweight offering on which an exceptionally fine cast and a top-flight production job are wasted. Repairs will be attempted." Noel Coward has completed an adaptation of the French play by Jean Pierre Aumont, "Life Heureuse," a satire on the motion picture business that was presented in Paris last year with the late Maria Montez in the cast. Leo Shull's annual "Summer Theater" listing went on the stands this week.

Equity Exec. Sec. Post May Await Merger Turn

Actors Equity Association has still not selected a permanent executive secretary to succeed Louis Simon, who resigned after the council refused to back up his dismissal of Christopher O'Brien, formerly of the union's West Coast office. Angus Duncan continues as exec secretary pro tem, Robert Carver is temporarily officiating in the West and William Swizer has been restored to the New York staff. Appointment of a new exec will probably not take place until action is taken on the University Five-Branch Merger Plan, since a merger of performer unions would considerably alter the responsibilities entailed in the executive secretary's position. Meanwhile, the council this week appointed a committee of seven to examine the personnel

situation in all Equity offices. With Donald Cook as chairman, the committee includes Edith Meiser, Aline McMahon, Gerald Savory, Wynne Gibson, Ralph Bellamy and William Ross.

Welles Promises "Warning," Center Skeds "Lady"

Orson Welles has written a play called "Fair Warning," and has promised to send the script to producers Michael Ellis and James Russo in the near future. Welles has also told the producers that he will let them know within the month when he can open the pair of Shakespearean plays in New York. "Othello," which Welles has done successfully in England, will be the first. "The Merchant of Venice" had been mentioned as the second, but that is by no means set. The third and final play of the City Center's spring season will be "First Lady," by George S. Kaufman and Katharine Dayton, which Sam Harris produced at the Music Box Theater in 1935. "Lady" will begin its two-week run on May 28. The first two shows of the series will be "The Male Animal," with Elliott Nugent and Martha Scott and "Tovarich" with Uta Hagen.

Equity Fines Miss Morrow; Stage Mgrs. Show Up

Equity Council this week fined and censured Doretta Morrow on charges brought by Richard Rodgers and Oscar Hammerstein II. The producers charged that Miss Morrow appeared on a television show, the Columbia Workshop's production of "The Beggar's Opera," while absent from the cast of "The King and I." She has been fined \$2,500 to be paid to the Equity Emergency Fund. The first \$500 is payable immediately. The remainder will be demanded if Miss Morrow does not faithfully fulfill her contract with the show. Miss Morrow's agent, N. Henry Joseph, said this week that council's decision would be appealed to the membership and that Miss Morrow would not return to the show until doctors tell her she can do so without injury to her vocal chords. ... The Stage Managers' Club has set April 28 for their fifth annual talent show. Performers will be selected from among the understudies and non-featured players currently on Broadway. Songs, dances and sketches for the revue, which is called "Talent '52," are being sought by William Ross. Those wishing to contribute material should send it to the club at 245 West 52nd Street, New York. ... The Stage Door Players, a recently organized off-Broadway group, will present an original play, "Ashes in the Wind," by Bob Deardorff, on March 25, 26 and 27 at the Amato Opera House in Greenwich Village, New York. Featured in the cast are Hal Peterson, Ruth Coche and Barry Loughrane. Robert Earle is director. A recording in French of Moliere's "School for Wives," as played by the late Louis Jouvet and the Compagnie Dramatique Francaise des Tournees has been released by the Harvard Vocarium of Harvard University. The recording was taken at a performance at the Colonial Theater, Boston, a year ago under the auspices of the American National Theater and Academy.

THREE WISHES FOR JAMIE

(Opened Friday, March 21)

Mark Hellinger Theater

A musical book by Charles O'Malley and Abe Burrows, Music and lyrics by Ralph Blane. Staged by Abe Burrows. Settings by Robert J. Kramlich. Directed by Peter Costanza. Costumes by Miles White. Dances by "The Tapp" Company. Musical Numbers Arranged by Robert Russell Bennett. Manager, David Kanter. Stage manager, Phil Friedman. Press representatives, Karl Bernstein and Harvey Robinson. Presented by Albert Lewis and Arthur Lewis.

- Tim Shanahan... Robert Halliday
Nora... Michie Burke
McCarthy... Wilton Gray
Brudie Quinn... Marie O'Brien
Tina Shanahan... Charlotte Lee
Owen Roe Tavish... Bert Wheeler
Jamie Mellum... John Baird
Power O'Malley... Walter Buzza
Maive Higgins... Anne Jefferys
Randal De... Marie O'Brien
Anni Bie... Grania O'Malley
Jus Paddy... Robert Dano
Bud Price... Jeff Morrow
Shel Kerrigan... Malcolm Kern
Dinah Carter... Mary Louise
Father Harrigan... Ralph Morgan
Kevin... Bill Chapin
Sheriff Mellum... Bud Poole

PRINCIPAL DANCERS: Sandra Zell and George Foster.

DANCERS: Doris Atkinson, Estelle Ann, Ann Baker, Mary Kay, Elizabeth Logue, Mildred Ann Maudlin, Jani Bayers, Buddy Byran, James Cape, Donn Driver, Jerry Nelson, Greg O'Brien, Joe Stember, Robert St. Clair.

SINGERS: Leah Allen, Marlon Brud, Michel Bruck, Maita Goren, Joan Nancy Price, June Reiner, Ann Richards, Tali Tover, Robert Baird, Jerry Carlson, Jerry O'Brien, Gene Siskin, Richard Scott, Donald Threl, Richard Vine.

CHILDREN

- Kenneth Francis... Bud Flanagan
Johnny Finley... Fred Schullis
Society Boy Donner... Alfred Catal
Little Patrick... Martin Lester
POWERS: "The Wagon," "The Train," "I Count in My Mind," "My Home's a Railway," "We're for Love," "I Love You Nothing to Do With Love," "I'll Sing You a Song," "On a Holiday," "Love Has Nothing to Do With Love," "I'll Sing You a Song," "The Army Man Song," "What Do I Know," "This is a Wishing World," "Trotter to the Fair," "April Face."

For review of "Three Wishes for Jamie," see page 3.

ONE BRIGHT DAY

(Opened Wednesday, March 19)

Royale Theater

A drama by Edmund Miller. Staged by Michael Gordon. Settings by Raymond Swope. Costumes by Mor Taylor. Company manager, Harry Evans. Stage manager, Del Hughes. Press representatives, Joe Friedman and Marie Goldinsky. Presented by Howard Lindsay. Released by Drama.

- George Lawrence... Walter Matthau
Julian Presson... Howard Lindsay
Frederic Myerberry... Raymond Bramley
Arlene Archer... Helen Harrison
Louise Gordon... Helen Harrison
Glen... Leora Thatcher
Tom... Bud Poole
Margot Prescott... Marian Russell
Sheila Prescott... Bess Winburn
Arthur Mitchell... Philip Pine
Paul La Barca... Philip Pine
John Hagerty... Bart Burns
Theodore Cahill... Joseph Warren
Dr. Ferguson... Joseph Warren
Paul Ruk... Raymond Van Sickle

A question of business ethics as the focal point of a drama could predict a low boiling point in audience interest. However, Sigmund Miller has written a play about a man faced with such a problem and made it absorbing. He studiously avoids preachment and moralizing, and has built it logically and with reality. "One Bright Day" is entirely believable. Its people are average people, beset by average human frailties. Unfortunately for the rest of them, Miller's central character has, what used to be called, a New England conscience.

The man with the conscience is the president of a patent medicine company. He is suddenly confronted with the disastrous knowledge that his product may, in some cases, be a deadly poison. A little boy has died from its use. The issue is whether to risk the ruin of the business and himself by public announcement of the facts, or keep still and hope for the best.

The members of his board of directors, led by an upstart who wants to control the company, are practically unanimous for the latter course. Even his wife feels that he is too old to chance losing everything and start over again. Miller makes their reasoning completely plausible. But in the final analysis, the issue is put squarely into the lap of the company's president and indirectly into that of his young daughter, who has fallen in love with the upstart, who has no conscience at all. All of this Miller manages to make exciting and suspenseful up to the final moment of making his decision.

Howard Lindsay is giving one

THE LONG WATCH

(Opened Thursday, March 20)

Lyceum Theater

A comedy-melodrama by Harvey Haislip. Staged by John Larson. Sets and costumes by John Blankenship. Company manager, Edith Schmitt. Stage manager, Edith Aldrich. Press representatives, Nat and Irvin Dorfman. Presented by Anthony S. Farrell and Charles Coburn.

- Commander Harrison... Albert Beahm
Blanche Kelley... Gloria Evans
Miss White... Christine White
Ivish Spencer... Percy Nelson
Selma Williams... Patricia England
Wolf Blankenship... Lloyd Knight
Eugene Jane Hilton... Anne Mosham
Leutenant Lennox... Santa Borel
Lt. Dick... George Ariola
Lt. Ted Connolly... James Wyley
Capt. Mike Dorgan... Walter Abel
Joe Davis... Harry Golden
Coding Officer... Peg MacFie
Shore Patrol... Arthur Dehing
Lt. Galt... John Galt

The obvious thing to say about "The Long Watch" is that it very likely is intended to do for the distaff side of the Navy what "Mister Roberts" did for its heman. It is authored by Harvey Haislip, a retired Navy captain, who doubtless knows his nautical stuff. Be that as it may, Captain Haislip does not know much about playwrighting. Morrie Ryskind withdrew his name as co-author while the item was in its break-in stages, so for whatever "Watch's" deficiencies, Haislip must take the rap.

Haislip has gone straight to the movies for a stock comedy-melodrama. He is writing about waves functioning the communications system in a Pacific Coast air-sea rescue base during the last war. So they are nice girls and they don't like their fem officer, who is a stinker. They play pranks on him and talk about sex, and she relates with more modernness. Comes a gruff commandant. He doesn't like to work with women, but remains to be shown the light. "Watch" dunks itself to the armpits in charm.

Then follows strictly Hollywood melo. One of the gals goes AWOL to visit her bridegroom and, in consequence, falls a victim and fails to send out a vital storm warning. Thereby, her young husband and several of his pals are lost. The youngster kills herself from remorse. The fem commandant realizes that her tough attitude has been largely responsible for the tragedy and tries to resign. This seems to turn her into a right guy after all. Wind-up has her on the team and likely altar-bound with the bachelor commandant.

"Watch," however, has its moments. When a sea rescue is on, being authentically reported over the loud speaker, there is fine excitement and tension. Unfortunately, such moments are few, and when it goes cute, matters are dreary indeed.

A lot of willing players try hard to make it work. Lieutenant Sonia Sorel is better when she is mean to her lassies than when she turns sweet. Walter Abel is just a lovable old bear as the hard-bitten sea-dog who warns up to the ladies. Of the fem communications crew, this reporter liked best the chores of Gloria Evans as a wise-cracking operator and Christine White as the gal who went to sleep on duty. However, the best item on the agenda is Lloyd Knight's portrait of a Down-East gub who can't keep the lights burning in the women's toilet.

John Blankenship has designed an extremely workmanlike communications office, loaded with authentic-looking radio gadgets. His costumes look authentic too. They are all uniforms or kimonos. John Larson had directed what goes on within them ably.

It is possible that "Watch" might spark a happy reception on the radio circuit. But at the Lyceum, its a long, long watch, indeed—too long. Bob Francis.

FLIGHT INTO EGYPT

(Opened Tuesday, March 18)

Music Box

A drama by George Tabori. Staged by Ella Kazan. Settings by Jo Mielziner. Costumes by Anne Hill Johnson. Company manager, Richard E. French. Stage manager, Joe Vega. Press representative, Kornwag. Presented by Irene Mayer Seitzack.

- Glubb... Zero Mostel
Emanuel... Fred Williams
Tewfik Bey... David Opatoshu
Bill Engel... Gaudi Huber
Fran Engel... Paul Lukas
Rubi Engel... Vorytek Dolisak
Bastard... Chris Gampert
Mr. Kurland... Edger Franke
Mrs. Kurland... Ellen Mahay
Miss Foster... Jo Van Dyke
Carl Pasteur... John Rodney
Freund... Paul Merrin
Brouson... Dan Keeler
Ochoulou... Joseph Anthony
Karm Khefendi... C. E. Alexander
Dr. Zaki... Leopold Eholow
Lipton... Fred Stewart

There are moments of "Flight Into Egypt" that are singularly gripping. Its writing is always literate and sometimes distinguished. As a first play by a new author to reach the Stem, it signifies a welcome talent. Fine things may be expected in the future from author George Tabori. "Egypt" is a bitter arraignment of the callousness and avarice that can surround the frantic urge of an Austrian refugee to reach the promised land of America. Its chief protagonists—a crippled ex-convict of a concentration camp, his younger wife and somewhat monstrous youngster—are set down in a shoddy Cairo hotel. They are surrounded by a variety of characters which stack up from greedily lecherous to superficially sympathetic. Thru it all flashes the indomitable spirit of the wife to get them to America, because her crippled man wants it so ardently.

Too Detailed

Such a plot is static of necessity, but Tabori has a real gift for detailed character drawing, and evidently knows the people he is writing about. His words have the ring of biting, factual sincerity. It may be, however, that these two factors prevent "Egypt" from becoming the great play it should be. There is a little too much detail at the expense of a bigger picture, and Tabori seems to be viewing the Engel family with detached objectivity rather than compassion—an approach that is apt to leave an average playwright considerably cold to their plight. In this reporter's opinion this is hardly a happy augury for commercial box office.

However, Ella Kazan has given the drama subtle skillful staging, stripping it of the least bit of hokum and keeping its multiple characters sharply in focus within the restricted confines of a combined shabby bedroom and cluttered hotel lobby—a setting, incidentally, marking another small triumph for designer Jo Mielziner. Kazan has been abetted by two splendid performers by his featured players. As the desperate wife, Gaudi Huber's restrained underplaying is nothing short of magnificent. Hers is a brilliant Broadway debut which more than justifies her European reputation. Paul Lukas, always a fine actor, is superbly cast in this instance and with equal restraint smashes home the tragic implications of the final scenes as the cripple suddenly confronted with the realization that he is doomed.

Hand-Picked Cast

The big cast has been picked with care, and all of them give their best. Zero Mostel, ordinarily expected to be comic, turns in an astonishing portrait of a venal ineptner. Others, such as Paul Merrin, Dan Keeler and Joseph Anthony, likewise rates bows for their contributions.

But with all the good things that can be said for "Egypt," a successful cash future for it looks bleak. Despite its vividness, the Engel family saga winds up disappointing. Bob Francis.

BROADWAY SHOWINGS

Performances thru March 22, 1952

Table listing Broadway shows and their run dates. Columns include show titles (e.g., DHAMAS, ANITA PIAVONE, MUSICALS), dates, and box office indicators (e.g., 52, 56, 7, 139).

Dramatic & Musical Routes

- Affairs of State (Plymouth) Boston.
English & Fox (Porters) Philadelphia.
Big Boat and Grandis (Green Hornet) Chicago.
Bird Ring (Playhouse) Wilmington, Del.
Canada (Center) Norfolk, Va.
Harshover (Honey) Philadelphia.
Ockett's Party (Walnut St.) Philadelphia.
Darkness at Noon (Mayfair) Portland, Ore.
Gentlemen Prefer Blondes (Nixon) Pittsburgh.
City & Dolls (Shubert) Chicago.
Happy Time (Crazy) San Francisco.
Member of the Wedding (Ford) Baltimore.
Mr. Roberts (Convention Hall) Tulsa.
Odds, 10. (Convention Hall) Joplin, Mo.
Moon Is Blue (Marina) Chicago.
Moon Is Blue (Bremen) Minneapolis.
Remains to Be Seen (Beverly) Cleveland.
Rose Tattoo (Orrman) San Francisco.
Salt of the Earth (Wilbur) Boston.
Sons of Paddy (Murray) Indianapolis.
Student Prince (Royal Alexandra) Toronto.
Two on the Aisle (Shubert) Boston.

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OLSEN & JOHNSON PACKAGE TO JOIN "SKATING VANITIES"

Comics Pact 6 Months' Arena Trek, Plan Integration Into Roller Show

CHICAGO, March 22.—One of the largest package deals ever set to play the mid-arena circuit was closed this week when Olsen and Johnson signed for a guaranteed minimum of 184 performances over a six-month period, with Harold Steinman's roller "Skating Vanities" show.

Olsen and Johnson have been concentrating on television work in the New York area in recent months. The tie-in with the "Skating Vanities" precludes the possibilities of working other media, with the possible exception of an occasional TV spot, thru the 1951-52 winter season.

At the Home Show in Municipal Auditorium, St. Paul, March 29-April 6, Olsen and Johnson's "Skating Vanities" will be given twice daily.

"Vanities" now touring Europe, will start rehearsal of its new edition at Asbury Park, N. J., in August.

SPIKE JONES

City Slickers Molded to Arena Needs

Producer and director, Spike Jones, President and general manager, Ralph Wondra, Press representative, John J. Hill, Writer, Jay Sommer. Prices: \$3.80, \$3.10, \$2.50, \$1.85, \$1.10. Promoter, Herb Carlin. One performance nightly. Cast: Spike Jones, the City Slickers, Helen Grayco, Ruth Foster, Bernice Jones, Freddy Morgan, Peter James, Bill King, Huxtrei Sisters, Sir Frederick Gas, Wayne-Marlin Trio and others.

Chicago, work on a replaceable set-up with trapeze and rings, and proved a show stopper. Too, the Wayne-Marlin trio, two men and a girl, draw heavily with their act.

Jones Toppers

For those who come strictly for Spike, there are a number of the Jones toppers interspersed thru the program. Included are "Chloe," "Laura," "My Daddy Is a General to Me," with George Rock banding, "China, My China Train," featuring Freddy Morgan, who is strong in all his bits: "Holiday for Stripes," and others. The "Hawaiian War Chant" number, with the Wayne-Marlin Trio, was well-staged, with Jones, his sidemen and the trio working with the glowing uniforms on a blacked-out stage.

Individual comic bits are handled by Peter James, who is on twice, once with a magic routine, the second time with some eccentric dancing and singing; Sir Frederick Gas, who did a fine job on Johnny Ray take-off, and also handled the "Chloe" lyrics; Dick Morgan, Frank Little and others. While some of the material has been seen before, Jones has retained only those numbers which get the heaviest response, adding new material so as to make the \$3.80 top worth every cent of the money. The revue is spicy in parts, but it should prove okay for adults who will fill the houses in the evenings.

NEWS NUGGETS

London TV Helps; NPA Delays Ruling

London Lets Televised, Extend Engagements . . .

LONDON, March 22.—Televising of two ice shows here has been credited with a business boom which prompted the shows to extend their runs, according to the British trade paper, World's Fair. "Puss in Boots" at the Empress Hall drew 72,000 persons by March 1 and added two weeks to the run. "Robinson Crusoe on Ice," a rival life pantomime at Wembley Stadium, added one week to make its closing date March 8. Both had been televised.

NPA Delays Consideration Of Greenville Request . . .

GREENVILLE, S. C.—National Production Authority has declined to consider the application of the Greenville auditorium board for priority on building materials this quarter. However, the NPA said the application would be considered during the third quarter.

"Skating Vanities" On European Tour . . .

DORTMUND, Germany.—European tour of Harold Steinman's "Skating Vanities" got off to a smooth start in this Western zone city Saturday (15), breaking in a brand-new arena, the Westfalen Halle, and filling it to 14,500-seat capacity. Roller event is scheduled thru April 6 here, after which it wheels on to Antwerp, Belgium, April 9-29, at the Sport Palais, a 10,000-seater. After Antwerp, skate extravaganza moves to Zurich, Switzerland, for a May 2-11 stand at the Hallenstadion, another 10,000-seater.

Steinman planned to Dusseldorf a day before the Dortmund opening. Altho the show management anticipates a certain amount of financial difficulty in converting European take into dollars, it could not be learned what sort of arrangements are being made to handle the same. Harry Miller, executive director, remains here to hold the reins in New York.

executive director, remains here to hold the reins in New York.

Regina Celebrates Schedules Eight Events . . .

REGINA, Sask.—Celebrity Concerts of Canada, Ltd., will expand its series to eight attractions in 1952-53. Move is a result of the larger seating capacity available at the new Exhibition Auditorium. Among those on the schedule are Jeanette McDonald, William Warfield, Oscar Levant, Igor Gorin and the Jaroff Don Cossack Choruz. Three more events are to be included. A total of six programs have been given in past years.

Fire at Amphitheater Causes 100 Damages . . .

CHICAGO—Fire in a display booth on the second floor of the International Amphitheater Tuesday night (18) caused \$10,000 damage. Firemen were forced to break down a door by ramming it with a fire truck in order to enter the building.

Arena Routes

Send to 3160 Patterson St. Cincinnati 22, O.

- Davenport, Orin, Green: Dayton, O., 26-29; Columbus 31-April 5; Holiday on Ice, 1952 (Municipal) Birmingham Ala., 24-30; (Coliseum) San Antonio, Tex., April 1-9; Ice Cupades of 1952 (The Arena) Chicago Ill., 24-April 6; Top Pulls of 1952 (War Memorial) Syracuse, N. Y., 28-April 1; (Arena) Minneapolis, Minn., 7-20; Jones, Spike, Revue (High School Aud.) New Castle, Ind., 21; (Memorial Aud.) Springfield, O., 23; (Berry Bowl) Logansport, Ind., 26; (Armory) Indianapolis, Ind., 27; (Quincy Aud.) Fort Wayne, Ind., 28; (High School Aud.) Elkhart, Ind., 29; (Devine Ball Room) Milwaukee, Wis., April 1; Polack Bros., Eastern Circuit (Carmichael Aud.) Clarkburg, W. Va., 29-30; (Municipal Arena) Norfolk, Va., April 1-5; Polack Bros. Western Circuit (First Aud.) Cincinnati, O., 24-29; (Murray Temple) Indianapolis, Ind., April 4-13.

DEE TOURS

Five Arenas Share NCAA Cage Crowds

By DAPHNE (DEE) POLI

NEW YORK, March 22.—Five arenas are sharing in this year's NCAA basketball tournament crowds. Regional championships were played at North Carolina State College Coliseum, Raleigh; Chicago Stadium; Kansas City Municipal Auditorium, and Oregon State Coliseum at Corvallis Friday and Saturday (21-22).

Finals will be at University of Washington Stadium, Seattle, Tuesday and Wednesday (25-26). This marks the first time in 10 years that none of the tourney will be played in New York. NCAA policy is to rotate the sites to include all sections of the country.

Detroit Expo Pulls 107,000 In 1st 5 Days

DETROIT, March 22.—A combination of the annual Detroit News Travel Show and the Congress Sports Show drew 107,000 paid admissions at State Fair Coliseum for the first five days, thru Wednesday (19). With admissions at \$1.30 and half price for children, gross for the five days was estimated at \$89,000, based upon an attendance of about one-third children.

Peak attendance was Sunday, when 38,000 went thru the gates, taxing the capacity of ticket-takers who were not prepared for such a rush. This drew some adverse comments from patrons who had to queue up Saturday, the opening day, drew 28,000.

Sports and travel displays and a series of sports attractions, featuring the famed Jim Thorpe, were highlights of the show.

Roadshow Rep

BRUNK'S COMEDIANS, under management of Henry L. Brunk, will launch their 1952 season April 30 in Boise City, Okla. Rehearsals are scheduled to get under way there April 20 and the show jumps into Colorado following the initial stand. This year's line-up will be about the same as last year. Season will run thru Thanksgiving Day, Brunk said. He and his wife, who have been vacationing in Florida, left Sarasota March 17 for Boise City.

Bill Lewis, who will have charge of all equipment during the season, begins reconditioning operations in Boise City April 1. Plenty of activity prevails around Sanford, N. C., quarters of Kelly's Minstrels, which are headquartered at the Carolina Theater. Org is set to open next month in Sanford with a 70-foot round top and a 30-foot middle piece. Executive staff includes W. M. and J. O. A. Kelly, owners; Frank Sloan, manager, and Fout B. Wood, band leader.

Drivin' Round The Drive-Ins

Whately will have his show on platform in the Northwest this summer. He plans to open near Miller, S. D., and will play fair and celebration dates along with his regular engagements.

HOWARD SHARPLEY has set an April opening date for the Hillsdale Drive-In, Hillsdale, Mich. House will be booked by James Beck, of Beck Theater Service, Detroit. City Council Committee, Wilmington, Del., has recommended that theaters be licensed in "a more equitable manner." The report was referred to the city solicitor. Licenses were upped from \$300 to \$600 by council in 1946 effective with the 1947 calendar year. New suggestion by the councilmanic committee would place the fee at \$200 for neighborhood houses operating nightly and week-ends and \$400 for downtown houses operating seven days. Kerry Drive-In, located within the city limits, presumably would be classed with the neighborhood houses.

A new drive-in, aimed at catering to Bangor and Brewer, Me., has been built by the E. M. Leow chain. It has a car capacity of 820. A drive-in near Moncton, N. B., which was constructed by R. Pope, of Summerside, P. E. I., has been taken over by Famous Players Canadian Corporation. Construction work is expected to be completed during the spring. Its capacity is about 700.

HARRY D. DOLAN, who has been promoting amateur shows in West Kansas, will tackle a platform show for the summer and move Westward.

Leo Van Gurt is in Milwaukee after a good season with feature pix and religious film. He moves into Northern Minnesota soon, where he will have a platform show for the summer. . . . Ralph Bowles writes from Boulder, Colo.: "I read with interest the old-time minstrel notes and those of the 10-20-30 shows. When I look back on my days with Corne Payton and others I feel that some of the performers of today are jokes as far as talent is concerned." (Continued on page 49)

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Air-Conditioning, Political Confabs Put Chi Amphitheater in Key Spot

Continued from page 1

of the building's plan to install the cooling system. So far, no other major events have been booked for that reason, according to Merton E. Thayer, Amphitheater manager. But he anticipates that the building now will hold an ace card when bargaining for national conventions of service clubs and veterans' organizations as well as in booking amusement events heretofore barred from summer dates in Chicago and most other cities by weather factors.

Best Competition

The Amphitheater won the nod for the political conventions in sessions with party officials here last November. The promise of air-conditioning and the building's facilities for television (see accompanying story) went a long way in turning party big-wigs

from the Chicago Stadium's competing offer. Figuring, too, were the Amphitheater's 4,000-car parking areas.

Party officials grabbed up the Amphitheater's offer, altho its fee of \$8,500 per day towered over the Stadium's \$5,000 daily basic price. However, provision for clean-up charges, actually boosted the Stadium's rent to a point nearer the Amphitheater's.

Working against the Amphitheater were the difficulty in reaching it from the Loop and its smaller seating capacity. By convention time in July, transportation to the South Side building, however, is to be improved thru a city construction program and a plan for one-way streets.

There will be 11,000 seats in the Amphitheater for the conventions. The Stadium has a capacity of 17,000 for such events. In his original offer, William Wood Price, president of the company which owns Amphitheater and the Union Stockyards, provided for an additional 4,000 seats at the Amphitheater thru the use of expanded hall space which would give a restricted view of the convention arena.

Platform Set-Up

After the Amphitheater was selected, however, the parties decided to sacrifice the extra seating in favor of using the same type of speaker's platform as was built in Philadelphia in 1948. This will be a T-shaped platform which will put speakers out of view of persons in the flanking exposition halls.

Under the present plan, the twin exposition halls will be used for the elaborate television. (Continued on page 50)

Gordon White, a designer and builder of drive-ins, who has been operating one near Ottawa, Ont., has been spending considerable time in the Maritime Provinces discussing sites and types of construction with promoters.

ALBERT KNOPP, manager of the Long Theater interests in Hebronville, Tex., this week announced that construction on a 400-car drive-in there is expected to start soon. The drive-in will cost an estimated \$50,000 and will include a concession booth and a patio where patrons may eat and enjoy the film at the same time.

Athens Amusement Company, has started construction of the first drive-in at Athens, Tex. Owen Killingsworth and W. E. Henry are owners. Atomic Drive-In has been opened at San Angelo, Tex., by R. S. Starling. Patrons may view films from their cars, from chairs under the stars or in specially built loges with a seating capacity of 300. Pike Drive-In Theater, situated in Newton, Conn., resumed operations March 1st. Spot, managed by Paul W. Amadeo, is the first in Metropolitan Hartford area to start the 1952 schedule.

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Burlesque Bits

By UNO

JACK KANE takes control of the Gayety Theater, Cincinnati, March 28. Kane, who recently bought out the Arthur Clamage Corporation, Cleveland, and the Gayety lease for \$20,000, pays \$13,000 a year rent for the house which is owned by the Harris Bros. Company. Kane, whose burly chain includes houses in Rochester, N. Y., and Youngstown, Canton, Dayton and Columbus, O., plans elimination of the chorus and a grind policy. John Kane (no relation), of Canton, O. will manage the house, with Morris Zaidins, present manager, staying on as an aid. Adele Gray, former burlesque performer, died recently of a lingering illness at the home of her sister, Mrs. Stella M. Sullivan, 313 1/2 24th Street, McKeesport, Pa. Efforts are being made by Mrs. Sullivan to locate Adele's daughter, Lois Kreller



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(or Keller), and Edgar McMillan, stagehand. The latter, when last heard of, was located in Detroit. **Bonnie Blue** is headlining a Midwest Circuit unit thru Jack Montgomery of the Schuster Chicago office. Itinerary takes in St. Louis, Milwaukee, Minneapolis, Cleveland and the East. ... **Art H. Mosler** is back at Loggers' Bar, Mercer, Wis. ... **Michael McCarty**, special officer at the Hudson, Union City, N. J., his wife and three children celebrated St. Patrick's Day at a banquet in their honor at Cavanaugh's eatery, New York. ... **Mike Hammer**, booker, is still under doctor's care in Ward J. Joint Disease Hospital, New York. ... **Jeanette Lefflor**, current at the Follies, Chicago, leaves next week for her home in Pittsburgh, where she will be married to Tony Paul, performer of Tacoma, Wash. ... **Babe Fenton** has opened at the Gem-Follies, Chicago. ... **Frolic Club**, Miami Beach, Fla., has opened with 13 strips and a continuous policy. Talent, booked by Gus August for Sid White, comprises Benit Francis, Tanager Jeanne Christians, Princess Tulane, Toni Winters, Little Egypt, Pat O'Neil, Shirley Hayes, Myra Davis, Peaches Remce, Nina Sansone, Stormy Gale, Queen Candy, Jimmy Shaw and Jimmy Day. ... **Tagore** is in her eighth week at the Colony Club, Los Angeles.

LYNN O'NEIL has closed a four-month stay as feature at Club Cinderella, New York, thru Paul Lester. ... **New doorman** at the Grand, St. Louis, is Murray Kane, formerly with World of Mirth and other carnivals. New in the Grand chorus is Margaret Acord, and ork leader Judge Reidelberger is convalescing at his home in Venice, Ill. ... **Winnie Garrett** returns to the Empire, Newark, April 4 for a week. ... **Jack Birmingham**, former advertising agent on the Columbia wheel, is recovering from a heart ailment which kept him idle the last two years. He has accepted a position as promotional and publicity director for the new Scarborough Downs Race Track at Scarborough, Me., and takes up his new duties next month. ... **Solemn requiem mass** for Mrs. Clara Barton, 80, retired actress and mother of James E. Barton, was sung March 14 in Holy Cross Church, New Hyde Park, Long Island, N. Y. Mrs. Barton died March 11 at her home there. ... **Frances LaMont** has opened at Ernie's, New York, thru Paul Lester. ... **Dolores Green** joined Jack Wray, Jay Smythe and Lloyd and Barris at the Roxy, Montreal, March 7. ... **Blaise Fury** and Tommy Timblin move into the Alvin, Minneapolis, April 10, and the Empress, Milwaukee, April 17 thru Mill Schubert, whose other recent bookings include Jack Mann, Midwest Circuit road-show starting in St. Louis March 20; Vicki Wallis, Palace, Buffalo, March 20, and Viola Kemp, Alvin, Minneapolis, March 27; Empress, Milwaukee, April 3, and Buffalo, April 10.

CLUB SOCIETY, N.Y.
Despite the tail-end of the season, current show here is as good as anything it has had all year. Harry Richman, who moved from Ciro's, which shuttered last week, Buddy Hackett, comic who switched from the Five o'Clock Club, plus the Blackburn Twins with Pam Cavan, round out a solid show. Richman's selling of charm and nostalgia met excellent receptions. He's got something for everybody—fresh pops, oldies from the Broadway of Ziegfeld, even a Western number. Hackett, one of the most refreshing young comics on today's nitery circuit, is repeating his earlier Miami Beach success. This kid has built up quite a following among localites and tourists and they're right in there punching for him every night. The Blackburns have always done well in Miami, even when Martha Stewart was Pam Cavan's predecessor. They have some new routines, notably "Movies are better than over this year," which are howl-stuff. Herb Rau.

EMBERS, New York
beat. Miss Hall, however, has a few leet manners that could be dropped. She might try playing directly to her audience. The Claude Hopkins combo (piano, tenor sax, drums and bass) made the joint jump with an eccentric version of "Oh Babe." Prince Robinson on the tenor sax and Kansas Fields on the skins joined the number via exciting solos. Leon Morse.

Philadelphia
Orsatti's adds a line of girls for the first time, giving the nod to the Kay Karlton Lines. ... **Bernie Rothbard**, associate in the Eddie Suez Agency, now personal manager for comic Ronnie Sterling. ... **Mauris Starr**, former county detective, has taken over the management of Charlie Shapiro's Hotel Astor Lounge. ... **Pat Dennis** and **Sonny Berns** set up theatrical shop as the Coronet Theatrical Enterprises. ... **Florence Radosh**, featured in the ice show at the Benjamin Franklin Hotel, signed for the "Ice Roller" show when the hotel supper room closes in late spring. ... **Bill Rodstein**, former nitery owner turned theatrical agent, turns to the nitery building field in joining forces with partners as Crown Builders geared for cafe remodeling. ... **Club 421**, which played

Caught Again

BLUE ANGEL, NEW YORK: Considering the increased competition this spot is meeting, the business here is holding up unusually well. It's hardly likely that any single performer here is responsible for the entire show, well produced and imaginatively lighted. Arthur Blakes talent for rapier-like mimicry puts him head and shoulders over his competitors. His take-off of the National Broadcasting Company's "Big Show" with an uninhibited Tallulah, the almost vicious in its aping, showed acting of a high order. Blake's best, however, is his Louella Parsons. At times it seems almost libelous, but there's no denying that it's funny.

Blibi Johns, a Swedish canary, looked good but suffered from poor choice of songs, plus a tiny voice. She did an overlong opener, followed by a Swedish lullaby, then an American ballad and closing with a show tune. Each song, though supposedly different tempo, seemed to be sung in the same vein. Miss Johns may develop, but she needs coaching and selling savvy to make it. Harmonics, two lads, showed a class routine in mouthing the instruments. Old pops with a delicate presentation of a semi-long hair got them off to good hands. The rest of the show is a hold-over. Bill Smith.

COPA CITY, MIAMI BEACH: Despite the tail-end of the season, current show here is as good as anything it has had all year. Harry Richman, who moved from Ciro's, which shuttered last week, Buddy Hackett, comic who switched from the Five o'Clock Club, plus the Blackburn Twins with Pam Cavan, round out a solid show. Richman's selling of charm and nostalgia met excellent receptions. He's got something for everybody—fresh pops, oldies from the Broadway of Ziegfeld, even a Western number. Hackett, one of the most refreshing young comics on today's nitery circuit, is repeating his earlier Miami Beach success. This kid has built up quite a following among localites and tourists and they're right in there punching for him every night. The Blackburns have always done well in Miami, even when Martha Stewart was Pam Cavan's predecessor. They have some new routines, notably "Movies are better than over this year," which are howl-stuff. Herb Rau.

Cafe Society, N.Y.
Continued from page 14

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Embers, New York
Continued from page 14

crowd favorite, Fern, who records for Atlantic Records, is wisely under-playing her own able pianistics during Garner's engagement. From a showmanship angle most question is if her eye-filling decollete gowns are more important than comfort on the stand. Gal gives impression that strapless affairs are hampering her poise. ... June Bundy.

musical names until hit by the law which found under-age patrons on the premises, has dropped show policy.

Miami, Miami Beach
Herbert Marks agency has booked Latin singer Jose Duval, and Nore Morales orchestra for the Latin American Fiesta in Tampa March 22 thru 29. Comedian Paul Gray and dancer Elisa Jayne are at the Nautilus Hotel's Driftwood Room for a week prior to an Olympia vaude opening. ... Latin Quarter shuttered Saturday (22).

Here and There
Al Lyon starts his third consecutive year as producer of an all-girl show at Club Barbary Coast, San Francisco. ... The Nite in Harlem company is now in the third month on the Bijou time. It will work 20 theaters in Florida.

Hocus-Pocus

JACK MILLER, recently voted dean of New York Ring 26, International Brotherhood of Magicians, next Friday night (28) will be presented with the citation, with the after-meeting show being dubbed Jack Miller Night. On the program will be Lou Tannen, John P. Weiss, Walter Coleman, Peter Schuessler, Eddie Leidecky, Alan Engel, Arnold Schaeffer, Ron-On and Ree, Lew Dick and Jack Miller, Doc Weiss will emcee. Macon (Ga.) Magic Club held its annual Ladies' Night session recently, with the following in attendance: Mrs. E. Wells, Mrs. Edward E. Robinson, Mrs. John Cassidy, Mrs. W. T. Harper, Dr. Robinson, John Cassidy, Bob Carver, Clarence Nolan, Walter Harper, J. B. King and William Weaver. Mrs. Wells is owner-operator of a magic and novelty shop in Macon. Harry Baker is slated for an appearance at the Macon Moose Club late this month. ... **George Marquis (Marquis the Magician)** and his new bride, Monta, have taken delivery on a new Global Traveller Trailer, the first of its kind turned out. Marquis is serving as general agent with How's Great Hippodrome Circus. Livingstone, has augmented his regular magic turn with a new mental routine, which he is presenting thru the East. He appeared over WNET-TV, New York, Sunday, March 18, at 11:30 a.m. and does a repeat, same station and same time, next Sunday (30). ... **Lucille and Eddie Roberts**, who March 17 began their ninth engagement in Montreal, move into the Jefferson Hotel, St. Louis, April 25, for four weeks. ... **Don Grosin, George Morrison, Blondini (Pietro Blondini), Albert Prewost and Fred Roland**, of Montreal Ring 62, International Brotherhood of Magicians, recently journeyed to the Royal Canadian Air Force Station at Goose Bay, Labrador, to entertain the personnel there with two magic performances. They took with them on the trip Larry Shankers, emcee; Fred Rider, Gabriel; John Bertrand, pianist; Gabriel Raclet, and Gord Brown, Frank Sommerville and Marcel Marcoux, stagehands.

PIERRE CARTIER takes his bag of tricks to the Normandie Roof of the Mount Royal Hotel, Montreal, March 21 for a fortnight's stopover. ... **Max Katz** will present his string-figure demonstration talk soon before the Philadelphia Assembly, Society of American Magicians. ... **Max Andrews**, British magic dealer, is publishing another magic magazine starting in April. It'll be a monthly. ... **Chang** opens in Buenos Aires in April. ... Tricks from Lou Tannen's shop were part of a Magic Fabric window display at Sachs' 34th Street store, New York, last week. Tannen is mourning the passing of his mother-in-law who died March 20.

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... **Milbourne Christopher**, who guested on the "Eloise Salutes the Stars" TV show March 6, did his tricks on "Battle of the Ages" over the Du Mont TV network from New York Tuesday night (25). People Today, issue of April 9, will carry a photo of Christopher's magic hat routine. Incidentally, that's a snappy four-page folder Christopher is mailing out to herald his act. ... **Landrus** the Magician posts from Mexico that he has virtually completed his annual trek thru Texas and will soon begin his jaunt northward.

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N. Y. Speed League Aids Racing, Gate

NEW YORK, March 22.—The Metropolitan Inter-Rink Roller Racing League, a promotion of the local RSROA group, concluded its season Saturday (15) with operators acclaiming the series a boon to speed skating and a fair hypo at the box office. Wind-up activity was a "race of champions" to determine individual titlists, held at New Dreamland Arena, Newark, N. J.

The week before, league activities came to a close with Bay Ridge, Brooklyn, upsetting Brooklyn's Eastern Parkway team, 2 to 1 in "world series" competition. Previously the Roland Clontz-coached Eastern aggregation had gone undefeated thru two seasons and one world series.

Teams were divided into two circuits for league meets. The Eastern consisted of Eastern Parkway, Brooklyn; Fordham, the Bronx; Hillside, Richmond Hill; Park Circle, Brooklyn; Queens, Elmhurst, and Wal-Cliffe, Elmont. The Western was made up of Bay Ridge, Brooklyn; Gay Blades, Manhattan; Staten Island, New Dorp, and the two New Jersey teams, New Dreamland, Newark and Shore, Asbury Park.

Meets were on a home-and-home basis over a period of 12 weeks, each team facing the other clubs in its league twice. Both the Eastern winner, Eastern Parkway, and the Western champ, Bay Ridge, finished their respective campaigns undefeated.

There were eight divisions: Juvenile boys' and girls' for youngsters under 12; junior boys' and girls' for those 12 thru 14;

intermediate men's and ladies' for the 15 thru 17 set, and senior men's and ladies' for skaters over 18.

The entire program was conducted by a three-man panel from New Dreamland: Bill Gilhart, Frank Barik and Bill Dunn. Jim Ferris, Fordham professional, assisted by tabulating for the Eastern section.

Rules required that rink teams consist of bona fide club members, each holding a current RSROA card and supplying a signed release. Operators paid an entry fee of \$50 each to cover sanctions and medals for all meets, and the contestants added a registration fee of \$1 a head to cover processing and the cost of such items as racing numbers, etc.

For the "race of champions" at New Dreamland, each rink was invited to send its outstanding boy and girl speedster in each age group. In addition to individual awards, there was a trophy for the team scoring most points. This was wrapped up by Shore Roller-drome, Charles Wahlg, Park Circle, emerged as senior men's champ and Patricia Barrett, New Dreamland, won the senior ladies' crown.

ARHL Finals To Paterson

ELIZABETH, N. J., March 22.—Eliminations in the Atlantic Roller Hockey League, sponsored by the America on Wheels chain of rinks, tee off April 3 at Boulevard Arena, Bayonne, N. J., with the second elimination contest slated for Sunday (20) at Reading, Pa. In the April 3 contest league-leading Bayonne meets fourth-place Elizabeth. On the 20th, Reading, in second place, clashes with the third-place Baltimore team at Reading. Finalists will compete April 26-28 in a best-two-out-of-three series at Paterson (N. J.) Arena.

Bayonne has a 7 won and 1 lost league record, followed by Reading 4-1; Baltimore, 3-2; Elizabeth, 3-4; Florham Park, N. J., 2-5, and Paterson, 1-7.

Dallas Deuback Skatery Preps Birthday Party

DALLAS, March 22.—Deuback Skatery Rink here celebrates its 15th anniversary the week of March 22-29, with special programming scheduled for each night. During the celebration \$150 in merchandise prizes will be awarded plus a four-month skating pass to the winner of a sweet-heart contest.

Second, third and fourth-place winners in the contest will receive passes good for three months, two months and one month, respectively. Contest is limited to girls over 14 from Dallas and surrounding towns who are regular rink customers and who have not won the contest during previous celebrations. Each skate ticket sold during anniversary week will be good for one vote in the contest.

Contests and games will be held each night, with prizes awarded, and on the last three nights a 45-minute show, "1952 Roller Revue," will be offered.

As in past years, the rink has been conducting a roller hockey tournament, with major tournaments slated to begin after celebration week. In the season's first tournaments, now completed, six male teams and four female teams competed.

2 Hartford Events; Richland to South

HARTFORD, Conn., March 22.—Some 75 performers participated in "Roller Follies of 1952" at Hartford Skating Palace March 4 and 5.

The production, the annual show of the Richland Figure Skating Club, offered dance-skating, precision group skating, comedy and spinning.

General Manager Irving Richland ran his annual St. Patrick's party Sunday (16), offering prizes for numerous competitions and games.

The next morning Richland, accompanied by Norman Levinson, assistant manager, Loew's Poli Theater, Hartford, left for a three-week vacation trip thru the South.

Stockton Kids Celebrate Wins

STOCKTON, Calif., March 22.—A victory party was staged March 2 at Stockton Rinkatorium to celebrate Stockton Skating Club victories in recent Northern California championships of the United States Amateur Roller Skating Association at Coliseum Roller Bowl, San Francisco. Paul J. Gilbert, Stockton manager-pro, said his skaters, with the exception of the intermediate ladies' division, took first place in all free style and pairs competitions. Stockton's novice, Barbara Allman, was moved up to the intermediate division and took second place.

Parents of Stockton skaters attended the party, donned skates and took part in the various skating activities. The club holds a benefit skating exhibition, "Prevue of the Champions," April 7 to raise funds with which it will send members to the State championships.

Barbara Ziem, former Gilbert roller pupil, teamed with Armando Rodriguez March 15 to win the senior pairs title in the Pacific Coast ice championship, while Rodriguez also won the senior men's figure title. Mr. and Mrs. Gilbert will accompany Miss Ziem to the U. S. ice championships to be held at Broadmoor Ice Palace, Colorado Springs, Colo., next month.

600 Skaters Greet Davis as RSROA Op

PORTSMOUTH, R. I., March 22.—More than 600 skaters and spectators visited Portsmouth Roller Rink February 20 when the rink's new operator, Charles H. Davis, was officially welcomed into the membership of the Roller Skating Rink Operators' Association.

On hand to present Davis with his RSROA charter was Raoul E. Bernier, former operator of the rink here and now owner of Bal-A-Roue Rollaway, Medford, Mass. Crack skaters from the New England chapter, RSROA, were on hand to present exhibitions. Following the program Mr. and Mrs. Davis hosted guests at a seafood dinner in nearby Stone Bridge Inn.

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 See Page 52

FOR RENT
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Paris Peek

By ANNE MICHAELS

Continued from page 2
In the film field again, the peek can find some top notch entertainment.

Amsterdam, Hague Offer Solid Entertainment

Amsterdam and The Hague, while not giving so extensive a choice in the entertainment field, at least produce a most solid one. In the film field again, the peek are now, about the first run in all of Europe. The movie houses are fashioned de luxe style, with reserved seats for scheduled performances and an attached restaurant-bar complete with a dance band for those who wish to while away some time.

The Hague has become an international city with an abundance of Americans, diplomatic and military, and thus most of its limited cabarets are styled to their tastes. Prices are cheap, service good with minimum of overcharging. There are one or two city repertory companies which lean largely to Dutch translations of English stage hits. At the moment Peter Ustinov's "Love of Four Colonels" is going strong in both The Hague and Amsterdam. The Hague bioscopes into an entertainment city around summertime, being situated on the sea.

Amsterdam has only six active theaters, including one opera, one ballet (the Ballet De Monte Carlo is there now), two children's theaters and two straight legit. Amsterdam's concert house is one of the world's finest and houses perhaps Europe's top symphony orchestra. The programs range from the classics to all-night jam sessions, and at the moment, the signs proclaim, "Disco Gilles Komet." Most of the night life is spent in restaurants and home-style cafes. There are four nightclubs with floor shows that have successful business and cater mainly to the permanent residents.

Roadshow Rep

Continued from page 46

cerned. They depend on what some wise-cracking writer of stage material hands them and then they all work in the same pattern. The emcee biz also is worked to death. I'm out of the business, but I'm still traveling and have met several solo workers the past two years. Most of them put on a clean show for the smaller cities and towns. In fact, they are for the most part superior to the heavily touted city comedians, who have a hard time of it without accepting the risk.

W. J. McDONALD is in Kentucky on the second lap of a coast-to-coast trek. He does a solo show and reports okay business. **Billy Arnold** has his show ready to open soon in Colorado. **Gene Galt**, who is touring Utah, reports good business when weather permits. "There was nothing in Florida for my show so I left there two weeks ago and moved into Alabama," says **Freemont Turgeon** from Fryor, Ala. From Alabama, I headed into Georgia where I obtained light business. None of these three States offers much for small tricks that play three days or less. I'm going to move up into West Kansas and then head for the Midwest for the summer. I can make plenty of tonk days, but the pay is what I'm used to, since we get more out of merchandising than admissions. At Ringold, Ga., I met **Doc L. L. Jason**, who is doing a coast-to-coast solo lecture trek. He knows his line, as well as the live and dead spots. There are plenty of dead ones in the South and Southwest.

J. L. (JAKE) BERLIN, who has framed a short-cast minstrel show to play fairs and celebrations in the Southwest, plans to put in the next two months playing one-day stands around Vicksburg, Miss. **M. T. Holger**son, known for many years on rep shows as **B. L. (Blondie) Dickson**, passed away at his home in Wau-paca, W. I., March 18. His widow, **Dorothy**, also was well known in rep and tent-show circles. **Meyer's Show**, which features small animals and puppets, will open near Columbia, Mo., soon.

London Dispatch

By LEIGH VANCE

Continued from page 2
Billie Worth seems to be one now.

Claude Rains was in town studying his part for **Georges Simenon's "The Man Who Watched the Trains Go By"** which he is going to film here, in Paris and in Amsterdam. . . . **Katherine Dunham** and a company of around a dozen opened here at Ciro's this week.

Actress Yvonne Mitchell's sensitive play about the marriage of a Jew and a Gentile, "The Same Sky," moves into the Duke of York's this week after a successful run at the Lyric, Hammer-smith. **Francis Lenton** and **Jennette Dowling**, who took two years for research on their play, "The Young Elizabeth," and then saw its British production postponed by the death of the King, are coming over for its opening here at the New Theater on April 2. . . . **Betty Ann Davies** isn't disappointed in the fast pop of "Women of Twilight" on Broadway. She formerly had to turn down a Noel Coward film job but is now back in England in time to take the part anyway. She will have a West End part too in **Ashley Dukes'** adaptation of "The Trap," which **Henry Sherck** will sponsor once the Coward film is finished.

News Nuggets

Continued from page 46

building. Damage was restricted to the display and the door. In the Amphitheater for a five-day run with "Twilight" on Broadway. She formerly had to turn down a Noel Coward film job but is now back in England in time to take the part anyway. She will have a West End part too in "The Trap," which Henry Sherck will sponsor once the Coward film is finished.

Birch's

Continued from page 46

PORTLAND, Ore.—First four days of the automobile show at Exhibition Building here drew 55,022 persons. Show opened Saturday (15). Stageshow given twice nightly included Screen Star Preston Foster and wife, Sheila D'Arcy; Mayor and city council members; Jack Marshall, emcee and comedian, and Henry Busse and his orchestra. Tickets were \$1.20.

New Jersey Farm Group Slates 1953 Show

ATLANTIC CITY—The operating corporation of the New Jersey Mid-Atlantic Farm Show announced this week the signing of a lease to hold the indoor rural show in the Convention Hall next year from December 4 thru 9 in 1953. Board Chairman Albert A. Marks Jr. made the announcement. The initial Farm Show was scheduled originally for this year, but was postponed when the directors found there was insufficient time to arrange a first-rate display between now and December.

A. C. Convention Hall Girds for Conventions

ATLANTIC CITY—The Convention Hall is getting ready for her spring and summer schedule after a comparatively quiet winter of small conclaves and ice hockey. This week workmen will begin the job of dismantling the ice rink to make way for a heavy schedule of conventions, expositions and trade shows starting next week. Convention schedule runs heavy to early July when the ice rink is restored for the annual visit of the "Ice Capades."

Joyce Agency Handing O'Shea-Holt Tour

PHILADELPHIA—Jolly Joyce Agency, which has closed a deal with Black Jack O'Shea to handle a tour for a "New Review" starring **ERK** Western picture star **Tim Holt**, will put emphasis on auditoriums and arenas in the bookings. **Richard (Chito) Martin** and **Max**

The Final Curtain

ARNETT-Vico L., 50, former director of music for several Boston theaters, March 28 in Newham, Mass. He had also composed orchestral pieces.

BELIER-Edward A., 77, musician, March 15 in Wayne County General Hospital, Detroit. He was a member of a quartet of vocalists and musicians since 1895. Survived by a daughter, Mrs. Fern Barman, internment in Woodmere Cemetery, Detroit.

BERNARD-Oswald, former soloist with the Berlin Philharmonic Society, recently in Toronto. At one time he played in an orchestra under **Brahms**. He went to Toronto in 1913 and was the husband of the late **Clara Specker**, a singer.

BIRNBERG-Norman, 45, well-known circus talent booking agent, March 19 in New York. He was survived by a wife and a son. (See separate story in General Outdoor Service.)

DANIEL-George G., recently in a Barton Hepburn Hospital, Opequon, N. Y. At one time he owned the **John Van Stram** shows and later sold out to **James E. Cole** for whom he worked as general agent. Later he was connected with the **John E. Strass** Shows. Survived by his widow, Millicent, two sons, **William** and **Grant**, a daughter, **Mrs. John Macbie**, and two grandchildren, **Mr. George J. Burns Jr.** and **Carl**, **Wm. Wallace**, **Salzburg**, **Austria**. Body was placed in the Opequon Cemetery vault pending spring burial there.

FERRER-Mary Helen, who in the early '20s appeared in the vaude act of **Ray Ketch** and **Stonebunter**, recently at her home in Calgary, Alta. She was born in Pittsburgh in 1888 and made her Broadway debut in **Madam Butterfly** in the Canadian carnival business. Survived by her husband and one daughter.

FOGLEMAN-Benjamin B., 45, cafe owner, known as **Benny the Bum**, March 19 in St. Joseph's Hospital, Philadelphia. He married at the age of 12 in the prohibition days in Philadelphia with a spot known as the **Rue de la Eglise**. It was at the suggestion of the late **Brown Brad** that he adopted his nickname as a business name, and in the early '20s he met a more elaborate surroundings with a club known as the **Club Delmonico** and then changed to the **Epitome**. He was at the suggestion of the late **Brown Brad** that he adopted his nickname as a business name, and in the early '20s he met a more elaborate surroundings with a club known as the **Club Delmonico** and then changed to the **Epitome**. He was at the suggestion of the late **Brown Brad** that he adopted his nickname as a business name, and in the early '20s he met a more elaborate surroundings with a club known as the **Club Delmonico** and then changed to the **Epitome**.

FULLER-Sir Benjamin, 75, chairman of **Pullman** Theaters, recently in London. He had been associated with the **Pullman** chain in Australia and New Zealand all his life. He began his show business career at the age of 16.

GARDNER-Frank (Theatrical), veteran elephant trainer and manager superintendent in Los Angeles March 16 following an illness of several years. Burial in that city March 21. (Details in General Outdoor Department.)

GOODRICH-Mrs. Camilla Cross, 74, former Broadway actress, March 20 in her home in Norwalk, Conn. She was the widow of **Charles W. Goodrich**, a stage veteran.

HART-William, 37, groom for the Christian family for many years, in a Macon, Ga., hospital, March 18. He had been with **King Bros' Circus** for several seasons, and his trouping dated back to the **Porsborough**, **Bells** show and other early circuses. He was a native of **Victrola**, Miss. Survived include a brother in **Victrola**.

HYNGLER-Way, 68, who with her sister, **Pierence**, formed the song and dance team, the **Hyngler Sisters**, March 19 in Bellevue Hospital, New York, from the effects of a fall surviving in her sister.

INGRAM-Harry, 68, former television writer-director, March 16 in General Hospital, Norwalk, Conn., following a heart attack. Graduated from **Yale** in 1927. In 1928 he had been writing and directing for many years. Among his programs were "Mama," "Big Thompson," "Tales of Tomorrow" and "The Shadow."

KEMENY-George, 78, playwright, March 19 in Detroit. He was recognized as former post laureate of **Kingston**. Survived by his widow, **Frances**, and 10 children. Internment in White Chapel Cemetery, Detroit.

KINNEY-Gilbert, 47, former vice-president and director of **Walter Thompson Company**, March 19 after a brief illness at his New York apartment. Graduated from **Yale** in 1906. He began his career with the **Thompson** ad agency the same year. In 1907 he joined the newspaper syndicate of **Charles Francis**, president of **Paul Block, Inc.** where he rose to become vice-president. In 1917 he joined **J. Walter Thompson, Kinney** was chairman of the American Association of Advertising Agencies in 1928-33, a director of **Frueck & Ford, Inc.** and of the **Book Paper Company**. He was active also as president since 1916 of the **Association for Aid of Crippled Children**, and as a member of many other public service organizations. Surviving are his widow, **Mrs. B. J. Kinney**, three step-children, a sister and a brother.

KLEIN-Jack, 50, formerly with industrial shows and management, March 19 in **ChicAGO** hospital. Survived by his wife, **Frances**, and three children. He was at the suggestion of the late **Brown Brad** that he adopted his nickname as a business name, and in the early '20s he met a more elaborate surroundings with a club known as the **Club Delmonico** and then changed to the **Epitome**.

LATHAM-Mrs. Anne B., 86, mother of **Wayne Henry Latham**, executive of radio station **WGBR**, March 11 in her home at Keene, N. H.

In Loving Memory

Of Our Son, Father and Brother

T. P. LEWIS JR.
who passed away March 20, 1950.
Expressed by
Mr. & Mrs. Ted Lewis, Georgina Lewis, Jackie Brown, sisters Dorothy Hill & Lucile Dzubrawsky

LLOYD-Mrs. Frank, 55, wife of the former film director, March 16 in Monterey, Calif. She was the former **Alan Haller**, who retired from the stage after her marriage 18 years ago.

LOCABELLA-Joseph, 68, proprietor of the **Thirty-Five Night Club**, **Paradise, N. J.**, March 18 in **Hedge Wood, N. J.** after a lingering illness. Survived by his wife, **Elizabeth**, and three children.

MCCELL-Mrs. Harriet S., 78, mother of **Hugh McCell**, Los Angeles circus man, March 18 in that city. Also survived by her husband. Funeral services in that city Tuesday (18).

MURPHY-Grace, 23, daughter of the late **George Lora**.

One Bright Day

Continued from page 45

a lot of amusing lines. In fact, under Michael Gordon's canny direction the whole cast comes in for applause.

Messrs. **Golday** and **Crouse** have given "One Bright Day" an impeccable production with tasteful settings by **Raymond Sovey** and ditto costuming by **Noel Taylor**. It is a well-told tale, excellently acted. It is fine to have a problem presented on the stage without pretension or demagoguery. A whole lot of people are going to enjoy a visit to the **Royale**.
Bob Francis.

Terhune will be featured in the package show.

The **Holt** package will take in dates until June 1, when he heads back for the **West Coast** to start a new series of 26 cowboy films. In addition to auditorium-arena dates, **Joyce** agency is filling in with theater, park, fair and television dates.

Joyce office also set **Hank Snow** and his **Rainbow Ranch Boys** for a series of dates in the Canadian exposition halls, starting off with a one-nighter at the **Coliseum** in **Ottawa**.

capital man, and his former outposts show **Mrs. March 19** in **St. Joseph's Hospital, Chicago**, following an appendectomy. She had been a nurse with various carnivals (see shows and apart several seasons at **Riverfront Park, Chicago**. Survived by her husband, **William**, her mother, **three sons** and four daughters. Burial in **Linwood Cemetery, River Grove, Ill.**

In Loving Memory
Of my Beloved Husband
and Companion
L. C. McHENRY
Who passed away March 12, 1952.
Darling, you will be sadly missed forever.
Year Loving Wife

PEARL-Mrs. Helene Wright Stronck, 48, former vaudeville and night club singer and widow of **Harry Pearl**, theatrical comedian, died March 18 in **New York Hospital**. Survived by her father, **Judge J. F. Stronck**, **Lorain G.**

PERLEY-Frank L., 59, former circus press agent and theatrical manager, recently in **Orlando, Fla.** He was **P. T. Barnum's** press agent. After **Barnum's** death, **Perley** became a theatrical manager, producing such plays as "When Knighthood Was in Flower" and "The Sporting Duchess." He served much stardom. Survived by **Agnes Booth** and **William Collier**, surviving is a son.

REYNOLDS-Mrs. Helen K., 78, in **Hedgecroft** **Con. March 18**, she was the wife of **Clifford B. Reynolds**, orchestra leader. Survived by a daughter, **Mrs. Kenneth Knapp**, three sisters and three brothers. Burial in **Wootter Cemetery, Danbury, Conn.** March 27.

RINGER-Edmond, 50, for many years part owner of **Club Harlem, Atlantic City**, and the **Colton Club, Miami Beach, Fla.** March 8 in **Atlantic City Hospital**. He formerly operated **Clubs, Merrer, N. J.** and was associated with the **Atlantic City** city field for half a century. His widow, **Laura**, three step-children, a sister and a brother.

TABER-Harry B. Sr., 64, ice hockey pioneer and vice-president of the **Miami Baseball Club**, the **Miami Stadium** and other corporations, March 20 in **Miami**. Survivors include his widow, a son, **Harry B. Jr.**, president of the **Miami Baseball Club**, and two daughters, both of **Miami**.

TATALI-Adle, member of the **Four Tatali Sisters**, acrobatic-tumbling act, March 19 in **Los Angeles** trailer camp accident. (Details in General Outdoor Service.)

TILFORD-Irv, formerly connected with **Law Doudor** and later a novelty concessionaire with the **Coleman Bros.' Shows**, recently.

WENZEL-Perry, 72, songwriter whose melodies have been termed "immortal," recently in **Polyclinic Hospital, New York**. He was the author of such hits as "Moonlight Bay," "Put On Your Old Gray Boots" and "When You Were a Tulp and I Were a Big Red Rooster." (Details in Music Section.)

WETLAND-Raymond, 66, French impersonist, in **Paris** March 18 in a fall while performing in his family's circus. (See separate story in Circus Department.)

WHITE-David, 72, former radio performer, March 12 at **Denison, Tex.** Survived by his sister.

Marriages

DAVIDSON-GALBERT—**James E. Davidson** on the staff of the **Morris Hannum Shows**, and **Virginia Watkins, Marietta, S. C.**, recently in **Columbia, S. C.**

MORRIS-BAUNDER—**Harold B. Morris**, orchestra leader, and **Mrs. Edna Kaufman**, non-pro, in **Bridgeton, Conn.**, March 18.

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NINE SEEK DETROIT FAIR MGRS.' JOB; FRIEL RESIGNS

Appointment to Be Made April 4; Action on Attractions Put Off

DETROIT, March 22.—Nine contenders are in the running for the Michigan State Fair manager's post as a result of the resignation of James D. Friel. Friel resigned Thursday (20) at a meeting of the board of managers after being charged by a one-man grand jury, probing State fair affairs, with having taken a bribe from a carnival owner.

Two Michigan county fair executives, Carl Blancy, secretary of the Caro Fair, and Delmont Chapman, president of the Monroe County Fair, are among those seeking the manager's job.

Those under consideration include Harry Wright, of Lawrence, a member of the State Fair Board, and James Hare, who has served as the State fair's personnel director in recent years.

The other candidates are Robert Byers, manager of the State fair's

commercial exhibits for the past three years; John Merrifield, farm editor of radio station WWJ; The Detroit News; Charles H. Osgood, secretary of the Community Affairs Association, Salina; William H. Green, promotion manager of the Sports Arena, Toledo, who formerly was press agent for the Eastern unit of Polack Bros.' Circus, and H. V. Bessis, of Detroit.

Appointment of Friel's successor is expected to be made Friday, April 4. In the interim a committee consisting of Mr.

Helen Berthelot, chairman, Peter Buck and Sidney Smith, will screen the applicants, most of whom appeared before the board at Thursday's (20) meeting.

Friel, in submitting his resignation, stated that he had done "a conscientious job" and that he "should not be held responsible for the conversations of dubious and disgruntled personalities sometimes found around the State Fair." The board accepted his resignation without comment.

No action was taken on con- (Continued on page 57)

Political Conventions Put Amphitheater in Spotlight

Continued from page 46

radio and press facilities.

Whether the Amphitheater can generate enough new business to cover the costs of the air-conditioning remains to be seen. Thayer quickly applies any thought that income from the conventions will approximate expense of the cooling system. At the outset, some observers had believed that the building might, in effect, stand the cost of housing the conventions but come off with the air-conditioning system installed and paid for.

Major Rush Due? Thayer said that cost of the installation nullifies that theory. But he does believe that the Amphitheater is on the threshold of a major rush of new business. Part of that, he reasons, will be brought on by the publicity, both from the conventions and about the air-conditioning. Already, he points out, business has increased an average of 20 per cent for Amphitheater events which have followed announcement of the conventions site. These include the International Livestock Expo-

sition, for which the Amphitheater was built; sports show, boat show, and automobile show. He doesn't credit all of the gain to the convention publicity, but he believes it has been an important factor.

Asked whether the successful effort to book the conventions represented any change in Amphitheater policy, Thayer recalled the situation prior to the 1944 conventions. At that time he approached both Prince's predecessor in the Amphitheater's controlling company and some party officials. The building owners then (Continued on page 54)

Indiana State Names Davis

INDIANAPOLIS, March 22.—Don Davis, former farm program director of radio station WHAS, Louisville, has been appointed publicity manager for the Indiana State Fair, Carl Tyner, secretary-manager, announced. The position, formerly filled by a part-time publicity man, has been changed to a year-round position.

Davis, who will work under Roger Wolcott, board member in charge of publicity and amusements, is a graduate of the Purdue University School of Agriculture. As a youth he was active in both 4-H and FFA work and won prizes as an exhibitor at the State fair here.

During World War II, he was in the Navy, spending two years on a minesweeper in the Pacific Theater.

BEAST PICTURE BLEAK

Export Laws Pose Restocking Problems

NEW YORK, March 22.—Growing restrictions on continued importation of jungle animals seriously threatens the supply of wild animals to circuses and other branches of show business depending upon same. Embargoes forbidding export of jungle animals are now in effect in Thailand, Africa and India, with the exporting of gorillas out of Africa forbidden.

Animal importers and exporters, faced with the growing shortage and the threat of even worse restrictions to come, are confronted with the unpleasant prospect of either losing portions of their business entirely or having their prices soar sky-high.

Henry Trefflich, of Trefflich's Bird & Animal Company, Inc., New York, reports the embargo placed by the Thailand government on the export of elephants forbids such exports except to zoological parks, and then only via a special permit. The only exception to this ruling is in those cases where prior permits, issued before the ruling went into effect, were issued. Even with such permits, Trefflich, for example, is unable to obtain delivery, at the moment, of six bulls he has long had under order.

Dealer also reports that an embargo has been placed on exporting chimps from British West Africa, the Cameroons, Belgian Congo and Spanish Guinea, and that an international organization, with proposed headquarters in Africa, has been formed for "protection of wild life" there. Thus, chimps can be exported from Africa for use by zoological parks only, and then only by special

permits. The absolute gorilla embargo, it was learned, came about as a result of a recent article on gorilla hunting published in a U. S. picture magazine.

In India, even the export of rhesus monkeys come under the wave of jungle-country crackdowns. Effective March 31, all exports of rhesus monkeys from India will be forbidden, except under special permits. Dealers who are expecting a last-minute rush of orders are doing the best they can to beat the clock on placing orders.

AUTO RACE GATES HYPO SEEN

Stock Car Motors in Racing Chassis To Build Larger Crowds—Sweeney

CHICAGO, March 22.—Big car automobile racing, long one of the sure-fire crowd-pullers at fairs, will become even stronger gate builder-uppers in the years immediately ahead.

The reason lies in the soaring interest of stock car manufacturers in auto racing, according to Al Sweeney, who with Gaylord Adams heads up National Speedways, Inc., major suppliers of racing at fairs in the Midwest.

Actually, the sky-rocketing interest in auto racing has been forced upon them because of the highly competitive situation which has developed in the industry, along with the effects of

stock car racing results upon the rise and fall of their sales.

Within recent years, there has been much interest in stock car programs by racing exhibitors. In many areas, dealers and distributors reported that their sales were linked with race results. If their make won, up went their sales; if it didn't, their sales nosedived, they maintained.

Mrs. Take Hood Sales departments of the major companies were quick to hear about it, and not a few of the leading manufacturers assigned special crews to determine and effect a racing policy which

Arthur Names Aids For CNE Show Staff

John Adaskin, Leslie Bell to Assist Producer of Toronto Grandstand Revue

TORONTO, March 22.—Jack Arthur, Canadian theatrical producer, who has succeeded Leon Leonidoff as producer of the '52 grandstand show at the Canadian National Exhibition here, this week named two Canadian showmen to assist him, John Adaskin as musical director and Leslie Bell as choral director.

Both Adaskin and Bell are well known in radio and theatrical circles in both Canada and the U. S. Adaskin, one of a trio of Canadian musical brothers, is currently producing a number of Canadian radio programs and is expected to assist Arthur in the selection of show talent.

Bell, who has made a number of recordings for RCA-Victor, is known for his direction of choral groups, which are heard weekly on a Canadian radio program.

Leading the possible name attractions for this year's CNE night show are Martin and Lewis and Bob Hope, according to Arthur. While the comedy team has the edge at present, it is understood that much depends upon Paramount Film, which holds the duo's motion picture contract. Canadian picture exhibitors are

anxious to have the zany pair make a personal appearance tour of the provinces to hype their sagging film business and this might prevent their appearance here.

Arthur is considering the Harlem Globetrotters, Negro professional basketball team, as a possible afternoon attraction, but is not sure whether they could be seen and appreciated from the lofty back seats of the big grandstand. (Continued on page 54)

Beatty to Host PCSA at Opener

LOS ANGELES, March 22.—Members of the Pacific Coast Showmen's Association will attend the opening night performance of the Clyde Beatty Circus here Friday (28) as the guest of the show's owner, Clyde Beatty, J. Ed Brown is chairman of the Circus Night committee.

The PCSA will reciprocate Monday night (31) when all of the circus personnel will be its guests at a party to be held in the clubrooms. The function will be held following the night's performance.

Attendance of the club members as Beatty's guests is an annual affair as is the party in the clubrooms.

Cheerful Gardner Dies in Los Angeles

LOS ANGELES, March 22.—Funeral services for Frank (Cheerful) Gardner, veteran elephant trainer and manager superintendent, were held here Friday (21). His death Monday night (16) following an illness of several years brought to an end a colorful career of nearly a half century on circus lots over the nation.

Gardner was regarded by contemporaries as one of the foremost elephant trainers the country ever produced. He had been credited with breaking a large proportion of the elephants now on American circuses. Many of the leading ele-

phant superintendents active today worked under Gardner's direction at some time in their careers.

Of a taciturn nature, even his closest friends differ as to his legal name as well as to incidents concerning his entry into the business. Altho the friend of many, he was known to few as Frank Gardner. The nickname of Cheerful, under which he always worked, was of uncertain origin. Some say that animal men took names from the stock they handled. But a sounder explanation was Gardner's deadpan expression.

With Carl Hagenbeck

One source set 1893 as the starting date for Gardner's career and said he was a camel man on Ringling Bros.' Circus that season. In 1904, according to best information, he was with the Carl Hagenbeck Animal Show at the Louisiana Purchase Exposition in St. Louis, where he was credited with performing the "head carry" for the first time. When the Hagenbeck show at the fair was expanded into the Carl Hagenbeck Circus for 1905 and 1906, Gardner went along in the elephant department, where he was associated with Lorenz Hagenbeck. He may have been on the Sells-Floto Circus prior to the Hagenbeck connection.

After leaving Hagenbeck about 1906, he was with Sun Bros. Circus for several years, working two elephants for George and Pete Sun. He was with Sun in 1912 and by 1915 was with Jones Bros. Circus. The J. Augustus Jones Show, renamed Cole Bros., was auctioned after the 1917 season and Gardner was on hand when (Continued on page 54)

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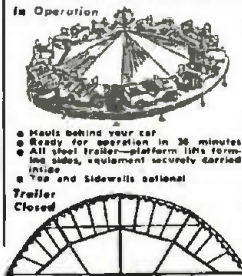
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Out in the Open

Art Driscoll, president and race secretary of Broome County Fair, Whitney Point, N. Y., is spending the winter at Hollywood, Fla. He recently retired as postmaster in Whitney Point and will concentrate his efforts on the fair.

Pat Burton, former manager of the Claresholm, Alta., rodeo, and one time North American calf roping champ, recently moved to a ranch at Marysville, B. C.

Charles (Buddy) Wagner sandwiched in two weeks vacation in Miami with his family after handling the announcing chores for the Jole Chitwood Auto Dancetown show on a two-week Florida tour which included 10 cities in 12 days. Show expects to resume its '52 tour in April, probably in Florida.

Walter Byers, president of the Ohio Concessionaires' Association, will direct activities at the org's meeting and banquet to be held on the Ohio State Fairgrounds, Columbus, March 30, Doc Waddell, circus parson, reports.

Bill Carsky, of Casey Concession Company, is undergoing treatment at Alexian Brothers' Hospital, Chicago. Carsky became ill in Arizona and was flown to the Chicago hospital. . . . Morrie Melford, who was on the publicity staff of the Chicago 1950 lakefront fair, is handling public relations for Richard Rowe, candidate in the Illinois gubernatorial race.

Harry Hofmann, secretary-manager of the Farmers Fair of Riverside County, Hemet, Calif., will again this year take the role of Felipe in the annual Ramona outdoor play. This marks the 25th anniversary of the production as an annual event and is the eighth

year for Hofmann in the same role and his 19th in the play.

J. P. (Jimmy) Sullivan, owner of Wallace Bros.' Shows of Canada, arrived at his Toronto home recently after spending several days in Chicago. . . . Ned Torti, top man in the Wisconsin De Luxe Company, returned to his desk last week after spending several days at the Toy Fair in New York.

Clarence Peters, secretary-manager of the Hamilton County Agricultural Society, Cincinnati, was reported in fair condition at Jewish Hospital, Cincinnati, late last week following a heart attack he suffered Monday (17).

J. W. (Patty) Conklin was a Friday (14) visitor in St. Louis en route from Chicago to Hot Springs to join Mrs. Conklin for a two-week sojourn at that spa.

Far East Trek For Fernandez

SAN FRANCISCO March 22.—When E. K. Fernandez's All-American Circus opens April 1 in Tokyo, it will mark the first time since outbreak of World War II that the Japanese have seen a circus, according to officials of Pacific Far East Line. A shipment of animals plus 25 performers left here March 14 aboard the line's freighter, Sea Serpent.

Animals included 4 horses, 8 pumas, 1 tiger, 4 chimps, 3 seals, 2 penguins, 12 dogs, 4 monkeys and a mule. Three elephants and 10 lions are slated to follow on another ship. A special tank was built on deck of the ship for exercise purposes.

The Fernandez show is also slated to make appearances in Okinawa, Hong Kong, Manila and Guam.

See Page 56 for THE BILLBOARD'S NEW WEEKLY "WHERE-TO-FIND-IT" SERVICE

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THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

MINIATURE TRAIN CO. RENSSELAER, INDIANA

KIDDIE FLYER
THIS IS MIDDLELAND'S MOST PROFITABLE RIDE

Large capacity—Low cost—Long life—
Troublefree operation guaranteed two full years. You will be amazed at the amount of business this ride will do. Kiddies prefer the KIDDIE FLYER to any other ride. Order now to be assured of prompt Spring delivery. Liberal terms.

HAMPTON AMUSEMENT COMPANY
2231 OAKDALE ST. LOUIS 20, MO.

You're Gambling with Cold Hard Cash...



if you neglect to reserve advertising space right now in The Billboard's Big Annual Spring Special. Yes, you're risking the loss of volume business and important profits if you fail to rush your advertising copy in time for the...

APRIL 2 ADVERTISING CLOSING

Billboard
Outdoor Special
Spring Special
Featuring
OUTDOOR EQUIPMENT
and
CONCESSION SUPPLIES
1952

Here's All You Need
To Recognize the Biggest
Ad Buy of the Year!

CIRCULATION—The Billboard 1952 Spring Special will be published in the April 12, 1952, issue. The Billboard is a member of the Audit Bureau of Circulations Average ABC Not Paid Circulation for the 12-month period ending June 30, 1951, is \$76,000. Outdoor and Merchandise Buyers, as determined by The Billboard's 1951 Reader Survey, follow:

Buyer Classification	Total Readers	Total Copies
Circulation	1,083	3.3
Outdoor Snow Owners, Mgrs. & Dept. Heads	2,293	2.7
Amusement Park Owners, Mgrs. & Dept. Heads	664	2.0
Area Operators, Mgrs. & Dept. Heads	320	1.7
Drive-In Theaters Operators	536	1.0
Risk Owners & Mgrs.	833	2.2
Pub. Secretaries & Officers	793	3.0
Performers	2,278	1.8
Merchandise & Novelty Jobbers	2,316	3.1
Pishman & Demonstrators	1,389	4.4
Chit, Service & Novelty Shows	2,243	8.0
Coin Machine & Sales Booth Operators	8,053	2.3
Mechanics	2,549	2.5

EXTRA DISTRIBUTION—The Billboard 1952 Spring Special will get a total distribution of 78,000 copies—almost 20,000 more than any regular weekly edition of The Billboard.

EDITORIAL CONTENT—In general, The Billboard Spring Special will comprise a thorough operating and buying manual for the complete outdoor entertainment industry and for the special groups which serve that industry. Following is a partial table of planned features and references lists:

The Outlook for the 1952 Outdoor Season—Concessionaires Eye the Year Ahead—Big Year Ahead for Merchandise Concessionaires—It Pays to Dish Out Merchandise—What's Up in the Ride Field—Outdoor Ops to Get Break as Trailer Field Booms—Is Chassis to Become Increasingly Significant in the Postwar Market—New for '52—A History of Whale Shows—Census of Exhibits in the U.S. 1951 Fair Dates—Directory of Amusement Parks 1952—Wedge Dates—Directory of Midland—TV as a Publicity-Promotion Medium for Outdoor Showbusiness—Coke-Operated Midway and Amusement Equipment—PROMOTION—Special pre-lease mailing of 100,000 pieces of three-mail material will carry the story of The Billboards Spring Special to every prospect, will stimulate interest in the postwar, useful editorial content of this (valuable special), will develop thousands of additional newstand buyers and subscribers. Special ads over a six-week period prior to publication will carry a minimum of \$60,000 printed impressions to promote readership and use of the editorial content.

ADVERTISING HISTORY—The Spring Special is one of the oldest and best established special editions in The Billboard's 56-year history. Each succeeding year shows impressive gains in advertising lineage and dollar volume, denoting the value of the Spring Special to advertisers. The 1951 edition of the Spring Special established these all-time high advertising records: (1) Total number of advertisers, 122; (2) Advertising dollar volume, better than 197,000; (3) 75% of the advertisers had used space in previous editions of The Billboard Spring Special.

ADVERTISING RATES—Same as for any regular weekly issue of The Billboard.

Mason City, Ia., Obtains Deed To New 120-Acre Fairgrounds

MASON CITY, Ia., March 22.—North Iowa Fair this week moved a step closer to realization of its plans for a new plant with the acquisition of a warranty deed on a 120-acre plot one mile west of Mason City.

Although completion of the project is not expected to materialize until 1954 at the earliest, the board is making long-range plans. Initial plans are to employ an engineer to make a topographical survey of the property after which a landscape artist will lay out a plan for immediate and future needs. Work on a race track may be started next year, according to M. C. (Cap) Lawson, secretary of the fair.

Hemet, Calif., Adds One Day

HEMET, Calif., March 22.—The 1952 Farmers' Fair of Riverside County, here August 27-September 1, will run six days for the first time, Harry Hofmann, secretary-manager, said. He also revealed that Babcock's United Shows will play the midway.

Bob Guthrie of this city has been named commercial exhibit salesman. Mort Kresner, advertising manager of the Hemet News, has been named to handle special events.

Hofmann said that a two-day horse show, under the direction of the Hemet Riding Club will be a feature as will the second annual old-time fiddlers' contest and square dance festival with Cal Golden at the helm.

Attraction plans for this year are for the most part completed, Lawson said. Main grandstand attraction will be "Ice Vaguet of 1952" which will be in for six nights. Jack Robinson's Model Shows will again provide the midway attractions this year.

The fair, in a drive to increase its membership, has obtained 70 new members during the past several weeks. Plans are to increase the membership by 200, Lawson said.

Jack Shuffton's Puppets, the Haines Twins and the Excellos have been set for the event. Acts were set by Neal Abel of Fanchon & Marco, Los Angeles.

Angelica, N. Y., Plans New Bldg.

ANGELICA, N. Y., March 22.—County agricultural groups, at a meeting here Monday (17), discussed possibilities of erecting a new building on the local fairgrounds. New structure would replace an out-of-date main hall. Allegany County has no ready available building to present Farm Bureau shows.

3000 BINGO

No. 1 Cards, heavy white, black back, 51/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 20 cards, \$2.95. Pack of 100 cards, \$4.50. 100 cards, \$8.50. All cards from 100 to 3000. \$2.50 per 1000. Calling Numbers, 2400. Good Calling Numbers, 2400. Printed Tally Cards, 180. Colored Heavy Cards, 25. Same weights as 25. In Green, Red, Yellow or 24 per 100. 200. BLUE CARDS, 24. In the...

3000 KING

Made in 30 sets of 100 cards each. Pasted in 3 rows across the cards, not up and down. Light weight cards. Pack of 100 cards, tally cards, calling numbers, \$2.95. LIGHT WEIGHT BINGO CARDS, White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 1000, also 207, per 100. \$1.50. 2000, \$1 per 100. Calling M A V E R S cards, \$1.50.

Net Numbered Ping Pong Balls

Numbered Balls, \$1.75. 2000 Jack Pot, \$1.75. 1.25. 1.25. Green, Red, Salmon, Yellow, White, Per 100. 2.00. 3000 Small, Thin "Brownie" Binge Balls, colors, loose only, \$2.00. 1.50. Plastic Markers, Red or Green, round or irregular diameters, \$1.50. 2.00. Scalloped Edge, Green only, \$1.50. Smaller Size, 4/8 diam., \$1.00. Green Plates, M. 1.00. Adv. Display Posters, size 14x20, \$2.50. Carboard Strip Boards, 10 M. for Rubber Covered Wire Eggs with Holes, Wood, Yellow Cards, postal card thickness. 2-piece layout for 3000, \$1.50. Brown, March Per M. 1.00. Featherweight Thin Hinge Sheets, size 2x4, very large numerals, 1.50. Round white M. J. Cardboard Markers, 2 sizes: 1/4 inch diam., 1000 to 10 lb. large size, 1/2 inch diam., 1000 to 10 lb. Either size, 10. 60. Aviling Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 80#. Packed or illustrated catalog. For 125.00. All above prices are transportation extra. Catalog and calling cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
325 S. Dearborn St., Chicago 6, Illinois

SHOW PRINTING

New Stock Pictorial Window Cards & Posters
Fairs—Carnivals—Circus—Auto Races—Theft Shows—Rodeos—Orchards—Parks—Pools—Special Events, etc.
Fibre Banners—Day-Glo Banners. Send for price list, samples and Free Data Book.

Metropolitan PRINTING COMPANY

1609 N. 5th St. PHILA 22 PENNA
union printers POPLAR 5-0526

JOHN BUNDY

Formerly With HAUS-STANDARD CHRYVOLT CO., NOW PRESIDENT AND GENERAL MANAGER
YOUNG-MALLET MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY
Several Models and Models of NEW AND USED TRUCKS
"SPECIAL FINANCE PLAN FOR SNOWMEN"
YOUNG-BUNDY MOTORS, INC.
806 St. Louis Ave., East St. Louis, Ill. (Phone: Bridge 5313)

Saniserv

DAIRY...
WRITE FOR FREE CATALOG
GENERAL EQUIPMENT SALES Inc.
225 S. 457 STREET
INDIANAPOLIS 2, INDIANA

FOR RENT OR LEASE!

10 day, week, month or year, ideal 16-acre level plot of land, suitable for outdoor movies, truck stop, trailer court, carnival, show, amusement park or what have you? Well located on Federal Highway 26 between New York and Boston. Contact or write
KARL FREMAN
No. Windham, Conn.

SCALE WORKERS

We have just received our first shipment of large Platform Scales from England. Write for Circulars and Prices.
MIDWEST MDSE. CO.
1008 Broadway Kansas City, Mo.

GIVE TO THE RUNYON CANCER FUND

Advertising to the Billboard Since 1906

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES---1000, \$10.50---ADDITIONAL TONS AT SAME ORDER, \$2.50
Above prices for any wording desired. For each change of wording and color add \$1.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS
1 ROLL.....\$1.50
1000 ADVANCED ROLL LINE
ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
This Sale Subject to Lot. The Best Buy of the Year. Immediate Shipment. The Best Year. Don't Miss It. (Illustration from 1/2 up or Out your Last Frontier)

CONCESSIONERS, ATTENTION!!

A 2-SECOND deep-fat frying operation which can reap 100% NET profits of from \$75.00 and up—PER DAY—is yours for the price of a post-card. Send for complete information on a real cheese chip which is processed within seconds, which requires the least equipment and inventory investment. You'll be able to exercise complete product control to sales; always a fresh chip—no stales, no losses. Proven public appeal for fast, profitable sales. 100% co-operation from your first inquiry to your last sale for the season. Write to

THE BIG FOUR COMPANY
1745 Front Street, Cayahoga Falls, Ohio

LOOK! PARKER DOES IT AGAIN

Owing to so many orders received to date, we can only accept 5 more orders for spring delivery. Prices start at \$375.00. Get your order in now—don't be disappointed. We trade. Kiddle Kides priced as low as \$700.00. For particulars phone, wire or write

C. W. PARKER AMUSEMENT CO.
Leavenworth, Kansas, U. S. A.

Subscribe Now!

52 BIG ISSUES, \$10
Including 8 Special Issues

"All the guys at the station refer to The Billboard and follow it with great enthusiasm. Keep up the good work—we enjoy reading The Billboard."

RADIO STATION WCOW
Herb Fontaine
Lewiston, Maine

THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
Address
City Zone State
Occupation

Cotton Candy—Snow Cones—Popcorn—Candy Apples

Our 1952 Catalogue listing all the equipment and supplies you need for these stands has been mailed to everyone on our list. If you do not receive your copy, write for it today.
If you want to make money this year, line up with GOLD MEDAL and get the most for the least and the fastest.

GOLD MEDAL PRODUCTS CO.
219 S. THIRD STREET CINCINNATI 2, OHIO

Phone . . . Wire . . . Air Mail Today!

The **Billboard**

DUNBAR 6450 • 2160 PATTERSON STREET • CINCINNATI 22, OHIO
PLAZA 7-2800 • 1564 BROADWAY • NEW YORK 36, NEW YORK
CENTRAL 6-8761 • 188 W. RANDOLPH STREET • CHICAGO 1, ILL.
HOLLYWOOD 9-5831 • 6000 SUNSET BLVD., HOLLYWOOD 28, CALIF.
CHESTNUT 0443 • 390 ARCADE BUILDING • ST. LOUIS 1, MO.
WOODWARD 2-1100 • FOX THEATRE BUILDING • DETROIT 1, MICH.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Circus acts appearing at the big Haus Vaterland cabaret, Hamburg, Germany, this month include Bayer's dogs; Tibbs Brothers, equillibrists; Eehong Schat, Chinese juggler; John, teen-age baller, and Danworth, comedy globe walker.

Miss Happy Harrison, head of the dog and pony act, wound

up her Cleveland, Fla., winter vacation March 20 and after a few club dates, will head for Hartford, Mich., to get her act in condition for the outdoor season. Miss Harrison, who will play fairs this season for Al Martin Agency, Boston, reports she caught the Kelly-Morris Circus in Punta Gorda, Fla., where she renewed some old acquaintances.

Baudy's greyhounds and monkeys, which will play fairs for the Barnes-Carruthers agency this year, were on Ed Sullivan's television program from New York. Famous Duo, two-man hand balancing act, is skedded for the March 29 Big Top circus program which is aired each Saturday morning from Trenton, N. J.

Talent line-up for the Wausau, Wis. Chamber of Commerce celebration, July 6, will include Cortella's dogs; Great Smaetons, roller; Buddy and Jean Peterson, roller skating, and the Lancasters, acro. Show was booked thru Ernie Young. Alberta Slim and his horse and dog act was one of the headliners at the recent Boeving show in Seattle. Slim will wax several more records for Victor Record Company this summer.

Nita and Peppi, young acro duo, have been added to the Sunday (23) line-up of "Super Circus," American Broadcasting Company TV show from Chicago. The following Sunday's hour program will have Trixie, juggling; Four Kentons, aerial acrobats, and Two Cantons, hand balancing. Joe Jackson Jr., who has followed his father's footsteps in show biz, will bring his comedy cycle act to the show on April 6.

The Jeffreys, trapeze, have been signed to play the Door County Fair, Sturgeon Bay, Wis., August 22-24, along with Des Sisters, trampoline; Myrtle Dundin, cyclist and Dick and Dinah, comedy. Jimmy Lamont, macaws and cockatoos, will leave Daytona Beach, Fla., the end of March for Tampa, where he is set to give performances at a bird raisers' convention. Following the Tampa stint, several other conventions will follow in Texas.

Low Christia will do his clown act at the Cole Bros. Circus in Chicago next month. Low infus that he and Mrs. Christenson recently visited Bob and Olive Nelson, former contortionists, who now make their home in Milwaukee where they are in the refrigerator sales and service business. The Christensons will leave their Sheboygan, Wis., home soon for outdoor circus dates in Ohio.

Beatrice Dante and her chimps embarked from San Francisco, Friday (14) for Japan where they will join the E. K. Fernandez circus troupe in Tokyo. Lang Troupe, teeterboard, will play seven weeks of fairs this year for the Ernie Young Office, Chicago, including five weeks on the Canadian "A" circuit as well as Sioux Falls, S. D., and the DuQuoin (Ill.) State Fair.

Hustrel Sisters, acro team, joined Spike Jones Music Depreciation Revue at its Chicago two-day stand Saturday and Sunday (15-16) and will tour with the aggregation. Three Valentines, fliers, are wintering at their Houston home but will be in Chicago next month for Cole Bros. Circus in the Stadium. Jimmy Cole Jr. and his elephants will play the American Broadcasting Super Circus television show in Chicago May 18. The date is a return engagement for the act.

Rudy Geyer, high act wintering in Aransas Pass, Tex., will open his fair season this year at the Crosby, N. D., annual and will follow with stints at other North Dakota fairs in Bottineau, Cando and Jamestown. Toby Wells reports in a recent listing of talent in the Evansville, Ind., department circus. Jorgen M. Christenson's act was described as a Liberty horse turn. Christensen is actually running a mixed animal act which includes a horse, Brahma bull, Shetland pony, donkey, goat, a German shepherd dog and a Scottish collic. He is also featuring his palomino.

Bette and Bill Gerard, billed as the Three Bee's, puppet turn, escaped injury in a recent auto crash near Stockton Calif., but

HUB CONFAB QUOTES:

New England Group Boasts 132 Members

BOSTON, March 22.—Flourishing condition of the New England Association of Amusement Parks and Beaches was pointed out at the annual meeting of the group here Wednesday (19) at the Parker House. Despite the dropping of a few members for non-payment of dues and other causes, the group now numbers 132. It isn't doing badly financially, either, with Treasurer Wallace

Jones reporting \$5,008 in the band.

Stalwarts Raised
Wallace Jones, treasurer, and Fred L. Markey, secretary, each had their annual salaries raised \$100. The motion was made and carried without opposition, obviously in recognition of the diligent task performed by these two stalwarts, possibly from the inception of the organization some 26 years ago. Comment from one member: "A few more raises and their salaries may soon equal their expenses."

Almost on the Button
Eddie Carroll, owner-manager of Riverside Park, Agawam, Mass., was receiving congratulations (mainly for relaying to Mrs. Carroll) on the birth of a daughter, Patricia, last Saturday (15) at Wesson Maternity Hospital, Springfield, Mass. The bonnie lass missed a hoped for St. Patrick's Day birthday. Carrolls now have two girls and a boy. Everyone seemed anxious to

(Continued on page 61)

Jacobsens May Buy Al Kayda's Share In Circus Corp.

REDONDO BEACH, Calif., March 22.—If the present deal is consummated, H. W. and Charles Jacobsen will purchase the interest of A. J. Kayda in the Circus Corporation here. It is understood that Kayda will remain with the organization—probably as promotion director. The recently organized circus has played several dates in this area. A one-day stand here turned in good business and was followed by strong houses in Santa Ana, El Monte was fair, with Burbank, sponsored by the Moose, delivering a top afternoon crowd in the ball park.

THE NEW SUPER DELUXE



The candy floss machine you will certainly buy, so why not start out with the BEST? You get a spinnerhead that is different and works like magic. New style bowl—different and larger brushes, holders, spindles, smooth running. It uses rheostat and FUSE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—send your machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO. 726 Boston Avenue, Nashville 6, Tenn.

POPCORN MEN

If you are looking for an outstanding container, try POPCORN CONES. They are easy to fill and handle and best of all are made from brightly colored glassine paper that gives them a certain "try me" appeal which means more sales for you.

POPCORN CONES

are sold coast to coast and made by SRIZIUS MFG. CO. Dyer, Minnesota

—Not just a box or a bag—

YOU CAN'T BEAT IT! MINIATURE GOLF COURSES

Are BIG MONEY MAKERS **ARLAND**

Builders of America's Most Popular Miniature Golf Courses

ARLAND 444 Brooklyn Ave., New Hyde Park, N. Y.

QUICK EASY Profit

FOR YOU with this EXCLUSIVE **Tru-Golf** machine!

Set up one of these attractive units at amusements, fairs, circuses, summer resorts or in the beer-drink and soda the MONEY ROLL. Offer prizes to cash winners, charge for practice in club hours. The device to hit a golf ball is universal. Everyone is a good golfer! Young or old, they'll compare to each other in practice about the distance they need follow. As a source of income for you, it has few equals. Also used in schools and athletic clubs for teaching golf or as a practice unit.

FOR THE WHOLE STORY AND PRICES WRITE TO

GOLF DRIVING MACHINE CO.
Box 124 Westwood, N. J.

ELECTRO-FREEZE CUSTARD MACHINES

and Complete Supplies now available from Poppers!

What'll You Have, concessionaires? Whatever it is—we have it! Poppers is now the country's most complete concession supply house, featuring equipment and supplies for popcorn, floss, candy apples, peanuts, hot dogs, barbecue, snow-balls and other similar items. Also paper goods. WRITE, PHONE OR STOP IN TO

POPPERS SUPPLY CO., INC. OF PHILA.

1211 North Second St. Phila 22, Pa. GARfield 6-1616

Distributors for Gold Medal Products

TENTS

ALL SIZES—ALL TYPES

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwrites approved flame, water and mildew-treated ducks.

WRITE TODAY
S. T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

SHOW TENTS

CENTRAL Canvas Company

510-518 EAST 18th ST. Kansas City 6, Missouri
Phone: Harrison 3236
HARRY SOMMERVILLE

Still Think You're Funny?

HERE'S YOUR LAST CHANCE TO PROVE IT AND WIN VALUABLE PRIZES!

WISCONSIN DE LUXE'S

CARTOON CAPTION CONTEST

Write a gag—or several gags—for the cartoon alongside. Write them on paper or in the coupon below. Be sure you send the coupon with your gag. You can stand up about show business and enter to some of the many comedy but amusing incidents that can arise only in our business.

HERE'S THE LAST CARTOON... AND A SAMPLE GAG

Think You Can Do Better?

CONTEST RULES:

- Everyone is eligible—with the exception of Billboard and Wisconsin De Luxe employees or members of their immediate families.
- Mail your entries to: Wisconsin De Luxe Co., Cartoon Contest, 1902 N. Third Street, Milwaukee, Wis. Be sure your name and address are on the coupon.
- Closing date for contest is March 29th. Get your entry in the mail by that date!
- Prize winners will be announced each week beginning with the April 12th issue of The Billboard.
- The judges are Billboard editors. Winning captions will be those on the basis of originality, humor and if appropriate to outdoor show business.
- In case of ties, duplicate prizes will be awarded. Decisions of the judges will be final. All entries become the property of Wisconsin De Luxe Co.

LIST OF PRIZES:

1st Prize—\$2 pc. Table Ware Set, \$100 Value
2nd Prize—Camera and Kit, \$35.00 value.
3rd Prize—Wool Blanket, \$25.00 value.

3 AWARDS WILL BE MADE FOR EACH CARTOON. TOTAL OF 12 PRIZES JOIN THE FUN AND TRY YOUR HAND AT GAG WRITING!

What's with him? Is he so in love with his stock he can't part with it? We can get more from De Luxe!

Wisc. De Luxe Cartoon Contest 1902 N. Third St., Milwaukee, Wis.

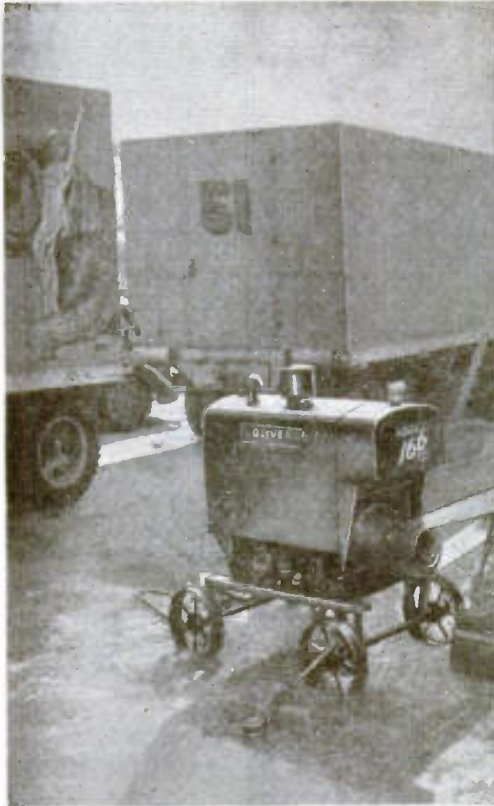
My Caption Entry for Mar. 29th is:

_____ Show _____

Your Business _____

Perm. Address _____

City _____ Zone _____ State _____



STAR PERFORMANCE!

You need no stand-in for this faithful performer! It's always standing by, ready at a moment's notice to take over... to keep your show going for hours on end without faltering.

For an Oliver power unit has the stamina to stand up under the steady grind, it's equipped with overhead valves and a metered lubrication system that saves oil by holding consumption at a nearly constant level despite engine wear. Its big, precision-type bearings are quality made. A by-pass cooling system permits quick, uniform warm-ups.

You can take advantage of the fuel most economical to use, too. Oliver units are built in three distinct types—gasoline, an easy-to-start diesel and LP-gas.

To reduce maintenance costs, Oliver engines have removable wet cylinder sleeves that are easy to replace.

All are provided with such special features as a shock-mounted instrument panel and a convenient clutch with a lever on each side of the engine.

Furthermore, there's an Oliver unit to fit your exact power needs. The smooth 6-cylinder "188" and "177" engines develop up to 58 and 48.5 horsepower respectively, and the 4-cylinder "160" delivers a maximum of 31 horsepower. Consult your nearby Oliver dealer for full information on the dependable Oliver engine line. The OLIVER CORPORATION, 400 West Madison Street, Chicago 6, Illinois.



OLIVER

"FINEST IN FARM AND INDUSTRIAL MACHINERY"

T17-3

THE OLIVER CORPORATION
400 West Madison Street
Chicago 6, Illinois

Please send me literature on Oliver Power Units.

Name.....
Address.....
Post Office..... State.....

Amphitheater in Spotlight

Continued from page 50

were cool to the suggestion, and the party officials took the attitude that he could make a bid if he cared to.

Policy Change

This, in contrast to the all-out pitch of 1952, indicates present management of the Amphitheater feels it has a valuable property to offer—and that it plans to see that it is used to the maximum.

The Amphitheater is known to be seeking major show business attractions for the period immediately following the conventions, but Thayer has declined to comment on these in view of the preliminary status of negotiations.

The Republicans start their conclave on July 7. The Democrats move in July 21. Thayer observed that these are the first events he has ever booked which had no definite date of termination. But chances are that each will last only several days. Each party probably will retain office space in the building for a brief time after its meeting.

Even without convention publicity and air-conditioning, the Amphitheater was hardly a white elephant. It hasn't had an idle day since January, and a busy schedule of expositions has forced cancellation of some tentative wrestling cards and similar events.

Arena Future

In the manager's view this building is primarily an exposition hall. He believes that arena prosperity lies in the booking of trade shows and states that the ideal arena event is a combination trade exposition and auditorium show. For that the Amphitheater is custom built, and it handles a considerable number of events which meet Thayer's "ideal" specifications.

There is no apprehension at the Amphitheater about handling the conventions. It's pointed out that many events at the building draw more people than are seated for the conventions. The building-owned concessions set-up will not be taxed, it is believed. However, with large staffs of reporters and technicians staying through the day and evening at the building, supplying full meals might have been a problem. This was solved when three independent trade associations offered to set up dining facilities.

The Stockyards Inn, adjacent to the Amphitheater, has permanent facilities for feeding 2,500 persons at a time. But the inn's limited number of hotel rooms will not be a factor, and conventioners will stop at Loop hotels.

Cooling Systems

The Amphitheater is laid out with the main arena, scene of the conventions proper, at the center and two-story exposition halls at each side. Air-conditioned space will be the 29,000-square-foot arena plus backstage space which will boost the total to 46,000 square feet. First floor exposition halls are expected to benefit from cooler air blown from the arena. Second floor of the halls, where special television and radios will be built, will not be cooled by the building system, but the networks probably will install their own smaller cooling units.

Bids for the air-conditioning system were received by the Amphitheater months before Prince made his convention pitch. At first, it was proposed to utilize only the building's present system of air ducts and fans with compressor units added. This job was estimated at \$100,000.

Subsequent study, however, convinced management that more of a plant should be installed, and it is the expanded project which now is about half completed. Its original estimate was \$300,000, but that figure already has climbed to \$400,000—with prospects good that it will reach the half-million-dollar mark by the May completion date. The installation is contracted with the Carrier Corporation, which was represented in the Amphitheater delegation at the November meetings at which the site was chosen.

Extra Construction

Construction began with a brick "lean-to" addition to house the compressors. This machinery could have been placed in one of the exposition halls, but Thayer chose to save that space for trade show uses. The compressors will have a capacity equal to 1,000 tons of ice per 24-hour period. The cold-water system is designed to reduce temperature in

the building 15 degrees. It will feed air to four fan rooms, where it will be cooled and blown into the arena.

Two new air ducts span the entire arc of the arena roof, while 16 more extend from the wall to a point over the seat tiers. This part of the system utilizes and augments the building's original fan and duct network, with the old ducts being used to carry out warmer air. In addition, the cooling system will include four independent compressor units mounted at positions under the balcony. And as a topper, the Amphitheater is installing equipment for spraying the roof-top with water.

Orange Show

Continued from page 50

by day were from a low 35 to 10,927. The closing Sunday, the show pulled 37,127 to beat last year's 26,200 by 10,927. The gains mounted, however, to put the Orange Show over its past mark.

The event has a reputation for getting some rain. However, the deluges this year, sometimes with snow, sleet and hail, were believed to have set a record. Despite droughts in past years, it has showered during 35 of the runs.

The Orange Show was managed this year by Buie, who was upped to manager from publicity department head to fill the vacancy caused by the death of Russell Z. Smith. The post will be filled in May for the 1953 stand.

Auto Race Gates Hypo Seen

Continued from page 50

a graduate of the hot rod racing ranks, in last year's event, and the car performed creditably. The showing sparked other car makers into pushing the use of stock car motors in racing, and the competition between rival manufacturers was thus set off on race tracks.

Race Fans

Race fans—or those who previously had been enthusiasts—found heightened interest in the stock-car-motor-in-a-racing-car-chassis competition, and there was an influx of new cars.

The prime reason for this was that owners could equip a race car with stock car motor at from one-fourth to one-eighth the cost of having a racing car motor built and installed.

The ranks of race-owners grew to embrace many garage owners and garage mechanics toward the end of the '51 season, and this trend brought into being a new group of race fans—friends or acquaintances of the new-car-owning garage proprietor or mechanic.

To racing promoters, the turn in event should prove a boon. It will make available more racing cars, it will build up a greater number of racing fiberts. This is Sweeney's view of the situa-

tion, and the developments support it.

Motor Transition

Commenting on the transition from motors of limited cubic displacement such as had been required by the traditional racing car of the past, Sweeney points out that now all of the major organizations sanctioning racing now permit stock car motors. His own operations are under the sanction of the International Motor Contest Association.

Discussing the interest of the auto manufacturers in the racing picture, Sweeney points out that it marks a return to what auto racing was like at the turn of the century. Then, auto makers all showed a strong interest in racing and actually had racing teams that barnstormed the country.

"It's quite possible we may again have such teams," Sweeney declares. "At the turn of the century, of course, the manufacturers' interest in racing was to use it as a means of introducing a new mode of transportation. Now, however, it is to demonstrate the durability, speed and other qualities of its products."

The end result, Sweeney adds, will be to aid in building race crowds and thus benefit fairs which offer auto racing as an attraction.

Cheerful Gardner Is Dead

Continued from page 50

the three elephants were sold to the Sparks Circus. The trainer spent 1918 with Andrew Downie's Walter L. Main Circus.

He was with the Al G. Barnes' Circus from 1919 thru 1922. Moving to John Robinson Circus in 1924, he stayed two or three seasons and then joined Hagenbeck-Wallace. He remained with the Hagenbeck show thru the Muglivan-Bowers and Ringling administrations as menagerie superintendent and elephant boss. There he was in charge of up to 31 elephants and trained a hippopotamus for arena appearances.

On West Coast

Gardner was with Hagenbeck-Wallace in 1937 and 1938, when Howard Y. Bary had it and remained with the 12 Ringling-owned elephants after that show closed. He had the bulk on the Great American Circus in California for a brief time in 1938.

After the bulls were moved to the Ringling show in 1941, Gardner was elephant superintendent on Russell Bros. in 1943 and Arthur Bros. in 1945. He had an elephant net on Polack Bros. Western unit in 1946 and 1947 and on the Eastern unit for the next three years. Last season he was superintendent for Bary's British Africa Zoo.

A resident of California for several years, Gardner also handled elephants for a number of "Tarzan" films.

Funeral services were held at the Bruese Bros. and Gillette Mortuary under direction of the Pacific Coast Showmen's Association. Gardner was a member of PCSA; the Clinton, Mo., Elks; and the Masonry. Survivors are his widow, Mary, and a brother, Faye. Pallbearers were Louis Goebel, Joe Metcalfe, James Dunn, Fritz Brunner, Robert Thornton and Ben Beno.

Arthur Names Aids at CNE

Continued from page 50

stand. If they do come here for the fair, they would also be fitted into a short spot in the evening show, he said.

The newly named producer is also attempting to line up the famed Royal Canadian Mounted Police musical drill team as an added attraction here. At present the group has commitments to appear in Western United States but due to the outbreak of hoof-and-mouth disease in Western Canada, may be barred from crossing the border, thus becoming available for an appearance here.

Definite plans for the matinee show are expected to come out of a meeting of the CNE executive board next week. The group will include Robert Saunders, vice-president; May Allen Lamport of Toronto, general manager; Elwood Hughes, and the newly appointed assistant general manager, Hiram McCallum.

Arthur said this week that while he will try to use Canadian

talent wherever possible in framing the night show when necessary he will go out of the country to obtain the services of top acts.

The chorus line will be all-Canadian, he said, along with chorale groups, ballets, musicians, artists, set designers and set-builders.

The management consultants, who have been hired to investigate CNE operations, have started to work but no actual results are expected for 30 days.

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**H. Blumenfeld,
Agency Exec,
Passes at 64**

NEW YORK, March 22.—Her- man Blumenfeld, 64, well-known booking agent and member of a once-famous European circus family, died at his home in Jackson Heights here, Tuesday (18).

From the time of his birth, Blumenfeld had circus in his blood, his family once owning and managing the famous Blumenfeld Circus in Germany. His mother was reported to have been a Russian countess.

Directly related to hundreds of circus and other outdoor performers, Blumenfeld first came to the United States in August, 1914, from England, where he had been managing the H. B. Marinelli talent office. After leaving Marinelli, he formed the Blumenfeld-Lowenstein-Johnson agency, as it was then known. In New York, later, he became partners with Frank Wirth in the Wirth-Blumenfeld booking office. Some time after that he sold out his interest to George Hamid, and went with the Gus Sun talent agency in Springfield, O., setting up an outdoor department for Sun. He then joined Barnes-Carruthers, after which he lent his talents to the George Hamid Company, an association which was to last for over 20 years. He resigned from the Hamid office a short time ago due to ill health.

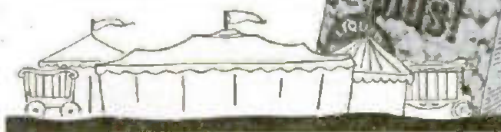


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Harrington Sets Dates, Special Show Attractions

HARRINGTON Del., March 22.—The 33d annual Kent and Sussex Fair has been set for six days, July 21-26 here, it was announced this week by T. Brington Holloway, fair association's secretary-general manager.

On weekday afternoons thru Friday fair will present Col. Jim Eskew's J E Ranch Rodeo. Tuesday, July 22, will be children's day and Thursday, July 24, Governor's Day, with Gov. Elbert N. Carvel, his staff, and all members of the State Legislature invited to attend. Friday will be Firemen's Day, with the fair skedded to be host to fire companies and their auxiliaries. Saturday, closing day, will feature AAA auto racing on the half-mile track. Beginning Tuesday night and continuing nightly until the Saturday night wind-up, a revue will be featured.

Some \$900 in prize money has been allotted, with \$10,000 worth of awards planned for the 4-H women's department, and in the art, agricultural, livestock, poultry and floral divisions.

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Execs Go to Grass Roots For Support

SPRINGFIELD, Mass., March 22.—Eastern States Exposition executives are "barn-storming" New England these days to bring the latest news, show plans and inspirations to spring meetings of Exposition trustees, industrial and agricultural leaders and press and radio representatives in the various States.

President Howard W. Selby is the principal speaker. Accompanying him are Jack Reynolds, new general manager; Adrian Potter, sales manager; and Ray Winans, advertising and publicity director.

The Exposition has substantial groups of trustees in the six New England States who work thruout the year without compensation who not only furthering the interests of the big annual in their own States, but also attending business meetings in this connection elsewhere.

First of the State gatherings was held at Hotel Bond, Hartford, Conn., March 6, when some 50 persons attended a dinner meeting and listened to plans for the new eight-day Exposition for 1952.

Trustees and dignitaries in the Eastern area of Massachusetts gathered for a luncheon meeting at the Parker House, Boston, March 17. On the following day, the Hotel Carpenter, Manchester, N. H., was the scene of a similar gathering.

Vermont trustees and their guests will attend luncheon at the Brooks House, Brattleboro, March 25. Meeting for the Maine area will be some time in May.

Permanent Site Bought By N. J. Fair

TRENTON, N. J., March 22.—Warren County Fair, August 20-21, will be held on new property just acquired for the purpose at Uniontown, N. J., Warren County Farmers' Fair Association announced here Wednesday (19). New site is a 43-acre farm, about half of which will be used this year for exposition purposes, located on a highway some five miles east of Phillipsburg, N. J. Up until now, fair has been held at the Lanark Stables in Harmony, N. J., but limited facilities there held back the annual's expansion.

A. D. Polhemus, Hazen, N. J., is association president. Secretary is C. Fred Loreto, Court House Annex, Belvidere, N. J.

USTA Holds N. Y. Power

ALBANY, N. Y., March 22.—The Assembly Thursday (20) killed the controversial Wicks bill which would have stripped the United States Trotting Association of its State-wide control over harness racing. The bill had already been approved by the Senate, but it was gathered here that Governor Dewey protested to legislative leaders, and that sponsoring Senator Arthur H. Wicks (R), of Kingston, N. Y., had a last-minute change of heart.

Wicks' bill would have taken control of trotting tracks away from the USTA and handed authority over to the State Harness Racing Commission. Under the bill, the Commission would have been given the power to license "participants and employees" at tracks, to deny licenses to applicants with criminal records and to levy penalties for infractions of regulations set by itself. Dewey's protest is understood to have been made on the basis that the bill would have had little effect if the license denial provisions did not also apply to harness racing "higher-ups," track owners and managers.

Nine Seek Detroit Fair Manager's Job

Friel Resigns After Bribery Charge; Successor to Be Picked April 4

Continued from page 50

tract awards for the midway, grandstand and coliseum attractions, but indications are that a special meeting of the entertainment committee, headed by Peter Buback, will be held April 2 to consider attractions.

Gov. G. Mennen Williams, at a special meeting of the fair's board of managers Wednesday (19) in the governor's Lansing office, asked the board to tone down the midway aspect and make the fair "purer than Caesar's wife."

The Detroit Free Press this week leveled an editorial blast at recent operations of the fair, maintaining "if politicians of this State can make nothing of it than what it has" the fair should be abolished. The editorial put

Gt. Barrington Establishes Scholar Fund

GREAT BARRINGTON, Mass., March 22.—The Barrington Fair Association last Monday (17) announced the establishment of an annual \$500 scholarship fund "to assist boys and girls of Berkshire County, who have been either 4-H or Future Farmers of America members, in furthering their education in agriculture or home economics."

Fund, to be administered by a six-member board of trustees still to be announced, will be available to those accepted at the University of Massachusetts or Stockbridge School of Agriculture, and goes into effect this coming September. Tentative rules set up by its sponsors indicate the applicant must be a Berkshire County resident who has completed 4-H projects or a satisfactory course in agriculture at either Williams or Williamston high schools.

Board of trustees will include two officials or directors of the Barrington Fair Association, one FFA leader, a club agent, an agricultural agent and a prominent Berkshire County businessman interested in agriculture.

In announcing the award fund, fair association President Carroll said: "Barrington Fair is pleased to inaugurate this special fund. The fair association assisted in financially sponsoring some 14 successful projects for 4-H members the past year. That program was carried out so well, we decided to augment our contributions to the over-all 4-H work. These youngsters are making a fine contribution to good farming and to good citizenship. We shall continue to do all we can to encourage them to greater achievement."

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Carroll County Fair Berryville, Ark.

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D. L. YATES
P. O. Box 248

the finger on Friel's original appointment as "a purely political one. . . . Nothing in Friel's record . . . indicated that he had the least qualifications for running the State Fair."

With this blast still reverberating, someone broke into the fair's administrative offices Sunday night (18), opened various files and tossed the contents around the rooms. Objective of the apparent quest for papers appeared to be confined to records of the 1949 fair and prior fairs, according to some observers. Others ascribed it to "sheer vandalism."

Police work on the case was made difficult because an estimated 25,000 people had been on the grounds that evening, attending the Travel and Boat Show. There were hundreds of cars still on the grounds when the incident was discovered shortly after midnight.

One step of make-ready for the '52 fair was taken by the board this week, when it issued orders to Harry B. Kelley, superintendent of agricultural-livestock departments, to appoint judges for the various exhibit sections. Final appointment of the Judges will be up to the board, but lining up of suggested appointments will enable an early start of work on exhibits.

Meridian, Miss., Re-Elects Execs, Sets '52 Program

MERIDIAN, Miss., March 22.—All officers and directors of the new Meridian Fair and Cattle Show were re-elected at a recent board of directors meeting, and Charles Buckwalter and C. B. Rawlings again were named co-managers.

Attraction plans for the annual September 29-October 4, will include Al Wagner's Cavalcade of Amusements on the midway, with the afternoon and evening grandstand show to be provided by Ernie Young office, Chicago.

Ground will be broken in the near future for construction of a new women's exhibit building which is slated to be ready for this year's fair. Other improvements will include paving and expansion of parking facilities.

Fair will operate with a free gate up to 5 p.m. daily, with a 25-cent charge for adults and a dime for children after that hour.

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APRIL 2

See Page 52

BEATTY AUSPICES ROSTER TOPS 75

Moore Reveals Canadian Dates Inked;
Los Angeles TV and Bally Heavy

EL MONTE, Calif., March 22.—The Clyde Beatty Circus, which debuts its 1952 season here Thursday (27), has added more dates under auspices to its planned route. William M. Moore, general agent, said that "over 75" have been signed and these include organizations in Idaho as well as Calgary, Edmonton and Winnipeg, Can.

That the Beatty show will continue to follow the sponsored date plan was indicated when a contract with the Junior Chamber of Commerce in Merced, Calif., was negotiated for three years.

To push the pre-show sale of tickets, Beatty's had tickets printed and rushed to the sponsoring groups. Included in the shipments were those for "enlisted men in uniform" which will go for \$1, including tax.

Press, TV Bally

With the show opening here for matinee and night performances, March 27 and moving into Los Angeles the following day for a 17-day run at Washington and Hill Streets, the promotion has been heavy. Neat space has been garnered in the metropolitan dailies. This was handled by Jack Knight, who is handling press for the show for this first year.

Television and radio promotion by Shirley and Norman Carroll has netted Beatty some top spots, both locally and nationally. The Carrolls spotted a baby elephant on the "I Love Lucy" video presentation starring Lucille Ball and Desi Arnaz. Beatty was a guest star and participated in a gag sequence on the Art Linkletter coast-to-coast ailer, "People Are Funny." The Carrolls said that the tie-ins will be increased next week.

The circus has a reduced ticket deal with the Owl Drug Stores' 43 outlets. The windows are to be covered with the show's paper and the stores will feature a "circus of values" sale.

More Radio, Video

Tomorrow (23) at Rexall Square, LaCienega and Beverly

R-B Gotham Prem Set For April 4

NEW YORK, March 22.—With the end of the hockey play-offs here, uncertainty over the Ringling Bros. and Barnum & Bailey Circus opening has been dispelled. Circus will open, as advertised, Friday, April 4, at Madison Square Garden, and run thru May 11.

Tentative timetable of the Big One's move out of quarters calls for show trains to be loaded Wednesday (26) in Sarasota. Next day (27) the trains leave for New York, arriving at Mott Haven railroad yards in the Bronx. Elephants and other lead stock will probably be moved into the Garden Saturday afternoon (29). Next day, Sunday, entire move into the Garden is skedded to be completed.

Raymond Weyland, French Aerialist, Killed in Fall

PARIS, March 22.—A breaking pole brought death Sunday (16) to 46-year-old Raymond Weyland, well-known trapeze artist, during an evening performance of his family circus at a suburban stand here.

Weyland and his daughter, Micheline, 19, fell nearly 40 feet in full view of his wife and Micheline's husband. Weyland died of a fractured skull. Micheline suffered a broken arm and bruises.

boulevards, the site of the "world's largest drugstore," the promotion will tee-off with Uncle Archie of KNBH, NBC television, appearing along with Nutsy, the clown. The two are featured on the "Circus Peanuts" program. James Kilian represented the firm in making the tie-up.

In the immediate area, the Thursday opener is being ballyhoed by Crawford's, billed as the world's largest country store, over its KKLA Pasadena, daily radio show, "Cliffie Stone's Hometown Jam." The publicity is aimed at the date here but also will help the Los Angeles run.

Getting set for the season, the Beatty big top was raised here today (22). Vander Barquette, who is in charge of production numbers, immediately began the rehearsal of the aerial ballets.

At the opener in Los Angeles a number of screen, radio and stage stars are expected to be present. The membership of the Pacific Coast Showmen's Association will be the circus' guests for the night.

Gil Gray Opens With Camels, Malkos, Zoppe-Zavatta Acts

SIOUX CITY, Ia., March 22.—Gil Gray's Circus opened here under Shrine auspices Monday thru Sunday (3-9), and played to good houses thruout the week, including a turnover Saturday (8). Five morning shows, seven matinees and six night performances were given.

Performance includes an act using two camels and one llama worked by George King. Also on hand are the Zoppe-Zavatta Family, bareback; the Flying Malkos and Pickard's Seals.

Dolly Jacobs Elephants (3), with the Gray show several seasons, reportedly will leave soon for E. K. Fernandez, who is taking a circus to Japan next month.

The full program follows: St. Leon's, knockabout; Jacksons, trampoline; clowns; George King, baby elephant; Tiny Gallagher, head balancing traps; clowns; Hazel King, Liberty horses (6); Bob Atterbury and Company, high wire; George King, camels and llama; clowns; Harry Pickard, seals; swinging ladder (9); clowns; Max Craigs, Glen Henrys and Hoffmans, rolling globes.

The Malkos, flying return; clowns; Mel Hall, perch and ryo-boly; Hazel King, Glen Henry, Dolly Jacobs and George King, dogs and ponies; The Hoffmans, juggling; St. Leon's, teeterboard; Dolly Jacobs and Mac McDermott, elephants; Mel Hall, unicycle; clowns; webs (10); clowns; Zoppe-Zavatta Family, riding, and Bill Atterbury, sway pole.

Alberta Slim Framing Show In W. Canada

NEW WESTMINSTER, B. C., March 22.—Alberta Slim's One-Ring Circus will take to the road early in May if enough experienced help can be recruited for one-day stands. Otherwise, it will look for a carnival booking.

The program line-up to date includes Bingo Hauser, lions; Rambling Len, Western songs; Alberta Slim and his trained horse, Kitten; Paul Brunette, bears; a dog act and an elephant purchased for May delivery. Owner will be Alberta Slim Edwards, Victor recording artist, who will sing his own compositions in the circus.

Staffers at quarters here include Pearl Annabella, concession, superintendent; E. W. Frater, Winchester, talker, and Mrs. Slim Edwards, secretary-treasurer. General, contracting and press agents are to be added along with billposters.

CIRCUSES

Hagen-Wallace Tabs 4 Straws, 2 Weak Stands

PANAMA CITY, Fla., March 22.—Hagen-Wallace Circus played to four straw houses and all but two others were close to the capacity mark, according to Business Manager Al Porter. The straws were registered at Melbourne, St. Augustine, Palatka and Gainesville, Fla., he said. Show opened March 1.

The show's advance, with Bill Oliver heading the brigade, now is in Pennsylvania and will move thru New England to the Canadian border.

Porter said the show now is fully staffed. Mrs. Tom Mix and her motte cowboys are giving a 35-minute concert. Jack Kofron, bandmaster, has eight men. John Young has completed decoration of his air calliope.

Mr. and Mrs. Dub Duggan, owners of the show; the Swede Johnsons, the Hills and Porter enjoyed a shrimp feast at Panama City. Charley Campbell, office manager, is entertaining fans at next stands. Matt Larrish has a new car and Porter has a new trailer. Ann and Zeb Teeter visited the Duggans at Palatka.

In clown alley are J. Harrison, Lee Virtue, Chick Dale, Mickey McDonald, Jeff Humphre, Charley Lewis, Jelly Duke and Shelby Jackson.

The announcer-vocalist is Chappy Chapman. Axel Enger is electrician. Jerry Cammack is organist.

The show lays off three weeks and then plays Springfield, Mo., March 31-April 5. It will then be done until the Tulsa, Okla., stand which opens April 16. Show has been wintering at Gainesville, Tex.

Polack East Scores Big In Pittsburgh

PITTSBURGH, March 22.—Polack Bros.' Eastern unit, which closed here Tuesday (18), wound up the date to excellent business, with overflow matinees thruout and strong night houses. Circus jumped to Eric, Pa., for a March 20-22 engagement, after which it moves to Clarksburg, W. Va., March 26-29.

Due to prior commitments, Florence Gail, press-radio agent, left the show to plane up to Canada. Bill Naylor will handle the ballyhoos during her absence, beginning at Erie.

Francis Angers, of the Four Sandys, trampoline act, substituted for Willie Roblin, of the Flying Hartzels, when Roblin was called home to attend his ailing father in St. Petersburg, Fla.

Hunt Bros. Announce Acts For Enlarged '52 Offering

BURLINGTON, N. J., March 22.—Hunt Bros.' Circus revealed this week a line-up of acts which will give the show one of its strongest presentations. The Riding Zoppes will return to the show to hold down the featured spot.

The Two Jacks, perch; De Ortiz, head-balancing trapeze and unicycle; Myriam France, trapeze; the Vallencias, unsupported ladders; LaMir, contortion; Madame Gillette, cloud swing and aerial leot; the Stanleys, slack wire and dogs; Happy Splitzer's January, mule; Madame Powell's dogs; LaVine's Chimpanzees; the Case Duo, light wire; Two Eddy's rollo; Hazel Williams, rolling globe; aerial ballet, and Hunt's pony drills, Liberty horses, hurdle mules and elephant acts also

Western Film Stunt Man Signs for Mills Concert

GREENVILLE, O., March 22.—Mills Bros' Circus will feature Bill Hammond, Hollywood Western stunt man and double, with a troupe of six California cowboys and cowgirls in this season's concert, it was announced here this week by Jack Mills, co-owner.

Hammond recently completed work on one picture and will be in another immediately after the close of the circus season, it was reported. Several of the Wallaby girls also will be in the concert.

Mills also announced that Harry Brown will be boss ticket seller while his wife, Dorothy, will appear in the performance. An-

Polack's Cincy Shrine Show in Fair Kick-Off

CINCINNATI, March 22.—Heretofore held here in February, Polack Bros.' Western Unit, sponsored by Syrian Temple Shrine, opened a 24-performance run Wednesday (19) in Taft Auditorium that will continue until Saturday (23). Show shows will be given daily, with an extra night performance on Fridays and extra matinees on Saturdays. There will be no Sunday performances. It is the 30th annual circus for the Temple.

Attendance to date has been a little off from last year, but the advance sale for next week is good. Wednesday there were two three-quarter houses. Thursday's matinee was light, but the night house was a sellout. Friday afternoon was good. First show that night was big, but the second performance was light. First matinee today was a sellout in the rain.

A first-rate bill is being offered by Louis Stern, managing director. Ross Paul is manager. George Westerman and crew did the promotion work and Justus Edwards in handling publicity. Arthur Springer is equestrian director and announcer; Bee Carsey, band leader; Rex Ronstrom, drummer, and Wally Newberry, organist. Local musicians make up the remainder of the band. George Paige is in charge of confessions.

Prices are: General admission, \$1.20, and children 60 cents; reserves, \$1.80, \$2.40 and \$2.80, including tax.

First Parade in Years

A parade staged prior to the night performance Wednesday was the first circus parade here in years. It was made up of circus animals, performers in costume, horses from the local Horse Show Association and Syrian Temple's colorful units.

There are two general chairmen for the Shrine, Pentate Fred L. Hoffman having appointed Chester Hodges and Alfred E. Rice. Orphans and other underprivileged children are guests of the Shrine at matinees. Tickets admitting children free were bought by business concerns, individuals and organizations.

nouncer Slatz Beeson and wife have arrived in quarters here. George Churchill is lettering the trucks. All but five trucks have been turned over to the painters by Charles Brady's builders.

Judge to Preside
Ohio Supreme Court Justice James Garfield Stewart will be toastmaster for the opening day banquet. He is native of Greenville and a former mayor of Cincinnati. Civic committees headed by the mayor of Greenville are setting plans for a community-wide send-off when Mills opens here April 19.

B. J. Rahusen, Swedish horse trainer, and the Wang Hong Schu, Chinese troupe now in Germany, will fly the Atlantic to join, Jake Mills, co-owner, reported. The Wallaby girls are expected in quarters next week, and the group of English clowns, now increased to six to eight, including four dwarfs, is to sail from England on April 1. Mr. and Mrs. Jake Mills will make a trip to New York next week.

Leonard Goldstein and Arnold Strauss have been added to Fred Stafford's press staff. Returning press staffers are George Strongman and Dean McMurray. R. L. Allen, Wayne Taylor and Stanley Shaw have joined the promotion staff.

Philly Show Site Lease Is Challenged

PHILADELPHIA, March 22.—Favoritism in the leasing of city-owned ground adjacent to the site which the Ringling-Barnum circus will occupy in South Philadelphia this spring was charged this week in a taxpayers' suit filed in an effort to void the high bid, hold up any contract and force re-advertising for new bids. Suit was filed by William Shapiro, with Mayor Joseph S. Clark Jr., and Commissioner of Public Property N. Warren Benedetto as defendants.

Shapiro was described as a property owner with a taxpayers' property interest in city revenues. Actually, however, the suit concerns principally the unsuccessful efforts of Ellis Rudman, as counsel for Samuel Harris, a concessionaire, to obtain lease on the plot of ground near the Municipal Stadium near the circus lot.

It was alleged that the high bid of \$2,600, submitted by Samuel Moonblatt as counsel for John A. Quinn, also a concessionaire, was sent in after the Rudman-Harris bid of \$2,505 had been opened. Commissioner Benedetto denied all allegations. He said that there were three bids and all were opened at the same time.

Buffalo Next For H-M Show; Seven Injured

BUFFALO, March 22.—Promotion for Hamid-Morton Circus, which appears at Memorial Auditorium April 14-19, is underway, with Vernon L. McReavy in charge. Publication of the Buffalo Shrine is devoting two issues to circus features.

Meanwhile, Hamid-Morton personnel was recuperating from a series of accidents which injured seven persons prior to its recent date at Wichita, Kan. Francine Volante was in Sarasota, Fla., for treatment of a spinal injury incurred in a fall at Kansas City, Mo. Gladys and Dolly Torelli were hospitalized near Wichita for injuries sustained when their two trucks collided. Prince El Ki Gordo received a broken wrist and fractured ribs during his animal act.

Dime Wilson, Antonio Kosmar

(Continued on page 73)

HUNT BROS.' CIRCUS
 WANTS Contracting Agents who can handle from start April 5th. SIDE SHOW Managers, preferably one with several Acts. SOBER, reliable Circus Cook to start immediately. WANT Wild West Performers, Ropers, Rope Spencers, Trick Riders, etc. LITHOGRAPHERS who can and will work. SIDE SHOW Boss Canteen-man. New 50 with two 30's. SOBER Elephant Grease and other Working Men.

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 Big Top, 90x200; poles, masts, heating equipment, 30 lynch seats, saw. Also Chev. Tractor and Bent. All loaded, ready to go. Lots of extra equipment goes with it. Address: **HOWARD INGRAM**, Hi-Way Cafe, Wko, Georgia

RAGAN BROS.' CIRCUS
 L. B. McNeer wants Commission Help. Sleeping quarters and good treatment. Best food on the road. Red Patrick, come on. Tommy Arley wants Side Show Help and Novelty Acts. Working Men in all departments. San Antonio, 24 & 357 New Braunfels, 24 Austin, 27 & 28, East New, 29; Waco, 31; all Texas.

FOR SALE DOG ACT
 Five Females, all pups, no junk. Also large white Caravan BEEL HINDER. Come see for yourself. Want Lady of Gentlemen experienced with dogs and pointing also with consider learner. Write Bill to George E. Bowers, PAKHABASKA'S STUDIO, 1504 N. 9th St., Philadelphia 48, Pa.

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 Program, tickets, Decatur, Ill., Shrine Club. Address: **R. E. RECK**, Shrine Club, Decatur, Ill.

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 Tickets only. Five weeks, all under good supplies. Must be able to produce. Write, call **BRITISH AFRICA ZOO**, BEN C. TRASK, Agent-Manager, 217 & Water, Wichita, Kansas Phone 2-1000

WANTED
 Catcher for established Flying Act. Please contact: **BOX D-172**, The Billboard Cincinnati 22, O.

Dressing Room Gossip

Polack Eastern
 Show was in Pittsburgh, March 10-18 under Shrine auspices at the Syria Mosque. Henry F. Barrett and crew handled the promotion. The stage is small and an extension had to be built on the front to take care of our heavy equipment. Bobby Harrison has added three more men to his prop crew. "Jo" Madison is quite an eye-fel in her new black velvet leotards. Frenchie Durant spent his birthday on the train (March 9) en route from Wilkes-Barre, Pa. Lee Hinkle, manager of the Leedy Drum Company, stopped off to visit with Henry Kyes, Edith and Whitie Boyd and other members of the band, after having been to Sarasota, Fla., to see Merle Evans of the Big One. Nate Lewis, "Slivers" Madison and Ernie Wiswell were hosted at a special luncheon by the Shrine in Pittsburgh. John M. Fetherston, of the Photostat Corporation, dropped in to catch our show, let us see his collection of circus pictures and to photograph the clowns in color.

Pia and Alex Dobritsch gave a supper party in their new trailer to celebrate the reunion with their ex-partner, Eddie Steinmetz. Eddie is lecturing in public schools with his partner, Stuart Reid. They do a trampoline act. Guests included Eddie Steinmetz, Stuart Reid, Sandy Dobritsch, Pia and Alex and the writer. Roger Towne, CFA, drove from Buffalo to catch our show. The Shrine Clown Club, of Syria Mosque, did a good job of entertaining the kiddies in the audience before the show starts. Chef of the week is Pia Dobritsch, with her smothered chops and vegetables cooked in wine. Harriet Lewis received a surprise when her father, Dr. E. W. Scott, of Holywood, arrived at Syria Mosque for opening show. Dr. and Mrs. Paul Arley, perch act, visited. Willie Robbins has returned from St. Petersburg, Fla., and reports that his father's health has improved. The Lang Troupe has new blue wardrobe. Nate and Harriet Lewis and the writer were entertained by Jackie Heller at his Carrousel Club.

Al Perry, of the Clyde Harrison promotional staff, uses a miniature circus set-up in store windows. Ed Raymond took advantage of our day off and rushed home to Cleveland to see his wife. The writer and Don Dorsey spent the week-end at the home of the John Christoffs in Greensburg, Pa. Cucciolio is now making his exit via a gunnysack carried on the back of clown Harold Conn. Visitors included Dr. and

Hagen Bros.
 Hans and Rosita Claire joined in Edna, Tex., and their balancing and juggling acts add a lot to an already strong program. Most popular spot on the lot is the new grease joint presided over by Mrs. Dan Stewart. Cal Townsend has done carpentry on it. Mr. and Mrs. Jimmy O'Dell have joined and Jimmy is doing carpenter and repair work on show equipment. Electrician Ben McFadden, assisted by Roy Addison, deserves praise for service to the many trailers, trucks and big and little tops on the show. The Wild Life show, managed by Jim Conley and Claire Ratley, continues to do consistently good business. In Victoria we followed West Bros.' Circus by one day and had turnaway houses. Show was visited by West personnel, including Alice and Charlie Cuthbert, who will be back with Kelly-Miller this season; Russell Harrison, Frank DeRue and others.

Donna Pyle, daughter of Paul Pyle, superintendent, worked web and ladder on recent week-ends away from school. All the web girls have new solid spangled wardrobes. Show was saddened to hear of the illness of Perry Luth, well-known friend of the profession, who resides in Houston. Side show manager Tommy Arenz took delivery on a new trailer in Victoria. Bambino and his Reptile Show joined in Dayton. Red Patrick joined the concession department. Recent visitors included Al and Bertha Connors; Fred Icke, circus fan of Victoria, Tex.; Johnny Shurber, former circus waiter; retired clown Bobo Koecker; Harry Rawls, Herb Sayre, "Good Buddy" Foster, Jack Lewis, Mr. and Mrs. Kenneth Roads, of the Shamrock Hotel in Houston; Glenn Porter, Tex. May; Mr. Palmer, of Capell Bros.' advance staff; Frank Kretow; personnel of Curley Vernon's United Exposition Shows, and from the Texas Kid Shows; Mr. and Mrs. Toby McFarlen. **JOHN TOY.**

Mrs. Paul Arley, Eddie Sternmetz, Joan Bromley, Al Hyman, Clyde Fox, Stuart Reid, Lee Hinkle, John Christoff and family, Helen Buckley, John M. Fetherston, S. S. Breece, C. M. Cooley and family, J. C. Milne, Carlton Young, Dale Grisby, Ruth and Rusty O'Shaunnessy, Kathryn Wilson, Carl Spring, Tentative Raymond L. Manning, James B. Allan and Kenneth T. Paxton rode and helped Ernie Wiswell with his funny Ford.—**BOB LORRAINE.**

Polack Western
 Chicago was a record-breaking engagement. Wedding bells rang out for Norbert Kreisch and Arden Larey, both members of the Wallenda Troupe. The Shrine presented the bride with a huge bouquet of roses at conclusion of the act. The Sherman brothers are home-town boys in Cincinnati and really enjoying it. The Railroad Club had surprise guests en route to Cincy. They were Kenneth Walte, Otto Griebling, Frank Saluto and Jimmy Armstrong. Helen Wallenda planned from Sarasota to join for the season. Opening day in the Queen City was heralded by a gala street parade in which the whole show participated.

Recent visitors included Claire Levine, Otto Gretona, Harry Atwell, Chris Holdorf, Peppo Lundgren, Rube Simonds, Arthur Konoy, the Hustris, Tom Powers, Tad Tosky, Tom Flanner, Joe Coyle, Tex Reppert, Bunny King, Mike and June Koculik, Doris Holt, Buddy and Jean Peterson, Mike Gasca, Don Edwards, E. Walter Evans and Charles Wirth, of The Billboard.—**HARRY DANN.**

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 Family Act: like the Wire Art, Trampoline, Bar Act, Ring and Sounding Ladder. Privilege for sale: Novelties, Cotton Candy and Candy Pitch. One good Billposter to drive truck and put up bills. Circus, write me. Would like to lose another Billposter that does an act, as I have one Elephant myself. Want Side Show Talker for the greatest Monkey Show in the world. Show opens April 15th.
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 Capable getting money. Large Town and Best Sponsors. If you can't produce don't bother to answer. Steady work. No drinks. Where wire I can call you. don't call me. (DICK ADAMS, ANSWER)

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WANTED
 Promotional Directors and Casnet Player Union Show Hand. Wire us per route. Important.
DUB DUGGAN HAGAN-WALLACE CIRCUS

Under the Marquee

Tom Buchanan advises that Walker Bros.' Circus did big biz at Borger, Tex., recently.

Billy Barton, aerialist, will be with Frank Wirth this spring and is booking parks and fairs for summer dates. . . . Capt. Enrique de Mall has closed with Albert Spillier's seal act on the Polack Western show and now is working in New Orleans.

Jackie and Bill Wilcox leave Hot Springs April 7 to rejoin the Wallace & Clark Circus. Mrs. Wilcox will serve as press and special agent and her husband will have charge of the advertising department. . . . Pvt. John M. Herriott, former horse trainer and rider with Cole Bros.' Circus and son of Mill Herriott, is now training dogs in Korea for the Army. He would like to hear from friends, who may address him as

follows: Pvt. John M. Herriott, US 55145816, 26th Infantry Scout Dog Platoon, APO 301, c/o Postmaster, San Francisco.

Lola Dobritsch, of Polack Eastern, was entertained by CFA member Helen Dunn, during Pittsburgh Shrine date. . . . Dr. E. W. Scott, of Los Angeles, father of Mrs. Harriet (Nate) Lewis, Polack Eastern equestrian director, visiting show in the Steel City. (Continued on page 65)

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WANTED
 Fifteen or twenty good trained Gossu, prefer Billies Suitable for pulling children in car. Contact **MARVIN JOHNSON**, 411 Phoenix National Bank Building Phoenix, Arizona

PHONEMAN WANTED IMMEDIATELY
 EXPERIENCED TICKETS and HANDBILLS. Recognized circus deal, strong sponsor, steady work. No drinks or lusers needed. Apply **CIRCUS MANAGER**, Lead Island, Ill. Come Here. Telephone 7-1359

PHONEMEN . . . NOW
 Announcing our connection with the Blue Grass Circus and the Dog Medical Show as Promotional Directors for the season of 1952. Others pending. We will have plenty of spots under top sponsors. Phone **TERRON TERRELL**, Chattanooga 6-1818, 748 Marietta, Terrell & Terrell Promotions, 1316 E. 7th St., Chattanooga, Tenn. P.O. Box 421.

You're Gambling with Cold Hard Cash . . . if You Miss This Date

APRIL 2

See Page 52

N. E. Group Looks To Banner Season; Name Dineen Pres.

200 Attend Annual Banquet; Business Session Is Stimulating

Continued from page 1

in many sections of Yankee land, particularly those lacking in diversified industry. An increasing number of scheduled early openings indicated the general feeling that the coming season would be good from start to finish.

With more than 200 attending the banquet and a business program that had to be cut short in the face of the continuing enthusiastic participation by operators from the floor so as to make possible the beginning of the evening session, the confab was termed the best that has ever been staged by the group. Considerable effort and thought on the part of the participants was evident throughout the program.

John J. Dineen, Hampton Beach (N. H.) Casino, president; Lawrence Stone, Paragon Park, Nantasket Beach, Mass., first vice-president; Howard Duffy, Old Orchard Beach, Maine, second vice-president; Wallace Jones, William Berry Company, Boston, treasurer, and Fred L. Markey, the Dogem Corporation, secretary.

New Directors

Elected to the board of directors were Jesse M. Hutchinson, Riverside Park, Agawam, Mass.; Paul Hancy, Rocky Point Park, Warwick, R. I.; Victor Shavez, Revere Beach, Mass., and John Collins, Lincoln Park, Northmouth, Mass., past president. Other board members are Joseph Carrolo, Oakland Beach, R. I.; Col. Allan MacNicol, Playland, Rye, N. Y., and Russell Jones, William Berry Company.

Highlighting the meeting was a picnic forum with principals representing manufacturing, recreational and transportation interests. Each had remarkably keen knowledge of amusement parks and their operations. Members were Herbert E. Hand, personnel manager, Chicopee Manufacturing Company, Manchester, N. H.; Frank Ford, representing the employee's recreational association of the Merrimack Manufacturing Company, Lowell, Mass.; William B. Spencer, in charge of promotion and new business for the United Electric Railways Company, Providence, R. I.; William C. Daley, assistant general passenger agent, Boston & Maine Rail-

road, and Charles F. Sweeney, superintendent of parks and playgrounds, Fitchburg, Mass.

With the transportation companies particularly anxious to stimulate new business in the face of diminishing returns, the parks always anxious to cater to more large and compact groups and industry increasingly aware of the necessity of building employer-employee relations, the subject was both stimulating and thought-provoking. Each of the panel members had a number of personal experiences to recount, all of which involved funspot operation. While a number of compliments were paid to the park operators, the experts were not hesitant in pointing out faults.

Predicts Good Season

President John Collins said that a repetition of last year's successes, when the business conditions in the area were better than they are now, would result only from careful planning, hard work and crowd-attracting features. He said that at Lincoln Park, Dartmouth, Mass., he and his associates were looking to a good season and believed that the association's members should do the same.

Park concessions were discussed by Larry Stone, operator of Paragon Park, and Jesse M. Hutchinson, an operator at Riverside Park, Agawam, Mass. Hutchinson, who has had 40 years' experience as a concessionaire, agreed with virtually all of the remarks made by Stone.

President Edward J. Carroll and Secretary Paul H. Ruedepohl, of the National Association of Amusement Parks, Pools and Beaches, extended the greetings of that organization.

Co-Op TV Ad Deal Proposed To N. E. Group

BOSTON, March 22.—Proctor Jones, WNAC-TV sales rep, Wednesday (19), suggested that New England funspots co-operate in the buying of video spots to plug their enterprises during the summer. Claiming that there were 873,000 sets in the approximately 50-mile radius covered by the video outlet, Jones said that the program would prove beneficial, especially since an estimated 80 per cent of the families are covered.

In answer to queries, Jones said that he would recommend one-minute spots on "B" time at a cost of \$160 per announcement. On "A" time the cost is \$250, while a quarter-hour on "B" cost \$380.

Although the group agreed to examine the proposal further, it is unlikely that a deal will be set, both because many of the member organizations are outside of the area covered and many members seemed to think that sales messages would do them little good individually.

Cincy Coney Sets Early Week-Ends

CINCINNATI, March 22.—Three week-ends of operation prior to opening of the regular season, May 17, will kick off the 68th season for Coney Island here. President and General Manager Edward L. Schott said this week.

The week-ends, to feature dancing in Moonlite Gardens to the music of several name bands, will be April 26-27, May 3-4 and May 10-11. With the start of daily operations Sunlite Pool and all other park attractions will be in operation.

OUTING HEADS HIDE OPS FOR LACK OF BIDS

BOSTON, March 22.—Herbert E. Hand, personnel manager of the Chicopee Manufacturing Company, Manchester, N. H., told members of the New England Association of Amusement Parks and Beaches that they were overlooking a good bet in not going after industrial picnics the way they should. In the 11 years that he has been conducting a company outing, he has not received a single piece of literature from a park, he said.

Frank Ford, executive secretary of the employee recreational association of the Merrimack Manufacturing Company, Lowell, Mass., concurred with Hand. He was not deluged by bids from funspots, even though his group's annual affair promises an attendance of about 1,500.

Rocks' Spot Launches Full Week-End Play

NEW YORK, March 22.—Management of Rockaways' Playland threw open the entire park today, lowering the ropes on the last three major rides, the Caterpillar, Cuddle-Up and Funhouse, Park, which had been operating on a limited basis, will now be fully open on week-ends, and thru Easter Week, April 1 thru 6, as a result of last year's successful experiment with Easter operation.

Playland's full-time art director, Herman Hudesay, is finishing the preparation of a mechanical talking clown window display to help entice tots into the 12-ride Kiddieland. Five units have been added to the Big Horn Ranch goat ride, with admission remaining the same, 25 cents. Carousel will go for 14 cents, adults or kids, all other kid rides being tagged at 9 cents. All major rides stay at a quarter admission, except the Scooter, 35 cents. The Rock-o-Plane, Bubble Bounce and Coaster go for 30 cents. Entrance will be same price as first admissions, except coaster, which repeats at 25 cents.

Park reported good business last week-end (14 thru 16).

Bill Hames, Horace Black Set Forth Worth Funspot

FORTH WORTH, March 22.—Lake Worth Beach Company will open a new permanent amusement park here on Lake Worth May 16 to be named Casino Park, according to a joint announcement by Jerry Starnes, president of the organization, Horace Black and Bill Hames.

Hames, owner of the railroad shows bearing his name, will provide the rides, which will include a Merry-Go-Round, Ferris Wheel, Hit-a-Whirl and Roller Coaster. Black, manager of the commercial department of the Southwestern Exposition and Fat Stock Show the past five years and a veteran designer of midway areas, will lay out the fun zone.

The midway will consist of a

Gotham to End Beach Pollution

NEW YORK, March 22.—By the end of next year, pollution of city bathing beaches and close-by areas will have ended, the Board of Health disclosed after a meeting here recently. With the completion of the Hunts Point and Rockaway sewage plants, skeddled for operation this summer, all sewage entering Jamaica Bay will be treated.

Health Department will go on sampling water in Coney Island and Staten Island waterfront areas, and continuing designating polluted beach sections in both areas, it was said.

New Liberty Preparations Under Way for May 24 Bow

BUFFALO, March 22.—Preparation for New Liberty Park's 1952 opening moved into high gear this week as Manager F. Percy Morency and his wife arrived here from Dallas. He reported new promotion plans are in the making and that picnic booking is moving rapidly. Opening is May 24.

New Liberty is operated by Harry A. Illions, who also operates Celoron Park at Jamestown, N. Y., and has the contracts for operation of the amusement zone at the Los Angeles County Fair at Pomona.

New Liberty rides which already are installed include Bubble Bounce, Flying Scooter, No. 16 Ell Wheel, Caterpillar, Double Loop-o-Plane, Rideo, Little Dipper and Merry-Go-Round. Kiddieland includes Miniature Train, Ferris Wheel, Boat Ride, Pony Cart, Airplane and Auto Ride.

Concessions Contracted

H. & E. Concession Company of Buffalo again will operate candy floss, French fries and waffle concessions, and has a new trailer for the waffle stand. Max Diamond has contracted for novelties and A. Pascoletti will return with age and weight concessions.

Park's full season will start May 24, Morency reported. Staff for this year includes Illions, president; Morency, manager; Carl Rothfuss, secretary; Alyne Morency, concessions secretary; John Glover, superintendent of rides; George Seymour, superin-

tendent of concessions and Frank Fairchok, electrician. This will be New Liberty's fourth season. It is six miles from Buffalo and the site includes a featured picnic grove with all modern utilities.

Springfield, O., Funspot Books Rides, Games

SPRINGFIELD, O., March 22.—Springfield Springs Park here will have four rides, operated on a percentage basis, and 10 concessions under auspices of the township fire department this season, according to Owner-Manager Fred Rivenburgh.

The spot, now going into its third year, will open with an enlarged picnic shelter, improved filter system for the swimming pool and a new quarter-mile clay track for auto races. Grandstand also has been built for the track.

Completing the spot's program in preparation for the coming season is the remodeling of the restaurant and soda bar.

British Acts Lose Railroad Discounts

LONDON, March 22.—United Kingdom's performing artists suffered another financial setback last week when the traditional 25 per cent reduction on all railroad fares and baggage charges customarily given to traveling show people was abolished by the Ministry of Transport here.

Harry Marlow, secretary of the Music Hall Artists' Railroad Association, led the losing fight against the lifting of the 25 per cent privilege, which had been kept in force even after the railroads' nationalization. New ruling forces all traveling artists to pay full fare and full baggage charges. Up to now, 150 pounds of show luggage always had been transported free. Ruling also hits salesmen and other commercial travelers, who also had been entitled to the above-mentioned privileges. Only certain lower echelon government officials continue getting the price break, top bureaucrats continue riding for free.

Riverside Again Sets Stock Races

AGAWAM, Mass., March 22.—The stock car racing season gets away at Riverside Park Speedway here April 12, Eddie Carroll, owner-manager, reported today.

Carroll has again signed with the United Stock Racing Association and has reappointed Harvey Tattersall Jr., secretary of USRA, race director at Riverside. Contracts, which were inked after a huddle in New York last week, mark fourth season for stocks here. Races will again be staged on Saturday nights, with added nights a possibility later on. Post time for the opener will be 8:15 p.m.

Bob-Lo Distributes Promotion Folder

DETROIT, March 22.—A profusely illustrated two-color folder is being distributed by the management of Bob-Lo (Bols Blanc) Park in a new promotional move prior to opening about Decoration Day.

Key features stressed include the steamer ride down the Detroit River, the skating rink and ballroom, rides and picnic facilities, restaurants, and historic attractions, such as the 135-year-old blockhouse. Main emphasis is upon the diversity of attractions in the park, operated here for 54 years.

2 Rides Added At Kaydeross; Opens in May

SARATOGA SPRINGS, N. Y., March 22.—Kaydeross Park and Kiddie Boat ride new in the line-up, Jack Gross, is manager and has picnic bookings coming in. Free gate and free parking policies will be continued.

Two eating establishments in the funspot have been fitted out with new equipment. Dave and Ida Kaufman will return for their 16th year at the park and will have the Arcade, Arthur and Sylvia Gries will have the game concessions. Charles and Alice Coppock will have Astrology, Nick Schrader will be back in charge of the Merry-Go-Round.

Ontario Fun Zone To Open May 24

PORT DALHOUSIE, Ont., March 22.—Lakeside Park here will open May 24 for daily operation and annual repairs and repainting will be carried out before that time.

Spot has drawn cool and wet weather for the past two seasons, and given a weather break this time, is anticipating good takes.

Galveston Pier To Open June 13

GALVESTON, Tex., March 22.—Galveston Pleasure Pier, \$1,500,000 funspot on the Gulf here, will launch its 1952 season June 13. It was announced this week by Al T. Wayne, president.

Richard Klaerner has been named as booker for name bands and other attractions which will appear during the season.

For REVERE BEACH
(Boston)
A-1 locations. Location is everything.
GOOD WALKTHRU
with good people, good management
(admg.).

DARK RIDE
MOTORDROME
PAN GAME, ETC.

FREAK for P.C. Deal

RIDEMEN
Experienced or break in 3 men.
For Lease—35 Rm. Hotel and Lounge Bldg.
W. J. O'BRIEN, 13 Walnut Ave., Beverly
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Want Batting Practice!
Cheap Concession for someone—4 UNITS
PITCHIN-PETE, used only part of 1 season.
Will sell the whole works, including
bats and balls, for \$500.00. They cost
\$250.00 each unit. Cash only.

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WILLIAMS GROVE PARK
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FOR SALE—SACRIFICE
Beautiful Park Merry-Go-Round
One of the finest. Excellent condition.
Original cost \$80,000—retail
price now \$12,500. Can be seen in
operation now. Season for sale in
less of property on which Merry-Go-
Round is located. Also Kiddie Em-
phani Ride for sale. Mechanical
electric push button control. Capacity
18 children. Good as new. Retail
only because we have two of same.
Price \$750.

MAX GRUBBS, 291 E. Broadway,
Long Beach, Long Island, N. Y.

FOR SALE—SACRIFICE
BEAUTIFUL PARK MERRY-GO-ROUND
One of the finest. Excellent condition.
Original cost \$80,000—retail price now
\$12,500. Can be seen in operation now.
Season for sale in less of property on
which Merry-Go-Round is located. Also
Kiddie Elephant Ride for sale. Mechani-
cal electric push button control. Capacity
18 children. Good as new. Retail only
because we have two of same. Price \$750.

MAX GRUBBS, 291 E. Broadway,
Long Beach, Long Island, N. Y.

FOR SALE
Electric Freez: Custard Machine, model
#10, perfect condition, purchased 1949,
floor model.

MANAGEMENT, CASINO PARK
Box 319, Virginia Beach, Va.

WANT TO HOOK RIDES
for Kiddie Park. Have Train, Ponies,
Auto, Handcar, Merry-Go-Round and
Boats. Prefer Cashier, VERY Flexible or
lay other. Rides not conflicting.
Year-round operation. Attractive prop-
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With Salice Bars, Frog, Switches, Bolts
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Locomotives, Cars and Equipment for
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M. K. FRANK
480 Lexington Ave., New York 17, N. Y.
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FOR SALE
Two Steam Trains, amusement park
size. These are the famous steam trains
at Crystal Beach Park. In good condi-
tion.

LOUIS F. LEJEUNE
Port Erie, R.R. 52, Ontario, Canada
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No Customers Daily on This Equipment

NEVER A FAILURE!
Park owners need our packaged Minia-
ture Golf Course as a new "must" for
increased profits. 15-200 ft. area.
Best in every way. All claims can be
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HOLMES COOK MINIATURE GOLF CO.
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WANTED
Ride Operators, Ticket Sellers for all
Park Rides, no up and down. State
qualifications and salary expected in
first letter. Cash in Hand. No strikes.
Fish Pond, Glass Pitch, etc. Want one
or two more Kiddie Rides.

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There's a buyer for your
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FOR RENT
Very desirable location in center of popular beach resort—200 ft.
(front) by 100 ft.
Excellent for many outdoor attractions or will build to suit tenant.

P. O. BOX 24, SALISBURY BEACH, MASS.

HUB CONFAB QUOTES:
New England Group
Boasts 132 Members

Continued from page 53

pass on credit for the excellent program. Chairman John Dineen, Hampton, Beach, N. H., credited Henry Bowen, Whalom Park, Fitchburg, Mass., for the highly interesting picnic forum. Bowen, in turn, aimed the glory at his manager, Jim O'Malley, for personally contacting each of the participants and discussing the issues in advance. Credit, it seems, is due to the fine cooperation and interest among members.

A New Departure
John Dineen, Hampton Beach mogul, switched his winter recreational interest to the other side of New Hampshire and skiing. A native of the snow country, Dineen apparently only this year discovered the joys of skimming down the sides of snow-covered mountains. Just as enthused as John are his wife, Eileen, and son, Jay, and a final spring session is planned. A natural storyteller, John appeared to be making considerable headway in convincing some of the rotund members that they ought to take up the winter sport. Chances are they thought differently at a later date.

Bauers Are Honored
Mr. and Mrs. Daniel Bauer, operators of Acushnet Park, New Bedford, Mass., were voted lifetime memberships in the organization. While both expect to become inactive in the business shortly, they have long been identified with the association and contributed greatly to its success throughout the years.

Back in Action
Fannie and Elmer Mason, who have been living in Florida in retirement, are scheduled to become active again, having recently purchased kiddieland interests at Birmingham. Despite their recent business inactivity, the Masons always attended the gatherings of the regional and national groups.

Scholarly Offspring
Norman Rabkin, who attended the sessions with his father, Bill, head of the International Telescope Company, is a graduate student at Harvard where he is studying English. A graduate of the University of Illinois, Norman hopes to teach. Bill almost missed the business session when two planes he attempted to take from New York were canceled because of weather conditions.

On the Sick List
Charlie Anderson, Overland Amusement Company, was operated on in a Lynn, Mass., hospital the day before the meeting. Partner Dick Phelps reported. Business outlook is excellent for their kiddie fire engine company. Dick reports, with material shortages offering no particular headache at the present time. Jim Batterby, assistant to John Dineen at Hampton Beach, is at Hot Springs where he is taking the baths for his arthritis.

No Fault of Business
Bill de L'horbe, sales manager of the National Amusement Device Company, reports having lost 22 pounds since Christmas as the result of dieting. The much-traveled Bill reports prospects good and considerable interest in new equipment. Having traveled the country in every manner, including a car and trailer which made it possible for him to carry his family along at times, Bill is still of the opinion that he can move as fast, and cover as much ground as he wants to, only by owning his own airplane.

A New Leader
Henry Bowen and his Whalom Park, Fitchburg, Mass., aggrega-

tion, which has long held honors as the biggest group attending New England doings, gave way this year to the small army from Lincoln Park, Dartmouth, Mass., headed by President John Collins. The large turnout from nearly every funspot are the assurance of lively and well attended meetings.

Historical Background
Julian Norton, Lake Compounce, Bristol, Conn., entertained a number of listeners after the banquet by tracing the 108-year-old history of his funspot which was founded by his father. First attractions was a road around the lake. The first ride was a hand-powered Ferris Wheel.

Hamid Supplies Show
Floorshow this year was presented by the George A. Hamid & Son agency with the senior member of the firm handling the emcee chores. Talent included Eddie Tierney, Morris and Graham, Eric Adams and Chimp, Madlita Reynolds and Ray Williams. Henry Cogert, whose wife, Jerry, manages the Hamid Boston interests, led group singing prior and during the banquet.

First Miss for Uzzell
R. S. Uzzell missed his first meeting in memory as the result of illness. Loaded with lore as the result of a career that at least equals that of his cohorts in length, the old-timer was always the center of a group at every meeting.

In Full Regalia
Jesse Hutchinson, long-time sergeant at arms, was properly equipped with a police badge and nightstick. It should be reported here that he kept excellent order thruout the meeting. The only disturbances noted were those created by Jesse and his landlord, Ed Carroll.

A Happy Report
Harry Storn, ballyhoo boss at Riverside Park, Agawam, proudly reported that son Harry Jr. has recently been promoted to New York office manager of his firm, Associates Investment Company. Lad started out in the company's South Bend, Ind., offices. Progress is a credit to the 27-year-old.

HAVE EXCEPTIONAL LOCATION FOR KIDDIE RIDES
On Boardwalk — Adjacent to Bathing Beaches — Fine Opportunity for Good Operator. Long lease—must be A-1 equipment — space for other attractions and skill games.

D. J. MAHER
Recreation Pier, Long Branch, N. J.

EXHIBITION WANTED
Have open space available, centrally located in Park, suitable for STOCKADE SHOW for display of certain type Wild Life or Wild Animals and Reptiles. Admission or Donation. We will build stockade fences. Wonderful opportunity. Nothing but money around in this area. 35% rent. Open April 5th.

Ocean View Amusement Park
Norfolk, Virginia

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ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

You're Gambling with Cold Hard Cash . . . if You Miss This Date →

APRIL 2

See Page 52

GIVE TO DAMON RUNYON CANCER FUND

Kiddie Rides For Sale
Tam Thumb "Special 30" Train With Extra Track
Bisch-Rocca Street Car **Travers Jeep Ride**
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Good condition — used 1 season only.
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→ TV IS ALL OF SHOWBUSINESS
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BUSIEST LOT IN U. S.

Six Shows to Play Capital Park Site

WASHINGTON, March 22.—Distinction of being the busiest show lot in the nation will go this year without any challenge to Anacostia Park here.

Meeker, Ranier Merge for Big Dates on Coast

TACOMA, Wash., March 22.—Representatives of Meeker and Ranier shows, Thursday (20) completed negotiations to merge their interests and attractions to provide the midway at the Washington State Apple Blossom Festival, Wenatchee, Wash., April 29-May 3. Under the agreement the two shows will be merged for all big dates contracted during the season.

Signing of the contract were Ralph Meeker, of Meeker Shows, and K. R. Anderson and George Hiseox for Ranier Shows. For the Wenatchee date, the combined orgs will carry 16 major rides, 10 kiddie rides, 10 shows and 60 concessions. It was reported, Shows' officials said that 20 new light towers would be added to the line-up.

Detroit Bows Hurt by Cold

DETROIT, March 22.—Continuing cold weather gave two local shows no opportunity to measure the local response to early carnival openings. Roscoe T. Wade, of Joyland Midway Attractions, opened on the lot at Michigan Avenue and Joe Street, while the Majestic Greater Shows remained on the north-end lot where they set up a week earlier. Only a comparatively few customers turned up, and carnival operators are looking for a warm week-end to bring out enough to provide a basis of comparison for gauging 1952 spending in this area. W. G. Wade Shows were setting up on the Highland Park lot, readying for a week-end opening as the first big show to play the territory.

Del Mar Fair Signs Crafts

DEL MAR, Calif., March 22.—Crafts Shows will play the midway at the San Diego County Fair here June 27-July 6. Bidding for the date, in addition to Orville N. Crafts, owner of the contracted organization, were Larry Ferris, of the Babcock United Shows and Martin's United Shows. Crafts last played the date in 1950 with the Ferris Greater Shows being pacted there in 1951.

Santa Ana, Calif., Inks Babcock Org

LOS ANGELES, March 22.—Babcock's United Shows, owned by Frank W. Babcock and managed by Larry Ferris, have been signed to play the Farmers Fair and Festival in Hemet and the Orange County Fair in Santa Ana. The Orange County Fair, managed by R. M. C. Fullenwider, also secretary-manager of the Riverside County Fair and National Date Festival, is to be held August 13-17 and the Hemet event, headed by Harry Hofmann, is set for August 27-September 1. Babcock's United played the Hemet in 1951. The Santa Ana festival featured Ferris Greater Shows.

and Bennings Road, will be played by no less than six shows—five of them carnivals, the other a circus.

First show in will be the James E. Strates Shows, which is scheduled to open April 13. The World of Mirth will follow. Then, the Ringling-Barnum circus will move in. Three motorized carnivals, Vivona Bros, Lawrence Greater and the John H. Marks shows, will follow in that order, with the last of these stands to fall in early August.

Each of the carnival engagements are slated to run 10 days, whereas the Ringling show will be in for a week. At least 10 days will elapse between each stand, to conform to District of Columbia reservations.

The lot is owned by National Capitol Parks, a branch of the U. S. Department of Interior.

Strates Model Back-End Units, Staffers Named

SAVANNAH, Ga., March 22.—Staffing of key positions on the Strates Model Shows, a newcomer to the ranks of railroad shows, has been practically completed.

Besides David B. Endy, general manager, other staffers include Nicholas Stepp, treasurer; Eddie McTeague, lot superintendent; Barney McGuire, Diesel and electrical superintendent; John Cummings, superintendent of light towers; Johnny Beem, general superintendent; Norman Synrex, artist; George Comer, chief carpenter; Tom Phipps, tractor superintendent; Charles Griffith, trainmaster; and Bull Smith, night watchman.

R. C. McCarter is general agent and Jim Rowan, press agent. Show people will include Leo Duncan, who will have the Minstrel Show; George Vogstad, who will operate the Side Show, Snake Show and Wild Life Show; Sam Lowery, Motordrome; John Carroll, Trip to Mars, and Johnny Parker, Life Show. Charlie Barnes will produce an office-odd revue and Ming Toy Lee will produce a Posing Show, with Thi Hau, a Hawaiian, as the feature.

Recent visitors to winter quarters here included Owners James E. Strates, Ken Leworthy, Rex M. Ingram, Nick Bozinis and Mr. and Mrs. J. F. McDevitt.

Snapp Greater Bows April 14

ST. LOUIS, March 22.—Snapp Greater Shows will open its season April 14 at the annual home show in Joplin, Mo., William R. Snapp, owner, announced here this week. Snapp, accompanied by Mrs. Snapp, spent several days here visiting friends on route home from a two-month vacation in California.

Three new rides will be added to the line-up this year, and the fair route will include eight Wisconsin annuals for a total of 16, according to Snapp.

Cetlin, Wilson, Back In Petersburg, Va., Prep for WQ Bow

PETERSBURG, Va., March 22.—Winter quarters activity of Cetlin & Wilson Shows will start here next Monday (24).

Co-owners Izzy Cetlin and Jack Wilson, who returned here late last week from Florida, were busy this week, preparing for the start of make-ready work on show equipment.

Eye Operation On F. E. Gooding Is Successful

Ride Unit Operator Expected to Return To Columbus Soon

COLUMBUS, O., March 22.—Floyd E. Gooding, president-general manager of the Gooding Amusement Company, this city is expected back at his home next week from Baltimore, where he recently underwent an eye operation. Physicians termed the operation a success.

Hai Eifort, Gooding unit manager, returned here Friday (20) from an extended booking tour. Eifort had been on the road almost constantly since the early part of February, completing still date bookings for Gooding units.

The Elwood (Ind.) Centennial, scheduled for June, this week designed a Gooding unit. The Elwood event will feature pageant produced by John B. Rodgers Producing Company, Postoria, O., and will precede the fair at Bear-by Anderson, Ind., by one week.

Seven Gramin trailers, five International tractors and four Ford tractors were delivered to the Gooding winter quarters this week.

Earl-Ross Org Adds New Fairs

FARMINGTON, Me., March 22.—Eastern Amusement Company will launch its '52 season with at least one new ride and will enter some new territory in addition to many stands it played last year, Martin Earl, co-owner, announced here in winter quarters.

New fairs on the '52 route include those at Union and Blue Hill, Me., and the show is also scheduled to play the Houlton, Me., annual celebration.

C. R. Ross, co-owner, is expected here soon from Grand Rapids, Mich., where he wintered with his family. Robert Tuttle is also due from Elmira, N. Y. Mr. and Mrs. Frank Cleasby info they will be back this year to handle electrical work and operate the Monkey Speedway and Athletic Show. Sandra Lee will again head up her "Streets of Paris" show but the unit will be minus the services of George Collins this year. Collins, unit's latter last year, is now in the Marine Corps.

Naylor Signs As Wagner PA

MOBILE, Ala., March 22.—W. B. (Bill) Naylor, veteran outdoor tub-thumper, has been signed as press agent for the Cavalcade of Amusements, Al Wagner, owner, announced here. Naylor, who has handled press for a number of outdoor shows, was with the Amusement Company of America Shows last year, and was with the Cavalcade during the postwar years.

WOM Preps Units For Early Bow

RICHMOND, Va., March 22.—A major refurbishing program is under way at World of Mirth Shows quarters here. Many flatcars have been redecked and the entire train has been repainted. In all, 10 painters did the job.

Show fronts are being redecked and rides are being inspected for needed repairs. Included in the work program is the building of 26 wagons, a few as replacements, but most needed to take the strain off other units. Frank Bergen, general manager, said the program is the most extensive undertaken in several years, and that an early bow is contemplated.

MAD CODY IN RACE

Fleming Seeks Election to Ga. Legislature

HICKOK, Ga., March 22.—Mad Cody Fleming, veteran showman and owner of the motorized carnival bearing his name, is in the throes of a spirited race for election as a State representative from Brantley County.

Despite the demands of the campaign, Fleming continues to direct the make-ready of his show equipment for the season opening April 28.

Cody and his wife have been in quarters here since the middle of February, following a Florida vacation. Claude Smith is overhauling motors, Burt Miller is in charge of carpentry, and E. H. Pike is directing painting and decorating.

Concessionaires on hand, preparing for the season are Frankie Shelton, Clyde (Judge) Dowdy, Mr. and Mrs. Cliff Guest, W. W. and Pat McMinn, Mr. and Mrs. C. D. Dean and their daughter, Mr. and Mrs. Hobart Thomas, Mr. and Mrs. Ed Knox, Dewey and Ola Harrington, Bob Harrel, Frank Elrod, Woodward Touchton and Kenneth Waybright.

C. D. Dean was rushed to a Jesup, Ga., hospital this week for a major operation. Jack McCarty continues on the sick list.

Mel Sober To Head Org

SUNBURY, Pa., March 22.—Mel Sober, of the booking agency bearing his name, will manage the former Keystone Attractions this year, but the org will be re-titled before it opens its season in late April.

Route will take it thru some of its former territory but several new dates have also been added. Show will spring with a Ferris Wheel, Chairplane and several kid devices.

Personnel already lined up include Peck Martz, popcorn and candy apples; Fred Sassaman, cookhouse and candy floss; Mr. and Mrs. Hugh Gross, French fries and spindle. Red McKinley will be ride foreman and electrician and Dan Noll will operate a small Side Show.

Dobson's United To Open April 15 In Eau Claire Park

WILLERIE, Minn., March 22.—Dobson's United Shows will spend part of its still date season this year at Lake Halle Park, Eau Claire, Wis., Bill Dobson, co-owner announced. Rides will be moved there for an April 15 opening and remain thru May 26, he said.

The amusement spot has a dance hall, hot-rod race track and facilities for fishing, bathing and boating.

Dorothy Pickering show's secretary, will be on hand for the opening as will Co-Owner R. E. Patteron who has been wintering in San Antonio, and the Stankos. Dick Polzin will be missing this year due to his enlistment in the Army.

Recent visitors at winter quarters here included Jack McDonald and Charles Carroll, co-owners of Veterans' United Shows, and Mr. and Mrs. W. J. Wolfe, Wolfe Greater Shows.

Mississippi Cold Hurts J. A. Gentsch

LUCEDALE, Miss., March 22.—J. A. Gentsch Shows moved here this week from Laurel, Miss., where rain and cold weather held down the crowds all week. Lot here is near the downtown area three blocks from the main street. Visitors included Mr. and Mrs. John Willaned, Harry Starbuck, Doc Angel, Marie Gaskins, Red Ramer, Mr. and Mrs. Ralph Miller and the Shepherd brothers. Mr. and Mrs. Gentsch returned from trip to Fort Arthur, Tex., where they attended a funeral.

Ernie Allen Buys Interest In Baker Org

INDIANAPOLIS, March 22.—Ernest (Ernie) Allen, veteran outdoor showman, has purchased an interest in Baker United Shows and will take over the active management of the show this season, Tom Baker, owner-manager, announced here this week.

Baker will continue to handle the general agent's chores and promotion work, while Allen former ride and concessions operator, will be in charge of the rides and concessions.

The move was necessary because of other interests, but will in no way affect the policy or operation of the show, Baker said. William Handler will be back as ride superintendent and Chester Pierce as chief mechanic and maintenance manager. The latter is supervising work here in winter quarters.

Baker, who recently underwent an eye operation in the Methodist Hospital here, reports he is well on the road to recovery.

Groves Greater Hit by Storm

LAKE CHARLES, La., March 22.—Groves Greater Shows suffered an unestimated amount of damage Tuesday morning (18) when a storm hit the org's winter quarters here. Most of the damage was confined to the buildings, trailers and trucks and repairs were started immediately for the March 29 opening here.

Ed Groves, owner-manager, has moved the major portion of the merchandise from his store to winter quarters and will soon close the business for the summer. C. S. Anstead, general manager, recently returned here from a booking tour. Under his routing, shows will move into Arkansas during the early part of the season and return to Louisiana for the fairs starting September 1.

Lee Griffin, who is readying his concessions for the opening, has been joined by his brother who will go out with him this year. Other new arrivals include Buddy Holmes, concessionaire; Bob Levrett, Ferris Wheel foreman; Jesse Moody, Tilt-a-Whirl; Howard Bishop, Merry-Go-Round; Curley March, electrician; Mary Smith, candy floss, and Mike Louiver, Tilt-a-Whirl. Kirk Hammond, Merry-Go-Round foreman, was a recent visitor here and is scheduled to join soon.

Concession folks here include Pete Dell, his two sons and their families; Mr. and Mrs. Ernie Woodward, Mr. and Mrs. Stanley Schmidt, Mr. and Mrs. Joe Simon, and Mr. and Mrs. J. B. Bailey.

Set Openings For I. T. Units

NEW YORK, March 22.—Openings for the No. 1 and No. 2 I. T. Shows units were announced here this week by Phil Isser, general manager. The No. 2 unit will kick off first with a date beginning April 4 in Brooklyn. The No. 1 unit will preem May 18 on Long Island.

Isser, who returned from Florida last week, reported the outlook for the season good. Units are customarily routed only in metropolitan New York, except for several fair dates.

Virginia Greater Adds Four Trucks

SUFFOLK, Va., March 22.—Virginia Greater Shows recently added four new International semi-truck tractors, it was learned here this week. Tractors were obtained from George Berman, of Pennsburg, Pa., with the shows' George Gillespie and Ronnie Prue driving them back from Pennsburg.

Midway Confab

Mr. and Mrs. Jimmie Davidson have returned to Columbia, S. C., following a honeymoon in Havana and Florida. Davidson will be on the staff of the Morris Hannum Shows this season. They will be "at home" in the Jefferson Hotel, Philadelphia, after April 1. After three months on the Gulf of Mexico, Mr. and Mrs. Tito M. Moreno and Tito Jr., started north to prep their Wild Life Show. En route they stopped off in Memphis where Moreno bought a 33-foot house trailer as a birthday present for his wife, Geraldine. They also visited with Mrs. Moreno's parents, Mr. and Mrs. Fraker, in Memphis.

Jess Wrigley, general agent for 20th Century Shows, passed thru St. Louis last week on a trip to northern territory. Harold Eutah, concessionaire with American Beauty Shows, was a recent visitor at The Billboard's St. Louis office en route from the East to the show's Perryville, Mo., winter base and then to his home in Webb City, Mo. Dave Picard, concessionaire on several days in St. Louis recently visiting with friends.

Severin Hilo, owner of the Down River Shows, has placed an order for a new Tilt-a-Whirl to be delivered in time for his early April opening in River Rouge, Mich. Visitors at his winter quarters last week included Elmer F. Cole, show owner; Mrs. C. Joe Bennett, widow of the former Joyland general agent; W. G. Wade Jr., owner of the Wade Exposition Shows; Joe Huckleback, Lansing, Mich., former ride operator; E. A. Howard, Penny Arcade owner, and Harold Lucas, Flint, Mich., who is booking two rides on the shows. Kenneth Ries, show builder and concessionaire, will be The Billboard agent on the Down River midway this season.

Eveline Pike, sword swallower on Royal American and other shows, recently completed a tour of the West Coast. She presented her sword act on the Spade Cooley and Ina Mae Hutton video shows and then returned to her home in Hoxie, Kan. She plans to return to the road in June. . . . Wallis and Susie Waldron will have their glass-blowing exhibit at Playland Amusement Park, San Antonio, this season, marking their third consecutive year at the spot. . . . O. A. Tipton is taking boot training at the U. S. Naval Training Center, San Diego, Calif. His wife, Dolly, will not take their concessions out this season.

Ted Parks has entered a hospital in Corpus Christi, Tex., to undergo a skin graft on his right hand after sustaining severe burns while working as an electrician there. Ted has been with various carnivals for the past 15 years.

He and his wife, Butch, and daughter, Linda, wintered in Corpus Christi. They visited Don Franklin Shows in Austin, Tex., and Borderland Shows in Aransas Pass, Tex., recently.

Recent visitors at quarters of the James H. Drew Shows in Dunbar, W. Va., were Mr. and Mrs. R. C. McCarter, Strales Model Shows; Mr. and Mrs. Curley Cowart; George Brass, G. & B. Rides; Paul T. Robertson and Cecil Cornthwaite, Ideal Rides; Russell Hunt and A. C. Hill. . . . Robt DelMar, who recently completed a return engagement at the Carnival Lounge, Pittsburgh, has been residing with Jackie Boat the past four weeks, and while there visited Col. Lew and Helen Altars and Georgie Spears in Reading, Pa.

Theodor Megarden, who produced and operated the Girl Revue on the World of Birth Shows in 1950, has joined Harry S. Goodman Productions, New York producers of radio and television shows. . . . Bobby Korik was guest of honor at a recent surprise birthday party given by Jean Nadja in Trenton, N. J. Guests included Le-Ola, Jimmy Fay, Charles Hunter Jr., Babe Montana, Billy Dorr, Sally Ward, Peggy Ewell, Bobby Jones, Al Rittler, Kitty Robinson, Billy Dick, Bert English, Charles Smith, Al Primo, Van Stokes, Happy Jennie, James Drinkwater, John Ivan, Bob Styles and Mr. and Mrs. Edward Wegand.

Ron Marleau and Dallas King, who have been partners in a Halifax, N. S., restaurant, have sold their business and will join the Quebec March Shows for a tour of Quebec and Ontario. Last season the two had a Boat ride and Monkey Motordrome on the Carroll Shows, but this season will work the 'drome alone. Two semi-trailers have been purchased for the tour.

Lorain Thomas, concessionaire, will again go out with the Bill Lynch Shows. He is hospitalized in Boston following surgery, but expects to show up in Halifax, N. S., for the opening. . . . Earl Winchester, veteran Canadian showman, leaves Halifax soon for Winnipeg where he will manage E. J. Casey's amusement park.

Noel Zink, of the Bill Lynch Shows, was buried in Halifax, N. S., recently. Showmen attending the funeral included Jack Lynch and George Cavanaugh. Bill Lynch was in Chicago on business at the time.

Ralph Lockett, general agent of the Cellin & Wilson Shows, was in Chicago recently on business. . . . Johnny Anderson, of the Enquirer Printing Company, Cincinnati, also was a recent visitor to Chicago.

WORLD'S LARGEST MIDWAY ROYAL AMERICAN SHOWS

1952 ROUTE

- The Greatest Route in the Outdoor Show Business**
- Memphis Cotton Carnival**
Memphis, Tenn.
May 10-17
 - St. Louis, Mo.**
Grand and LaCade Streets
May 20-June 1
 - Annual Shrine Jubilee**
Davenport, Iowa
June 4-15
 - Elks Summer Festival**
Winnipeg, Canada
June 19-28
 - Manitoba Provincial Exhibition**
Brandon, Manitoba
June 30-July 4
 - Calgary Exhibition and Stampede**
Calgary, Alberta
July 7-12
 - Edmonton Exhibition**
Edmonton, Alberta
July 14-19
 - Saskatoon Industrial Exhibition**
Saskatoon, Sask.
July 21-26
 - Regina Exhibition**
Regina, Sask.
July 28-August 2
 - Canadian Lakehead Exhibition**
Fort William-Port Arthur, Ont.
August 5-9
 - Tri-State Fair**
Superior, Wis.
August 12-17
 - Minnesota State Fair**
St. Paul-Minneapolis
August 23-September 1
 - Kansas Free Fair**
Topeka, Kan.
September 6-12
 - Oklahoma State Fair**
Oklahoma City, Okla.
September 20-27
 - Arkansas Livestock Show**
Little Rock, Ark.
September 29-October 4
 - Miss.-Ala. Fair and Dairy Show**
Tupelo, Miss.
October 7-11
 - Louisiana State Fair**
Shreveport, La.
October 18-26
 - Pensacola Interstate Fair**
Pensacola, Fla.
October 29-November 3

Can use one more good Crind Show that does not conflict and is up to Royal American standards. Openings few capable Boss Canvasman and Ride and Show Help in all departments. Chorus Girls wanted for Leon Miller's 1952 Edition of Moulin Rouge, Salary \$75 per week. Trains leave Tampa for Memphis on May 5. First section out at 2:45 p.m. and second section at 3:45 p.m. Apply either place. Address all inquiries **Carl J. Sedlmayr—Royal American Shows—Tampa, Florida**

PAGE AMUSEMENT CO.
March 24-29, Chester, S. C.
March 31 to April 5, American Legion Festival, Kings Mountain, N. C.
Choice Western South Carolina Pay Roll Spots to Follow
Want Shows with or without own equipment, Side Show, Motordrome, Snake, Monkey, Mechanical. Good proposition to organized Minirel Show with own equipment. All Nanky Panks open. Special proposition to well-lashed Bingo. (All boxes, contact.)
Want Foremen for Wheel and Merry-Go-Round. Want Agents for office-owned Concessions, Count Street, Skittles, Spindles and P.C. All address:
ROLAND PAGE, Gen. Mgr., or W. R. (WHITIE) JOHNSON, Bus. Mgr.

WANTED—COMPLETE CARNIVAL UNIT
Or Individual Ride Owners for all or any part of our coming season. We book most of the Industrial and Labor Picnics in and around the Toledo Area. Picnic Groups as large as 10,000 people. Our park has 32 acres of ground, large picnic grove and swimming facilities for 3,000 people. Golden opportunity awaits you. Immediate reply on any reasonable offer. Contact
SUNNYSIDE PARK
5555 TELEGRAPH RD. TOLEDO, OHIO
Att: Mr. L. Abrams or Mr. C. Abde.

MILLIKEN BROS.' SHOWS
BLACKSHEAR, GA., WEEK MARCH 24
Want any Major Ride that does not conflict. Nanky Panks, one of a kind. No flats, P.C. or Cypsel. Nanky Park Agents, contact Miss Mary East. All address
MILLIKEN BROS.' SHOWS
BLACKSHEAR, GA.

SUNSET AMUSEMENT COMPANY
Want Independent Shows: Motordrome, Side Show, Monkey, Animal, Lunt, Mechanical and Fun or Glass House. Help: Can place Second Men who drive on all Rides. Salaries, raises and bonuses. Must be in winterquarters by April 31.
CELEBRATIONS START WEEK OF JUNE 23
P. O. BOX 448, DANVILLE, ILLINOIS

MIGHTY PAGE SHOWS
LAST CALL
OPENING SUMMER, S. C. FRIDAY, MARCH 28. BIG ARMY PAY DAY.
Want Nanky Parks of all kinds—Snow Cones, Custard, Novelties, French Fries, Photo Gallery (will sell on Glass Pitcher), Jewelry, Ball Games, High Stakes or any legitimate Concession working for profit. Especially want Penny Arcade. Want Shows: Life Show, Wild Life, Mechanical. Special proposition to Motor Drome with own equipment. Speedy Atoms, please contact. Bill Holt wants Girls for Girl Revue. Tickets to those he knows. Rides: Will book Comes, Flies: Plane, Little Dipper and Caterpillar. Can always use reliable Ride Help. Concession Help Wanted: Nanky Park Agents, P.C. Dealers, Skittles and Grand Store Agents and General Help. John Dempsey wants Ride Foreman and Working Men in all departments. Have good proposition for reliable Billposters with own truck. Can also use Girl Show Operator for two newly framed office Girl Shows. Must have beautiful girls and wardrobe. All those contacted please be on the list not later than March 27. Others contact
BILL PAGE, Owner, or MAXIE SHARP, Business Manager
c/o MIGHTY PAGE SHOWS, SUMMER, S. C.
P.S.: Bert Williams and Herb Mace, please contact Bill Page immediately.

LAWRENCE Greater Shows
AMERICA'S MOST PROGRESSIVE CARNIVAL
OPEN APRIL 3
LAST CALL NEW BERN, N. C. LAST CALL
All those contracted get in touch with us
CONCESSIONS HELP
Want Age and Scale, Long and Short Range. All Legitimate Concessions open.
SHOWS
Can use Arcade and Motordrome. Also any Crind Shows. Motordrome Riders Clyde and Camille, wire here. Jack Hardy wants to hear from you.
On account of disappointment can use **ORGANIZED GIRL REVIEW AND POSING SHOW**
Learning for New Bern, N. C., March 29. Until then, DUNN, N. C.

DON FRANKLIN SHOWS

Opening Luling, Texas, April 12 — Two Saturdays — Followed by Bryan, McKinney, Greenville, Texas; Durant and Bartlesville, Okla.; K. C., Kans.; Junction City, Leavenworth, Manhattan, Kans.; K. C., Mo.

BIG JULY 4TH CELEBRATION, RED OAK, IOWA

Fairs start the week after July 4 at Barnesville, Minnesota, followed by Fertile, Warren, Roseau, Mahanoma and Fairbault, Minnesota, all fairs; Davenport, Greenfield and Harlan, Iowa, fairs; Northwest Missouri State Fair, Bethany, Mo., Labor Day Week; Tezakana Four States Fair, Sept. 12-20 inclusive; Wharton, Rosenberg, Angleton, Refugio, Beeville and Alice, Texas, fairs; close Nov. 3.

WANT CONCESSIONS

Ice Cream, Custard, Age and Scales, Photos, Bumper, Heart Pitch, Glass, Live Duck and Fish Pond Pitch, Coke Bottles, Cork Gallery, Duck Pond, Over 12, Hoop-La, Watch-La, Jewelry Spindle, Ball Games, Place Six Cats and Buckets. Stock only to operator who has Hanky Panks.

BOOK SHOWS

Not conflicting with Lion Motordrome, Side Show, Snake and Monkey Shows, Want Fun House, Glass House, Freak Animal, Mechanical, etc. ALEX TOLLIVER, contact me. Will frame all new Minstrel Show for you. SIDE SHOW ACTS WANTED. Contact Bill Chalkias, Tarpon Springs, Florida.

HELP WANTED

DIESEL ELECTRICIAN, capable of handling four G.M.C. plants on a 15 Ride Show. Must be able to make circus moves, several fairs; references required; must drive one plant semi. Full time Helper furnished starting fairs. Earnings tops.

MECHANIC with own tools for one of the best truck fleets on the road. Must drive semi. Top wages.

FOREMAN for Little Dipper, Second Men for Tilt, Looper, Dipper, All must drive semis. Man to handle new Downey towers and front gate.

BOOK RIDES

Book for season two major Rides, Fly-o-Plane, Octopus, Rock-o-Plane.

FOR SALE

1946 Spitfire, Fun House, Sperry Searchlight on semi. Best cash offer accepted. Caterpillar Ride advertised last week has been sold.

BUY

One G.M.C. 6-71 1260 R.P.M. Diesel Plant. No semi wanted.

Winter quarters open. All replies Fairgrounds, Boerne, Texas. Phone 932-F5. No collect calls.

DON FRANKLIN
Gen. Mgr.

H. N. REEVES
Concessions Mgr.

FRANK GASKINS
Gen. Agent

LAST CALL

"CORRECTION"

LAST CALL

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Opening Columbus, Indiana, April 14-16, 10th and Wilson Sts., Show Grounds
This is the show that knows Indiana and plays defense cities where every week is like a fair. Fairs and Celebrations start 2nd week in June. Solid through October 13.
Mr. Concessionaires—Why play and pay to play blanks? Any time this show blanks you, with the exception of weather, PRIVILEGE FREE.
WANT—Hanky Panks, Stock only.
WANT SHOWS—Must have own outfits complete with transportation, P.C. very reasonable.
RIDE HELP—Cat, Foreman, Flying Scooter, Rolloplane, Second Men on all Rides. Salaries top. Come on to winter quarters now. All wires and letters will be answered! All replies
W. R. GEREN, Box 29, Greensburg, Indiana

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

LAST CALL Opening on Main Street, Greenville, S. C., Saturday, March 29, followed by a proven route of Skill Dates, Celebrations and Fairs.

WANT CONCESSIONS—Can place the following: French Fries, Nut Bars, Custard, Hi-Striker, Cigarette Pitch, String Game, Bowling Alley, Balloon Dart, Huckley-Buck, Milk Bottles, Coke Bottles, Hoop-La, Fish and Duck Pond, Cigarette Pitch or any Hanky Panks.
SHOWS—Can place organized Minstrel with at least six piece band that is not in debt. Have brand new outfit for same. Side Show, Illusion and up-to-date Fun House.
RIDES—Can place modern Boat Ride and Roller Coaster.
BINGO HELP—Dave Fineman can place capable Counter Men and Relief Callers.
Address JOHNNY T. TINSLEY SHOWS, Greenville, S. C.

Rides **STEEL CITY SHOWS** 3 Shows
PLAYING MICHIGAN, OHIO, INDIANA, KENTUCKY
Want—Hanky Panks of all kinds. 2 on Popcorn, Age & Scales, Novelties. Come on, will place you. Also Six Cats, Balloon Darts, Buckets, American Palms, Ball Games, Want Merry-Go-Round Man, Second Men on all Rides who drive semis. Salary, drawing account daily. P.C. Agents and Seller Agent.
Gurdon, Ark., March 24th to 29th. All replies Concession Men, Gurdon, Arkansas.

H. AND S. SHOWS
Want to book Rides and Concessions. Will lease Roll-a-Whirl, Kiddle Auto with privilege of purchase.
H. AND S. SHOWS
Box 509 Bellefontaine, Ohio

From the Lots

Hill's Greater

DEL RIO, Tex., March 22.—Shows opened here last Monday, auspices of the VFW, to a good crowd. Friday and Saturday were the two best nights of the week. On Saturday afternoon, org gave a 5-cent matinee for the kiddies. Susie Q was a drawing card. Benny Spencer lost three concessions by fire. Doc Snow has joined as general agent and C. B. Rawlings joined with his Motordrome. Tilt-a-Whirl was leading ride and Clyde Davis' Girl Show the leading show. Lloyd Lea reported good takes with his candy apples, candy floss and popcorn.

Haywood

MURFREESBORO, Ark., March 22.—After a three-week lay-off at Zwolle, La., organization got off to a good start at Monticello last week. Mr. and Mrs. Cliff Patton have two Girl Shows; Blacky joined with Monkey and Snake shows; Mrs. Tony Haywood has popcorn and fish pond; Mrs. R. R. White, set joints—her husband will join later; Mr. Gorge is legal adjuster; Mr. and Mrs. C. R. Mozley have kiddie rides, bingo and p.c. tables (Mozley also is electrician); Earl Whitehead is mechanic; Gene Lee and brother joined with concessions; the writer is on front gate.—LEON BENNETT.

Borderland

SABINAL, Tex., March 22.—Org is carrying two major rides and a Kiddieland, owned and operated by Dutch Bowden. Concessionaires include Ada Jane Bowden, Bill Gunner, Bill Luther, Irene Young, Don McInahan, Bobbie Stutzman and Ann Middleton.
Snake Show, owned and operated by Odell Middleton, is a top midway grosser. Owner Howard Deason reported business better than expected considering the inclement weather. The writer is the Billboard sales agent.—IRENE YOUNG.

Southern Valley

HAYNESVILLE, La., March 22.—Shows' business has been okay. Staff includes Eddie Moran, owner; Bobby Moran, secretary; Pop Strohl, advertising agent, and Johnnie Martin, office.
Concessionaires are Bossie Martin and Bob Millic, agents for Wilson, Dean Frank, Dorothy Bramell Murphy and Billy Wayne. Joe Miller is talker on the Girl Show.—MRS. ROBERT MORAN.

Golden Rule Show

Opening April 18, Runnede, N. J. Playing New Jersey and Pennsylvania short moves.

Can use a few more Concessions. Want Ferris Wheel Foreman and Help on other rides. Ed Davis wants Agents for Stock Stores. Now selling space for the Soldiers and Sailors' Fair and Picnic at Shagle Co., Pa., July 25th to Aug. 2nd.
A. L. BLACKMON
318 N. 22nd St. Camden, N. J.

FOR SALE
NEW MERRY-GO-ROUND HORSES
Cast aluminum, two sides, 5 1/2 x 26 x 10 inch, weight 20 lbs. size 11 x 22 1/2 inch, weight 25 lbs. Ready to put on ride. \$130.00 per pair. 30 days delivery. My supply is limited. Also have 18 Allan Birchall Major Rim Wooden Horses for sale, price \$20.00 each, so on in. W. H. WHITE, CALL OR WRITE: C. A. GORSE, Azle, Texas (Phone) 4221

Greater Midway Shows

OPEN EARLY IN MAY
Will buy Rides Wheel for \$100. Have for Sale—Kid Chairplane, two years old, with Track, \$200 for both. Have four-ear Concessions, 7 roller, 100 for Grab, Popcorn or Apples, \$150. Will book Shows, Rides and all Hanky Panks that don't conflict. All with me first contact. All addresses: FRANK E. DICKERSON, General Delivery, Orange Lake, Florida.

FOR SALE
1947 Caterpillar with 1951 funnel. Perfect condition, priced to sell. Also Kiddle Ferris Wheel.
AL TAMARGO
128 Franklin St. Elmont, N. Y.

PIN STORE AGENTS WANTED
Open Baton Rouge, La., March 28. Curtis Jones, Dick Anderson, contact Willie.
SONNY HOWARD
20th Century Shows Baton Rouge, La.

America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
IMMEDIATE DELIVERY
FLAMEFOIL FABRIC
Available in all colors.
All dyed colors also available.
Bernie Mandelsohn—Charles Driver
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HANKY PANKS
PUNKS FOR CAT RACKS—15 various designs. Very finest wool, packed solid as a rock. \$36.00 per doz. Send deposits on all orders. 49 different Hanky Panks. Write for Catalog

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SLUM SPINDLES
Will Get You Top Money on Any Midway
You can safely fish your best prize, work for 10s, 15s or 25s with our new, attractive, portable spinners. 10 inches square, beautifully covered with red felt, fancy metal corner-plating, has 45 two-inch spaces. Now finished 21-inch size. Complete and ready to work on any counter top, only \$49.50. \$10.00 deposit, balance C.O.D.

K. Max Smith Enterprises
Box 297, Russell Point, Ohio

STRANGE and WEIRD ATTRACTIONS
Shrunken Heads, Bodies, Devil Child, Flying Girl, Wild Boy, many others. Your ideas made real. Free folder. Write TATE'S CURIOSITY SHOP
3148 E. Van Buren St. Phoenix, Arizona

FOR SALE
30 Kw. Transformer, used one season, mounted on GMC truck, good tires, motor just overhauled.
22-Ft. Smith and Smith Chairplane. Brand new, fence, motor just overhauled, newly painted, excellent condition.
20x20 Ring, top and frame, racks, light switches, switch box, complete. Four 8x10 Open Concessions, top tops. One 8x8 Concession Top and sides, brand new. One Fan Concession, used once. One 10x10 Grab, four-way frame, brand new, switch box complete. Evans Big Six, Mutual and five Stock Wheels.
DUKE
Early Hotel Philadelphia, Pa.
Phone: PEnnsyacker 5-8350

WANTED—SIDE SHOW PEOPLE—WANTED
Can place Ticket Sellers, A-No 1 Talker, Baby Girls, Mentalist, Babe Keating, answer. Also Karl Alton. Can place Side Show Acts Also Feature Freak, Animal Attraction, Hell and Half, Open Salina Ala., March 29. Cookhouse open March 27.

BEKTHA BERT
COLD MEAT SHOWS
Winter Quarters. Debar, Ala.

FOR SALE
10 KW. LIGHT PLANT
Perfect condition. Best cash offer this week. Address:
J. C. KENZIE
Cave Coffee Trailer Park, Augusta, Ga.

PRESS AGENT WANTED
Must be a top man in the business for one of America's foremost Railroad Carnivals. Address: BOX 411 626 The Billboard, 300 Arcade Bldg., St. Louis 1, Mo.

Midway of Mirth Shows
Opening March 29, Centerville, Ill. Playing 2 Saturdays.
Want Ride Help who do the Merry-Go-Round Foreman. Nick Concessions of all kinds. Shows with own outfits. Good proposition for Working World. Address: Trenton, Ill. until March 27 then Centerville, Ill.

NOTICE
SHOW AND CARNIVAL AGENTS
I have one of the finest Show Grounds in Southern Ohio, located in the city limits of Middletown, Ohio. Would like to book Shows and Carnivals for the coming season. This is a great Show Town. Write or contact Mr. Perle Sanbury, Middletown, Ohio.

FOR SALE
#5 ELI WHEEL
Good condition. Can be seen in operation. Ride Help, contact Willie.
COASTAL AMUSEMENT CO.
Atlantic City, New Jersey

Winter Quarters

Virginia Greater

SUFFOLK, Va., March 22.—Unsettled weather has been hampering outside repair work on several rides. Repainting and re-decorating work by Bill Murray on the wagons also has been slowed down. Fletcher Gibson and his assistant, Russell Peek, renovating Merry-Go-Round and two trucks. Paul Cross is repainting the Ferris Wheel seats. William Smith is working on the Whip platforms, with Clyde Thomas helping. Bill Penny, ill with the flu, is back on the job. Jimmy Thomas and Johnny (Red) Underwood closed recently. Show personnel has made the Crystal Cafe its headquarters, with Manager Rocco and many of Suffolk's leading gentry cutting up jackpots nightly. Joining in are Paul Thanos, cafe owner; Bum Bradshaw, William Jones, Bill Qwaltney, Vernon Jones and Fred Hart, manager of Station WLP.M.

Reporting to quarters were Mr. and Mrs. H. W. (Happy) Arnold, with their concessions. Recent visitors included Dr. and Mrs. L. C. Hollend.

Alamo Expo

SAN ANTONIO, March 22.—Shows returned to quarters just in time to escape a windstorm following their engagements at the Charro Day Celebration, Brownsville, Tex., and in Kingsville, Tex. Norville Miller, truck mechanic, reworked a number of the trucks. Bill Williams has about completed work on the new Minstrel Show front and stage. Ben Hyman took delivery on a new bingo top and frame.

Assistant Manager A. R. Wright went to Los Angeles to visit relatives. Frank Duffy, concession truck driver, succumbed to a heart attack in his hotel room. Jack Oliver's truck caught fire en route to Brownsville and the trailer and its contents were destroyed. General Manager Jack Ruback reports that the spring route is set.

Recent visitors included Charley Chubb, Max Friedman, Ben Block, Harry Rogers and Pappy Reiden.—**IRENE OLIVER.**

Mighty Hammontree

CHATTANOOGA, March 22.—Org will open its seventh annual tour in its home town, Chattanooga, April 14, for two weeks. Chattanooga had been closed to carnivals. Many improvements have been made, including a new 60-foot entrance, new 10-in-1 Side Show and a new sound truck. The rides are being illuminated with fluorescent lighting. Shows will move on 15 semis.

Staff includes William O. Hammontree, general manager; J. C. Admire, publicity and kiddie matinee; Hoppy Chapman, legal adjutant; Fred Almany, lot superintendent; Ed Terry, electrician; Bob Mooney, chief mechanic.

Midway of Mirth

TRENTON, Ill., March 22.—Org is scheduled to open March 28. Eddie Khron, popcorn, is heading north from Florida. Madge and Stanley Warwick and Charles and Anna Kahle have wintered in Dallas. Nester Elstrom, Indian darts, wintered in Lisbon, Ia. Bettie and Dudley again will have Moss diggers; Van Tankersley the cookhouse for fourth season; Carl and Tillie Pope, grand show, bingo and penny pitch. Lotus Francis is in the hospital; Eva Rogers has been seriously ill; Becky and Johnny Garrett are visiting in Detroit. George Barrett is working schools in Georgia and the Carolinas. His son, Bill, is assisting, and Rex Ingram is on advance. Bill Russell and L. S. McMillan will have concessions. Frank Lavall will be lot man and The Billboard sales agent; Tommie Davis will be general manager; James Rogers, ride superintendent, assisted by John Garrett.—**ROSIE DAVIS.**

American Beauty

PERRYVILLE, Mo., March 22.—Org opens at De Soto, Mo., April 12. Joe H. Sharp and H. W. Bartholomew are co-owners and managers. A new Merry-Go-Round top has been ordered. Sharp has added Aurora, Mo., and Wapello, Ia., to the list of fairs. Personnel was saddened by death of Mrs. Katherine Utah. F. M. Shortridge was a recent visitor.—**MRS. H. W. BARTHLOMEW.**

WALLACE BROS. SHOWS

WINTER QUARTERS NOW OPEN

NOW BOOKING CONCESSIONS AND SHOWS FOR MEMPHIS COTTON CARNIVAL MAY 9-18

SHOWS:	WANT	WANT	WANT	WANT	WANT
Fun House, Side Show, Girl Unborn, Monkey, Big Snake, Illusion, Mechanical, Minstrel, Iron Lung, Wild Life.	★	★	★	★	★
CONCESSIONS: All Eat on except Cookhouse, Jewelry, Hats, Novelties, CUSTARD, Darts, Hi-Shooter, Photo, Bumper, Pitch, Age, Weight, Fish Ponds, Cork Calters, Long Range, Short Range, Coke, Ball Games of all kinds, Blower, Bowling Alley, any Stock Concession, BINGO.	★	★	★	★	★
RIDES: Book Parter, two Kid Rides.	★	★	★	★	★

HELP: Ferris Wheel—Foreman and Second Man; Tilt-a-Whirl—Foreman, Second and Third Man; Little Dipper—Foreman and Second Man; Spiffire—Foreman, Second and Third Man; Merry-Go-Round—Foreman and Second Man; Dodger—Scooter—10-car; Foreman and Second Man; Chider—Foreman; Kiddie Rides—Second Man; Octopus—Second Man; Light Towers—Foreman; Ticket Sellers, Truck Driver, Agency, Penny Arcade Help Winter Quarters now open. All Help, come on.

AGENTS: Nail, Blower, Roman Target, Write Care Cain, 6-Car, Bucket, Jewelry, Spindle, Glass Pitch, Ball Game, Pan, Color Joint, Write L. M. Higgs.

All replies: E. E. FARROW, MGR., Box 1184, Jackson, Miss. Phone 3-7644

CARNIVAL EQUIPMENT FOR SALE

Have sold Major Rides of the Rainbow Shows and have following for sale at half value: Kiddie Argentine, 8 Flange, 5000; Kiddie Train, over \$2,000; Bell Cheese Trailer for above Rides, Ford Tractor, 27 ft., Back Trailer, 8500 Will sell complete outfit, Semi and 2 Rides, \$2,000; Hot Wagon—Semi, Int. Tractor, 24 ft. steel Van Trailer with 3 40, 1 20 and 1 16 hr. Pots Trailer is equipped for Machine Shop, complete, \$2,000; Chevrolet Truck, with van body and 30 gallon tank, \$1,000; Chevrolet Truck, straight truck, with van body and 30 gal. Tank, Trailer with a Popcorn and Corn Machine, all electric, chromium trimmed, complete \$1,000 or Pop. Corn Machine, and 4 Tractors, Chevrolet, Fords, G.M.C., \$250 each. Everything shown in good condition. Have dozens of other items such as 2,000 ft. electric Cable, Junction Boxes, Light Towers, Air Compressor, Public Address Systems, etc. Will sell everything for half value, you can double your money on it. Must sell at once as stuff must be moved. Will describe everything. Send for complete list of items.

ROGER WARD, One Doo Park, 1116 B. Ave., Lawton, Okla.

JOHN H. MARKS SHOWS

OPENING EARLY IN APRIL NOW BOOKING FOR SEASON 1952

WANT

CONCESSIONS Legitimate Merchandise Concessions.

SHOWS MONKEY SHOW with or without equipment, MOTOR DROME, SNAKE SHOW or any other money-getting Grand Show.

RIDES OCTOPUS, TILT-A-WHIRL or any other Novel Ride with or without transportation.

HELP Foreman for Kiddie Rides. A few other openings for reliable Ride Foremen and Second Men. Want Men to take charge of Search Lights and Towers. Can use dependable Help in all departments. Winter Quarters now open.

ADDRESS ALL REPLIES: P. O. BOX 771, RICHMOND, VIRGINIA

FESTIVAL OF FUN SHOWS

Opening in Southern Tennessee April 19

RIDE HELP: Foremen for Merry-Go-Round, Wheel and Octopus; Second Men on all Rides. Good pay every week. Good treatment. No drunks. **CONCESSIONS:** Good opening for Pitch Till You Win, Lead Gallery, Bumper, Balloon Darts and other Stock Concessions. Capable, experienced Caller for office-owned Derby. **SHOWS:** Any Show with own equipment except Big Snake and Animal. Attention, Commitments in Indiana—Have a few open weeks. All replies.

WANT **WANT**

WILBUR FARRELL HUNTSVILLE, ALA.

J. & B. SHOWS

Opening about April 28 near Richmond, Va. Then around Washington, D. C. Can place Concessions of all kinds that work for stock. Due to disappointment can place two Kiddie Rides and one Major Ride. Following people please contact: Herb Fuller, please write, Murphy Sneek, answer at once. Scotty, answer again. Place Men to up and down office P.C. Must drive. All answer.

JOHN HAYES

J. & B. Shows, 2021 Chamberlayne Ave., Richmond, Va. Telephone 3-9507, P.S.: Want Men for Custard. Good sleeping quarters and treatment; must drive truck.

C. A. STEPHENS SHOWS

Wanted for Cordele, Ga., March 31 to April 5

CONCESSIONS: Scales, Age, Lead Galleries, Flores, Fish Pond, Duck Pond, Ball Games, Hoop-La, Clothes Pins. **SHOWS:** Place Side Show with our equipment. **RIDES:** Always can use good Second Men who drive; Men to up and down, quit and take tickets. Have 75 Kw. Transformer for sale.

FITZGERALD, GA. THIS WEEK.

GREAT ZENITH SHOWS

OPENING APRIL 11, DOWNTOWN PROVIDENCE

Concessions Penny Arcade, Age, Basket Ball, Ball Game, High Striker, Custard, French Fries, Photos, Darts, Buckets, Long and Short Range Galleries, Mitt Game, Hoop-La, Airing Game, or what have you? **WANT GOOD, PLANNED BINGO FOR THE BEST ROUTE IN NEW ENGLAND.** Write Mattich, answer. Johnny Lugasue and partner, answer. Rides: Octopus, Tilt, Dipper, Chairplane, also Kiddie Rides. Ride Help on all Rides. Shows: Blunder, Snake, Twin-Ops; Girl Show with two or more girls, have top and panel front, Motor Drome, or will give complete back end to one who can produce results. Sound Truck wanted for season. Legal Adjutant wanted who knows New England territory, also Billposter. **FRANK ALLEN, 137 Lockwood St., Providence, R. I. P.S.** Electrician who can drive truck, also General Agent.

CONCESSION HELP WANTED

OPEN APRIL 10

Agents for the following: Short Range Gallery, Buckets, Coca, Balloon Darts, Scale and Age, Cig. Block Pitch, Pottery Pitch, Adde-Ball, Duck Pond, Long Range Booked with Cooding & Thomas Joyland Shows. Out till December.

NEAL CARLIN PHONE 2449

BOX 97, BUCKEYE LAKE, OHIO

BUFF HOTTLE SHOWS

Want for Opening, Marrero, La., April 4

Ride Foremen and Second Men on all Rides. All Ride Men who closed with us report to Covington, La., immediately. (Bill Russell and Hal Dillon, contact me.) All replies to

BUFF HOTTLE SHOWS, COVINGTON, LA., UNTIL APRIL 2.

RIDE OPERATORS SHOWMEN CONCESSIONAIRES

INSURANCE

FOR YOUR REQUIREMENTS

6 or 12 MONTHS FAIR RATES—NATION-WIDE CLAIM SERVICE

Autos-Trucks—Trailers—Rides

Write to

M. J. "MIKE" LAW

135 S. LaSalle St. Chicago, Ill.
Phone: Financial 8-1210
Phone: Financial 8-1210

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6,000 sets for \$100.00
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Photo sets \$25 per 1000 - Mounted (delivered) \$30-40 per 1000

Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous James J. Kieffmann.

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1158 West 49th St. New York 18, N.Y.

WE DELIVER WHAT WE ADVERTISE

MODEL SHOWS, Inc.

WANT

For Red River Valley Stock Show, Sherman, Tex. April 18-May 3 and the National Wheat Harvest Festival held on the streets of downtown Wichita Falls, Tex. June 3-7. Concessions of all kinds. Rides. Novelties, Ice Cream, SHOWS: Side Show, Mechanical, Minstrel with own equipment, Fun House, etc. **RIDE HELP:** Foreman for Little Beauty Park-Jenny, Rollplane. Second Men on all Rides. Cookhouse Help. Winter quarters Bonham, Tex., open. Show opens April 1. Address:

JOHN L. ROBINSON
Model Shows, Inc.

MOTORDROME RIDERS

Can use Boy and Girl Riders. Also Talker and Ticket Grinder. 17-week season in Riverview Park, Chicago.

THRILLS, Inc. Chicago, Ill.

WANTED RIDES AND SHOWS

For week of APR 10 through 16. Fireworks and all kinds of sports events. Will give good deal. Contact DONALD A. PENNA, 81 State St., Hally, N. Y.

WANTED RIDES & CONCESSIONS

Can use Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Rides. Also legitimate Handy Fun Concessions: Candy, Candy Apples, Popcorn and Jewelry Concessions open. To play good moneyed spots in Ohio, Indiana and Kentucky. Address Wm. B. Repp, 3725 Alexandria Ave., Cincinnati, Ky.

CARNIVAL WANTED

5 good Rides including Ferris Wheel and Merry-Go-Round and Legitimate Concessions. **DAVIS STREET CELEBRATION,** July 24, 25 and 26th. Address

WILLIAM DRAULT
Stephenson County Davis, Illinois

MICKEY PRICE

Hugo, Okla. Phone Na 1436 W. Or Wapanucka, P. O. Box 1433.

TALKER

And CANVAS MAN for Midget Show on the World of Mirth Shows 128 week season) starting April 24, Washington, D. C. Must be sober. State all details and lowest salary in list letter.

MRS. I. ROSE
Box 177, Washington Bridge Station New York 33, N. Y.

WANT SHOOTING GALLERY AGENT

Excellent proposition for man capable of handling large Long Range Galleries. We will furnish the best in portable equipment and back your route, etc.

King Amusement Co.
At. Clemens, Mich.

WANT CARNIVAL

For Fair and Home Show for week of Aug. 25th to 30th, 1952. Sponsored by American Legion, W.Va. Contact

DR. JOSEPH SCHICKEL
Burkesville, Ky.

WANTED KIDDIE RIDES

For a Playland, Cash Terms.

HARRY SWOLPER
748 Baiter, Forestburg, Woodbury, N. Y. Phone: President 8-3795

MODEL SHOWS, INC.

- America's Smartest Railroad Show -

RIDES: Can place Octopus for entire season. Turnish wagons for some. **SHOWS:** Monkey, Redco, Arcade, Glass House. **CONCESSIONS:** All open. Bull Games, Honky Tonks, come on Novelties, Scale, Aqs. **HELP:** Paul Foreman for three Ferris Wheels. Foreman for Scooter. Working area in all departments. **GRAND OPENING APRIL 18TH, SAVANNAH, GA. FOLLOWED BY ANOTHER OUTSTANDING DATE, WASHINGTON, D. C.** Furnish autostairs for personal. Now operating Ride Unit in Savannah's leading civic center public park here. All address

DAVID B. ENDY, General Manager

HOTEL SAVANNAH SAVANNAH, GA.



LAST CALL

LAST CALL

Opening March 31, Selma, Ala., followed by downtown Anniston, Ala.

CONCESSIONS: All legitimate Concessions open. **RIDES:** Can place Foreman and Second Men for Twin Wheels. **SHOWS:** Good opening for Wild Life, Penny Arcade, Unborn and Fat Show. Wilbur Newman and Dick Hyland, please call.

JOHNNY DENTON or ART FRASER, Selma, Ala.

CAROLINA SHOWS

LAST CALL—Open Friday, March 28, for Eight Days, Augusta, Georgia

RIDES: Place set of Kiddie Rides or any single Kid Ride. **Want Merry-Go-Round SHOWS:** Place Snake Show, Snake Show Blackie, contact. **Want Side Show, also A-1 Girl Show, any new, novel show, own outfit.** **CONCESSIONS:** **Want Popcorn, Candy Apples, French Fries, Aqs, Scale, Arcade, Six-Cat, Buckwheat, Water Concession, Hood-La, Penny Pitch, Class Pitch, any and all Honky Tonks. Positively no Flat Shows. Let's not waste our time. Place Rides Help. Come on, no need to wire. **Want real Show Electrician, use!** **Carroll Hays, All address.****

HARRY FISHER

CAROLINA SHOWS, AUGUSTA, GEORGIA.

P.S.: Can place Bingo for entire season.

CAVALCADE OF AMUSEMENTS

WANT TRAIN HANDS, POLERS AND CHALKERS. FOREMAN FOR PHILADELPHIA TOBOGGAN MERRY-GO-ROUND, NEDD MAN (we furnish wagon and equipment).

HI-BALL RIDE FOR SALE—\$3,000.00

(Good condition. Stored in Mobile, Ala.)

All Address:

AL WAGNET, Mgr., Pensacola, Florida, until April 5

I. T. SHOWS, INC.

Unit #2 opening in Brooklyn, April 4th. Frozen Custard wanted. Must have own generator. Starting for Long Island tour May 19. Want for Long Island beginning March 19. . . Side Show, Monkey Show, Penny Arcade, Will book any Grind Show capable getting money. Concessions wanted. Class Pitch and others that do not conflict with what we already have. Have Bingo for sale, 24x25, 104 seats, completely equipped.

PHIL ISSER, Gen. Mgr.

1529 EAST 29 ST. BROOKLYN, N. Y.

Rides—FOR SALE—Trucks

18-cv Streamlined Caterpillar with new tunnel and bally cloth. A-1 condition. Several Chevrolet Tractors with new tires and running condition. 24-ft. Semi, open type and open jobs, for Rides and Concessions. Priced to sell. Equipment of World of Pleasure Shows.

JOHN QUINN

P. O. BOX 1046, WYANDOTTE, MICHIGAN

LONE STAR SHOWS

OPENING MARCH 31 PART OF THE H-8088 AREA, WITH THE FINEST ROUTE OF STILL GATES AND FAIRS IN SOUTH CAROLINA, NORTH CAROLINA AND WEST VIRGINIA. **CONCESSIONS—**Cookhouse, Popcorn, Floss, Custard, Candy Apples, Novelties, Bingo, Ball Games, Lead Gallery, Six Cats that will work for stock only. Photos and Shanty Jangle of all kinds. No flats. **SHOWS—**Motorcycles, Funhouse, Tem-in-One, Snake of any show of merit with own transportation. **HELP—**Foreman and Second Man on Merry-Go-Round, Ferris Wheel, Tilt and Rollercoaster. Must be able to drive wheel. **J. R. McSPADDEN, Lone Branch Trolley Park, 645 Main St., Phone #9232, Jacksonville, Fla. Plan than our tour.** **P.S.: Harry Stason and Melfo Pozzino, contact Don Terry, general agent.**

AMERICAN MIDWAY SHOWS

Can place Shows of all kinds. Will book one major Ride. Can place Stock Concession Agents that work for quarter and half only. Need Ride Help. Will pay top salaries. Tommie Stevens can place a few Phone Men. Address: Gonzales, Tex., this week; Waco, Tex., next week (soldiers' pay day); then all pay-roll towns until our celebrations start May 5.

WANTS—SMITH AMUSEMENT CO.—WANTS

FOR SOLDIERS' PAY DAY, DOT-DOE PARK, LAWTON, OKLA. All Summer's Work, With Regular Soldiers' Pay Days, Swimming Pool, Skating Rink, Dance, Etc. **CONCESSIONS:** Short Range or Long Range Gallery, Photos, Six-Cat, Honky Tonks, Agents for P.C. Man and Wife to take over small Cookhouse. **SHOWS:** Old Show with own equipment. **Want here at least two stunts** Girls for show with own wardrobe. **Good opening for Athletic Show (soldiers' want this show).** Also good opening for Penny Arcade, Motor Drome and Amusement Show. **RIDES:** Will book Five-Plan, Kelly-Plan, Foot Ride and Train (Bobby Bridges, please contact.) Address: **ROLAND SMITH, Warren Hotel, Lawton, Okla. (Phone 306, Room 311).**

WANTED CIRCUS OR CARNIVAL

On June 8 or 13 for Tri-County Celeste train, and also for mid or late September for local Harvest Festival, Fall Service. Large drawing area. Write **W. ENDERS** Mason, N. Dak., for details.

JAMES "RED" O'BRIEN

Please contact me as soon as possible. **KING REID SHOWS** Manchester, Vermont

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

COMING EVENTS

Arizona
Mesquite-Javeas Ravitide Round-Up, March 27-29
California
Los Angeles-Sportsmen's, Vacation & Trailer Show, April 10-20. M. Werner Host
Oakland-Garden Show of Calif, April 28-May 2. Mrs. E. O. Henderson, 928 Fallon St.
Red Bluff-Red Bluff Roundup, April 19-20. E. L. Hart
San Diego-Home Show & Food Show, April 26-May 3. Jim Wilson, 570 Sprucetops Blvd.
San Francisco-Bull's Junior Livestock Expo, April 6-10. Mrs. Wilson, Cow Palace.

Connecticut
Hartford Shrine Circus, April 21-24. Hraiz B. Van Zelm, 109 1785
District of Columbia
Washington-Whitely Circus, April 18-22. W. A. Frederick Walker, 1215 E St., N. W.
Florida
Miami-Miami Home Show in Auditorium, March 30-April 5. C. H. Brooks, 6428 N. W. 2d Ave.
St. Petersburg-Festival of States, April 3-5. P. V. Oshon, Box 1371.

Georgia
Albany-E. W. Ga. Cattle Show & Sale, April 1-3. C. M. Shackelford, Chamber of Commerce.
Illinois
Chicago-Chicago Liv' Trade Fair, Navy Pier, March 22-April 5. John H. O'Gay, Meigs Mark.
Indiana
Indianapolis-Home Show, April 18-27. J. E. Cantwell, 1498 N. Delaware St.

Iowa
Sioux City-Sports & Builders Show, April 27-27. Ken Ferguson, Stillwater, Minn.
Kansas
Emporia-Pood Show of Kansas, April 19-21. C. M. Sandstrom, Kansas City, Kan.
Kentucky
Louisville-Kentuckiana Home Show, April 19-27. Joseph Brooks, 328 W. Walnut St.

Louisiana
New Orleans-Spring Photo, April 13-27. Catherine B. Dillon, 846 St. Peter St.
Michigan
Detroit-Pioneer & Garden Expo, March 29-April 6. Warner M. Roy, 448 Cass Ave.
Holland-Holland Home Show, April 7-9. Ray Metzger.
Lansing-Robby Show, March 28-30. L. Verse Stout, Vermontville, Mich.

Minnesota
Duluth-Shrine Circus, April 28-May 4. Walker A. Fennig, 101 E. First St.
Minneapolis-W. W. Sports, Travel & Boat Show, April 31-20. P. W. Kahler, 1645 Hennepin Ave.
Missouri
Joplin-Warren Home Show, April 14-18. B. Warren Cogliner, 1452 Main St.
St. Louis-Police Circus in Arena, April 20-May 4. Edward E. Rohde, 1200 Clark St.

Nebraska
Omaha-Teniler Shrine Circus, April 16-19. Rink Wright, Box 384, Stanton, Neb.
New York
New York-Int'l Motor Sports Show, Grand Central Palace, March 29-April 6. Fred Pitters.
New York-Country Antiques Fair, March 31-April 6. G. J. Kuttal, 689 Madison Ave.
Syracuse-Sports & Vacation Show, April 12-20. Norm Barrett, Fayetteville, N. Y.

North Carolina
Durham-VFW Durham on Parade-Expo, April 21-26. Mel J. Thompson.
Ohio
Cincinnati-Hops Builders Show in Cincinnati Garden, April 19-27. Karle DeLars.
Cleveland-Sportsmen's Vacation & Boat Show, Public Hall, March 28-April 6. A. W. Brennan.
Youngstown-Home Show, March 25-28. Charles W. Moore, 708 Terminal Bldg.

Oklahoma
Oklahoma City-Greater Oria Home Show, March 29-30. Jack Wright, Billmore Hotel.
South Carolina
Charleston-Abbea Festival, April 30-May 2. Paul Quastbaum Jr., 302 King St.

Tennessee
Memphis-Home Show, April 20-27. Frank Stredlein, 616 Gertrick Bldg.
Texas
Dallas-Dallas Home Show, March 22-30. H. P. Van Horn, 310 Live Oak St.
Dallas-Sports & Vacation Show, April 18-27. Martin B. Kelly, 1st Nat'l Bldg. Bldg. St. Paul, Minn.
Frisco-Panhandle Plaza Dairy Show, April 12-18. James Roberts, Box 851.
San Antonio-Fiesta San Jacinto, April 21-27. Ella Rodgers, 238 Insurance Bldg.
Sherman-Rd River Valley Livestock Expo, April 18-May 7. Melvin Bink.

Washington
Tappahannock-Clatsop Fair, Livestock Show, April 19-May 1. E. P. Hendricks.
West Virginia
Huntington-Home Show, April 7-12.

Calgary Appoints Ferguson Stock Chief
CALGARY, Alta., March 22. —Arthur H. Ferguson, grounds superintendent of Calgary Exhibition and Stampede, has been promoted to livestock superintendent. He had been acting superintendent of livestock for a year since retirement of Bobby Thomson.

Ferguson became associated with the exhibition 28 years ago, and for the past 11 years has been a member of the permanent staff. While he will retain his position as grounds superintendent, his duties will be lightened with the appointment of K. T. Lucas as new grounds foreman. Lucas has been with the company seven years.

DOG SHOWS

California
Anahim-April 20. Elizabeth Bromwich Glavin-April 4. Mrs. H. Lewis Pasadena, Calif.
San Francisco-March 30. Cleora Goulden, Oakland, Calif.
Delaware
Wilmington-April 26. Polly, 2009 Ranstead St., Philadelphia.
District of Columbia
Washington-April 18. Dorothy Grover, 4508 Dexter St., N. W.
Georgia
Athens-April 17. Moss & Mulvey, Greensboro, N. C.
Atlanta-April 18-20. Moss & Mulvey, Greensboro, N. C.
Columbus-April 24. Moss & Mulvey, Greensboro, N. C.

Illinois
Chicago-March 29-30. Polly, 2009 Ranstead St., Philadelphia.
Indiana
Hammond-April 20. Mrs. G. Cunningham, 5913 Wallace Road.
Iowa
Cedar Rapids-April 20. Viva Rowray, 2210 E. Ave. N. W.
Cedar Rapids-April 27. Bow Org. Detroit, Waterloo-April 19. W. Spear, 1013 Hawthorne Ave.

Kentucky
Louisville-April 27. Mrs. E. Morris, 2203 Edgemoor Rd.
Maryland
Havie de Grace-April 21. Polly, 2009 Ranstead St., Philadelphia.
Tombolium-April 20. Polly, 2009 Ranstead St., Philadelphia.
Michigan
Ann Arbor-April 27. Mrs. L. Zeeb, Box 418.
Mississippi
Jackson-April 23. Mrs. W. Briggs Jr., 507 William St.

Missouri
St. Louis-April 26. Bow Org. Detroit.
Nebraska
Lincoln-April 27. Mrs. O. Fisher, 2703 Winthrop Road.
Omaha-April 30. T. Greener, 110 E. 25th St.
New Hampshire
Manchester-April 6. Polly, 2009 Ranstead St., Philadelphia.
New York
Buffalo-April 27. Polly, 2009 Ranstead St., Philadelphia.

North Carolina
Asheville-April 20. Bow Org. Detroit.
Durham-April 22. Moss & Mulvey, Greensboro.
Charlotte-April 3. Moss & Mulvey, Greensboro.
Durham-April 1. Moss & Mulvey, Greensboro.
Greensboro-April 26. Moss & Mulvey, Greensboro.
Wilson-April 23. Moss & Mulvey, Greensboro.
Winston-Salem-April 27. Moss & Mulvey, Greensboro.

Ohio
Columbus-April 20. Bow Org. Detroit.
Dayton-April 12. Miss J. Haas, 105 W. Sebenthaner Ave.
Toledo-April 6. Polly, 2009 Ranstead St., Philadelphia.
Oklahoma
Tulsa-March 30. Mrs. T. Biggs, 2991 E. 48th St.
Pennsylvania
Ghester-April 27. A. Ingham, R. 1. Gira Mills, Pa.

South Carolina
Greenville-April 1. Moss & Mulvey, Greensboro, N. C.
Tennessee
Chattanooga-April 15. Mrs. E. G. Steinmetz, Knoxville.
Ridgely-April 13. Mrs. C. Carter, 3528 Broadway, N. E.
Maasville-March 23. Mrs. C. Carter, 1723 Green Hills Drive.
Texas
Austin-April 18. Mrs. W. Porter, Box 486 Fort Worth-April 20. W. King, 114 E. 8th St.
Houston-April 5. Clell Diddy, 6184 N. 11th.
San Antonio-April 13. Capt. A. Berry, Box 754.

Virginia
Danville-April 9. Moss & Mulvey, Greensboro, N. C.
Port Meyer-April 18. Polly, 2009 Ranstead St., Philadelphia.
Fayetteville-April 13. Polly, 2009 Ranstead St., Philadelphia.
Hampton-March 30. Moss & Mulvey, Greensboro, N. C.
Martinsville-April 23. Moss & Mulvey, Greensboro, N. C.
Norfolk-March 28. Moss & Mulvey, Greensboro, N. C.
Richmond-April 12. Polly, 2009 Ranstead St., Philadelphia.
Roanoke-April 10. Mrs. J. Johnson, R. 3. Salem, Va.

Washington
Spokane-March 30. Mrs. W. Hall Olympia-April 20. Florence Goldenberg, Box 623.
Wisconsin
Port Atkinson-April 30. M. Palmquist, 223 Lake St.
Milwaukee-April 5. A. Oringer, 10405 W. Woodward Ave.

Under the Marquee

Continued from page 59

cess July 12 on a lot near the Regional Market on the North Side.

Bill Bailey will be clowning with the Kelly-Miller show. . . Don C. Kayman, promotion manager of the Uniontown, Pa., Herald-Standard and associated with Radio Station WMBB there, will again act as personal public relations man for Clyde Beatty while the Beatty show is in Los Angeles. Kayman has filled the post for the past five years. . . Sam Polack, of Polack Bros. Circus, and Frank A. Panisko, of Butte, Mont., visited in Butte recently. Panisko will decorate the Montana Theater in Butte in big top style for the showing there of the De Mille-Ringling movie. . . Bill Woodcock visited A. Morton Smith at Gainesville, Tex.

William L. (Bill) Oliver, car manager of Hagan-Wallace Circus, scribbles from Mobile, Ala., that while billing Frichard, Ala., recently he called on Walter B. Fox, whom he had not seen in several years.

Maximo, veteran wire performer, is seriously ill at Illinois Research Hospital, Chicago. Several troupers with Polack Bros. Circus donated blood.

Jack Sweetman, who will be drummer with the Bob Mills band on Hunt Bros. Circus, opening April 28, reports recent purchase of a flashy set of specially built Leedy drums. George Donaldson and Roy Short, on cornet, also will be with the band.

Joe Hanson, of the Hamid-Morton show, is exhibiting a new granddaughter named Vickie Lee. . . Dr. and Mrs. E. L. Cooper, Wichita, Kan., fans, showed off their new grandson at the Hamid-Morton show. Mr. and Mrs. Julian West, of West Bros. Circus, stopped off in Wichita on their way Eastward. West is recuperating from a recent illness. . . Dale Madden Jr., formerly of Capell Bros.; Mr. and Mrs. James Ferrell, of Great Bend, Kan., and Dad White, of Fredonia, Kan., were among Hamid-Morton visitors.

Karl L. King's Fort Dodge, Ia., municipal band has been contracted for its 28th annual appearance at the Iowa State Fair. King formerly was with circus bands.

A recent Marquee note recalling that Wheeler Bros. Circus people in 1916 conducted a memorial service for persons killed at Tyrone, Pa., in the Walter L. Main wreck of 1893 was of interest to Dr. H. F. Troutman, Logan, W. Va., who reports he was the physician in process with the Wheeler show in 1916 and promoted the services.

WHEELS OF ALL TYPES

Paddle Wheels
Trolley Wheels
Star Wheels
Big Six Wheels
Horse Race
Baseball, Cigarette
Wheels
Double Wheels
Laydowns
Penny
Flippers

WE REPAIR BIG SIZES
CARDINAL MFG. CORP.
436 Keap Street Brooklyn, N. Y.
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ALL FAIRS SHOW

Foreman for No. 5 Bill Book or buy Kiddie Rides—Auto Airplanes, Roto Wheel, Hoops, Train, Trolley or other Aim, Chairlaine, Concession—Bingo, Hoop-La, Balloon Derby, Ball Game, Cakes, Photos, Bumper, Cork Ball, Felt Pond, Game Show, Ace and Weight. Now showing shows like First Fair, Humpy, Tents, April 24-29. Station, Mar. 28. H. W. W. or Mrs. 3411 Main. Phone M 9197.

WANTED

JAMES E. STRATES SIDE SHOW

First class Train, also Firehouse, Fire Eater, Midget or Dwarf for Hobby. One feature act. Great side show help. Come on August 28, for new Washington, D. C., April 3. Address: **CLAUDE BENTLEY**

WHEEL FOREMAN

Long season No ups or downs. 1950 Model. Etc. Good job for the right man. Now being prepared to present the grandstand show at the two-day fair. There will be two performances daily. It will be the third year for a Di Paolo unit.

TURNER SCOTT
140 S. Ocean Ave., Daytona Beach, Fla.

DOUGLAS GREATER SHOWS

WANT — WANT
 Ride Help — Experienced Foremen for Ferris Wheel, Merry-Go-Round, Tilt, Flyplane, Spitfire, Dipper. Top salaries. Must drive Semis; non-drinkers.
Athletic Show Manager, Help in all departments.
 Will book Hanky Panks only.
 Winter quarters now open. Show opens middle of April.
RT. 5, BOX 1770, KENT, WASH.
Ph.: Des Moines, Wash., 7-7703

VIRGINIA GREATER SHOWS

Opening Suffolk, Virginia, first week in April
WANT—Will sell exclusive on Frozen Custard, Photos, High Striker, French Fries, Novelties. All Hanky Panks open.
WANT—Manager for Side Show with acts for same. We have complete Top, Banner Front and Banners and Wagon to load same; Monkey Show, Wild Life, Unborn, Pony Ride, Snake Show, any good Grind Show of merit.
 Will book or buy Octopus, Fly-O-Plane, Chairplane. Have for sale cheap Super Rolloplane Ride in A-1 shape. All mail and wires to
Wm. C. (Bill) Murray, P. O. Box 461, Suffolk, Va.

Opening April 25th. Waverly, N. Y.
Preferred Route Home Coming Celebrations.
 Wanted—Shows: Grind, Snake, Monkey, Wild Life and 18-in-1 with or without equipment. Concessions: Custard, French Fries, Novelties, Aga, Weight, Photos, Short Range, Ball Games, Swinger, Buckets, Set Spindles for stock, all Hanky Panks, anything not conflicting. Ride Help and Semi Drivers, Merry Go-Round, Wheel, Octopus, Tilt, Rolloplane, one more Bingo Clerk, useful People in all departments. For Sales: 8-Car Octopus, double Loop O-Plane. Write
MICKEY PERCELL
 BOX 106 WAVERLY, N. Y.

LAST CALL LAST CALL
DOWN RIVER AMUSEMENT CO.
 Michigan's Cleanest Midway
 HANKE PANKS—Concessions that work for Stock, Jewelry, Novelties, Penny Pitch, Fish Pond, Duck Pond, Balloon Game, Pitch-Till-You-Wins, Cork Gallery, Ball Games, SHOWS—Glass House, Fun House, Monkey Show. RIDE FOREMAN and HELPERS who can drive semis. No Cypries, boosters or chasers. Will open April 10 in River Road.
 10138 W. Jefferson Phone Winewood 2-1810 River Rouge 18, Mich.

WANTED—RIDE HELP—WANTED
 First and Second Men on all major Rides. Must be licensed semi drivers. Especially interested in good Man for Pretzel Dark Ride. Top salaries and good treatment. Show opens April 17.
 All reply to
C. C. GROSCURTH, BLUE GRASS SHOWS
 P. O. Box 621, Owensboro, Ky. (Phone: 35321)

WANTED—Opening Late in April
 Concessions—Novelties, Jewelry, Ball Games, Hoop-La, Fish and Duck Pond, High Striker, Age and Weight, Photos, Long and Short Range Gallery, Sling Game, Cork Gallery and other legitimate Concessions, no FLAT STORES SHOWS—Snake Creek, Life Show and Wild Life Show. RIDES—Will book one or two Kiddie Rides, Merry-Go-Round. Playing dates in Pennsylvania, Maryland and Virginia. Address all mail to
MEL SOBER AGENCY
 343 MARKET STREET, SUNBURY, PA.

SEARCHLIGHTS LIGHT TOWERS NEON FRONT
HOWARD BROS.' SHOWS
 Want for Spring Dates
 Concessions—Ball Games, Long Range Gallery, Bumper, Photos, Custard, Basket Ball, Ice Cream, Penny Arcade Shows—Five-in-One, Funhouse, Wild Life or Monkey. Fee Rate—3 Above at Merry-Go-Round, Rolloplane, Chairplane. Want Second Man for all Rides. Will book Boat Ride and Skyflier.
 Write: **RAY S. HOWARD, 1354 E. Agner St., Ottawa, Ohio**

You're Gambling with Cold Hard Cash . . . if You Miss This Date

APRIL 2



See Page 32

W.G. WADE SHOWS
 Now Contracting
RIDES • SHOWS • CONCESSIONS
 For our 1952 Season
 C. P. O. Box 1488
 Detroit 31, Michigan

LOOK, SHOWMEN
 America's Greatest Collection
FOR SALE—SACRIFICE
 Mounted Lions, Tigers, Elephants, Apes, Snakes, Alligators—Irony Tusk, Skins, Birds, Fish—over 10,000 items.
TERRIFIC SIDE SHOW ITEMS Must be sold immediately—ALL or PART. Wire or Phone Only.
SCHLISSER STUDIOS
 5715 Malbone Ave., Los Angeles, Calif. Ph: Hillside 1070—Arborea 8-4184

JOLLYTIME SHOWS
 Opening in Rich Square, N. C., March 29-April 5; Franklin, Va., April 7-12; Boykin, Va., April 14-19.
 Want French Fries, Custard, Long and Short Range, Buckets, Swinger, any Hanky Panks. Do not need more Shows. Will book any Rides that don't conflict. All replies
MANAGER, JOLLY TIME SHOWS
 Rich Square, N. C.

WANTED—COOKHOUSE
 Can place a sal-doon Cookhouse at the Jackson Harness Race Track (Fair Grounds) Jackson, Mich. You can open April 13, meeting starts May 2 (June 7) serve three meals a day. Water and lights available. We will have over 300 homes on grounds which means better than 300 men. Closest restaurant 1 block away. Must be neat and in keeping with downtown prestige. Excellent privilege to the proper Cookhouse. Write
DON ELLIOTT
 353 Morris Ave. Grand Rapids, Mich.

STARLIGHT SHOWS
 Opening March 29th in air base town Long Beach
 Want Merchandise Concessions: Bingo, Bumper, Strang, Add Darts, Jewelry, Watch-La, Basket Ball, Long and Short Range Galleries, Country Store, Flors or any other not conflicting. Want Grind Shows with own transportation. Want sober, reliable Wheel Foreman who can drive semi.
Starlight Shows
 Lytle, Texas Box 423

Get On The Bandwagon
 Where you operate 7 nights a week 10 Unit Metro Derby Horse Race Game. \$1,300.00 with location or \$1,000.00 without. Duck Pond with location, \$500.00. On "World's Most Famous Beach."
JERRY SHOUP
 413 Hillside Ave. Dayton, Search, Fla.

MERRY-GO-ROUND AND MERRY MIX-UP FOR SALE
 Both in good condition ready to set up and operate. Merry-Go-Round is 2 1/2 abreast, 36 horses, Allan Warfield, War-Cater double pickup. Merry Mix-Up is canvas, 60,500 for Merry-Go-Round, 8000 for Merry Mix-Up. Call for location. Mr. O'CONNOR, 423 South Washington St., Circleville, Ohio. Phone 339X.

Last Call Last Call
BURKHART SHOWS
 Opening Paragould, Ark., March 29th. All people contacted, acknowledge this ad. Can place few more clean Concessions. Want Merry-Go-Round Foreman who can drive semi. Peg Car and Candy Flors Trailer for sale, will book same on their own.
JIMMIE SMITH, MGR.
 Turbett, Ark., Winter Quarters

MONKEY SPEEDWAY FOR SALE
 Top, sidewalk, frame, track and cars. All in good shape, cost \$1,300.00. Will take \$750.00.
C. C. JETT
 2335 S. St. Francis Wichita, Kan. Phone 4-5428

FOR LEASE
BIG ELI NO. 5 FERRIS WHEEL
 Now stores in Erie, Pa. Will lease to experienced Carnival Men owning some equipment. Require \$200.00 cash deposit, returnable end of contract. Terms 2% to us, you pay all from your 75%. Give full information as to equipment owned, experience, territory and references in first letter.
R. C. BEATTY
 3348 Giffman Road, Mantua City, Pa.

WANTED
 Wheel Operator
TIT-A-Whirl Operator
 Good Pay—Good Treatment
LONE STAR AMUSEMENTS
 1701 Harbison Amarillo, Texas

ATTENTION—SHOOTING GALLERY OPERATORS!
 IF YOU NEED GALLERIES ACT NOW!
 Due to unsettled conditions and present controls we cannot guarantee availability on Great Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Even—the Gallery built to last.
 Complete details in our **FREE CATALOG**
 Parts and Targets also available Write Today
H. C. EVANS & CO.
 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS



MEEKER SHOWS
 OPENING APRIL 19
 Have strong route including Washington State Apple Blossom Festival, Wenatchee; Columbia Water Festival, Pasco; Little World's Fair, Ephrata; all in the spring, with outstanding route of still dates and celebrations. Closing Central Washington Fair, Yakima.
 Want Foreman and Second Man, must be reliable; Semi Drivers—Concessions: Ball Games exclusive, Sium Stores, Shows with own transportation. Talkers for Grind Shows, Monkey Motordrome, capable man to operate Donker.
 Contact **RALPH MEEKER, Owner-Manager**
 3848 East B. Telephone Hillside 5237, Tacoma, Wash.

FUN LAND AMUSEMENT PARK
 Located in the Heart of the Billion Dollar N-Bomb Project area, Sand Bar Ferry road—1/4 mile from
AUGUSTA — downtown — GEORGIA
WILL BOOK
 Spitfire, Tilt-a-Whirl, Sky Fliker, Kledie Ferris Wheel, Octopus, Little Dipper, Boat Ride, Baby Whop, Arcade.
SHOWS
 High class Girl Revue with own equipment—especially no Strips, One-Ring Circus, Fun House, Glass House. We have Roller Skating Rink, Bingo and Lunchroom.
OFFICIAL SPRING OPENING DAYS
 Saturday, April 26th, and Sunday, April 27th. Park open daily noon until midnight. 52-Week Season—Free Gate Admission.
 Write—**JOE HAWORTH, Gen. Mgr.—Wire**

BAKER UNITED SHOWS
 "A CLEAN MODERN MIDWAY"
 OPENING APRIL 17 for another season of PROVEN MONEY SPOTS. All Concessions booked, please acknowledge at once. NO CHANGE IN POLICY—JUST CLEAN ENTERTAINMENT FOR THE KIDDIES AND ADULTS AND FAIR TREATMENT TO ALL. CONCESSIONS: Can place a few more strictly legitimate Stock Concessions—POSITIVELY NO RACKET, NO DRUNKS AND NO CYPRIES. KIDDIE RIDES: Will buy, book or lease two or three Kiddie Rides. Our past records available to anyone interested. SHOWS: Can place one or two more clean, entertaining Shows that can cater to kiddies and the better class of show-going folk. RIDE HELP—Can always use good, sober Ride Help who can drive. Address all communications until April 15 to
TOM I. BAKER
 CLAYPOOL HOTEL, INDIANAPOLIS, INDIANA; then 2156 Union St., Indianapolis

MERRYLAND SHOWS
 MICHIGAN'S CLEANEST MIDWAY
 OPENING MAY 5, JACKSON, MICH., GOOD ROUTE FOLLOWS: CLOSING LATE SEPTEMBER
 Can use limited number of Sium Stores such as Ball Game, Fish Pond, Balloon Dart, etc. No gypsies or flat stores. Can use Monkey Show or Snake Show, or what have you? No drinks. Have Train and Auto, will book two non-conflicting Kid Rides.
 All replies to
BRUCE (RED) CRITTENDEN, Mgr., Merryland Shows
 MIDLAND, MICHIGAN

VETERANS UNITED SHOWS
 WANT
 CONCESSIONS: Will book Long and Short Range Shooting Gallery, Fish Pond, Basket Ball, Hoop-La, Watch-La, Mering, Bumper, High Striker, Ping Pong or any Hanky Pank Game. Also: Fish Pond, Game, Cake, Press and Six Cats. Bob Davis wants Agents for Clearville Gallery, Balloon and Ball RIDES: Will book Spitfire, Rolloplane or any Major Ride not conflicting. RIDE HELP: Ferris Wheel and Chairplane Foreman and Second Man on all Rides, prefer semi drivers. SHOWS: Mechanical, Girl Twirl (see, Penny Arcade, Motor Game, Unborn, Midget Show routed through South Dakota, North Dakota, Minnesota and Nebraska. All replies
 BOX 622, WORTHINGTON, MINN. (No gypsies or phone calls, please.)

Gladstone Exposition Shows
 WANT WANT WANT
 CONCESSIONS: Age and Scale, Novelty Show, Mirror, Long Range, Ball Games, Hanky Panks of all kinds, also Pin Store, Bumper, Boat, Down, Swinger, Buckets, etc. Nigs: Can place set of Kid Rides, Auto Swings, Pony, Water, etc. Also one Major Ride for Humbolt, Tenn., Strawberry Festival. RIDE HELP ON TILT, WHEEL, JENNY, COMET, Powermen and Second Men Shows. Want two Girl Shows, must be clean and tidy.
F. O. POOLE, Owner JACK OLIVER, Agent
 c/o Colored Polo Grounds, Box 1184, Jackson, Miss.

FLOYD O. KYLE SHOWS
 OPENING APRIL 19TH—2 SATURDAYS, 2 SUNDAYS.
 Entertainment—12
 Can place for 34-week season—18 Rides—3 Celebrations
 CONCESSIONS: Custard, Novelties, Ago, Cake, String, Bumper, Bumper, Darts, Humko Suck, Jewelry, Engraving, Amer. Palms, Tilt, to Wins, Tilt Striker, Beehive, Nuts Spindle (no sets), Country Store, Stock, Wheel, P.C., Pan, Hat (no other P.C. on show), Hoop-La (one of a kind), Spring Tides, Hoop-La (one of a kind), Get on the Hand Wagon NOW, Carry 6 Rides, no gate or grill. Ride Help: Merry-Go-Round Foreman (ride in act), water, Strawberry Festival. RIDE HELP ON TILT, WHEEL. You get your money here, shows: Will place any clean, flashy Show (see feature). Bikes, Motor Game, and Nebraska. All replies
 FLOYD O. KYLE, MGR., LIVINGSTON, PA. OR PHONE 3964

ROYAL EXPOSITION SHOWS

WANT FOR COCOA, FLA., AMERICAN LEGION CARNIVAL, MARCH 31-APRIL 5
 Girl Show, Hanky Panks and other Concessions. Big army
 payday March 31. This is your chance for cleanup.
 All mail and wires to Mulberry, Fla., this week. Address
J. P. Bolt. AMERICAN EXPOSITION SHOWS

CAPITAL CITY SHOWS

WANT FOR SOLDIERS' PAY DAY STARTING MARCH 29 TO APRIL 5. PLENTY SOLDIERS
 HERE AT MOODY FIELD WITH NO PLACE TO GO. FOLLOWED BY STRONG ROUTE OF
 INDUSTRIAL CITIES AND 15 FAIRS STARTING IN JULY AND ENDING MIDDLE OF
 NOVEMBER.
 CONCESSIONS—LEGITIMATE Steak Concessions of all kinds except Floss. Cook,
 Bacon, Pancakes, Apples, Lamb and Short Ranges, Glass Pitch, GOOD OPENING FOR
 WELL-FLASHED BINGO AND CUSTARD.
 SHOWS—Big Snake, Mechanical, Side Show or any non-conflicting Show with
 own equipment.
 RIDES—Kid Auto, Planes, Train or Carts. No Major Rides needed.
 HELP—Foremen for Tilt, Wheel. Second Men on all Rides, must drive small and
 have license. All replies:
Phone 3647J. J. L. KEEF, Box 201, Valdosta, Georgia

PENN PREMIER SHOWS

Official Opening Sat. April 12th, Essex, Md.
 Concessions—Want Novelties, Glass Pitch, Fish Ponds, Ape, Scale, Horse, Dart
 Ballon or any legitimate Concession only. Can place Derby Racer and clean Palmistry,
 no children or ratchets. SIDDIES—Want Nov to manage Motor Broom who has copies
 or knows where to purchase same. Place Life Show. Arcade of Snake Show. RIDES—
 Can place Dipper, Caterpillar or Fly-Plane. FOR SALE—WELL SAVED SPIR-
 ITURE, in we have too many Motor Rides. \$2300.00 complete with Trailer. Just
 repainted and repaired. No loads but will book same on the show and take small
 down payment. All people interested please call later than Wednesday, April 10th.
 Address all mail and wires to
LYLOYD B. SERFASS
PENN PREMIER SHOWS, COLOSBORO, N. C.

WANT TO BOOK

Octopus, Roll-a-Plane or Sp/Fire . . . Will leave or book El Wheel and Three-Abrest
 Merry-Go-Round. Not interested in anything except late model equipment in first-
 class show. We are directly on the Boardwalk in the center of Myrtle Beach. For
 those that know Myrtle Beach that is enough said, for those that don't, Myrtle Beach
 is the largest resort in N. C., S. C. and Georgia. At present have Tilt, Whip, Scooter
 and 5 Kiddie Rides. We have additional space this season due to removal of building
JUSTIN PLYER
CAY DOLPHIN PARK MYRTLE BEACH, S. C.

HARRY "IRISH" GAUGHN

WANTS AGENTS FOR PECK STORES AND COUPON STORES
 Also useful Help for all Concessions. Truck Drivers given prefer-
 ence. Open Saturday, March 29, Southport, N. C. Pay day for
 marine base. A red one for the spring. Wire, call or come on, care
Harrison Greber Shows.

FOR SALE MIDGET AUTO SPEEDWAY

(Approximately 70-180) With heavy duty autos powered by Wisconsin Motors,
 complete with buildings. Located in prominent New England Park. No
 reasonable offer refused. Write
P.O. BOX 78, NEW HAVEN, CONN.

FOREMEN & SECOND MEN WANTED

For Twin Wheels, Caterpillar and Rolloplane. Must be Semi Drivers.
HAPPYLAND SHOWS
 3126 IROQUOIS DETROIT 14, MICH. Phone Walnut 1-7924

G. & B. RIDES AND SHOWS

LAST CALL LAST CALL
 Show open Mason City, W. Va., April 11; on Sat April 8
 Want Photograph, High Sticker, Custard, Pitch-Tilt-You-Win and Sling Game. Good
 opening for Girl Show. All Help contracted come in.
GEO. BROAS, 627 30TH ST., PARKERSBURG, W. VA.

FOR SALE

Allan Henschel Merry-Go-Round, two-abrest, 35 ft., used one season, Rolloplane,
 1945 model, new motor, good condition. Transportation with both sides. Liberal
 terms. Ferris Wheel Trailer, Transformer Truck and Rollowhirl.
H. M. DODRILL JR.
 2228 PARK AVE. Phone: Wabash 3945 INDIANAPOLIS, IND.

B & H AMUSEMENT CO.

CAN PLACE
 Minstrel Show, Pan Game, Hanky Panks, Pat and Nell Patterson,
 can place you. Sumter, then Wincaboro, S. C.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOWS,
 MOTORDOMES, SHOW TENTS
ANYTHING IN CANVAS
 Manufacturing Show Canvas for Over
 Fifty Years
 Underwriters Approved Flame
 Resistant Materials Available
5 DAYS SHIPMENT ON MOST SIZES
ANCHOR SUPPLY CO., INC. EVANSVILLE

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 22.—Secretary Gerald Snellens, who is also chairman of the ways and means committee has scheduled a meeting for Wednesday night (26) to outline activities for the summer. Building committee is continuing to check available buildings. Isadore Reichenhaller has been discharged from the hospital. Sidney Herbert, who is still under the doctor's care, visited. Edward Goldman is at the Bronx (N. Y.) Hospital for a check-up. Also on the sick list are Joseph Amico, Brooklyn (N. Y.) Veterans' Hospital; Harry Levine, Jane Brown Hospital, Providence, R. I.; Floyd E. Gooding, Wilmer Institute, Johns Hopkins Hospital, Baltimore; Edward K. Johnson, Willis Eye Hospital, Philadelphia; Jack Lichter, Kingsbridge Veterans' Hospital, Bronx, N. Y., and Jules Laures at his home in Fort Lauderdale, Fla. Sam (Peanuts) Welser has returned to the F. D. Roosevelt Veterans' Hospital, Montrose, N. Y. Philip Gordon, who has been incapacitated due to a broken knee cap, is getting around on crutches. Sidney Roemer, who is recuperating from recent illness, visited.

George Rector left for Baltimore. Recent visitors included Charles Rubenstein, Harris Bennett, Harry Schwartz, Billy Creedon, James Quinn, William Lynch, Morris Levi, Louis Light, Max Tubis, Harry Horner, William Lish, Harry Miller, Left Las Kronenberg, Sam Rothstein, Louis Reiben, Jeff Harris and Max Saskin.

Ladies' Auxiliary
 President Bess Hamid was welcomed back after a four-week cruise to South America. All officers attended and the crowd was one of the largest of the season. Mrs. Weisman was welcomed as a new member. Dorothy Packman attended for the first time since being ill. She left on Saturday (15) with her husband, Mack Goldberg, for a vacation in Hawaii. Past presidents have planned a square dance for March 26. Dolly McCormick announced. Members were asked to attend in costume. Mrs. Hamid invited members to a party she will give on April 2.

Lillian Elkins, publicity chairman, won first prize at the B. Altman department store for a suit and hat designed by her.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 22.—Charles Walpert, vice-president, presided over the regular Monday night (17) meeting of the Pacific Coast Showmen's Association here with Lou Manly, secretary, and Al Weber, treasurer, also on the rostrum.

Following the salute to the flag, the lights were dimmed in tribute to Cheerful Gardner, veteran elephant man, who passed away the night. Funeral services were held yesterday (21) in Showmen's Rest.

Sam Dolman, chairman of the committee for Showmen's Day at the National Orange Show, where the group was the guests of Orville N. Crafts, thanked his committee members for their work. A show-within-a-show was held with the club receiving nearly \$2,000.

Earl J. Gilbert was voted into the membership.

Also attending were Past President Harry Fink and Bill Mullen, of Portland. Robert Hurlburt was a visitor.

LADIES' AUXILIARY

Meeting of the auxiliary was held March 17. It was called to order by President Lucille Dolman, and roll call of officers was answered by First Vice-President Clara Connors, Third Vice-President Maree Rhodes, Secretary Grace Merkel and Treasurer Peggy Forstall. Trudi DeSanti reported Mac Stewart as ill. Nancy Myers and Norma Bure were reported on the sick list. President Dolman asked Mary Tuxaria, Cecil Martin, Molly Lindberg and Marie Levett to sit on the rostrum. It was reported that Eloise Syster's father-in-law had passed away, burial to be in Santa Monica. Many reported having attended

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, March 22.—President S. T. Jessop presided at the Thursday (20) meeting, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich. Past presidents called to the rostrum included Sam J. Levy and Lou Keller.

William Carsky and W. D. Sullivan are both still in Alexian Brothers Hospital. Lou Belden is at his home, and Jack Benjamin is in a West Side rest home. Others on the sick list include Lou Leonard, W. C. Deneke and Clifford Darling. Jack Klein was buried Wednesday (19) in Showmen's Rest.

A refrigerator has been donated to the house committee by Lefty Ohren and J. C. McCaffery. Members present after absences included Al Sweeney, Billy Senior, Ralph Woody, Dick Miller, Jack Hawthorne, Sam J. Solomon, W. Charles Mueller, Buddy Petersen, Bernie Mendelson, Charles Drobnik and Manuel Biasco.

The ways and means committee is busy lining up its summer fund drive which should be launched before long.

Ladies' Auxiliary

Regular meeting was held night of March 13 with Mrs. Mae G. Taylor, first vice-president, presiding. Other officers present were: Mrs. Lucille Hirsch, third vice-president, Carmella Horak, treasurer, and Elsie Miller, secretary. Invocation was by chaplain, Mrs. Blanche Latta.

Nan Rankine and Phoebe Carsky, past presidents, are still vacationing in Florida, also Minnie Simmonds. Hattie Hoyt is in Gibsons, Fla. Mrs. Al (Hattie) Wagner, president, will leave for winter quarters in Mobile, Ala. Billie Hunter, of Cavalcade of Amusements, is recuperating after an illness, also Billie Wasserman, Margie Freis, Alice Hill, Ann Sleyster and Lee Gluskin. Bill Carsky, who has been very ill, is expecting to make a trip to Florida to recuperate. He is with Phoebe and Lynn. Grace Goss is in Florida and will be leaving for Hot Springs in two weeks.

Mrs. Ann Belden, chairman of bazaar for the fall, is getting things ready and would appreciate your donations sent to her at 6136 N. Knox Avenue, Chicago. Marie Brown, Louise Ro and Arla Packer Moore have donated their services in beautiful hand work. Clara Etta Barker, hostess, and her assistant, Harriet McBeath, have been handling their appointments in first-class manner. Harriet McBeath donated a cake she baked and sandwiches were donated by Edith Strelbich, past president.

Mrs. Dolly Young, chairman of membership drive, will have her letters out sometime this summer on a drive which proposes each application will be \$5 from May 1 to October 1 to the membership. Lucille Hirsch, relief chairman, would like you to send in letters on those ill to her home, 2038 De Kalb, Chicago. Members regret hearing of the sudden demise of Billie Hunter's brother-in-law, who passed away in Florida. Next regular meeting will be March 27. Last meeting of the season will be April 24.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, March 22.—Final meeting of the season will take place Thursday (27), to be preceded by a board of governors' confab.

The Friday (15) party was well attended and all enjoyed corned beef and cabbage and ham. B. Melcher won the attendance award, while Eugene Franklin, attending his first party, took the grand prize, an automatic toaster donated by President Bob Lohmar.

The ladies had a good turnout at their Thursday (14) card party in the clubrooms.

The show within a show at the National Orange Show, which turned out big. Mail is being held for the following: Esther O'Kelley, Wilma Housman, Isa Lee Wilson and Vera Murray Thornton. Send your addresses.



THE NAHALA
MAGICIAN
 Gorgeous Girls—Spectacular Illusions.
 The Most Sensational and Outstanding
 Mystery Shows of All Times!
 Want several more attractive Girl Assistants.
 Previous experience unnecessary, but must have a minimum of 16 years fully enclosing picture. Top salary and best treatment. All want good salary. casual Concessions and other worthwhile Illusion Show People. Opening next week on West Coast. For more information, contact George, Monkey, Rita, Jeanette, contact.
 Address:
 The World of Mirks Shows, Richmond, Va.

RISE HELP WANTED

Capable Ride Superintendent, Foremen for Wheel, Jenny and Kiddie Rides. Top wages and bonus. Men to up and down concessions. Winter quarters now open. Friday and Peter Paul, get in touch.
HARRY J. KAHN
 60 Parkside Street
 Springfield, Mass.

HAYWOOD SHOWS

WANT CONCESSIONS
 Cookhouse or Sit Down Grab, Hot Joint, Banner, Kook La, Wash La, Knife Park, 6 Cats, Burkas, Mitt Camp, My Miller, get in touch. All Hanky Panks that do not run like Blanes—All except Circle Rides—Jenny for all season. Ferguson, get in touch. In Louisiana, get in touch. Men on all Rides, P.C. Dealers, Bands, Park Artists, Clowns, etc. If you are in touch, or come in, Cliff Patton wants Girl Show Workers Bob and Betty, get in touch.
Lee Raywood, Mena, Ark.
 P.S. Have 20x30 Bingo. Sell of trade for Topcon Trailer.

AUTO SCOOTER FOR SALE

Spillman eight-car Speedway, terrific daily and grows. Will outgross any ride ever built. \$4,000.00, completely rebuilt.

ROLL-A-WHIRL

1951 Model
 Half price. Same as new. Terms on above rides to responsible people.
ROLL-A-WHIRL CO.
 St. James, Missouri

Ohio Valley Amuse. Co.

Opening Near Wheeling April 10th
WANTS WANTS
 Rides, Shows, Concessions, Will book or buy small Jenny, Earl North, can use your Ride and Exhibitor, have some good spring dates, including 3 weeks around Wheeling, ahead of the big open. All Concessions open April 10th and 11th. Write or wire.
FRANK SWEENEY
 Glen Dale, W. Va.,
 Phone: Moundsville 1076-2

COUNTY FAIR SHOWS

Opening May 1st, 1952, at O'Mell, Mebr. Have 20 Pairs and Celebrations.
 want Hanky Panks of all kinds except Hitting, 50th, Blue, Lens Range, Flom, Popcorn, Gum, Jewelry, Ape and Weights. Shows Wanted: Motorbroms, Funhouses, Tilt-Ones, Snakes, Illusion, Glasshouses, Wild Life, Woodhanel or any Show if might with own transportation. Want Ride lists. No wages contact at once. Ramsey George, G. K. Kelly, Nelson H. Swann, write.
EARL B. JOHNSON
 County Fair Shows, Chambers, Neb.

AT LIBERTY

Union Bill Poster
 Post, Tack, Lithograph
HAROLD L. BARROWS
 831 N. La Salle St. Chicago, Ill.

WANTED AT ONCE

EXPERIENCED WHEEL MAN
 Guaranteed Year-Round Salary.
 Town Drive-In Theatre, Eatonville, N. I.
 Call MR. ICHNA, Mgr.
 Eatonville 3-0802 after 6:30 p.m.

WANTED: SIDE SHOWS!!

For 2nd week in June 1952 to 1953. Fairly Two Volunteer Fire Dept. 21 1/2 BIG FAIR!!! 50,000 last year's estimated attendance. Write to
FRANK L. CHRISTY
 Pres., R.D. #3, Tarentum, Pa.

WANTED

Carnival for Celebration on July 4, 5, 6 at Pipestone. Sponsored by the American Legion. Write
H. C. PETSCHOW
 Grave Apt. Pipestone, Minn.

W-A-N-T-E-D

RIDES, FITCHMEN,
EXHIBITORS FOR
MERCHANDISE
SHOW AND JAMBOREE

INDOORS & OUTDOORS
READING (PA.)
FAIRGROUNDS
JUNE 25-29

For information consult:
NATIONAL EXHIBITIONS, Inc.
Box 1552 Reading, Pa.
Tel. 9-1179

Tivoli Exposition Shows
WANT

Rides, Shows and Concessions 10-in-1
with own equipment, 16 Fairs beginning
June 2nd at various locations.
M. V. PETERSON
P. O. Box 743 Joplin, Mo.

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1952
SHOWS—RIDES—CONCESSIONS
P. O. Box 521 Owensboro, Ky.
Phone 531

W. B. J. SHOWS

NOW CONTRACTING 1952
OHIO — MICHIGAN — INDIANA
42 UNIT
Write WILLIAM JACOBS, Swanton, O.

WANTED
4 DR 5 GOOD RIDES

For Old Soldiers' Reunion, latter part
of July.
CHARLES DAVIS
MYMIRA, IND.

CANADIAN
CRESCENT SHOWS

Preparing season. Would sell complete
show or part interest. 4 Majors, 1 Kiddie
ride, Tru-Ba Trailers. Canvas every-
thing good operating condition. We need
5000 Shows. Export Dept. April 21.
Route: B. C. Alberta. Name Write
M. L. FINROW
7522 Beckett Way, Seattle 3, Washington

CANDY FLOSS OUTFITS

2 new beautiful stands, complete, ready
to go with new Gold Medal Whirlwind
machines, reasonable to hold at once
(labor shortage reason). Name on
list. Operate working this section.
Have 10 grand Premier Dew and Pitt
Jackets in original shipment cases for
sale. All machines 2479 Union St., North,
St. Petersburg, Fla.

WANTED

Experienced. Ride help for Ferris Wheel,
Rock O-Plane and THE A-Whirl.
FOR SALE
Octopus, with or without truck.
DEGIARIAN AMUSEMENT CO.
532 N. Melvina Chicago, Ill.

WANT TO BUY

Two or three abreast Merry-Go-Round,
and following Kiddie Rides—Boat, Auto,
Chimpanzee, Whip and Miniature Train
or any other Kiddie Rides. Also two or
three live Ponies for Pony Ride. Must be
reasonable and in good running condi-
tion. Have good location for Kiddieland
in Hartford, Conn. Will buy or trade.
Must have five or six rides. **BOBBY**
GLOTH, 754 Astoria Ave., Hartford, Conn.

WOLF GREATER SHOW

OPENING MAY 3—PLAYING MINN.
Want Concessions and Shows of all kinds.
No gift or gypsies.
BOX 5725, Peewee-Norm Station
Minneapolis, Minn.

WANT 2 SHOWS

Fun House, Animal Show, Mechanicals.
Now or any good, clean Shows (except
Circus Shows) also Concessions for 37th
Annual Community 4th of July Celebration.
Always a good money-making opportunity.
Write **NICK MILLER, Concessions Chair-**
man, Rotary Club of Brazil, Indiana.

FOR SALE

One Super Rollerplane in extra good con-
dition. This has been completely re-
built and covered with new aluminum
sheet metal. One Complete Miniature
Train, motor has just been completely
overhauled. 200 feet of good track. Both
rides are complete with roller beds, track
and lights. Can be seen at 3157 Fisher
Road, Columbus 4, Ohio. Phone JORDAN
5726.

FOR SALE

NO. 5 ELI WHEEL
A-I condition, ready to go. Priced to
sell. With or without transportation.
Wire or Write
BOX 244, Clay Center, Kansas.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs
Ladies' Auxiliary
March 16 meeting was presided
over by President Betty Bazinet,
Vice-Presidents Caroline Holt and
Pearl Weydt, and Vivian Zimdars,
acting secretary-treasurer. Invo-
cation was given by Chaplain
Marion Shuford, Dorothy Wor-
ceter, of the Wallace & Clark
Circus, was admitted to mem-
bership.
St. Patrick's party held Satur-
day (15) grossed over \$100 for the
monument fund. Viola Fairly,
chairman of the monument com-
mittee, thanked members for their
co-operation and reported that
the fund has passed the \$500
mark, which was her goal for this
winter.
It was voted that all past presi-
dents be given auxiliary gold life
membership cards as a result of a
suggestion contained in a letter
from Evelyn Levine. House com-
mittee chairman Mattie Bybee has
the rooms spruced up with a wal-
nut desk, which is used for a
rostrum; filing case, new window
ventilators and redecorated oc-
casional chairs.
Raffle prize donated by Viola
Fairly was won by Caroline Holt,
Social net-together after the
meeting featured lunch served by
Daisy Hennes, food and enter-
tainment committee chairman, as-
sisted by Jackie Wilcox.

Show Folks of America, Inc.

145 Turk Street, San Francisco
SAN FRANCISCO, March 22.
—More than 150 members en-
joyed a corned beef and cabbage
supper Monday (17), cooking su-
pervised by Sam Lansman and
Harry G. Seber, with the ladies
doubling as waitresses. Solly
Eoffman, KPIX television per-
former, provided the entertain-
ment, followed by a bingo party.
Door prizes were donated by
Doris and Whitey Monette.
Board of directors have an-
nounced that the clubrooms will
be closed for the summer on June
1, and during May only two meet-
ings are scheduled. Harry Seber,
club's secretary-manager, left this
week for Stockton, Calif., where
he and James Redder have a
five-year lease on the Liberty
Theater, burlesque house.
Mike Krekos is expected home
soon from Palm Springs where
he has been recuperating from a
recent illness. Charles Walpert,
vice-president of the Pacific
Coast Showmen's Association, was
a recent visitor. Mr. and Mrs.
George Clawson were in from
Texas where they have been op-
erating some of their rides. Ted
and Mariet Levitt recently bought
a new truck and are getting ready
for the season.
Polish Fisher has been confined to
his home. Fred Ramsey is also
on the sick list and Nellie Bar-
ker's husband is in the Marine
Memorial Hospital.

Thorner, Naples Buy Sammy Lane Shows; Zuggs Stay

LANCASTER, Mo., March 22.—
Sammy Lane Shows, operated by
H. H. and M. E. Zugg, of Lancas-
ter, have been sold to T. O. Thorn-
er and Willard Naples, of Livonia,
Mo., it was reported this week.
The new owners will continue
the show under its present name
and will play virtually the same
territory. The Zuggs will travel
with the show and operate a bingo
game.

JAMES E. STRATES SHOWS, INC.

WASHINGTON, D. C., April 3 thru 12
The Big Spring Date
ARMY AND NAVY UNION 10TH ANNUAL CHERRY BLOSSOM FESTIVAL
CAN PLACE
LEGITIMATE CONCESSIONS ONLY.
Must work for Merchandise only.
Apply to **JAMES E. STRATES, STRATES SHOWS, AUGUSTA, GA.**
or **DICK O'BRIEN, Hotel Dodge, WASHINGTON, D. C.**

HARRISON GREATER SHOWS

OPENING MARCH 31, LUMBERTON, N. C.
All people contracted report not later than March 30. Can place French Pries,
Novelties, Age & Scale, Good opening for Long or Short Range Shooting Gallery,
All Show Contract or report West A-I condition. All Shows. Write to: Hollis
Foreman, Octopus Foreman, Christiansburg Farm and Second Men on all rides.
Want set of Slide Rides, Will work and major ride not included. Will work any
Show or without transportation. Write to: Hollis Foreman, Hollis Foreman and General
Help. All mail and wires to
FRANK HARRISON
WILMINGTON, N. C., UNTIL THE 27TH; THEN LUMBERTON, N. C.

Miami Showmen's Association

236 W. Flagler St., Miami
Ladies' Auxiliary
President Mae Levine called
the March 17 meeting to order.
On the rostrum were Ruth Schrei-
ber, first vice-president; Aida Co-
van, third vice-president; Mrs.
W. Tucker, treasurer; Mrs. Al-
berta Mack, recording secretary,
and Mrs. G. Whitehead, corre-
sponding secretary. Bea Tarbes
delivered the invocation.
The board celebrated its 100th
meeting. Hazel Tassell was wel-
comed to her first meeting. Mae
Levine announced that all mem-
bers joining now would receive
1953 cards. Everyone congrat-
ulated Frances Deemer, who cele-
brated her 30th birthday. Last
meeting of the winter was set for
March 24. After a short business
meeting, there will be a social.
Everyone was invited to the jam-
boree to be held March 20 in Dade
County Armory for the benefit of
the association. The auxiliary will
serve refreshments.
St. Patrick dance, held Sunday
(16) in the club house, was a gala
affair. Frances Barnett was chair-
man. Ann Whitehead was in
charge at the door. Polly Stahler,
Billy Palitz and Frances Barnett
handled refreshments. Frances
Deemer was in charge of enter-
tainment. Ed Martin's band pro-
vided dance music. There were
songs by Winnie Edwards, Peggy
Heiman, Marty Weiss, Joe Tami,
Myrtle Brooks and Emma Rocco.
Pearl Schultz gave a comedy skit
and the Cherry Sisters put on a
dance.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.
KANSAS CITY, Mo., March 22.
—President E. H. Hugo presided
over the regular meeting with all
officers except the second and
third vice-presidents and the con-
ductor present. Twenty-five mem-
bers signed the register. News was
received prior to the meeting of
the death of H. S. Smith. The re-
mains were brought here and
burial was in Showmen's Rest
March 10. Past president L. K.
Carter, chairman of the ways and
means committee stated that the
Saturday night "jamborees had
been a financial success and they
would be resumed early in the
fall.
Past President Chester I. Levin
and his wife, Ruth Ann, have re-
turned from a three-month vaca-
tion trip which took them to the
West Coast and Mexico. New due
cards are now available and dues
will soon be due for '52. Joseph
Clayton, chairman of banquet and
ball committee, announced that he
and his committee had completed
arrangements with KMBC Broad-
casting Studios for "The Tune
Chasers" to furnish the music for
the annual banquet and ball.

American Carnival Ass'n, Inc.

By MAX COHEN
ROCHESTER, N. Y., March 22.
—Membership certificates for 1952
are being prepared and will be
sent out early next month. Mem-
ber shows operating more than
one unit are requested to inform
the association as to their require-
ments for duplicate certificates.
Visitation program is being
planned and is expected to start
early next month in the Washing-
ton area. The Detroit area may
also be visited in May.

LAST CALL

PLAYTIME SHOWS

Opening Manchester, New Hampshire, April 12, 16 best dates in New England.
2 Celebrations, 9 Fairs, including Brockton, Marshfield; Maine State Fair, Windsor,
Fryeburg, New Hampshire, State Fair.
WANT SHOWS—Side, Monkey, Illusion, Wildlife, Arcade.
Want Henky Panks. No gift, no gypsies. All eating stands are
booked.
Supt. Freddy Patrick wants Help for Merry, Wheel, Octopus,
Chairplane and Kid Rides.
All replies
E. W. BURR, Gen. Del., Manchester, N. H.

LAST CALL

BRYDON AND THOMAS
AMUSEMENT PRODUCERS

Can place first class Shows of all kinds to open April 17 for a solid route of first-in
spring dates, to be followed by an A-1 route of standard State Fairs—Milwaukee,
Detroit, Louisville, Hutchinson, Memphis and Dallas. Especially want Motordrome,
Monkey Show, Illusion, Snake (Della Clark, reply), Fat Girl, Midgets, Wild Life,
Minstrel, etc. Want Dancers to feature—Ann Patti, Honey Lee, Gatty, Bobbie
Joe, Ginger Rae and others. All to open April 17, Owensboro, Ky.
FOR SALE
Several Shows, complete with fronts, from 50 to 74 ft., Tops 50x70 and 55x165,
51x85, etc. Seagen, A-Frames.
ALL REPLY, NOW UNTIL APRIL 1 TO
RAY MARSH BRYDON
State Fair of Texas, Dallas; then from April 1 to 17, Owensboro, Ky.

Frank W. Babcock UNITED SHOWS

Opening LINCOLN AMUSEMENT PARK
(Old Selig Zoo) LOS ANGELES
SUNDAY, MARCH 30
WANTED TO BUY: Ponies and equipment. Also Rides if priced right.
WANTED TO SELL: Trains, new-type Bomber. Both now operating.
CONCESSIONS WANTED FOR ORANGE COUNTY FAIR, Santa Ana, Calif.,
August 13-17, inclusive.
BABCOCK UNITED SHOWS
Home Office: Chandler Hotel, 834 S. Main St., Los Angeles, Calif.
Phone: TRINITY 5963

CENTENNIAL CELEBRATION

Santa Claus, Indiana, May 30, 31, June 1
Biggest event in Southern Indiana in 1952. Plenty of publicity and
advertising being backed solidly by Southern Indiana.
Want Rides, Mechanical Exhibits, Acts and other Concessions. No Henky
Panks and no gambling. Send complete information in first letter.
SANTA CLAUS CHAMBER OF COMMERCE
SANTA CLAUS, INDIANA

GRAND AMERICAN SHOWS

10 Rides—4 Major and 4 Kiddie. Opening April 14th. Poplar Bluff, Mo.
Want for proven route in Missouri, Iowa and Minnesota. Celebrations start
June 9th. Fairs in July. A WONDERFUL OPPORTUNITY FOR FIT, GRIND OR
BALLY SHOWS. Can furnish top. Concessions—Will place a few Henky
Panks. Want—Ride Help who drive some. Top wages and bonuses. Foreman
for Wheel, Jenny, Tilt and Rock. Also Fronts, Bill Kelly, write. Athletic
Equipment for sale.
L. O. WEAVER, Mgr.
WINTERQUARTERS, HIGHWAY 61, R. 1, LILBOURN, MO.

GEORGE CLYDE SMITH SHOWS

OPEN MAY 1
WANTED—Fish and Duck Pond, Guess Your Age Scales, Novelties, Photos, Pitch Tilt
U Win, Moop-La, Long and Short Range Lead Gallery, Cork Gallery, Six Cats, Balloon
Darker, High Striker, Candy Floss, Custard, Snow Cones. WANTED—Monkey Show,
Snake Show, Mechanical City, Motordrome, Gift Show. WANTED—Foreman for
Ferris Wheel and Spitfire, Truck and Tractor Drivers, General Ride Agents for
office owned Concessions. Joe Hedgecock, let me hear from you. All replies to
GEORGE CLYDE SMITH SHOWS, P. O. BOX 511, CUMBERLAND, MARYLAND

GEM CITY SHOWS

LAST CALL **LAST CALL**
ALL PERSONS HOLDING CONTRACTS WITH ABOVE SHOW CONTACT IMMEDI-
ATELY. OPENING APRIL 28. CONCESSIONS: Want Henky Panks and
Legitimate Concessions of all types. 1852. Can use Help on all rides. Must have
license and be able to drive.
FOR SALE
Have Rollerplane with or without transportation. Glass House, 716 Show Front mounted
on trailer. Also 2 Concession Trucks, van type, good condition. All replies
DEM CITY SHOWS, Box 22, Theodore, Ala.

SAVANNAH RIVER SHOWS

OPENING MARCH 29TH HT. 78-1, AUGUSTA, GA.
Big Military and B. Plant Payroll. All summer's work in defense project area. Plenty
people. Big gas rolls, short moves. Want to join for opening. Legitimate Concessions of
all kinds, Cookhouse, Popcorn, Henky Panks all kinds. Shows with own equipment
and transportation—(Gift Shows, 2 or more Gift Midgets and Side Shows. Plans dis-
conflicted Rides. What have you? Would help all departments. Wire or call
VAL IRELAND, Mgr. Tel: 2-1652, day or night, 2197 Millersville Road, Augusta, Ga.

PAGE BROS.' SHOWS

Opening small unit March 31, Guthrie, Ky., 12 miles from Camp Campbell. Soldiers'
Pay Day. Big show opens Springfield, Tenn., April 19, then Hopkinsville, Ky.,
Soldiers' Pay Day.
All people contracted get preference to small unit. Want Jewelry, Custard, Arcade,
Photo, Henky Panks of all kinds, Gift Show, Snake, What have you? I have 200,
etc. Benny Ackers, Shadow King, get in touch. BOX 244, Springfield, Tenn. Phone 769.
P.S. Want Sound Truck with Concessions. Also Live Pony Ride.

ETCHED BLUE SURGICAL STEEL DOUBLE EDGE BLADES
5 blades to package, 20 packages to carton (100 blades). PER 100 **40¢** (Min. order 1,000 blades.)

MINIATURE CHARM KNIVES
Single blade, highly polished. Brass-lined pearl effect celluloid handle with shackle. Length closed 1 1/2 inches. 2 dozen on display card (one less sold).
No. B7066 ON DISPLAY CARD PER DOZ. **10.50** PER DOZ. **90¢**

SPECIAL 16" Single Strand PEARL NECKLACE
Fine quality high lustre pearl beads. With Hinge clasp. No. B7012330 PER DOZ. **2.00** In 6 dozen Lots.

IMPORTED EXPANSION BANDS

Heavy Duty men's flexible bracelet in chrome plated or gold plated finish.

CHROME No. B27W109 DOZEN **3.60**

GOLD PLATED No. B27W108 DOZEN **4.85**

NEW CATALOG No. 157!!
Now on the Press. Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 157!

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

BUY FROM THE LARGEST DISTRIBUTORS Of The STYLE GUILD LINE

TERRIFIC COSTUME JEWELRY SETS, master-crafted in beautiful Designs—Exquisite White Satin packaging—Complete with Expansion Bracelets, beautifully boxed.

No. 974E—MOONBEAM
24 Kt. Gold Plated. Fine workmanship and beautiful styling make this 5-piece matched set a big seller. A fiery opal surrounded with pearls and multi-colored genuine imported stones. Hand-rubbed antique finish. ONE SET FREE WITH EACH DOZEN ORDERED.

No. 974A—PRINCESS ROYALE
Really has that "Royal look." 24 Kt. Gold Plated in assorted colors. 3 dimensional 5-Piece Ensemble with gorgeous Tear-drop imported stones of the finest quality. (ONE SET FREE WITH EACH DOZEN ORDERED.)

\$36.00 PER DOZEN (In Doz. Lots) **SAMPLES—\$3.00 EACH**

25% Deposit With Orders, Balance C.O.D. Send for Our Catalog of 1000 Items Today. Phone—Write—Wire.

G. & S. WHOLESALE CO. 5977 DELMAR (Phone: Delmar 8551) ST. LOUIS 12, MO.

MORE SPARKLE THAN DIAMONDS

"BUTLE" AAT White Gem Here's a gem that is clearer in color and brilliancy than any shown on the market today. Size 1 1/2 carat and up per carat... \$9.95

Gem's little yellow gold, nearest style mounting, additional \$3.50 and same available in 14K gold. 25¢

Send for Our Free Promotional Flyer

MIDWEST WATCH CO.

Engagement Ring \$3.00 Doz. Wedding Ring \$1.83. JUST OFF THE PRESS—NEW CATALOG No. 85 for Jewelers, Demonstrators, Peer Workers, Also America's most complete Rings and Expansion Band Set your business. Orders shipped same day.

MEDBRIDE JEWELRY CO. 303 5th Ave. N. Y. 16, N. Y.

TV IS ALL OF SHOWBUSINESS

ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

Merchandise Topics

New York
HMJ Fur Company, New York, has a complete stock of genuine fur fox tails in all sizes at low prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. "Endless Ed," latest gag novelty introduced by Paramount Calendar & Novelty Company, New York, has been accepted by leading distributors as a hit, according to the firm's Franklin Littman. Paramount offers six "get acquainted" samples for \$1.

Chicago
"Exclusively Yours" is the name of initiated pearl carriages put on the market by Rose Refining Company. Priced to retail at \$1.95 per set, the screw-type earrings consist of two simulated pearls—one worn on the lobe of the ear and the other at the end of a gracefully hanging initial of the wearer. Initial and clasp are 14-karat gold plated. Polishing is the name of a new cleaning fluid prepared by Elektrik Seal Laboratories. Retailing at \$1 per 12-ounce bottle, the firm claims it will clean a great variety of articles, including silverware, furniture, glassware, jewelry, leather, plastic chair covers, etc.

Pittsburgh
Brinn's China & Glassware Company has a combination bank and cookie jar, the top part being a bank, the bottom part for cookies. The item is shaped like a pig. Penn Gift & Novelty Company has been awarded the gift and novelty concession at the new Greater Pittsburgh Airport. Inrocchi Novelty Company has small plaster-of-paris figures costing less than 30 cents that look well on bric-a-brac shelves. Preferred Distributing Company has the Fryright electric toaster at \$28.95, and other electrical appliances. Al Siegel, of Pennsylvania China Company, is opening a branch at 1107 Fifth Avenue. Duquesne Statuary Company has dolls, dogs and circus horses in a variety of colors.

From All Around

Leathertone, Inc., Boston, has a new key ring and chain assembly priced to retail at \$1. The ring and chain assembly is 18 karat gold plated to which is attached a hand-cut, faceted medallion of genuine lucite. Flowers are internally carved in the lucite and hand-colored, resulting in life-like third dimensional appearance. Special designs can be made to order. E. H. Plummer, Westfield, Mass., has a new item, the Indian Balance Stick, for the novelty workers. It is a small wooden stick, notched at one end to hook on an unsupported object. By placing the other end of the stick on the tip of the finger a perfect balance will result, it is said.

JOBBERS-DISTRIBUTORS
Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Carnival Trade.

F.O.B. N.Y.C.

SPECIAL OFFER!

- 25" Rayon Plush Bear, acid colors, movable eyes, red felt tongue. Dozen \$24.00
- 19"13" REAL FUR Bear, life-like, Rayon plush & woolly shank. Acid colors. Doz. 18.00 In 6 doz. lots, Doz. 16.50
- 30" REAL FUR Grizzly Bear. Solid ivory. Dozen \$3.00 In six dozen lots. 30.00

14 BEARS FOR \$27.75
11 doz. 19"13" Bears @ the two others! To receive FREE Catalog you must state nature of your business.

ACE TOY MFG. CO. 122 West 87 St. New York 1, N. Y.

DETROIT
Gainer Sales Company is putting out a new catalog devoted entirely to ladies' hosiery. The company is featuring a number of new nylon novelty lines, including service weight, nurses' types and sheers. Blason Lamp Manufacturing Company, headed by Robert Friedman, is promoting a special low-priced line of lamps designed especially for the carnival trade. They have contacted the items in the Detroit area, and are now launching national exploitation.

Los Angeles
Quan-Quan Company, Chinese importers, has received a shipment of drying devices designed for the housewife who does most of her personal laundry in an apartment. The item consists of two bamboo sticks, each 18 inches long and crossed at the center. In the center is a hanger for attaching the device to a shower curtain rod in the bath or kitchen. From the cross-bars, hang eight laundry clips (four to a bar) that will secure stockings, etc. California Sportlet Company, Inc., now has the Scribble Cap, designed for kids. The cap comes complete with ball pen and non-fading ink. The pen clips above the peak of the cap and the owner or friends can write names, addresses and phone numbers all over the cap. The manufacturers point out that the cap may be washed without fading any of the information written on it. Leslie of California is offering the Tee Vee, little girl's musical box strap bag. Made of 4 1/2 by 6 1/2 inches, the shoulder strap bag is in cleanable calfskin. In addition to holding the girl's belongings, it plays a tune such as "Flickety, Dicker, Dock" and "Farmer in the Dell." The front opens like a purse and the back is a replica of a TV set with dials and picture. A smart

RINGS ARE BACK!
Cash In on National Ad Program You can and will profit—stock any type marked rings in 1.50 lot, 1.75 12K, 2.00 18K, 2.25 21K, 2.50 22K, 2.75 23K, 3.00 24K. Choice of Ruby, Sapphire, Emerald, Aquamarine or Pink Opal. Call for price list. \$6.00 per doz. FREE CATALOG featuring 100 styles of rings.

TITANIA GEM We sell only best quality gem stones. 35 styles for men and ladies. Merchandise offered for retail units.

DES MOINES RING CO. 1151 24th St. Des Moines 11, Iowa

TABLES OF STEEL OR WOOD CHAIRS
Folding or Non-folding. Prompt delivery. Minimum order 4 doz. Ask for price, list number needed.

ADIRONDACK CHAIR CO. 1140 Broadway, N. Y. (27 St.), Dept. C, MU 3-1285

IT FIGURES

Greater Profits with... GUGGENHEIM

SPECIAL PLUSH OFFER 30" Plush Bear \$24.00 Per Doz.

SLUM SPECIAL
Cold finished sport assortment — Key Chain, Cr. \$3.00
Dutch Figures, porcelain, 4 1/2" beautifully decorated. Cr. \$7.20
4 1/2" Balloons (in 10 gross lots), Cr. \$ 7.75
Ball Point Pens, Cr. \$9.00
Pocket Lighter (copy of famous make), Doz. \$3.60
Plastic Cigarette Case, Cr. \$8.40
Silver Finish Loving Cup on stand, A REAL FLASH! Doz. \$2.25

One of America's oldest and most reliable suppliers of Carnival and Concession merchandise.

Send for free early-bird catalog. All orders shipped same day received. 25% deposit required on all C.O.D. orders.

Guggenheim 33 UNION SQUARE N. Y. C. 3, N. Y. • AL 5-8393

Cash In on Slate Scarfs!
These beautifully designed, multi-colored, hand-screened 10x20 SIX STATE SCARFS SELL ON SIGHT!
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For Fishermen

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Suggested Retail. \$12.95

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Bamboo Pole Set. \$5.95
Suggested Retail. \$18.95

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Glass Rod Set. \$8.95
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NO. 203—Steel Rod
Set, Bail Casting. \$10.95
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Pipes for Pitchmen

By BILL BAKER

WITH SPRING in the offing, Doc Lovell blasts from New Orleans that he "can smell the green stuff growing and bear the sound of the callopie. I see the white horses and the brass band and the pichman on the corner. They're putting the finishing touches on the trips and keister and giving the old Ford its last tune-up. Let winter die her cold death and let the pichman's spring be reborn. And let us all be blessed with youth everlasting until the snow chills our feet again."

GEORGE H. BROOKS ... rambled into Hot Springs last week white en route North to St. Louis. "Plan to remain here for the races and will work for Jim Longstreet," Brooks pens. "Played the stock shows in Baton Rouge, La., and Houston, working outside for Gus (Popcorn) Aaros to fair results. Among the old-time pichfolk here are Barney (Bow) Perry, Caplan and Joe (Blow) Perry. The Baton Rouge and Houston shows played to sell-out business most of their runs."

SLIM McKNIGHT ... had the exclusive on novelties at the Show and Rodeo in Baton Rouge, La. He had six stands there and his agents included Jack Sowden, Al Daily; Dale, the Dog Man; Peanuts Cramer, Jack Parker and Eddie Chillicote. McKnight is reported to have sold out lock, stock and barrel. Reports indicate that he will quit the business because of ill health.

"WALKING ... is the best exercise for a man my age," letters Harry Greenfield from New York, "but when I become tired I always drop into the Automat for a cup of my favorite coffee. On my latest visit there I met my old friend Sol Addis. He recalled the time he and Madeline Rogan, outstanding exponent of the pich, marched together in a parade on Fifth Avenue. It so happened that great applause was heard about the time they entered the parade. Madeline smiled and bowed, and Sol said, 'Hey, that applause isn't for you. It's for the war veterans behind us.' When it was all over both got a kick out of the incident and went back to make their pitches at Ike and Mike's pitch store on 14th Street. I don't think that New York will ever see those days anymore. At one time this city was the eradle for some of the best known pichmen in the world. Among them were Frank Urban, Louis Weitz, Ed Ross, Bill Boyce, Doc Reynolds, Jack Dorsey, Bill Schultz, Phil Reese, Doc Griffiths, Dave Newman, Nurse Huxley, Tisha Budha, Sam Kramer, Jack Wilson, Jack Dillon and Sailor Jim White."

DON LAMBERT well known to Eastern pichmen as a hoop worker, and Myers Woodall are still hustling jewelry on week-ends from Tri-State College, Angola, Ind. Woodall is set to be graduated from school with a bachelor of science degree in business administration this month. Following graduation, Myers will team up with his brother, Woody (The Crono Kid) Woodall, on a trip to the West Coast.

H. HYLANDER ... who makes his headquarters in Belleville, N. J., and manufactures and distributes a liquid polish for autos and furniture. He has been demonstrating the product at markets, fairs, auto and home shows in addition to placing it in stores, service stations and garages. He's currently playing spots in New Jersey, New York, Pennsylvania, Connecticut and Massachusetts.

HENRY H. VARNER ... who has been confined in Akron City Hospital since February 25 with a badly injured hand will be hospitalized for several more weeks, he reports. He'd like to read pipes from Harry Hammond, Red Face, Dave Ross, Bob Pozzy and Tom Kennedy. He wants to know who can top the following, "Gene Vernon Browning, of New Philadelphia, O., has been confined in an iron lung here for 17 months." Varner pens. "He has ordered spring neckties to sell to the doctors, internes and orderlies at the hospital. Handicapped like he is, he still has plenty of versatility and courage."

JACK (BOTTLES) STOVER ... from Harrisonburg, Va., at Little Asky Smith, diminutive cowboy, will make the Strawberry Festival at Wilmington, N. C., along with Smoky Stover.

H-M for Buffalo

Continued from page 58

and Gladys Fox also were treated for injuries. The series of accidents came after the performers were included under the AGVA's insurance program.

In addition, Mr. and Mrs. Con Colleano escaped injury but their new automobile was demolished in an accident while they were en route to Wichita to visit his sister, Winifred Colleano, a Harvick-Morton performer. Business at Wichita began with an opening night sellout to employees of an aircraft factory. Three shows were given on Saturday and Sunday (18-18). Bob Morton, Howard Y. Bary and Den Truex treated personnel to lunch daily.

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Rubber Cup Cases, being 'n' all-around tools for all \$2.00 doz.—large size \$3.00 doz.—small size

HAWAIIAN NUDE DOLL
The most realistic plastic rubber figure, over 12" high. One-piece, shimmie, and winds.

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Hawaii Hukle, \$12.00 Doz.
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See your jobber for more.

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Air Corps Style
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Need Kitchen Gadgets, Silver and other household merchandise. Must be legitimate and clean. Write

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With crossed metal pins. The best Confederate & Yankee hats on the market. Made out of Tenth and Gaberine.

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With Wings \$2.25 doz. \$24.00 gr.

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With stick and spear, 12" x 18"

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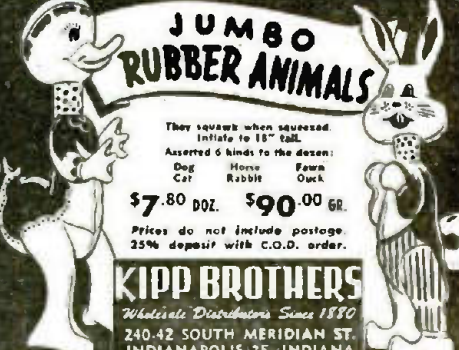
They squeak when squeezed. Inflate to 18" tall.

Assorted 6 kinds to the dozen:
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CREW HATS
Manufacturers' Special

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ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

Calendar for Coinmen

March 24 — Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
 March 24—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
 March 24—Amusement Machine Operators' Association of Greater Baltimore, Mandell-Ballow Restaurant, Baltimore.
 March 25—Western Vending Machine Operators' Association monthly meeting, Unique Cafe, Los Angeles.
 March 25—Automatic Music Operators Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
 April 1—Central Association of Music and Coin Machine Operators, monthly meeting, Bellerive Hotel, Kansas City, Mo.
 April 7—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
 April 8 — Automatic Phonograph Owners' Association, monthly meeting, Sheraton Gibson Hotel, Cincinnati.
 April 8—California Music Guild, monthly meeting, 311 Club, Oakland.
 April 8—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.
 April 9—Music Operators of Northern Illinois, monthly meeting. Site to be announced.
 April 10—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macarobee Building, Detroit.
 April 10 — Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
 April 10—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
 April 10—Washington Music Guild, Inc., monthly meeting, 3110 M Street, Washington.
 April 14—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
 April 14—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.
 April 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
 April 17 — Progressive Music Guild of South Jersey, monthly meeting, The Whitman Hotel, Camden, N. J.
 April 20-24—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.

Promotions Pay Off For Detroit Operator

DETROIT, March 22.—A wide scale promotional campaign to sell the idea of coin-operated shuffleboards to the still large number of Detroit locations having free play boards is continuing to bring in satisfactory results, according to Maurice J. Feldman, owner of the Central Coin Machine Exchange. (Feldman's plan was detailed in The Billboard, February 9.) Currently, he is sending out a second mailing piece to a practically complete list of location owners in the city, designed to specifically sell the service which his firm offers, such as resurfacing and modernization of boards.

One important piece of knowledge gained in the survey, which was a frank report upon ownership of boards in locations, was the fact that local operators are taking good care of their equipment.

Different View

The picture was different, however, on boards which were location-owned, since maintenance problems had become a genuine problem. The common reaction, following a personal presentation by Feldman or his organization, was a decision to switch to coin-operated boards. Inquiries continue to come in, some from owners who have had their own shuffleboards since the early days of production in this area, and are no longer satisfied with their present operation. In most cases this means resurfacing boards, that is replacing the top and adding a scoring unit, as well as any incidental reconditioning necessary. In effect, regardless of the board ownership, this means con-

verting a location from free play to a coin operation and a distinct gain for the industry.

Some of the locations responding are interested in operator-owned boards. Feldman has gained a number of spots already this way. The standard procedure is to buy the old free play board from the location owner, and to put in a new unit on a standard commission basis.

Normal Risk

A period of missionary endeavor is considered part of the normal business expectation and risk, Feldman indicated. During this period of development, it is necessary to wait for substantial returns until the location and its patrons accept the new idea. Actually, this period is greatly aided by the vast contrast between the old playing surface, which players frequently call "a washboard," and the new boards properly maintained by an operator. With the benefit of better playing conditions, players soon are eager to pay for the privilege of playing.

With the general pick-up in shuffleboard play in locations of this type, a noticeable improvement in patronage of other coin machines, especially music, is noted, Feldman said.

SHUFFLE, JUKES CLICK

Detroit Coin Trade Holding Own Despite General Business Drop

DETROIT, March 22.—A general survey of the coin machine industry conducted over the past two weeks, including large and small operators and distributors, indicates that the industry has suffered comparatively little from the present well-publicized unemployment here. In fact, operators have probably fared better in the present situation than other businesses.

Conditions are indubitably bad in the Motor City area as a whole in comparison with the rosy reports from most other population centers, but they are far from being poor. There are moderate-sized line-ups at the unemployment compensation offices. Getting a job is hard work and unskilled and lower skilled occupations are worst hit. Department and other retail store sales are off from about 5 to 20 per cent. Significantly, however, the total grosses in motion picture houses has not dropped much

SEEK BIZ INSURANCE

55 Chicago Operators Meet, Organize Amusement Guild

CHICAGO, March 22.—Pointing up the dire need for a unified front on the local game scene was the virtual spontaneous formation of the Chicago Amusement Operators' Guild at a meeting in the Hotel Sherman Thursday night (20). The call for the session was issued by a temporary committee of five operators who had held four preliminary meetings in recent weeks (The Billboard, March 22).

Charles Shutz, serving as chairman at the organization meeting, explained to the 55 operators the progress made at the informal committee gatherings. This included a warning that the continued operation of shuffle games in Chicago was in jeopardy unless this type of amusement piece could be licensed. He stated the games had been permitted in the past under temporary injunctions, but the procedure was such that individual operators secured the injunctions for specific games when actually it was the equal responsibility of all operators. Since there was no question that all shuffle games were for straight amusement only, Shutz added, the committee felt the agreed hit or miss situation could be cleared up thru a license duly issued by the city. The committee was then advised by one of Chicago's leading attorneys, who attended some of the preliminary meets, that the best approach was to form a city-wide association composed of operators of proven reputation. The attorney stressed that such a group would have an excellent chance to gain an over-all license for shuffle.

After this briefing Shutz opened the meeting to comments from the floor and received strong pro and con opinions from a number of operators, including Ben Edelman, James Williams, Paul Golden and Ted Levine. Despite strong opposition on some points, the tenor of the criticism obviously was on the constructive side and resulted in a series of workable ideas and proposals.

Following the lively arguments and counterpoints, the chairman called for a vote to decide whether the operators felt the need for an association. All present raised their hands in favor of an association. A memorandum from the group's temporary legal advisor was then read outlining a strict code for the embryo trade group. This emphasized that all operators applying for membership be compelled to sign an affidavit testifying to their clean records and that they would only handle straight amusement equipment. A floor vote approved a proposal that this code be adopted as a platform on which to build the Guild's constitution.

The next proposal to be sanctioned by the group concerned initiation fees. These were set at \$25 for operators with 25 shuffle games or less; \$50 for those having between 26 and 50 shuffle games; \$100 for operators in the 100-game bracket and those with 150 or more shuffle units were sealed at \$150. The membership then agreed that dues would be at the rate of 25 cents a month per shuffle game operated.

Golden, who earlier had been introduced as one of the most experienced operators in the Chicago area, proposed that the temporary committee of five men be increased to nine because of the

heavy spade work the Guild would have to do in the months ahead. The nine men would serve as a board of directors for the next six months. This proposal won enthusiastic approval. Thus the Guild's initial governing body would be composed of Homer God-

(Continued on page 86)

FUN PARLORS

Few Offenders Spoil Aussie Arcades' Lot

MELBOURNE, March 22.—Owners of fun parlors, comparable to Penny Arcades in the States, have been warned by law enforcement agencies and church organizations that unless their operations are changed immediately the key coin machine centers will be legally removed from entertainment scene here.

Unlike U. S. Arcades, which stress play on amusement games and related products, a few of the local fun parlors have fallen in disfavor with the general public because they permitted machines with suggestive art reels. Where formerly all the fun parlors were looked upon as pleasant spots for teen-agers, there has been criticism of some of the establishments with the result that all have suffered business-wise.

Rules Florida Pins Must Not Offer Awards

TALLAHASSEE, Fla., March 22.—Attorney General Richard W. Ervin of Florida ruled today that pinball machines that offer any reward are illegal.

Ervin made the ruling for State Attorney Murray Sams of De Land, who asked particularly about the legality of the awarding of a package of cigarettes to players for a certain score. Ervin said the device was illegal and possession of such a machine or permitting its operation would be unlawful.

De Land is the county seat of Volusia County, in which Daytona Beach is situated.

Exhibit Sets Card Circular

CHICAGO, March 22.—Exhibit Supply Company has finished preparations of its new card circular and will make a mailing thru its distributor organization at the end of the month, Chester Gore, of the arcade division, has announced.

The circular will include a full description of Exhibit Supply's 1952 card line and also include a wide assortment of illustrations. Included in the line will be an up-to-date revision of outstanding baseball, movie, radio and TV stars, plus new photos of cowboys and cowgirls. Humorous type licenses, always in high demand at arcades, amusement parks and traveling shows, also will feature the various 1952 card series.

Marvel Readies New Scoreboards

CHICAGO, March 22.—Marvel Manufacturing Company here expects to resume deliveries on its shuffleboard scoreboard line in two weeks, President Ted Rubenstein announced Wednesday (19). The firm's output was interrupted February 22 when a fire damaged the plant (The Billboard, March 1).

Most of the repairs on the factory have been completed, Rubenstein stated, and the next major hurdle will be the installation of a new floor. Once this has been accomplished, the production line will be restored.

Offer Horses Without Guts

RED BANK, N. J., March 22.—Automatic Enterprises has just been formed here to market aluminum horse shells for use in constructing coin-operated ponies. Sam Rabinowitz, who formerly was associated with Roc-A-Ride Sales, Philadelphia, heads the new company, with headquarters at 73 West Bergen Place.

Rabinowitz said three sizes are being offered, ranging from 42 to 66 inches long. The horses, made for Automatic by a contract foundry, are in production and available for immediate delivery, he declared. Horse shells are shipped ready for painting, he said, altho they can also be supplied painted to order and with leather saddles and gear boxes.

See Page 87 for

THE BILLBOARD'S NEW WEEKLY
"WHERE-TO-FIND-IT"
 SERVICE
 The Market Place
 for the
 Coin Machine Industry
 Consult this new reader service for all
 of your special coin machine needs.

Hartnett Named By AAMONY

NEW YORK, March 22.—Bart Hartnett, active in the industry here since 1929, will take over as acting manager of the Associated Amusement Machine Operators of New York when the resignation of Joe Hirsch takes effect April 5. The veteran coinman was named to the post at the last meeting of the AAMONY board, it became known this week.

On April 5 the association moves its office to 615 10th Avenue. Its present headquarters at 594 10th Avenue, will be occupied by Local 465, International Union of Electrical, Radio and Machine Workers, CIO, holder of a collective bargaining pact with AAMONY.

force reported by the Michigan Employment Security Commission—is not taken too seriously. It has been well spread around this time, rather than concentrated in a few plants.

Areas Hit

A substantial loss of population as workers move on—usually to the Southern States of origin—has eased the unemployment load. This, however, has definitely hurt juke box play in lower bracket income neighborhoods. This is the one serious point in the coin amusement picture.

The local situation may be pictorialized in figures prepared by The Detroit News for use in its own advertising: Present employment, 1,324,000—down 5.5 per cent from a year ago; but an increase of 6.5 per cent in average factory wages has brought the total pay roll to more than a year ago. This in effect has put more

(Continued on page 82)

Cig Firms Increase Vender Promotion, Operator Aids

Five Out of Six Major Producers Offer Special Aids, Plan Others

CHICAGO, March 22.—Four of the six major cigarette manufacturers in the U. S. are offering special point-of-sale and vender promotion material to operators, compared with three of the "big six" last year, according to a spot check by The Billboard.

During a similar check in 1951, P. Lorillard Company, R. J. Reynolds Tobacco Company and Philip Morris & Company reported increasing their vender merchandising efforts this year. American Tobacco Company and Brown & Williamson Tobacco Corporation joined the list. The sixth firm, Liggett & Meyers, failed to respond both years.

During 1951, the firms supplying vender-tailored sales aids stepped up such promotion on three fronts: the point-of-sale decals and off-vender signs designed to draw attention to the convenience of machine-merchandised packs, and radio and television advertising amplifying this service on a national scale.

Indicating the value of co-ordinated supplier promotion on an industry level, cigarette vendors racked up higher sales thru 1951.

They accounted for 19 per cent of the year's total volume of cigarette sales; 438,700 vendors sold 54,150,800 packs per week for an annual total of 2,815,841,600 packs, or 1,121,600 more than the 2,514,720,000 packs sold in 1950 (Census of Industry, January Vender).

P. Lorillard, claiming to be the first to bring cigarette vending machines to the attention of radio

and television audiences, has done so on three radio and four television shows under its Old Gold label.

The company continues to make available to operators, price stickers and posters calling attention to the vender installation. This material is being distributed to operators thru field representatives and also by direct requests to its office.

A series of price stickers, which may be applied quickly but have the display and strength characteristics of decals, has been released for cigarette operator use. They will be shipped free on request.

The new price tags, printed on a non-paper material, are applied directly to mirror panels that have been dampened slightly. No other processing is required, it is said. Coin combinations in all practical variations from 20 to 30 cents are available.

E. P. Primus, director of merchandising, stated: "Our plans for 1952 are to continue to help the vending machine operators increase their business thruout the country."

Philip Morris reports that its (Continued on page 81)

Fla. Citrus Comm. Ends Machine Test

LAKELAND, Fla., March 22.—Following tests of eight pre-mix type fruit juice venders and dispensers, the Florida Citrus Commission has furnished data on its operation to respective manufacturers. L. G. MacDowell, director of research, announced. Earlier, FCC had reported plans to undertake actual sales tests and to subsidize one or more machines for volume production; both phases of the program have been canceled.

Referring to the initial plan to underwrite production and distribution of a selected machine, as announced last August, MacDowell stated, "We are most definitely not going to subsidize any machine or machines." He explained that the commission's scheduled sales tests of such equipment were dropped because they would be a duplication of results already existing in the records of the various citrus concentrate producers.

FCC allocated \$20,000 last year to its dispenser committee to test the machines. To date, however, a decision as to the type of equipment deemed most suitable for volume juice sales has not been announced. After its initial action in this field, FCC stated that future effort along this line was referred to the Florida Citrus Mutual, an organization of fruit growers.

The eight frozen fruit juice machines tested were provided by the following firms: Markham Company, Anaheim, Calif.; Jet Spray Cooler Company, Somerville, Mass.; Portable Elevator Manufacturing Company, Bloomington, Ill.; Majestic Enterprises, Ltd., Los Angeles; Ebro Manufacturing Company, Columbus, O.; C & K Equipment Company, New York; Snow Crop Marketers, New York; and Ible Manufacturing Company, Glendale, Calif.

Chef-Way Rolls With Dime Op Coffee Vender

KANSAS CITY, March 22.—Chef-Way, Inc., announced that delivery of its dime operated hot coffee vender, at \$895 f.o.b., are now under way following a four-year development program.

Sold thru a national distributorship set up by the manufacturer, but separate from the parent firm, the machine is offered on a finance plan. The 450-cup capacity vender is produced under contract for Chef-Way by Central States Steel, Inc., Kansas City.

Prior to the present organization, the machine saw early pilot introduction by Knappway Devices, further development under Master Chef Automatic Machines, Inc., until its introduction in the present model last November under Chef-Way.

The vender uses coffee, cream and sugar pellets which are crushed by a patented mechanism, then mixed and homogenized automatically. The pellets are also made by Chef-Way. The machine can also be adapted to dispense a variety of hot soups and chocolate.

Detroit Vender Volume Stable in Biz Decline

DETROIT March 22.—The manner in which vending machines have held their own in most locations during present recession conditions in Detroit is evidence that automatic merchandising has become an accepted part of local retailing. (For background, see story in General

Coin Machines Section.) Operators report venders are doing better than the average retail store, when business is compared with 3, 6 or 12 months ago.

The important object lesson is that vending business closely follows retail—a principle adopted by major store operators in directing merchandising operations. It is in the smaller plants with 100 to 500 workers here that the best business is reported. Employment in these is normal or above.

The skilled workers in the city are getting plenty of work and there is even a definite amount of overtime—more than workers want in many instances. This condition is true of the specialized departments, such as drafting and die shops of major automotive producers, while other departments are being curtailed.

Plant Size Factors

In the smaller plants, the addition of a dozen workers to a force of 200 means a substantial percentage-wise increase in potential customers for vending machines. (Continued on page 81)

Sidmor Schedules Spring Expansion

PITTSBURGH, March 22.—Sidmor Vending Company has purchased a building at 2137 Fifth Avenue for occupancy in May, Sidney Weinstein, partner, announced this week. The new location will provide twice the floor space of former quarters on Fifth Avenue.

Sidmor is launching a direct mail campaign, plus an advertising campaign in the trade press. Elliott Saltzman, newly appointed promotion manager, will direct both programs, Weinstein said.

1st Belvend, Harmon Sales Reps Named

CHICAGO, March 22.—Frank Q. Doyle, national sales director for Belvend Manufacturing Company and Harmon Enterprises, announced the appointment of 11 regional sales representatives this week for vender lines of both firms.

Doyle said that Belvend representation would cover the newly acquired Drexko ice cream machine and the Vendall candy vender and Harmon's eight selection Venz hot beverage machine. Belvend's Jolly Boy ice cream program (utilizing the Arctic vender) and the new Chlorophyll gum program will continue as separate enterprises, Doyle pointed out.

The regional sales representatives are Bill MacFadden, Jersey City; Jack Chalcraft, Mobile, Ala.; Bill Williams, Milwaukee; T. B. Holliday, Columbia and Charlotte, N. C.; Odus Turman, Los Angeles; George Bennett, San Francisco; Dick Kendrick, Dallas; Henry Windt, Indianapolis; Elmer Spiegel, Jacksonville, Fla.; Larry Nutt, Dayton, O. and Unveda Vending Service, Brooklyn.

Harmon Enterprises' hot beverage vender, introduced in Cleveland last November during the National Automatic Merchandising Association convention, is scheduled for June production, it was indicated. The machine has been undergoing location and operational tests over the past several months in Chicago, and will be marketed at \$995.

Zaug Humidor Cigar Op Aid

NEW LAUDON, Wis., March 22.—R. W. Zaug, head of Zaug's Modern Vending Service, has devised a method for volume storage of cigars in a self-devised humidor.

Zaug, who operates cigar venders in his own diversified route and also markets his own three-cigar Zauger package, suggests the first step is to acquire a "sworn out" eight-foot refrigerator from a local appliance dealer." Following removal of the motor and compressor, the operator uses the insulated box for his cigar stock. With the addition of a small pan of water containing a sponge, the cabinet becomes a dependable humidor for the operator's stock of packaged cigars.

BOEING BOOSTS CANDY VENDERS

WICHITA, Kan., March 22.—Boeing plants I and II reported that employees purchased 3,156,473 candy bars from venders during 1951. It was pointed out that this amounts to 13 bars per worker per month, or 263,039 bars per month sold thru plant venders.

NAPM Meeting Set in Dallas

CHICAGO, March 22.—National Association of Popcorn Manufacturers announced the third regional conference for 1952 will be held for the Southwest in Dallas Wednesday (26). The first two meetings were held in Detroit and Toronto.

Sessions for the Dallas conference will be held in the Adolphus Hotel, from 9:30 a.m. until 5:30 p.m. Representing NAPM will be William H. Beaudot, president, and head of A. B. C. Popcorn Company, Chicago.

Included on the day-long program will be discussion of popcorn decontrol and its effects; preventative sanitation; importance of quality; testings standards for raw popcorn; storage and handling problems and a national public relations program for popcorn.

Stoner Resumes 120 Candy Unit

AURORA, Ill., March 22.—Stoner Manufacturing Corporation will resume production of its Model 120 candy vender Monday (24). It was discontinued in June, 1951, due to materials restrictions. The 120 will continue to list at the 1951 price, \$139 without base. Latter is available in two styles, \$12.50 in the open back and \$16 in the enclosed model.

It was decided to reinstate the smaller capacity candy unit at this time following an easing of materials supply, Stoner officials declared.

FACTS & FIGURES

Canadian Cup Op Reports Progress

NEW YORK, March 22.—Public acceptance of vending in Canada has progressed to the point where, for soft drinks, at least, it is now an established medium of distribution. This was not true five years ago, when Louis E. Dettner founded Trans-Canada Distributing in Montreal to introduce cup vending in the dominion.

Dettner, here on a visit this week, can remember when a beverage machine in a Canadian theater would sell perhaps one out of every 10 moviegoers. Now the average has risen to one out of five, and the increased consumption can be attributed almost entirely to greater confidence in the quality of the product dispensed, in his view.

Locations Limited

With potential locations for cup equipment limited in the sparsely populated country, Dettner sees still further acceptance of beverage vending within already tapped locations the main area for expansion. Suitable spots not already covered are few and far between, he declared.

Trans-Canada, the largest cup operation in the dominion, has some 240 machines on location. About 190 of these are in Montreal with the rest in Ottawa and Quebec City. Dettner estimates the total number of cup machines in the country to be

Gotham Ciggie Ops Face Loss In Route Value

NEW YORK, March 22.—The resale value of local cigarette machine routes is expected to drop as much as 30 per cent if the city goes thru with an expected municipal tax of a penny on each pack of cigarettes sold within city limits. With enabling legislation already passed by the State, there is little hope left in the industry that the "nauseum" can be averted (The Billboard, March 22).

Average resale price locally has been about \$2,500 for each case of cigarettes moved by the route per week. The price is expected to drop by as much as \$700 to \$800 per case when the new tax becomes effective, traders estimate. The reason given is that operators will find it impractical to pass the levy on to consumers byumping the present 25-cent vending norm.

One factor that may partially offset the resultant reduction in per-pack gross profit will be the narrowing of the gap between over-the-counter and machine prices. Retailers will pass on the increase and operators are hopeful that consumers will patronize venders in increasing numbers as the disparity between the two prices is reduced.

Cole Kicks Off Nat'l Consumer Aimed Ad Series

CHICAGO, March 22.—Richard Cole, vice-president of Cole Products Corporation, has reported that the firm's national advertising campaign in consumer-type publications will swing into full operation within a few weeks.

One facet of the program is to promote the use of cup-type drink equipment with location management, another to acquaint the general public with the growth and convenience of beverage vending and to encourage additions to operator ranks.

Consumer-type ads will break shortly in Newsweek and are appearing in current issues of the Kiwanis and V.F.W. magazines. Others are scheduled for early issues of Collier's.

between 500 and 600.

Most of his equipment, about 100 units, are in theaters. Trans-Canada venders can be found in movie houses of the Odeon, Consolidated and United chains, as well as in independents and legitimate theaters. About 10 per cent of his route comprises industrial stops, and the rest of his machines are in a variety of captive and transient locations.

In a discussion of his business experience, Dettner threw considerable light on the special problems Canadian beverage operators face, outlining cost, profit and service factors.

When Dettner organized his (Continued on page 80)

Ideal Appoints New Manager

BLOOMINGTON, Ill., March 22.—F. H. Dena, president of Ideal Dispenser Company, this week announced the appointment of Robert Ubrich as assistant sales manager and Walter Park as general service manager.

Prior to his new appointment Ubrich was an assistant in the sales, parts and service department. Park was reappointed to the post of general service manager following the recent reorganization of the company.

SMOKESHOP
"612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
230 S. West 37th St., New York 19, N. Y.
Phone 7-1222

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's price consult the used machine advertisements in this issue.

	Issue of March 22	Issue of March 15	Issue of March 8	Issue of March 1
Acme Shoe Shine Machine	\$49.50	\$49.50	\$49.50	\$49.50
Advance Model D Ball Gum	\$7.45	7.45	\$7.45	7.45
Ajax Hot Nut	39.50	39.50	39.50	39.50
Ajax Hot Nut, 5c	19.50	19.50	19.50	19.50
Bayou Phillips Cigar Mack	32.50	32.50	32.50	32.50
25 Cigar	159.50	159.50	159.50	159.50
C-8 Electric	62.50	62.50	62.50	62.50
DeGruener Candyman	97.50	97.50	97.50	97.50
DeGruener Champion (9 Col.)	97.50	97.50	97.50	97.50
DeGruener Champion (11 Col.)	97.50 120.00	97.50 120.00	97.50 120.00	97.50 120.00
DeGruener Model 5 (7 Col.)	89.50 99.50	79.50 89.50	89.50 99.50	89.50 99.50
DeGruener Model W (9 Col.)	74.50 85.00	90.00 99.50	89.50 90.00	74.50 85.00
Eastern Electric	155.00	158.00	155.00	155.00
Estimate	15.00	15.00	15.00	15.00
Exhibit Card Vendor, 1c	15.00	13.00	30.00	15.00
Exhibit Post Vitrator	95.00	95.00	95.00	95.00
Face Vitrator	119.50	119.50	119.50	119.50
Keene Deluxe Electric Cig Vendor	150.00	150.00	150.00	150.00
Keene 19 Col. Elec.	60.00	60.00	60.00	60.00
Kirk Gessler Scale	69.50	69.50	69.50	69.50
Knib Shoe Shine	139.50	139.50	139.50	139.50
Leigh King Scale	159.50	159.50	159.50	159.50
Leigh King Scale (8 Vol.)	135.00	135.00	135.00	135.00
Leigh King Scale (10 Vol.)	135.00	135.00	135.00	135.00
Master 5c	7.45	7.45	7.45	7.45
Master Novelties, 1c	8.50	8.50	8.50	8.50
Master No. 2 1c & 5c comb.	10.00	10.00	10.00	10.00
Master No. 6 5c	10.00	10.00	10.00	10.00
Master Post Vendor (2 Col.)	29.50	29.50	29.50	29.50
NAB Black Machine	95.00	95.00	95.00	95.00
National Elec. Cig Mach.	124.50	125.00(2)	125.00(2)	125.00
National 6-10	65.00	65.00	65.00	65.00
National 9-10	75.00	75.00	75.00	75.00
National 9-10	79.50(2) 99.50	79.50(2) 99.50	79.50 100.00	120.00
National 9-10	100.00 120.00	100.00 120.00	100.00 120.00	120.00
National 9-10	89.50(2) 140.00	89.50(2) 140.00	140.00	140.00
Northeastern 33 Ball Gum	7.45 7.50(2)	7.45 7.50(2)	7.45 7.50(2)	7.45 7.50
Northeastern 33 1c Pearl	7.50	7.50	7.50	7.50
Northeastern Deluxe 1c and 5c	13.95 15.00	13.95 15.00	13.95 15.00	13.95 15.00
Northeastern Model 99 1c	7.45	7.45	7.45	7.45
Northeastern Model 60 1c	6.95	6.95	6.95	6.95
Novelties	69.50 69.50	69.50 69.50	69.50 69.50	69.50 69.50
Novelties 1c	125.00(2)	125.00	125.00	125.00
Novelties 1c & 5c	75.50 92.50	92.50	79.50 92.50	92.50
Novelties 1c & 5c	145.00	145.00	145.00	145.00
Novelties 1c & 5c	97.50	97.50	97.50	97.50
Novelties 1c & 5c	115.00 125.00	115.00 125.00	125.00	125.00
Novelties 1c & 5c	22.50	22.50	22.50	22.50
Novelties 1c & 5c	8.00	8.00	8.00	8.00
Novelties 1c & 5c	8.00	8.00	8.00	8.00
Novelties 1c & 5c	8.00	8.00	8.00	8.00
Novelties 1c & 5c	19.50 22.50	19.50 22.50	19.50 22.50	19.50 22.50
Novelties 1c & 5c	50.00	50.00	50.00	50.00
Novelties 1c & 5c	99.50	99.50	99.50	99.50
Novelties 1c & 5c	80.00	80.00	80.00	80.00
Novelties 1c & 5c	85.00	85.00	85.00	85.00
Novelties 1c & 5c	90.00 92.50	90.00 92.50	85.00 92.50	92.50
Novelties 1c & 5c	70.00	70.00	70.00	70.00
Novelties 1c & 5c	87.50	87.50	85.00 87.50	87.50
Novelties 1c & 5c	87.50	87.50	87.50	87.50
Novelties 1c & 5c	79.50 90.00	79.50 90.00	79.50 90.00	79.50 90.00
Novelties 1c & 5c	50.00	50.00	50.00	50.00
Novelties 1c & 5c	99.50 130.00	99.50 130.00	89.50 130.00	130.00
Novelties 1c & 5c	49.50	22.50 49.50	49.50	49.50
Novelties 1c & 5c	57.50	57.50	57.50	57.50
Novelties 1c & 5c	6.00	6.00	6.00	6.00

CANADIAN OPERATORS!
No one else advertises for OAK'S ACORN 1c & 5c VENDOR LEAF BALL GUM CHARMS

Contact us for your needs.

International Vending
111 Broadway - Toronto, Ont., Can.
Phone: GRAND 1736

Available Now!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. - Chicago 22, Ill.

CHARM OPERATORS
HERE ARE 2 MONEY-MAKERS: SLING SHOTS \$ 6.50 per M MINIATURE CARD STRIPS 12.50 per M

Write, Wire, Phone Your Order for Immediate Delivery!

OAK SALES CO.
2033 68th Ave., Pittsburgh 19, Pa.
Phone: ATLantic 1-6478

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 3 19.50 6 39.00

Each Model 1c or 5c

Hot and Warm Vendors held 8 lbs. nuts, Ball Gum Vendors, 800 Ball Gum Fully Guaranteed

1/3 Deposit, Balance C.O.D.

BLLOY MFG. CO.
VALLEY STATION, KY.

FOR SALE

200 Ball Gum Vending Machines on location in Western Pennsylvania and Ohio. For further information contact:

M. GROSSMAN
1217 Janey St., Pittsburgh 6, Pa.

PROSPERITY and BOOMING BUSINESS REPORTED by BULK OPERATORS

New **EPHY CHARMS** empty machines faster

Check for the boom goes to EPHY, the Charm manufacturer who has set a fast and dynamic pace, bringing out the greatest number of new and outstanding Charms.

Back in November, 1951, EPHY announced a program to supply Operators with at least one new Charm item a month. They more than delivered on that promise. Two new Charms from each month have come from that prolific manufacturer. More and still more new Charms will continue to reach market at the same fast rate, and the Charms will be better than ever.

Recent EPHY Charm releases include Record Charms, Game Charms, Rolling Eyes Charms, Movie-TV Charms, Sweetheart Lockets, Color-on-Color, Antique and Pearlized Charms and the all-encompassing Success Charm Mixture, soon to be released are Cameo Charms, Book and Magazine Charms, Heart Photo Charms, the EPHY POLICY of "New Charms all the Time" will continue.

Of equal significance is the decided SWITCH TO CHARMS Winner Ball Gum Bulk Operators please note. Among the leading Operators the trend to Charms has paid hand-some profit dividends. The assurance of a steady supply of new Charms from EPHY, which in turn assures high-profit operations, has encouraged expanded routes.

Operators who have been slow to SWITCH TO EPHY CHARMS are well advised to check this report. Write EPHY for descriptive circulars illustrating their newest Charms.

Samuel Ephy & Company, Inc., 91-15 144th Place, Jamaica 2, N. Y.

BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan

WRITE FOR DETAILS
ROY TORR LANSDOWNE, PENNA.
Serving and Financing Operators Since 1910

Kazanjian Contributes \$1,000 on TV Program

NEW YORK, March 22.—Howard Kazanjian, Peter Paul, Inc., appeared on a national television hook-up this week when, from the audience of the "Strike It Rich" show, he contributed \$1,000 to a blind participant.

Following his offer, the camera spotlighted Kazanjian in the audience while the announcer mentioned the Naugatuck, Conn., firm.

Coke Net Off During Year of Record Sales

NEW YORK, March 22.—Coca-Cola Company reported sales in 1951 were the largest in the company's history, with gallon volume for the first month this year setting a record. The up-trend continued in February, officials reported.

Net profit for 1951 was \$28,123,838, compared with \$31,826,782 in 1950. Common share earnings were \$6.11 last year, against \$7.41 in 1950.

Waterproof Ford Units

LOCKPORT, N. Y., March 22.—Ford Gum & Machine Company has incorporated waterproofing features in its ball gum vendors now coming off the production line.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker. OPE are aimed at the ratings which are two to three times greater than ever experienced in this field. Big capacity - more than 600 pieces - 600 column - wide selection, lab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms - fast, easy, frost load servicing - positive, simple, fool-proof delivery - tested and proved on location.

THE NORTHWESTERN CORPORATION
810 S. ARMSTRONG STREET
MORRIS, ILLINOIS

30 DAY MONEY BACK TRIAL

Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES
DELUXE 1c and 5c Combination - \$18.95
MODEL 33 BALL GUM - \$17.50
PORCELAIN, 1c - 7.45
MASTER, 1c - 7.45

MERCHANDISE AND SUPPLIES

ZENDRIA PISTACHIO 100
Sundae Queen 1 63
ZENDRIA PISTACHIO 6-8
Fancy Shell 45
Pistachio Vendors 45
MIS 40
Pistachio 5-Star 40
CASHW. Whole 40
CASHW. BULK 35
MIXED NUTS 35
VIRGINIA PEANUTS 35

SPANISH PEANUTS 7-38
ALMONDS, 48 Count 85
1 1/2 Lb. Wax Pack 85
ITALIAN CHOC 85
PEAN. Roasted and Salted 25
RABBIT PEANUTS 38
BEANS 38
JELLY BEANS 38
LICORICE LOZENGES 25
M & M 25

BALL GUM, All Sizes 100 Lbs. Min. 177.50
Prepaid - Per Lb. 5.36
ADAMS GUM, All Flavors, 100 Count 47
WICKLEY'S GUM, All Flavors, 100 Count 47
SUGAR CHOC. 1.30
LATE 75 Count 1.30
MERRIMAN'S CHOCO 1.30
LATE, 100 Count 1.30
Minimum Order, 25 Boxes
Sweets, Charms, etc.

Time Payment Plan Available - See Advertisements

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. - Chicker 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. - GEdney 8-3600

DON'T DELAY... ORDER NOW!

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Venti all bulk nuts, nuts, gum balls, candy, etc.
- Patented, easy-to-clean more handling tubes.
- Temperature held by top lock and body clamps only.
- Guaranteed mechanically - weighs less than 7 lbs!

OAK manufacturing co., inc.
11411 Knightbridge Area Culver City, Calif.

See Page 52

You're Gambling with Cold Hard Cash... if You Miss This Date

APRIL 2



See Page 52

Only COMPLETE RAZOR BLADE VENDING MACHINE Program



A stable, year-round repeat business returns its cost in 4 months! Get extra profits from present locations, almost no extra time needed. Ask your distributor or write us direct.

NOTE: Other flat package vendors, too. Write. Get into this profitable business now.

National Sanitary Sales
4307 W. Lawrence Ave. Chicago 30, Ill.

CIGARETTE MACHINES

7 Col. B. DuGrenier, 210 Pks.	\$ 89.00
7 Col. V.D. DuGrenier, 200 Pks.	85.00
511 Champion DuGrenier, 250 Pks.	115.00
9 Col. S.M. National, 270 Pks.	86.50
9 Col. SA National, 250 Pks.	85.00
9 Col. FX National, 240 Pks.	145.00
10 Col. P.T. Manual, 420 Pks.	43.00
8 Col. Rowe Imperial, 180 Pks.	45.00
8 Col. Rowe Imperial, 200 Pks.	88.00
8 Col. Rowe Royal, 200 Pks.	115.00
8 Col. Rowe Royal, 400 Pks.	135.00
8 Col. Rowe President, 300 Pks.	135.00
10 Col. Rowe Crusader, 470 Pks.	129.00

The above machines completely overhauled and refinished in two-tone bakelite enamel. At least one column king size and quarter operation.

Boys, Phillips Cigarette Machines, 75 Cigarettes.....\$32.50

King-Size Kits for practically all types of Cigarette Machines. Write for details. Perfect for all types of cigarette machines. Also a full stock of display glasses and mirrors for all machines.

1/2 dozen required with all orders, balance C.O.D., P.O.B. Philadelphia

CENTRAL VENDING MACHINE SERVICE CO.
3967 Park St. Philadelphia, Pa.
EV 6-4244 SA 2-8710

DISTRIBUTORS
For Victor Machines, Ball Gum and Chirms

Write for circulars and prices.

GARDNER & LOSE
2811 W. 4th Ave. Louisville 35, Ky.

British Hair Oil Vender Is Offered Here

NEW YORK, March 22—The Brylcreem hair-oil vender, long used in England and other foreign countries and only recently introduced here, is now being offered to domestic operators, according to A. W. E. Chismon, managing director of the British firm manufacturing the dispenser.

Here on a business trip, Chismon said the vender is being made available generally to further penetration of suitable markets. To date it has been operated in the United States exclusively by Ritchie & Janviers Inc., of Bloomfield, N. J., who now will handle distribution in this country.

The Brylcreem machine so far has been operated in pool, beach and gymnasium locations. The patent places his hand beneath a delivery nozzle on the face of the wall-bracketed vender and for a nickel receives a quantity of oil in his hand, a plunger is depressed slowly to actuate the mechanism. Capacity is one-half-gallon of the hair preparation, sufficient for about 400 portions, according to Chismon. A unique feature of the machine is the manner in which it is filled. Brylcreem, available to operators in two-gallon containers, is pumped into the product compartment thru the delivery nozzle.

Machines already placed return locations 25 per cent of the gross, if operator serviced. An alternate placement plan has the location receiving 45 per cent of the gross.

Detroit Vender

Continued from page 78

Candy, gum, cigarette, milk and soft drink machines are the principal types to benefit. Smaller operators have the bulk of this trade here, and are reaping a modest harvest.

In the big plants, however, the situation is reversed, as even a one-day shutdown, or layout of 10,000 men can mean a substantial loss. Actually, it is the larger operators who have these big plants, and they are able to absorb what would be a staggering loss to a small operator.

One plant was cited as rarely going along for two weeks at a time without a major shutdown of some kind. "Wildcat" type strikes have added a disturbing factor in many instances, and have cut vending business.

No basis for comparison of various types of vending operations is given by available reports. Beverage venders, and even more notably ice cream, have not started to enjoy an anticipated seasonal pick-up. The only certain conclusion is that volume is dependent on the number of workers or location patrons present. Since products vended are usually actual or near-necessities, people are continuing to buy them, despite careful spending and selection of product.

Increase Vender Promotion

Continued from page 78

fire prevention stickers continue to be a popular public relations and promotion aid for operators. Its assorted change stickers and identification tabs, for its Philip Morris, Dunhill, Marlboro and Spud brands, are available for all types of venders. They, also are available thru field men and direct from the home office.

Allan Thurman, assistant sales promotion manager, said tests of the vender sales aid showed that they increased the sale of all brands of cigarettes in venders.

"As new vender sales aids become available, the trade will be notified directly or thru our sales force," he stated.

Op Brochure
R. J. Reynolds has maintained supplies of its brochure which describes its merchandising aids specially designed for venders. These include "selling signs" which remind smokers to buy cigarettes in locations where the signs are used.

A point-of-sale aid aimed at expediting usage of venders, is exemplified by the following four specific coin-requirement instructions printed on Camel stickers: "Insert 25 cents; any combination of dimes or nickels. Change returned with package"; "Insert 20 cents; two dimes, one dime and two nickels or four nickels"; "Insert one quarter; change will be returned with package"; "Insert one quarter and 5 cents."

Topping each instruction sticker are the words: "Fresh Cigarettes." "We have a keen interest in the important cigarette vending market and intend to continue offering to operators ideas and aids

which we believe might prove helpful to them in increasing their sales," said George Chandler, of Reynolds' sales department.

A filmed sequence, repeated on numerous Camel TV shows, depicts a close-up of a vender delivery chute, highlights the actuation of the delivery mechanism and the appearance of a cigarette pack in the delivery tray.

The American Tobacco Company released its first deal designed for specific vender use last November. It features the Lucky Strike pack, but leaves space at the bottom for the operator's name and telephone number as a quick means of contacting him should the unit need attention. Printing costs (including those for the individual operator's name, phone number) are being borne by American.

Reported E. R. Dunning Jr., of American's sales department: "We are continually studying the distribution picture of the automatic merchandising industry which will result in further promotional efforts in the future."

Brown & Williamson announced that its vender promotion consists of brand identification tabs, fronts, etc., for vender columns J. C. Goodson, official, stated that "We do not have a 'stock' line of promotion aids to offer operators, but we (will) work with the individual operator toward the solution of his particular problems."

The firm's greatest promotional efforts are being continued on its Kool brand, with its Raleigh, Viceroy, Wings and Avalon packs also accorded general promotion.

Liggett & Myers has a general sales sticker for its Chesterfield pack which is being used on front vender panels by operators.

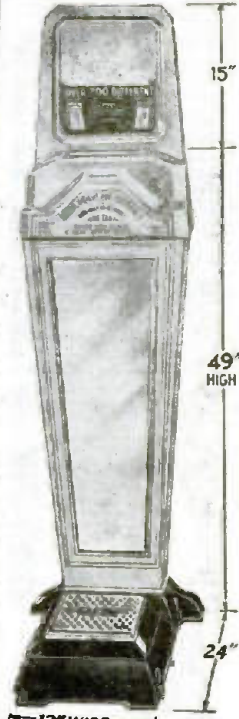
Kendall New Pepsi Nat'l Sales Mgr.

NEW YORK, March 22—Pepsi-Cola Company named Donald M. Kendall assistant national sales manager in charge of all bottle and fountain strip sales.

Kendall joined the company in 1947 as a salesman in the fountain strip division. In 1949 he became the division's sales manager for New York City, and in 1950 was promoted to sales manager of all company owned plants.

Beech-Nut Earnings

NEW YORK, March 22—Beech-Nut Packing Company's net income for 1951 was \$3,919,929 compared with \$4,854,836 in 1950.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES
Invented and made only by

WATLING
Manufacturing Company
4650 W. Fullon St. Chicago 44, Ill.
Tel. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

SPRING SPECIALS
On Used Machines

Northwestern Deluxe, 16 and 31 Combination.....	\$11.55
Silver.....	7.05
Revelation Soap-Mat, 1 Ltr. REF. W.....	399.00

MERCHANDISE

Almonds, 500 Ct.....	\$ 83
Jumbo Red Pistachios, 25 Lb. Carton.....	64
Large Red Pistachios, 25 Lb. Carton.....	55
Small Red Pistachios, 25 Lb. Carton.....	49
Walrus Cashews, 500 Ct.....	40
Cashew Butts.....	34
Virginia Peanuts.....	34
Spanish Peanuts.....	29
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Widder Richard Chocolate, 200 Ct. Per Bo.....	1.19
1/2 Doz. With Orzer, Bal. C.O.D.....	1.19

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SET NAT'L WURLITZER DAYS

Expect New Juke Box Line To Be Unveiled April 6-7

NORTH TONAWANDA, N. Y., March 22.—The Rudolph Wurlitzer Company announced this week that National Wurlitzer Days—the company's traditional manner of disclosing a new line of juke boxes—will be held across the nation by its distributors Sunday and Monday, April 6-7.

Ed Wurlitzer, Wurlitzer's general sales manager, made the announcement Wednesday (19) at a meeting of the company's distributors at the firm's plant here.

Coupled with the National Wurlitzer Days will be a large scale advertising campaign, which starts this week and features the slogan "Wurlitzer Lifts the Lid on Operator Profits."

Following the business conference of the distributors Wednesday, Margaret Whiting, Capitol recording artist, entertained the assemblage.

Chi Operator Invents Device, Foils Robbers

Makes Steel Plate To Fit Over Juke Box Service Doors

CHICAGO, March 22.—An upswing in the number of juke box robberies in the Chicago area is being met with a neatly designed steel plate and padlock device contrived by Jerry Shuman, head of the service department at the Gillette Distributing Company.

The hinged plates fit over the small service doors on Seeburg and H. C. Evans juke boxes, which have been targets of most of the pilfering. Originally they were painted brown, but a deal finish matching various juke boxes was developed after numerous consultations with manufacturers.

Shuman developed the plates a little more than a month ago and (Continued on page 85)

Detroit Holds Own Despite Biz Drop

Continued from page 77

spending money in the hands of the public, despite the drop in employment.

Operators generally are grumbling about collections here but this is probably a natural expression of disappointment at not seeing an anticipated seasonal advance. Actual optimism is fairly widespread among the more articulate part of the industry.

Signs of this were seen in the unanimously optimistic report of distributors, especially in the juke box field. One firm, Miller-Newmark, reported a positive boom in both new (AMI) machine sales and turnover of used equip-

ment within the past three weeks. Other companies, selling or anticipating new models, confirmed the general trend, at the wholesale level. Despite temporary drops in collections, operators are buying new equipment. A little of this may be secure buying, as they evaluate the chances of a major shortage of equipment.

Bar and restaurant business in the city is off generally. However, operators seem to be getting better returns proportionately and holding their own more satisfactorily than the owners themselves. This condition appears to apply to about all types of coin machines—indicating sound public acceptance of the field as at least a semi-necessity even in difficult times.

A few scattered reports on up-State business, not enough to make a thorough survey and warrant final conclusions were gathered, indicating that juke boxes have fully held their own in most areas. Other operators report that pin games and other amusement games, most of which are not operated in Detroit at all, are showing a satisfactory pick-up in recent weeks.

Boards Do Okay

Shuffleboard, which is the "pride and joy" of the industry as a whole here, has evidently suffered no significant drop. In fact, operator reports indicate it is actually building patronage, compared to a year ago. Sound and well-organized league activity, properly publicized, with an excellent association and public relations program, is one significant factor.

What is happening is well indicated by the comment of one industry leader—that the average patron may be cutting down on his consumption of liquor and beer but he doesn't have to cut to any extent on shuffleboard because of its comparatively low cost. In fact, time spent in play and watching others play the game may serve to prolong his chance to enjoy his restricted spending at the bar. Average collection per location is apparently holding up generally in this field.

Scott-Crosse Named Evans Eastern Rep

CHICAGO, March 22.—The Scott-Crosse Company of Philadelphia, distributors of coin-operated equipment for 13 years, was named Friday (21) as distributor of the H. C. Evans Company line in Eastern Pennsylvania and Southern New Jersey.

The company was purchased in January by the International Amusement Company, an export firm (The Billboard, February 2). Despite this fact, Les Rieck, manager of the Evans music division, said the distribution of Evans juke boxes will be under the Scott-Crosse name.

The firm is headed by partners, Abe Wisen, Albert Polak and Sal Grooteman, and is located at 1421 Spring Garden Street, Philadelphia. Rieck said that samples of the new Evans 40-selection, 45 and 78 r.p.m. Jubilee model juke boxes are now on display by the company.

The company already has distribution pacts with Williams Bally and Keeney and export franchises with D. Gottlieb, Williams Genco and Exhibit

FIRST OF A SERIES

MGA Exec Says Higher Take a Must in 1952

What are the chief problems facing the juke box operator in the coming year and what does the future hold? The Billboard recently asked this question of officers of phonograph operators' associations. Following is the first in a series of comments in answer to the question.

CHICAGO, March 22.—How to meet the burden imposed by rising costs will be one of the main problems facing operators everywhere in the coming months, according to D. M. Steinberg, executive director of the Music Guild of America, Newark, N. J.

The answer to that problem, in the opinion of Steinberg, will be found in "better merchandising and promotional techniques" and

by the operator who is "receptive to new ideas and objectives."

Steinberg feels that "the music operating business can rise to heights never attained before if it is taken out of the 'nickel-grabber' stage and is recognized and handled as another branch of the great American entertainment industry."

"Successful music operators," he said, "do not shut their eyes to their customers' needs and desires. They keep well informed and they share their policies in accordance with the facts. They take the trouble to get those facts."

"These successful operators are receptive to new ideas and objectives and are sure to get a profit in spite of a higher break-even (Continued on page 85)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

COLUMBIA ISSUES NEW RAY ALBUM. Only singles available from album will be for juke boxes (Music Department).

BERGMAN REVAMPS KING POPS. Exec outlines juke box campaign in revision of catalog (Music Department).

BRYSON-KEFAUVER HEARINGS CONTINUE. Opposition strong from record execs; Senator Celler wants wind-up (General Department).

COLUMBIA TOPS POP FIELD. With only 80 sides on market, the diskery forges ahead in the field (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Time Running Short On Royalty Bills

Continued from page 16

Letts, in testimony which will be strongly bolstered next week by other diskery spokesmen, told the subcommittee that the industry is "opposed in principle to any amendment of the law, the purpose of which is to artificially restrain the availability of recorded music to the public, or increase the cost of such music to the public." When Celler broke into the testimony to ask whether the witness thought it fair for copyright owners to receive the same amount of royalties on disks whether used in homes or commercially, Letts said he saw no objection. He said that this principle was established in the original copyright law. Celler angrily asserted that technical changes had been made in the 43 years since the copyright law was enacted. He said that Letts what would be the extent of increased costs to diskeries if separate labels were required. Letts volunteered to see that accurate information could be assembled for the committee. Lewis Harris, subcommittee counsel, asked Letts whether record manufacturers make separate negotiations with juke box operators in the promotion of disks. Letts said that no separate negotiations were made.

Celler interrupted the witness' testimony later to declare that "composers feel that the juke boxes should pay more money for royalties than home use records do." Letts replied that the disk manufacturers, with their responsibilities of distribution and sales, are convinced that any such dual system would be a hindrance to disk sales and consequently would not be of help to the composers.

As the subcommittee recessed until next week, it became more than ever apparent that not only was the Bryson-Kefauver bill in its original form doomed for the session but also the suggested alternatives were doomed. The remaining diskery testimony will require at least a day. The House is planning to go into a 10 day Easter recess. The entire month of July will be largely legislative recesses because of the national nominating conventions, and Congressional leaders are hoping for a one day adjournment by mid-August to permit time for the fall campaign. It appears doubtful

whether the subcommittee will report any legislation, but even if a bill is discharged its chance of getting floor action would be extremely slim. All unpassed bills at the session's end die with the Congress.

AMI Appoints State Music Southwest Rep

GRAND RAPIDS, Mich., March 22.—State Music Distributors, Inc. of Dallas, has been appointed AMI distributor for Northeastern Texas, including the Dallas and Fort Worth territories, and portions of Arkansas.

Edward R. Batajack, AMI's Western representative, announced appointment of the new distributorship Thursday (20). The firm is headed by Abe Suttman, an operator for many years in the Dallas area.

A grand opening, at which the new AMI D-80 juke box will be shown locally for the first time, is scheduled March 29 and 30 at the firm's headquarters, 3100 Main Street, Dallas.

The firm will maintain complete service facilities in addition to carrying the full line of AMI equipment. The front office of the firm will be under the supervision of Audrey Hunter, well known locally in music circles.

KC Ops Change Meeting Dates

KANSAS CITY, Mo., March 22.—New methods of profit sharing with location owners and a new arrangement for meetings were the main topics of discussion at the monthly meeting of the Central Association of Music and Coin Machine Operators here Tuesday (18).

Some 15 members attended the (Continued on page 85)

MR. & MRS. OP

Florida Couple Off to Quick Start in Biz

CLEWISTON, Fla., March 22.—A hard-working couple who have operated a juke box route for only a year are building a successful business, using "know your customer and give him what he wants" as their policy.

Ed and Janet Connelly moved to Clewiston a year ago from Miami, where they had lived for about four years after coming from their native Ohio. They predict a phenomenal growth for their section of the State, which is about 100 miles north of Miami and in the center of the lush cattle raising and sugar cane industry of Florida. In addition, the area is dotted with fishing (Continued on page 85)

A SERVICEMAN IN TIME SAVES PLENTY DIMES

HOUSTON, March 22.—Even banks have trouble with coin chutes, L. C. Butler, route man for City Music Company, a major operating firm here, learned Monday (17).

As a top-notch coin machine serviceman, Butler was just the man to solve the trouble. His honesty in so doing made front-page headlines in Texas' Houston Chronicle.

Early Monday when Butler attempted to make an after-hours bank deposit, he found the night depository chute of his firm's bank blocked by two big bags of money. He removed them, made his own deposit but then was unable to get the two other bags back into the chute.

Butler took the bags home and called police who contacted a bank official to take charge of the money. It turned out the offending bags contained some \$900 and had been deposited Sunday night by A. B. Denton, a concession operator at Arrowhead Park and a friend of Butler's.

EFFICIENCY UP 25%

Atlas Remodels Service Dept., Doubles Output

CHICAGO, March 22.—Atlas Music Company, Seeburg distributors for Illinois, Iowa, Nebraska, Pennsylvania and parts of Indiana, doubled its output of used equipment in February and increased the efficiency of its service department by an estimated 25 per cent.

The company is one of the largest handlers and exporters of used juke boxes in this area, and the stepped-up pace is the result of a recently concluded three-month remodeling program.

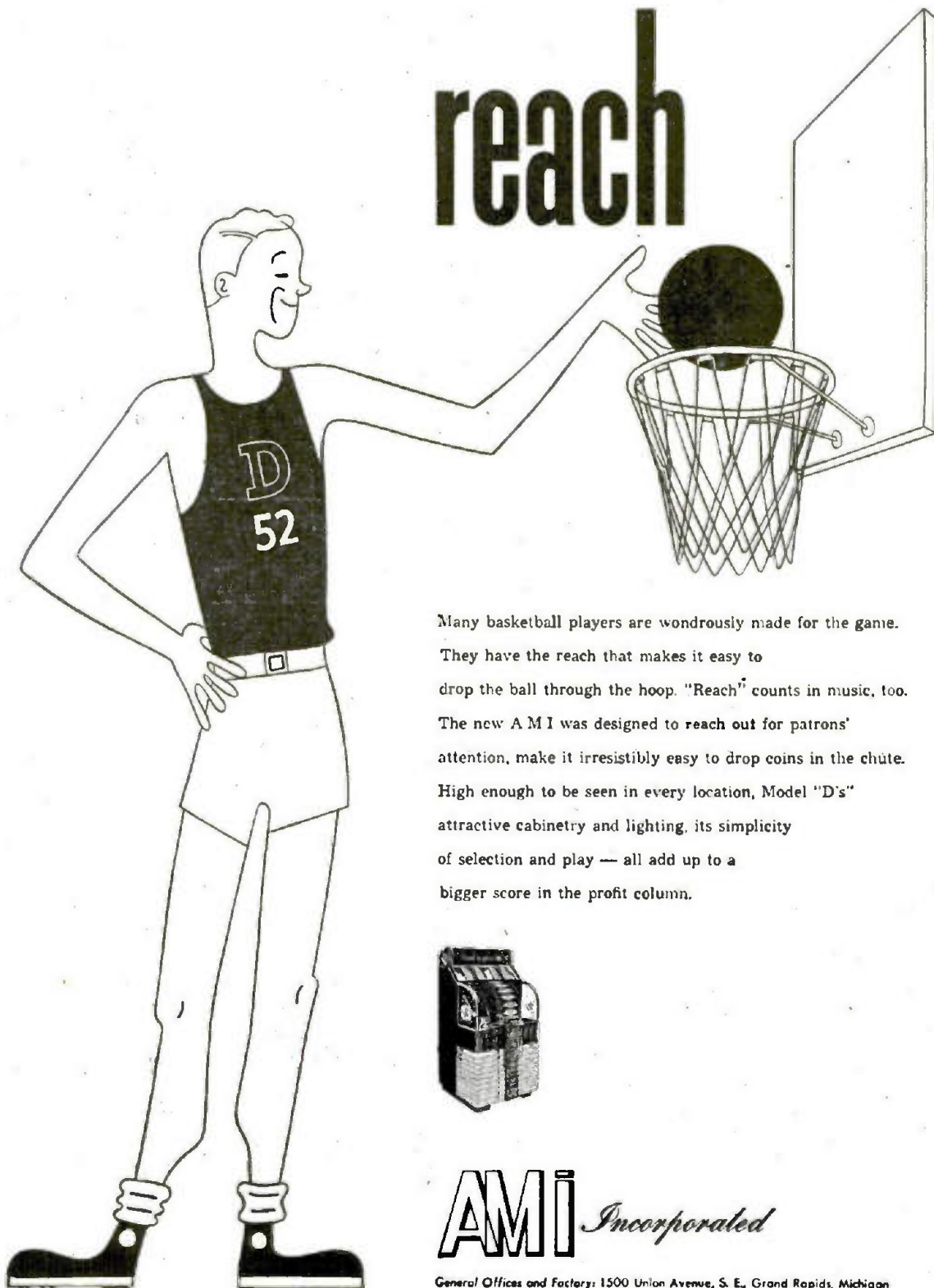
Starting last November, the firm's service department was streamlined into an assembly line system which has cut time, reduced costs and jacked up the efficiency of the entire organization.

The company has occupied since 1933 four former store fronts on the Northwest Side of Chicago. Under the remodeling program walls were knocked out and the different rooms were recombined on the basis of use. As a result every bit of space has been utilized. Even the window display areas of the former stores have been pressed into service for office and clerical space.


Juke boxes now entering the premises for either servicing or reconditioning follow a circular pattern thru the new system until they wind up as a finished product next to the shipping department.

It is too early under the new system to estimate accurately how (Continued on page 84)

reach



Many basketball players are wondrously made for the game. They have the reach that makes it easy to drop the ball through the hoop. "Reach" counts in music, too. The new A M I was designed to reach out for patrons' attention, make it irresistibly easy to drop coins in the chute. High enough to be seen in every location, Model "D's" attractive cabinetry and lighting, its simplicity of selection and play — all add up to a bigger score in the profit column.



AMI *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

Higher Take

Continued from page 82

point in 1952 due to higher taxation on top of the present high cost of music operation.

Sights Bigger Takes

According to Steinberg, there is only one answer to the higher break-even point and that is "bigger and better collections." He said: "Operators may claim that they cannot do anymore to induce extra play. They are wrong because they have not lifted their sights to get the broader picture and broader objectives.

"The key to success in 1952 and the years to follow lies in better merchandising and promotional techniques."

However, Steinberg feels that more and more progressive operators are using such merchandising aids as "public response, previous surveys, program, brand name acceptance" and others to solidify their position with the public and locations.

Promotions

"Less known," he said, "are the promotional tie-ins with network programs, both TV and radio, and with local disc jockeys. There are ways and means of bringing this about thru organized channels that will give automatic phonographs, properly programmed, a double-barreled promotion that will make present route averages look anemic."

He added that "by sheer necessity, the professional music operators that are going to operate profitably will have to raise their sights, their standards and their efficiency."

"Professional skill," he declared, "will set them apart from the incompetents."

KC Ops Change

Continued from page 82

meeting in the Rose Room of the Bellevue Hotel, according to Al McCall, secretary-treasurer, and agreed that the association's future meetings would be held on the first Tuesday every other month. In accordance with this plan, the next meeting was set for Tuesday, May 6.

Discussion centered around the possibility of trying to obtain \$2 front money which would be used to defray record expenses. Members of the association agreed that such a plan would be voluntary on the part of operators. McCall said, and that some such effort was necessary to meet the burden of rising costs.

He said the members intend to start "circulating" the idea around to prepare their location owners and that letters soon will be sent to all tavern owners explaining the plan and its necessity.

The current division of collections is on a 50-50 basis, McCall said, and previous attempts to obtain front money failed because of the lack of proper planning.

The possibility of dime play on juke boxes also was discussed, McCall added. Although a few local operators have increased some of their machines to the higher price, all previous attempts at a general city-wide increase met with failure, he said.

Ops Hear Report On Royalty Bill; Sked Annual Fete

WHITE PLAINS, N. Y., March 22—Members of the Westchester Operators' Guild heard a first-hand report of the recent Washington hearings on the juke-royalty bill Monday (17) during an association meeting at the American Legion Hall here. Sidney H. Levine, national counsel for the Music Operators of America and one of the industry figures who testified against the proposed measure, delivered the report.

The county association also furthered plans for its second anniversary dinner, scheduled for May 6 at Bill Heber's Farm Restaurant, Elmford, N. Y. Attendance at the event is expected to be heavy, according to Seymour Pollak, WOG secretary and head of the dinner committee. Serving with him on the committee are co-chairman, Nat Bensusky; Max Klein; Dick C. G. V. Attendant; James Smith, Carl Pavesi, Louis Tartaglio and Malcolm Wein, WOG counsel.

Record Reviews

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

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

ARTIST LAREL AND NO.	TUNES COMMENT	LIT. GRADE			
		1	2	3	4

Continued from page 38

POPULAR

JEANNE GAYLE (Les Baxter Ork) <i>Wondering</i> CAPITOL 2510—Good pop coverage on the reissue item as the label's latest item. This project really with the aid an interesting background and a vocal group. Girl has a strong sound.	71--73--70--71
<i>God's Little Candles</i> UNUSUAL sound on this one is supplied by Swiss bells. Disc is an attractive semi-religious work. Again Miss Gayle does well with the vocal.	70--74--68--69
ALAN HOLMES ORK <i>Love for Sale</i> RCA 8516—Unfilled though does do okay job on the suggestive lyrics. Material on this Cole Porter show-ditty will keep the disk out of some spots, but he others will jump right in.	70--MS--70--70
<i>Was I</i> Helps dig deep in the files to come up with show-tune style (1931). Drinking is a lightweight, but has a couple of novelty angles that may invite moderate play.	68--68--68--68
CHARLIE BARNET SEXTET <i>These Foolish Things Remind Me of You</i> ARBEY 1505—The Barnes set, on a semi-commercial disk, marks this new addition to the side with the one or taking the leader smoothly. An item for collectors.	66--68--64--66
<i>Cherokee Trail</i> A pleasant ballad, played semi-boogie style, shows a bit of the rich Barnes set style, plus some good piano work by the set. Jazz fans should be interested.	66--68--64--66

HOT JAZZ

FIREHOUSE FIVE PLUS TWO <i>Five Foot Two</i> GOOD TIME JAZZ 52—Growing popularity of group won't be hurt by this fine disc.	74--74--74--74
<i>Mississippi Rag</i> Frank Thomas	70--70--70--70
KID ORY'S CREOLE JAZZ BAND <i>Blues From Home (Parts 1 & 2)</i> GOOD TIME JAZZ 55—Jazz lovers will like this item from Frank Bull and Gene Norman's Bluebird Jubilee. On location recording; adds to excellence of disc.	74--74--74--74
BOB SCOBEY'S FRISCO BAND <i>Pretty Baby</i> GOOD TIME JAZZ 54—Group breaks themselves out on standard fare. This side registers better than flip.	73--73--73--73
<i>St. Louis Blues</i> Solid handling of old favorite.	71--71--71--71
MAX MILLER TRIO <i>Jazz Me Blues</i> LIVE 1011—A slick and flashy flouting of the cliche by the Miller trio with some effective vib work by the leader.	71--72--70--71
<i>Only You</i> (Max Miller All-Stars Westington Blues) Verde Westington Blues is capable on this new ballad item with the old back on the mark or comparable.	70--70--70--70
JOE DARENSBOURG & HIS FLAT OUT FIVE <i>Saturday Night Rag Race (Parts 1 & 2)</i> GODOLASS 103—Blues ditty penned for the Hot Rag set, will only interest members of the club. Tune is given a rousing vocal by member Scott Man DeWitt with a gang vocal on the chorus. The ditty is an ordinary blues, with lyrics exclusively pertaining to those who own hooded up blues. One is adequate.	60--60--60--60

SACRED

"LITTLE" JIMMY DICKENS <i>They Locked God Outside the Iron Curtain</i> COLUMBIA 30405—Disc here does a capable job on the strong country tune, with the help of the chorus.	78--79--76--79
<i>Brother, Do You Take Time to Pray?</i> The singer comes thru with a good reading of a clear semi-religious moralizing item. For the family trade.	78--79--77--77
JACK HOLDEN & FRANCES KAY <i>Jesus and Me</i> VICTOR 10432—The disc turns in a good reading of a religious item that could interest the hill country.	73--74--72--73
<i>They Locked God Outside the Iron Curtain</i> An effective country reading of the ditty that is now causing some action in the country market. Major for the rural belt.	70--71--68--71
THE DARNELL FAMILY <i>Down On My Knees</i> DECCA 4018—The Darnell family turns in a good, clean reading of a spiritual gospel tune. God item for the family market.	73--74--72--72
<i>Let's Live in Peace for Evermore</i> The singers are sincere and forceful on this over-arranged sacred item.	69--69--69--69

SPIRITUAL

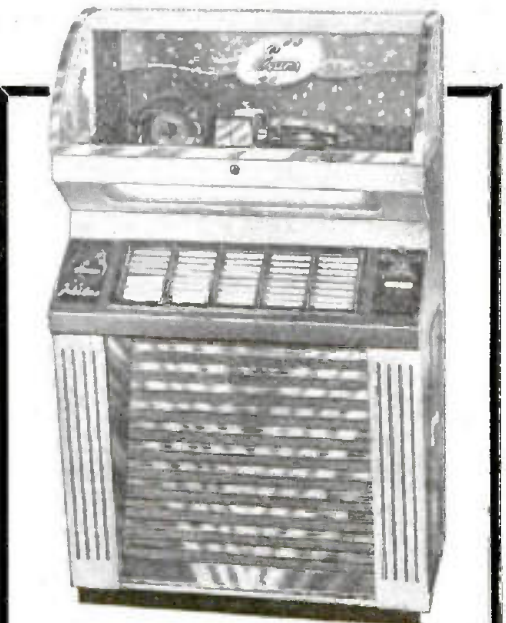
ANGELIC GOSPEL SINGERS—THE DIXIE HUMMING BIRDS <i>Today</i> DECCA 4018—A tune with a real message is given a terrifically moving performance by the gospel group.	82--82--82--MS
<i>One Day</i> Some fine syncopated vocal work gives a banjo effect to this fast tempo gospel number.	80--80--80--MS
ROBERT ANDERSON <i>Trusting in Jesus</i> UNITED 1049—A solemn and moving vocal by the warbler with some fine chorus backing, makes this a smooth ditty and a good spiritual item.	82--82--82--MS
<i>Now I Got Over</i> Fast-tempo item receives a fine run-thru by Anderson and the chorus.	75--77--73--MS
THE SOUL STIRRERS <i>I'm Gonna Build on That Shore</i> SPECIALTY SP-82—The group shows off its outstanding blend on this happy and rhythmic spiritual ditty. The lead singer gets out all the way. A strong disc.	81--82--80--MS
<i>Until Jesus Calls Me Home</i> A slow-tempo spiritual item is given a good reading by the lead singer with the boys chanting in the background.	77--78--77--MS
THE SOUL STIRRERS <i>It Won't Be Very Long</i> SPECIALTY SP-82—The boys turn in an exciting and sincere reading of a rhythmic spiritual, with all of the singers taking lead in turn. A good item.	80--81--79--MS
<i>How Far Am I From Canaan?</i> A pretty slow-tempo spiritual receives a fine performance from the Soul Stirrers, sparked by the lead singer with the boys chanting in the background.	78--78--78--MS
SALLIE MARTIN SINGERS—BROTHER JOE MAY <i>Until We Meet Again</i> (Love March) SPECIALTY SP-82—Ora Martin turns in a solid vocal on this traditional spiritual backed smoothly by the chorus.	80--81--79--MS
<i>He's Able to Carry You Through</i> A rhythmic and fiery religious ditty gets a strong reading from Brother Joe and the unshakable Sallie Martin singers.	78--80--76--MS

Advance Classical Releases

Continued from page 38

CLASSICAL ALBUMS

<i>Invitation to Waltz</i> (1-10')—Radio Vienna Grand Symphony—Max Schneersohn, cond.—Venus VNEP-1003	<i>Violata</i> (33) VNL-P 1001
<i>Musica Sacra</i> No. 21 in A Major, K. 134 and Symphony No. 19 in E Flat Major, K. Album (1-12')—Ton-Studio Ork-Gustav Lund, cond.—Period (33) SP-P-538	<i>Moscow-Korovai: Concerto for Trombone and Military Band and Fingering Moments for Strings</i> (1-12')—Darius Shifano-Symphony Artists Band—Fiber Serby, cond.—Radio Art's String Quartet—Circle (33) L-51-103
<i>Orchestral Overture to the Underworld</i> (2-12')—Columbia-Collins-Jesse Matheson—The Paris Philharmonic Ork-Rene Leibowitz, cond.—Renaissance (33) SA-204	<i>Haverich Schutz: The Passion According to St. Matthew and Two Motets: Die Worte der Abendmahlstunde; Das Weisse, Das Blaue Eroser Label Album (2-12')—Stalwart Choral Society—Max Gutshab, cond.—Renaissance (33) SA-203</i>
<i>Opéra: Intermède</i> Album (1-10')—Philharmonia Ork of London—Wilhelm Schwenker, cond.—Intermetz from Cavalleria Rusticana L'Amico Fella; 1 Quattro Restanti; Jews of the Madonna; 2) Pagine, Act II and IV of Carmen—HM (33) E-131	<i>Strauss Favorites Album (1-10')—Strauss Ork—Franz Laver, cond.—MGV (33) E-133</i>
<i>Henry Purcell: The Mistle in Times of Athens and the Fairy Queen Album (1-12')—Margaret Ritchie—C. Jay Godfrey-Dechamps—Anthony Lewis, cond.—Edition De L'Oiseau Lye (33) O-12-16</i>	<i>John Strains: One Night in Venice Album (2-12')—Vienna Symphony Ork—Anton Paulik, cond.—Ester Reby-Karl Friedrich-Kurt Preer-Hugo Mayer-Gombacher—Col (33) SL-119</i>
<i>Radio Vienna Concert Album (1-10')—Radio Vienna Grand Symphony—Max Schneersohn, cond.—</i>	<i>Strawinsky: Three Movements: From Primitivism and Ecstasy: Et Esprit et Hair Album (1-12')—Vista Vengh-Victor (33) M-4470</i>



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EVANS' CENTURY 100/45

50 RECORDS—100 SELECTIONS 45 RPM

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Watch

WURLITZER TOP THEM ALL

ON NATIONAL WURLITZER DAYS
APRIL 6-7 AT YOUR WURLITZER DISTRIBUTORS

Coinmen You Know

Miami

John Spears is the new road salesman for Pan American Distributing Corporation, record subsidiary. Distributing he replaces Harold Gettina who resigned. . . . Frank Wycoff, coin machine mechanic in business for himself, lets his two children take turns accompanying him on his rounds. One day David, 3, goes along; the next day it's 4-year-old Donna Lynn. . . . Lynn Blanchard, of Bush Distributing Company's export department, was confined to her home with a cold.

The recent international cocktail mixing contest at McAllister Hotel, Miami, featured a Wurlitzer 1400 courtesy of Bush Distributing Company. Stunt was promoted by Al Ferrier in cooperation with the Ice Industry of Miami, local liquor distributors, and the area's bartenders.

Sonnie DeVorkin shuttles between Miami and his vending machine interests in Puerto Rico and Cuba where gum and charm vending have taken hold in a big way. DeVorkin, who formerly owned Capitol Vending Company here, is associated with Mort Simon in the Caribbean venture and recently purchased a new home in Coral Gables. A portion of the proceeds in San Juan, Puerto Rico, is earmarked for the Cancer Fund there, while the American Legion Fund benefits from the locations at Ponce, Puerto Rico. DeVorkin's particular pride and joy these days is his 15-month old daughter, Sandra Michale.

Harry Julius, owner of Tampa Amusement Company, Tampa, is spending the winter paying close attention to business. In the summer Julius becomes a concessionaire with Royal American Shows and turns over his Tampa office to Walter Sellers Jr.

H. R. Brust, who operates music and games in Tampa, was in town on a buying trip. He said the tourist trade has fallen off this winter, but that the Cigar City expects increased activity due to the expansion of MacDill Air Force base and the possible reopening of the Tampa Shipbuilding Company by the Navy.

Luis Tovar, mechanic for a coin machine operator in Caracas, Venezuela, is taking a two-month training course at Taran Distributing Company under Red Mohr and Bob Dickens. When he returns to South America, Luis will have with him his 18-year-old American bride, Dolores Crowell, whom he met and married in Miami after a whirlwind courtship.

Irv Lemlich, Atlas Amusement Company, sold his music route to Jack Kaufman, of C & L Amusement Company. . . . Barney Sugarman and Dave Stern and their wives motored back to New York after spending a few weeks here. . . . Hoakle Goldberg, Sterling Novelty Company, Lexington, Ky., is vacationing here and seeing a lot of his friend, Harry Goldberg, H & G Novelty Company.

Lynia Blanchard, export department employee at Bush Distributing Company, is back on the job after a recent illness. . . . Anne Williams, secretary at Suprem Distributing Corporation, expects visitors from West Virginia.

Harold Carson and Arnold Rogan, who operates Juke Box Company, find it pays to carry The Billboard's record ratings with them when they change disks in locations. They try to include in their machines upcoming hits based on The Billboard charts in an effort to cash in on the heavy play. If location owners object to certain tunes which they haven't heard, Carson and Rogan whip out The Billboard and show the skeptical merchant that the numbers in question are moving up fast, according to surveys all over the nation. Carson and Rogan say this usually results in appreciation of their efforts and builds good will.

Richard Grant, partner with Willie Blatt in Cookies, Inc., announced that the company is the first to obtain a contract to place vending machines in the new Marine base at Opa-Locka. . . . Willie Robinson, handyman at

Taran Distributing, received congratulations on his birthday.

Joe Mangone, All-Coin Amusements, believes the new Gottlieb Quartette will be one of the most successful ever put out by the company. He reports demand for the five-ball number is running ahead of the supply for his territory of Florida, South Carolina and Georgia. Recently Mangone also acquired the Gottlieb distribution rights for Latin America.

EH Ross, sales manager of Taran Distributing, accompanied Lou Stuart to Tampa on business. Stuart is manager of the Pan-American Distributing Corporation, Jacksonville, the Taran record subsidiary. . . . Joe Barton, sales manager of Taran Distributing's Jacksonville games branch, dropped in to the main office here. . . . Eddie Leopold, manager of Supam Distributing Corporation, went to New York on business. Milly Green, firm president, is expected in Miami almost any day.

Chicago Coin's four-player Derby game, based on an idea originated by Willis Blatt, of Supreme Distributors, appears certain to become an outstanding money-maker, according to Ossie Trupman, Bush Distributing Company, which has the distribution rights in this part of the country. The all-skill game which can be played by from one to four persons simulates the action of a four-horse race with all advances based on the accurate guiding of a ball thru four channels.

All Coin, owner-president of Colepa Products Corporation, visited Leon Hersh and Elbot Brandon at Modern Vendlinks.

Cup drink operators are happy over temperatures in the 80s which have boosted volume, especially among swim suited tourists at Miami Beach. . . . Ace-Saxon cigarette vendors were placed at Dinner Key auditorium during the Miami Manufacturers' Exposition.

Johnny Casola, sales representative of United Manufacturing Company, Chicago, and his wife vacationed here. They were accompanied by Casola's brother, Louis, and his wife, of Rockford, Ill.

Dallas

Abe Susman's State Music Distributors, now located at 3100 Main Street, is the new AMI distributor in this area. The company's official opening will be held March 29 and 30.

New York

Joe Young and Abe Lipsky, of Young Distributing, traveled to the Wurlitzer plant in North Tonawanda, N. Y., late last week to participate in a distributors' meet. . . . Jack Mitnick, Eastern rep for AMI, is back in town after a junket South. He leaves next week for the Midwest.

Ari Daddis, AMI field engineer who makes his home in Florida, is covering Connecticut music ops with Irv (Kempy) Kempner, of Runyan Sales, this week. Meanwhile, Barney Sugarman, Runyon partner, hopes soon to receive first shipments of the new coin-operated horse, Champion, manufactured by Bally. He will distribute the device in this area.

Stuart Engelman, son of Charles Engelman, of Columbia Music, has finished boot training in the Coast Guard and has been assigned to Cape May Station as judo instructor. . . . Mike Munves, arcade equipment distributor, left for Chicago to attend a distributors' meeting at Exhibit Supply. Distributors will probably be shown a new machine.

Sid Levine, who serves as counsel both for the Music Operators of America and the Automatic Music Operators' Association, was guest speaker recently at meetings of the Westchester County and Connecticut State associations. He reported on the recent juke-royalty bill hearings. . . . On Friday (21), Levine was in Washington to attend a new confab on the proposed legislation.

Al Claire, manager of Capitol Automatic, is back on the job after a long illness. . . . Al Miniac, of Paramount Music, has left for a vacation in Hot Springs.

Nat Cohn, of Conat Sales, was in Philly on business part of last week. . . . Louis Deltner, Canadian cup vendor operator, on his way North after a Miami vacation, stopped off here for a couple of days to visit with his brother.

Herb Klein, sales manager of International Microscope, reports the firm is concentrating productive effort on the new Photomat. First deliveries will be made later this spring, he said. . . . Jack Cross, Juice Bar proxy, has returned from a month's vacation in Florida. Army camp installations are still being made in satisfactory numbers, he stated.

The \$100-per-plate dinner honoring Harry Rosen, Atlantic New York partner, may be postponed from the originally announced date of May 27 to later in the

spring, announces the industry committee for the United Jewish Appeal, which will benefit from the event.

M. H. (Rosie) Rosenberg, San Francisco operator of midget movies, was in town last week for confabs with Sam Goldsmith, Capitol projector sales manager. Top Capitol execs, Ralph Holkins and Leo Willens, spent part of this week in Boston on business. . . . When Bart Harzlett takes over as acting manager of the Associated Amusement Machine Operators of New York, he will headquarter at an office in Milly Green's coinrow store, American Vending.

Chicago

Ed Ratajack, AMI, Incorporated, road representative, left for a Southern road trip which will put him in contact with several distributors. This trip also marks the end of Ratajack's long stay at his Chicago headquarters.

At Purveyor Shuffleboard Company, Herb Perkins was completing firm's move to a new warehouse on Armitage Avenue. It includes 3,000 square feet of stor-

age space. One of the big reasons so many visiting distributors were in the Windy City this week was to attend the Sunday (23) session at the Exhibit Supply Company factory. Sales Manager Frank Meneuri was back from a New York trip where he attended the National Toy Show.

Among the busiest plants last week was United Manufacturing Company. In addition to stepping up deliveries on the Sweepstakes and Player Shuffle Alley games, the place was buzzing with visitors from the Southwest. Among them were Ray Williams, Commercial Music, Dallas; C. A. Culp and E. Confer, Culp Distributing, Oklahoma City, and John Gloria, San Antonio. Another caller was Buster Williams, Memphis. All were on their way to the distributors' meeting at the Wurlitzer plant in North Tonawanda, N. Y., Thursday (20). Meanwhile, United execs, Herb Oettinger, Billy DeSelm and Ray Biehl welcomed home Johnny Casola, ace road representative, who had been on a Southern trip the past month.

Chicago Coin sales manager Ed (Continued on page 89)

THE MARKET PLACE

for the

COIN MACHINE INDUSTRY

The National Exchange
for Coin Machines
Personnel, Products,
Services and
Opportunities

★
**CLASSIFIED
ADVERTISING**
★

Help Wanted

Need Routeman, Service Mechanic, for route addition of coffee vendors. Must also have knowledge of music machines. Pay at usual Chicago rates. Complete background first letter. Box No. 496, The Billboard, 188 W. Randolph, Chicago 1.

Parts, Supplies & Services

Ball Cam Machines without Charms are like Ships without Sails. They get nowhere. Put Charms in and go places. Eppy Charms, of course, the biggest—best in the business. Eppy, 91-15 149th Place, Jamaica 2, N. Y.

Juke box tilt strips, special, \$1.75 per 10,000. Write C. M. Norman, Sheraton Hotel, St. Louis, Mo., for sample.

Stamp folders: Direct from manufacturer. Unlimited quantities. Immediate delivery. Write for prices. Veneer Sales Co., 2124 Market St., Philadelphia 3, Pa. LUciet 7-1448

Universal phonograph covers: will fit all juke boxes; all purpose weather-proof leatherette cover with duck back. Universal 1-Ball & 5-Ball covers, \$13.95 ea. W.C.O. Corp., 2907 W. Pulaski Rd., Chicago, Ill.

Want to Buy

Wanted—Mental Typers, any conditions. Crocker's or Standard Red Otagherly, Nashville 9, Tenn.

Want to Buy—All Late Model Phonographs for cash. State quantity, condition and price in letter. Seacast Distributors, 1200-B North Ave., Elizabeth, N. J.

Wanted: Clean late model pin games—Dns Balls, Arcade Equipment and late model Mikecays, Box M-4, The Billboard, Cincinnati, Ohio.

Wanted—Rock-Ola 1421's, 1421's; also Chester Pollar football, any condition. William Sutton, 218 Lincoln Ave., Meadville, Pa.

Wanted—Used Star Series in working condition: will buy any quantity. American Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

Wanted: Clean late model pin games—Dns Balls, Arcade Equipment and late model Mikecays, Box M-4, The Billboard, Cincinnati, Ohio.

Wanted—Used Star Series in working condition: will buy any quantity. American Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

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Wanted—Used Star Series in working condition: will buy any quantity. American Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

Positions Wanted

Seaman—Wide acquaintance with beverage cup vending operators. Looking for products like cup waste cans, syrups and concentrates, fillers, rubber mats, or what have you? Will do both personal contact and own direct mail. Please send your literature. Will contact you only if you can do a real job. Not interested in commission in your first letter. Let me see product first. Box No. 494, c/o The Billboard, 188 W. Randolph, Chicago 1.

Three salesmen, sales promotion work, desire immediate connection with coin machine manufacturer or distributor; local or travel; experienced; honest; excellent references; what can you offer us? Box 243, The Billboard, 1564 Broadway, N. Y. C. 36.

Used Coin-Operated Equipment

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2922 Milwaukee Ave., Chicago, Ill.

REGULAR-CLASSIFIED

Usual wanted style, one paragraph, no display. First line set in 6 pt. bold, balance at 10 pt.

10 insertions, per word 30
3 or more CONSECUTIVE or 24 insertions, per word 18
51 CONSECUTIVE insertions, per word 16
Minimum \$3.

DISPLAY-CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules; 1 1/2 rule borders permitted only on ads of 18 lines or more.

Per space line
3 or more CONSECUTIVE or 25 insertions, per space line 95
51 CONSECUTIVE insertions, per space line 90
(1 inch equals 14 space lines)

SEND ALL ORDERS AND INQUIRIES TO THE MARKET PLACE, 2160 PATTERSON STREET, CINCINNATI, OHIO



see WURLITZER

Uncover Its... Ter

ON NATIONAL WURLITZER DAYS

April 6-7 at your Wurlitzer Distributors

Materiale protetto da copyright



RIDE 'EM COWBOY

Owned by World Famous Manufacturers of Amusement Rides. The variable speed control allows the smallest tots to ride safely...

KING AMUSEMENT CO. Mt. Clemens, Mich.



METAL TYPER MACHINES

Rebuilt, Reconditioned Like New. All Work Guaranteed. Write for Prices.

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, Ill.

ALLEYS AT VERY LOW PRICES \$14.50 up

We have every alley in stock and in your requirements. Parkway BOXES \$7.50 Seaburg WIRELESS BOXES 9.00

PIN GAMES \$14.50 up

MUSIC MACHINES \$25.00 up Send for list

DAVID ROSEN Exclusive AMI Dist. Co. 655 N. Broad Street Philadelphia 23, Pa. Phone: STEVENSON 2-2102

ATTENTION! LOOK AT THESE BUYS!

Table listing various amusement machines and their prices, including Betty Shuttle Champ, Williams Double Header, etc.

OLSHEN DISTRIBUTING CO. 1180-82 BROADWAY ALBANY, N.Y.

WRITE FOR PRICES: Happy Go Lucky, Snooks, Quarkita, Sportsman, Mermaid, Deluxa World Series, Shoe Shoe

Lehigh Specialty Co. 828 N. Broad St., Philadelphia 30, Pa.

WANTED TO SELL

Route of Pennsylvania and Bowling Games in the city of Ph. Worth, Texas. excellent good money. Reason of willing. owner retiring. Box D174 c/o The Billboard, Cincinnati 22, Ohio.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Main table listing amusement games and machines with columns for issue dates (March 22, March 15, March 8, March 1) and prices.

Table listing various amusement games and machines with columns for issue dates (March 15, March 8, March 1) and prices.

ADMEM OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

Coinmen You Know

Continued from page 87

Levin was away on a one-week vacation. Sam Lewis, assistant sales manager, was doubly busy handling requests for rush shipments on the 4-Player Derby game. At Merit Industries, Col. Lou Lewis was entertaining visiting operators from as far away as Kentucky. Most of them were anxious to line up some late model used games.

The Gottlieb factory was going full blast with its Quartette game, one of the hot five-ball games of the winter season. Nate Gottlieb was glad to get out from under the distributor pressure for the game and took off for a long deferred vacation in Florida. Now the heat is on Alvin Gottlieb. . . . Bally Manufacturing Company expects to make initial deliveries on its mechanical horse in two weeks.

Florida continues to be a haven for Chicago operators and distributors. In a neat exchange, Morris and Eddie Ginsberg, brother heads of the Atlas Music Company, Seeburg distributors, swapped places. Morris returned last week from Florida, and his brother, Eddie, left for a week of sun and relaxation.

Mrs. Mary Gillette, head of the Gillette Distributing Company, who operates a music route and a one-stop record service, left Friday with her daughter for Florida.

Gail Carter, vice-president of Permo, Inc., left Chicago on an extended trip around the country in connection with a pending needle merchandising promotion plan. Details of the new promotion were to be announced later. During his trip, Carter expected to talk to most of the company's representatives.

Charles Sigal, general manager of Allied Coin and Premium House, reports the first rush of orders for Formula-type tops was so heavy that it will require a week to fill orders. Meanwhile, Julian Crum, premium manager, is getting a good workout handling out of town operators who are taking advantage of Allied's recently announced premium sale. He points out that virtually every day in the past week there had been several out-of-State cars parked in front of the firm's Milwaukee Avenue headquarters.

At National Coin Machine Exchange, Joe Schwartz reports export business is growing steadily and domestic shipments of Gottlieb's Quartette are going strong. Firm has remodeled its premium department with emphasis on giving visiting operators a good view of all the hot items.

Clayton Nemeroff and Charlie Piel entertained a group of foreign coinmen last week. The overseas operators were particularly interested in late model used games. Jenn, staff secretary, celebrated her birthday Saturday (22). . . . Gil Kitt, Empire coin, was one of the two happiest guys in town when the Jubilee samples arrived last week. The other was Vince Shay who, with Kitt, represents the Evans music line in Illinois and Indiana. They use Empire Coin as headquarters for their music set-up.

Howard T. Ailor, head of Aircraft Services Consolidated, New York, in town last week checking on local operations of his company. Ailor's combination weighing scale-vender-coin changer units are installed primarily in airports, transportation centers, drugstores, etc. He reports an improved model of his Hamilton coin changer, which dispenses two dimes and a nickel for a quarter, is working out well.

Frank Q. Doyle, vice-president in charge of sales of Harmon Enterprises, Inc., is enthusiastic over summer delivery of the Eight Selection hot beverage vender. . . . John Frantz, J. F. Frantz Manufacturing Company, Blue Island, continues to stress the charity scale model in his general scale line.

Harold Schaefer, president of Victor Vending Corporation, tells of the mounting operator favor for the firm's two oak cabinet bulk machines; the Baby Grand and the Jumbo 100. . . . Bel E. Hall, president of Belvend Manufacturing Company, is taking up the firm's new nickel tab gum vender, soon to be released, for the automatic merchandising phase of its chlorophyll gum program.

Fred Hebel, head of Fred Hebel Corporation, predicts much better ice cream vender production during the second and third quarters this year. The FHC three-selection machine continues to see improving output at the recently acquired Groetchen tool facilities on Union Avenue. . . . Vend-Rite Manufacturing Company is preparing a new merchandising program for April. Dick Tennessee, president, will offer the pretzel, cookie, tissue and allied small package vendors on a new basis.

Jackson Electronic Machines has delayed the introduction of its new model penny refunder several weeks. Paul S. Jackson, firm head, reports delay due to slow shipment of needed components. . . . Fall-Gum, Inc., is offering chlorophyll ball gum among its 10-Selection line. Sterling Douglas, sales manager, is happy with shipments on firm's new 25-pound ball gum-charm kit combination.

Hartford, Conn.

Ralph Colucci, president of Seaboard Distributors Corporation here, is vacationing in Hot Springs, Colucci made the trip via train, with a brief stopover in New York to say hello to friends in the trade. . . . Jim Tolisano, general manager of Superior Music Company and president of Connecticut State Coin Association, has purchased a new home in Newington.

Max Perlman, branch manager for Atlantic-New York Corporation, Seeburg distributors in this area, is looking for a new home. . . . Vend-Rite Manufacturing Company, says Max. . . . James F. Smith, Stern & Company, Columbia Records distributor, escorted two Columbia disk artists, Champ Butler and Guy Mitchell, on a tour of Hartford newspaper plants, radio stations, and record stores.

Attorney Sidney Levine, of the Music Operators of America, addressing a meeting of the Connecticut State Coin Association last week, urged greater co-operation on the part of the individual coinmen in the State-wide organization.

"It's not enough," he cautioned, "to permit your top echelon of officers to carry the weight of executive management in addition to other details for you. Pitch in and help them along."

James Tolisano, general manager of Superior Music of Hartford, CSCA president, and Abe Fish, owner, General Amusement Corporation, Hartford, CSCA honorary president, were among top CSCA officials in attendance. Others on hand were Meyer Parkoff, Atlantic-New York Corporation, Seeburg distributors; Mac Perlman, Atlantic-New York's Hartford branch manager; Al Denver, New York City Coin Operators.

Chazlie Iaso, downstate coin operator, was in attendance at his first CSCA meeting in months. He is still enthusiastic over recent birth of a grandson. . . . Joe Marlaro, the Waterbury operator, sent regards to the trade from his Florida vacation spot. . . . Sam Handler, Waterbury operator, became the CSCA's 74th member.

The Hartford area continues to be the bright spot in Connecticut's business economy. Employment, man hours worked, new building, retail sales, and bank dealings continue to score gains, making the city one of the top financial districts in the Northeast.

Fred Perlestein has been named sales promotion manager of Stern & Company, Hartford appliance and Columbia Records distributors. Perlestein, formerly in newspaper advertising, replaces Jim Smith, now general manager of Columbia Records division of Stern.

G. L. Sinclair is now running the Northern Virginia Music Company for his sister, Mrs. Ruth Elgin. He reported an increase in business for February of this year over last February. . . . Max Silverman, of the Quality Music Company, is pleased that King records is making title strips and giving them to operators free of charge.

Washington

Southern Wholesalers, local distributor for Victor records, is excited over the possibilities of John Greer's two new recordings. . . . "Got You On My Mind," and "Strong Red Whiskey." Victor usually doesn't go in for rhythm and blues, but George Cervantes believes this one will elick. Cervantes also reports a new children's album in the "Little Nipper" series. Children are to answer the riddles on the records and fill in an entry blank on the back of the album. "Why I'd Like To Have a Dog" is the theme, and 100 live dogs and 1,000 rubber dogs will be given as prizes. The album will be released in April.

Sid Lotenberg, of Westway Vending, reports business steady. . . . Leonard Abrams, president of the Washington Music Guild, has postponed election of officers until the first Thursday of April. Arthur E. Selnick, formerly of the Kaufman-Washington Company, wishes to thank all his business associates in the area for their co-operation. The Kaufman Company is no longer the distributor for Decca records, and Selnick is now with David Kaufman in Baltimore. Michael Bushdid, owner of Michael Coin Devices, is glad that the pinball business is picking up. Last month was slow. Bushdid adds that the S-45 Ristaurants are doing well.

(Continued on page 90)

Shaffer Specials In Better Quality Buys

Seeburg Hideaways

H-146-M	\$149.50
H-147-M	169.50
H-148-M	199.50

Wurlitzer

1250	Write
1100	\$299.50
1015	169.50
1080	149.50

Post War Wall Boxes

Seeburg Sr Wireless	\$9.95
Seeburg S-10 25c Wireless	29.95
AMI S/10	32.50
AMI Sr	19.95

AMI

D (40)	Write
C	\$499.50
B	399.50
Hideaway	350.00

National Electric Cig. Machine . . . \$124.50
Wurlitzer 48 Selection Hideaway . . . Write
Terms: 25% Deposit, Balance C.O.D.

SHAFFER MUSIC CO.

COLUMBUS, OHIO	CINCINNATI, OHIO	INDIANAPOLIS, IND.
506 S. High St. Main 5543	2333 Gilbert Ave. CApitol 1418	1327 Capitol Ave. Lincoln 3571

Purveyors' Bargain Parade

KEENEY LEAGUE BOWLER	4 Player \$219.50
Twin Pokerino	\$185.00
ROCK-O-LA	Shuffle Long 30.00 Shuffle Jungle 35.00 KICKER 40.00 Bowling Champ 109.50
Wm. Oubla	1 58.50
Speedy	21.50
Speedy Slider	21.50
Dance Shot Target	195.00
Univ. Twin Bowler	65.00
Universal Super	99.00
Twin Bowler	99.50
BALLY	Speed Bowler 84.50 Bowler, F.P. 65.00 Baseball 99.50 JUNIOR Twin Rebound 871.50 Twin Stars 145.50 Shuf. Alley Express 51.00 Shuff. Alley, P.P. 34.50 Four Player 215.00 Shuff. Alley 29.50 Twin Shuffleboard 329.00
UNITED 6-PLAYER	\$319.50

FIVE BALLS

Telecard	\$49.50
Big Top	49.50
1 Marketers	49.50
Gondola	19.50
Wisconsin	29.50
Floating Power	39.50
Parade	19.50
Select-a-Card	49.50

ONE-BALLS

Chomelons	\$19.50
Citation	74.50
Jockey Soccer	30.00
Special Entry	40.00

CIGARETTE MACHINES

25c Slots
NATIONAL \$85.00 950

BINGO TYPE GAMES

Lite Lines	\$195.00
Five Star	250.00
New 5 Star	295.00

ROCK-O-LA SHUFFLEBOARDS

18-20 in. SPECIAL!
In Excellent Condition
WRITE

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case 112 . . . \$ 6.30
Fast Wax, Case 129 . . . 6.50
Pucka (Set of 8) . . . 14.00
Score Sheet, 10 . . . 1.00
Pads . . . 7.50
Fluorescent Lights pair . . . 33.00
Used Rock-O-La Shuffleboard Lites, Pr. . . 12.50
New Wall-Type Scoreboard . . . 7.00
Adjusters . . . 18.00

PREMIUM SPECIAL OF THE WEEK!

Large Woven Picnic Basket \$3.50
with service for 4
Sample \$5.25

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

UNTIL NATIONAL WURLITZER DAYS

APRIL 6-7 AT YOUR WURLITZER DISTRIBUTORS

RCA COIN RADIO

Replacement Parts,
Most parts in stock for
IMMEDIATE DELIVERY
COIN RADIO CO.
150 A Deane St. New York, N. Y.

BUY • SELL • TRADE at WORLD WIDE

WILLIAMS SUGGEST Tense, terrific, thrilling, tops in grand slam baseball action. Replays for runs and high batting averages. Ball placed, actually runs bases. Rollovers, thumper, bouncers, flippers increase play appeal.	WILLIAMS Deluxe WORLD SERIES Realistic baseball thrills and top tier runs earnings. Light-up playing diamond. Authentic base running. Three outs each inning. High score awards—fourteen runs or more earn replays.
---	---

DON'T BE MISLED—BUY ONLY THE GENUINE FORMICA TOP

Soft screened. Accreted no substitutes. Increase play at once with this new low cost, genuine formica playfield. Eliminates expensive respraying, costly details and wearings. Easily installed in matter of minutes. Available for United 2-8-8 players or Chicago Coin and Universal reborn.

8" Size **\$29.50** 12" Size **\$34.50**

Reconditioned SHUFFLE GAMES

UNION SIX PLAYER	\$325	Kenney LEAGUE BOWLER	\$215
UNION FIVE PLAYER	285	Kenney HAWK	110
UNION FOUR PLAYER	245	Kenney DOUBLE BOWLER	110
UNION TWIN REBOUND	185	Kenney CHASE	65
UNION SKEE ALLEY	115	CHI COIN BOWLING ALLEY	65
UNION SHUFFLE EXPRESS	75	REBOUND	65
UNION SIX PLAYER	245	Universal HI SCORE BOWLER	65
Kenney LEAGUE BOWLER	245	Universal SUPER TWIN BOWLER	65
with Jumbo Pins	245	WILLIAMS DOUBLE READER	75

WILLIAMS HORSE FEATHERS Sensational action and excitement. Plenty of punch. Fast, exciting.	WILLIAMS "SHOOT THE MOON" Advance roller toward the moon. Flaming target. Thumper bumper. Flipper. High Score.	WILLIAMS SWEEPSTAKES Thrills galore—Terrific scores. Twin chutes. One or two players.
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MISCELLANEOUS GAMES

BUSH SIX SHOOTER	\$195.00	UNION SIX PLAYER	\$325.00
BUSH SILVER BULLETS	160.00	UNION FIVE PLAYER	285.00
BUSH DALE GUNS	95.00	UNION FOUR PLAYER	245.00
Kenney BOWLING CHAMP FOR TEN	95.00	UNION TWIN REBOUND	185.00
CHI COIN JUMBO AWAY PIN	95.00	UNION SKEE ALLEY	115.00
CONVERSIONS	49.50	UNION SHUFFLE EXPRESS	75.00
UNION FLY AWAY PIN CONVERSION	34.50	UNION SIX PLAYER	245.00

WILLIAMS MUSIC MITE

Beautiful mechanical action. Proven RCA 45 RPM record changer selector. Releaser—cancel and volume control. Can't be built at special price offered. \$195.



Chicago 4-2300 2330 N. Western Ave.

You're Gambling with Cold Hard Cash . . . if You Miss This Date

APRIL 2

See Page 52

OUR PRICES ARE LOW . . . LOWER . . . LOWEST!

All Machines Thoroughly Reconditioned

Bowling Champ	\$ 69.50	Bally Turl Kings	\$199.50
Banjo	24.50	Bally Champions	74.50
Stop & Go	109.50	● BALLY GOLD CUP	24.50
Tumbleweed	84.50	Bally Citations	59.50
Beccanear	39.50		
Fighting Irish	49.50		
Football	49.50		
● WMS JALOPIE	289.50		
Humpy-Dumpy	29.50		
Floating Power	39.50		
1-2-3	39.50		
Wisconsin	29.50		
Knockout	99.50		
Spot Bowler	79.50		
Thing	79.50		
Tri-Scor	79.50		

WMS. DOUBLE-HEADER \$49.50
CHICOIN TROPHY BOWL \$74.50

One-Stop Service—Records—Parts—Premiums

GOVEN

distributing company
3111 Elston Chicago 12, Ill.
Independence 3-2210

The Finest Names in Coin Machines. Exclusive With Bally Products and Wurlitzer Phonographs.

Coinmen You Know

Continued from page 59

Milwaukee

W. Pete Rybach, formerly on the sales staff of Holeproof Hosiery, has taken over a job as Milwaukee rep for the Barg & Foster Candy Jobbing firm. . . Elmer Engel, Vic Marhardt Company sales chief, is off on a trip thru Northern Wisconsin lining up more H. C. Evans juke box sales. The Vic Marhardt Clybourn Avenue headquarters has just gone thru a refurbishing.

Mitchell Novelty's **Joe Beck** is recuperating from a short but severe bout with the flu. After about a week's absence from his office, he's now spending a few hours per day on the floor. . . Following a year and a half's absence from the firm's pay roll, popular **Al Pogahn** is back at the United, Inc. Wurlitzer distributery. Al is in charge of the firm's parts department. . . **Rush Bender**, Kwik-Kafe boss, is on the receiving end of a lot of joshing since her firm moved into its new quarters. The building is located in what formerly was a funeral parlor, but things are far from dead there with hot coffee and coke sales zooming steadily.

Sam Hastings journeyed to Chicago for the week-end to take in the Premium Goods Show.

Sale of premium goods at Paster Distributors is holding up nicely, according to front office boss **Sam Casner**. In charge of the premium is **Jerry Groll**, who has built the volume up considerably since taking over. Groll info's that high up on the operators' list of desirable prize goods these days is good quality fishing equipment. New Paster sales rep in Wisconsin and Upper Michigan is **Max Polsky**, who formerly worked out of the Omaha sales office.

Johany Hammond, division manager for Permo, Inc., spent several days in Milwaukee at Major Distributors setting up the new line of replacement phono needles soon to hit the market. . . Five new Seeburg music machines recently were put out on location to satisfy Metro Amusement accounts, according to **Melo Carro**.

Doug Opitz reports that the next scheduled session for the Wisconsin Phonograph Operators' Association is slated for April 1st, with the meeting spot not yet definitely okayed by the trade org. **Prexy C. S. Pierce**, of Brodhead, is expected to give members a first hand account of happenings at the recent juke box tax hearings in the nation's capital.

Building project slated to increase the size of the Hastings Distributor's stronghold on the Blue-mound Road has apparently been held up by inclement weather. **Sam Hastings** voices the hope that the annex will be finished by May 1. Plans call for closing down Hastings' Viet Street one-stop record shop and consolidating it with the main headquarters. New inside utility man at Hastings is **Bill Baumgartner**, a newcomer to the coin machine industry.

Business visitors in Beer Town this past week were **Bill and Marie Lucas** and **Charles Smith**, of L. & S. Novelty, Kaukauna. The trio of partners, all vets of the coin machine industry, recently returned from a California vacation.

In town for more premium goods and nickel punting wagers were operators **Lang and Fritz**, of L. F. Coin Machine Company, Columbus, Wis. Other visitors were **Niel Nielson**, of Watertown; **Ray Kramer**, of Elkhart Lake; and **O. J. Zimmerman**, Watertown; **Art Valtaintant**, Racine; and **Cliff Bookmeier**, of Green Bay.

Los Angeles

Mrs. Jud Lilly, wife of the former Montebello operator, was killed in an automobile accident. Lilly and his wife were returning to Las Vegas, where he is now employed, when the crash occurred. . . **Mr. and Mrs. Herman Paster**, of the Mayfield Distributing Company in St. Paul, and **Mr. and Mrs. Offinger**, also of that city, stopped briefly in Los Angeles en route to the Hawaiian Is-

lands aboard the S.S. Lurline. Prior to their sailing, a bon voyage party was given for them by **Mr. and Mrs. William R. Happel Jr.** The foursome plan to spend some time in the Islands and will fly to Seattle and then to their Minnesota homes.

Al Silberman, of Badger Sales, is on the sick list. A virus infection kept him from his desk for four days last week. . . **Fred Velle**, of the Badger Sales Company parts department, reported for his induction physical. **W. C. Stephenson**, of Nome, Alaska, in town on business and stopping off at the Badger Sales. **Budger Sales** has made an agreement for the United Parcel Service to handle its deliveries in this area. This will mean 24-hour service to operators in a rectangular area bounded by San Diego, San Bernardino and Santa Barbara. . . **Lucille and Paul Laymon**, of the Paul A. Laymon Company, in Chicago on a combined business and pleasure trip.

Jimmy Jackson becomes the partner of **Bob Beck** in the operation of the Desert Music Company in Palm Springs. Jackson has purchased the interest of **Jimmy Humos**, who was in the venture with Beck. **Lyn Brown** left Los Angeles Wednesday morning

on a business trip to Chicago. He will visit Exhibit Supply Company there. . . **Hugh McElhenny**, Inglewood, visited Los Angeles to look over the equipment on the sales floors. . . **Al Anderson**, of Shafter, made one of his periodic trips to town and used the junkie to attend a meeting of the Shriners. . . **Doc Dockins**, who is associated with **Mac McGlone** in the operation of the Orange County Music Company, in town. Doc doesn't make the trip often.

Pete Thelen, a Glendale operator, was a Pico visitor last Wednesday. . . **Bill Bolton**, of Oceanide, in town and getting his routes fixed for the summer rush at the beach. . . **Jimmy Wilkins**, of the Paul Laymon Company, took time off last week to get his driver's license renewed. . . Planning on a big summer business, **Mel Helman** was in the city from the San Bernardino mountain area. The resorts there are expected to draw more people than ever during the coming hot weather. . . **Johnny Howell** stopped at Badger to pick up tools and parts for his new route in Baldwin Park. . . **Ed Everson**, of Barstow, is reported undergoing medical treatment in a local hospital. . . **Dan Gould**, Dan Gould Enterprises, was in town following a business trip to Chicago.

ONE BALLS

Creation	49.50
Chicago	49.50
Turl King	160.50
Winnies	139.50
Turl King (NEW)	385.00
Gold Cup	14.50

PHONOGRAPHS

100 Record Seeburg Extra Clean	69.50
Lara 45 Model	69.50
1423 Rock Ola	69.00
47 Seeburg M	129.50

WANT TO BUY BRIGHT LITES CONEY ISLAND

ROCK CITY AMUSEMENT CO.

125 SIXTH AVE., NORTH NASHVILLE 2, TENN.

NEW

Wurlitzer 1015	875
Wurlitzer 1080	165
Wurlitzer 1190	325
A.M.I. Model A	245
A.M.I. Model B	425
A.M.I. Model C	475
Wurlitzer 1350	495
Seeburg 144 (Seeburg)	495
Rock Ola 1423	495

Reconditioned—Refinished

KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY

COMPLETE STOCK OF ALL USED PHONOGRAPHS—RECONDITIONED

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

ELECTRIC SCOREBOARDS! NEW MODEL

Center Overhead, 2 faced \$125.00

Knockout	599.50	Bowling Champ	\$57.50
Hot Rod	79.50	Bank-a-Ball	89.50
Just 21	54.50	Sweetheart	99.50
Gun Rummy	79.50	Lucky Inning	69.50
		Mercury	67.50
		Arizona	89.50
		Football	64.50

BINGO TYPE

Zingo	\$225.00
Kenney	385.00
W.C. Cav	385.00
Keene-Lite	144.50
Univ. 3-Star	195.00

WRITE FOR COMPLETE LIST

MID STATE COMPANY

2269 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickson 2-3444

SUPPLIES

Pucks (Set of 8)	\$10.50
Discs (Set of 4)	1.25
Pucks 50	3.50
W.C. Cav	3.50

Merry-Go-Round's Next Makes a Midway Out of Every Location!

Watch for it!

SPECIAL PANORAMS—GUARANTEED RECONDITIONED—WRITE!

NEW EQUIPMENT	RECONDITIONED EQUIPMENT	
4-Player Derby	United 6-Player	\$320
Bush 6-Player	Universal Super Twin	700
Bush Big Branch	C. C. Trophy Bowl	99
Chicago	Bally Hook Bowler	115
Williams Suggest	William Double Header	110
Chicago	C. C. Hit Parade	165
Un. 4-Player Deluxe	Kenney League Bowler	165
Kenney Deluxe League Bowler	Kenney 3-Way Bowling Champ	99

Write for Complete List All Types New and Reconditioned Equipment.

CLAY MONARCH COIN MACHINE, Inc. CHARLEY PERI

2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

Indianapolis

J. B. Flynn, manager of the Shaffer Music Company, returned from a two-week vacation in Florida with his wife and family. . . . Al Bland, service manager at the Shaffer Music Company, has moved into his new home, recently completed. . . . Sicking Company, Inc., has added the new Genco's Springtime to its stock of games. Mrs. Lottia Borzoman, firm head, announces a favorable reception of the new addition by operators.

Mrs. Blanche Janes, of the Janes Music Company, returned from her vacation in the South where she found the weather too cold for comfort. . . . Clarence (Dutch) Hohman, of the Janes Record Shop, is recovering from a virus attack, which kept him home several days. . . . George Wagner is looking after the service calls on Wurlitzer phonographs.

The Shaffer Music Company held a service school at the Terre

ARCADE FOR SALE

10 years same location, business outlook good. 75 pieces equipment and lease—no competition. Must sell by April. Get list and make offer.

PLAYLAND

120 W. Congress Tucson, Ariz.

Haute House in Terre Haute, Ind. Miles Whitbeck, of Shaffer's Columbus, O. office, conducted the school for operators in the area. . . . Al Bland, of the Shaffer Indianapolis branch, is on vacation.

Jack Barabash, representative for Rock-Ola, visited the Calderon Distributing Company several days on business. Calderon reports business in fine shape. The rumor on coin row, to the effect that Calderon Distributing Company will take over the Wurlitzer phonograph, has been denied by Al Calderon, head of the company. "I am not contemplating any change at present or in the future. The Rock-Ola is giving perfect satisfaction and as long as that continues, I shall be its representative," he said. Carl Higgins, Higgins & Robish Music Company, returned from Hollywood, Fla. after an extended vacation.

Pittsburgh

According to veteran operators, Al Klodel has been in the coin biz about the longest of anyone around this area. Sam Chaban's set-up is probably the second oldest here, followed by that of Gus George, of Pennsylvania Vending.

Alexander Shows, formerly a partner in Theater Candy Company, now is in the employ of the Murray Lee furniture manufacturers on the North Side.

Howard Cohen, head of Confec-tion Specialties Company, re-

ports that altho he has no trouble getting good products, the particular machines he would like are hard to get. . . . W. F. Hamel, divisional sales manager, Cole Products, Inc., says you see a lot of game on a hunting trip up east of St. Marys, Pa. . . . Victor Abelson, of Empire Distributors, reports business good on his route of games and cigarettes.

Sidmor Vending Company has purchased a building next to the new Pittsburgh Coin Machine Exchange and before moving in will do extensive remodeling. . . . Friends regret the untimely demise recently of Lester D. Wynn, earlier this year a partner with Coin Machine Agency, and the death of Joseph Kramer, of the John Robbins Company.

Sidney B. Bloom, co-owner, Oak Manufacturing Company in Culver City, Calif., conferred with Michael J. Abelson, general sales manager of the company here last week when Mr. and Mrs. Bloom and their daughter stopped in Pittsburgh en route for a two months' tour of England, France, Switzerland, Italy, Belgium.

Michael J. Ballinger, Acme Vending Machine Company, is active these days and doesn't spend too much time in the office. . . . Sidney Reinwasser is handling appliance business for operators and carries Universal ranges and Hotpoint electrical equipment.

LONDON LOW PRICES MAKE IT EASIER FOR YOU TO MAKE MORE MONEY!

SHUFFLE GAMES
Shuffle Express \$49.50
Chicago Coin Bowling EACH
Universal Twin Bowler
Deluxe Bowler
Speed Bowler

NEW GAME SPECIALS
T4-Score WRITE
Step 'n' Go
USED
Dale Gun \$69.50
All Star Baseball 49.50

Ten Pins
Shuffle Alley
Bowling League
Shuffle Lane

Take Your Choice
\$24.50 EACH

Pin Bow
Shuffle Bowler
Bowling
Twin Shuffle

NEW LOW PRICES!

- Cinderella \$39.50
- Black Gold 49.50
- Sarcophagus 49.50
- Wisconsin 29.50
- Trial Action 29.50
- Merry Widow 29.50
- Strip Ball 39.50
- Trade Winds 39.50
- Spring Ball 29.50
- Crash Ball 29.50
- Catalina 29.50
- Berry 29.50
- Dev-Wa-Ditty 29.50

FIVE-BALLS

- Monterrey \$39.50
- Sunshine 29.50
- Virginia 29.50
- Tennessee 29.50
- Dallas 29.50
- Maryland 49.50
- Lucky Inning 39.50
- Rondeau 39.50
- Major League Baseball 39.50
- Moan Glow 39.50
- Autocade 49.50
- El Paso 49.50

NEW LOW PRICES!

- Camel Caravan \$69.50
- Three Peppers 49.50
- Floating Power 49.50
- Champion 39.50
- Samba 39.50
- Morocco 49.50
- Swanee 39.50
- Alice in Wonderland 39.50
- Lord 39.50
- Lady Robin Hood 39.50
- Humpty Dumpty 39.50
- Telecard 49.50
- Hit Parade 29.50

TERMS 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBIRD Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

J. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

THERE'LL BE NOTHING

"OLD HAT"

about the year's **TOP** Attraction



Watch Wurlitzer tip its lid
AT YOUR WURLITZER DISTRIBUTORS
NATIONAL WURLITZER DAYS
APRIL 6-7



EMPIRE

AT YOUR SERVICE World's Largest Selection of Coin Operated Machines



WANTED!

300 BINGO GAMES

WELL PAY THE FOLLOWING PRICES:

Spot Lite	\$425.00	Leader	\$275.00
Comy Lt.	375.00	ABC	150.00
Bright Spot	300.00	5-Star	100.00
Bright Lt.	265.00	Lite-A-Lite	100.00

S-BALLS

NEW	Football	99.50
United Railer	99.50	
Chi. King Pin	99.50	
Wm's. Sufferer	99.50	
Gen'l. Quarter	99.50	
Genic Double Action	99.50	
Kenny Holiday	99.50	
Bally Seal Life	99.50	
Minist. Man	\$175.00	
Control Tower	175.00	
Double Repeater	165.00	
Spot Bowler	75.00	
Triangles	149.50	
Mad. S. G.R.	149.50	
Knicker	149.50	
Old Pathway	149.50	
Georgia	144.50	
STOP AND GO 139.50		
Spin Bowler	139.50	
Witching Irish	139.50	
Swanheart	134.50	
Basketball	134.50	
Wid & Run	129.50	
Oasis	129.50	
Harvest Moon	129.50	
Flying Saucers	129.50	
Bomber	124.50	
DREAMY 124.50		
Hot Rod	124.50	
Playland	124.50	
King Army	119.50	
Carnival	119.50	
Thing	119.50	
Judy	119.50	
Decker	119.50	
Doctor	119.50	
Tri-Scars	119.50	
Banish-A-Ball	119.50	
Red-Sea	114.50	
FRESHIE 114.50		
Mercury	114.50	
Campus	114.50	
College Day	109.50	
Tahiti	109.50	
Shantytown	109.50	
SO. PACIFIC 109.50		
Tomb Raider	104.50	
Boston	104.50	

ARCADE

EXH. BIG BRONCO		
EXH. JET GUN		
EXH. 4 PLAYER DERBY		
WMS. HORSEFEATHERS		
ABT RIFLE SPORT		
WMS. DELUXE WORLD SERIES		
Mule Valco	8355.00	
Ball Champ	275.00	
Chicken Basket	99.50	
Shoot the Bear	149.50	
300 Wipers	134.50	
Gun Patrol	109.50	
Chi. Midget	229.00	
Ev. Balance	225.00	
Chi. Pistol	149.00	
Star Series	129.50	
Maec. 15-Way Arb.	99.50	
Scale, New	99.50	
Telequiz	129.50	
Food Whizzer	119.50	
Wm's. All Star	109.50	
Jack Rabbit	109.50	
Chicken Gun	109.50	
Rebut	109.50	
GOALIE 99.50		
Shurpuck	99.50	
Swatback	89.50	
Shot Date Gun	89.50	
Flash Hockey	75.00	
Heavy Mitter	69.50	
100 or 1000	69.50	
Show & Film	49.50	
GENCO GLIDER 39.50		
Year of Advance	39.50	
Ball	39.50	
Mercury Country	39.50	
Grid, New	39.50	
Slider on Catcher	39.50	
Challenger	39.50	
Super Shooter	39.50	
Great Skill Test	39.50	

SHUFFLE GAMES

UNITED DELUXE 6-PLAYER SHUFFLE ALLEY		
Formica Top Installed on United and Chicago Shuffle Alley Cabinet—\$25.00 extra		
United 4-Player	\$229.50	
United 6-Player	279.00	
United 8-Player	279.00	
UNITED TWIN REBOUND 215.00		
United Twin Shuffle Alley	230.00	
U. Double BA. Rebound	199.50	
U. True Scoring	199.50	
United Shuffle Alley	199.50	
United Sice Alley	199.50	
U. 3-Player Tin Bowler	199.50	
United Single BA Rebound	99.50	
United SA Express	129.50	
U. Double Shuffle Alley	129.50	
UNITED SHUFFLE ALLEY EXPRESS... 59.50		
United Super Shuffle Alley	99.50	
United Shuffle Alley	99.50	
W/Disco. Pin Counter	99.50	
Univ. High Score Bowler	195.00	
Univ. Super Twin Bowler	299.50	
Chicago Pin Lite Bowler	199.50	
Chicago Bowling Alley	89.50	
Chicago Bowling Cabinet	129.00	
Chicago Tumbler Bowl	149.00	
Chicago Bowling	254.00	
BALLY SHUFFLE BOWLER, 9 1/2" 29.50		
Bally Speed Bowler, 9 1/2"	49.50	
Genetic Bowler, 4 1/2"	99.50	
Genetic Bowler, 9 1/2"	99.50	
Keeney Big League Bowler	249.00	
Keeney League Bowler	229.00	
Keeney Double Bowler	129.00	
Wm's. Double Bowler	89.50	
Genic 6-Player Shuffle Table	375.00	

VENUDERS

SMOKESHOP 612 CUSTOM 274.00		
ACORN VENDOR, 1c or 5c... 14.95		
Acorn Scale	29.50	
Silver King	39.50	
S.C. Hot Nut	29.95	
M.W. 45, 12	17.25	
73-Bar	17.25	
U-Subtract	49.50	
De-Lux 1-3r	49.50	
Wm's. Tab Gun	59.95	
25 Ball Gun	7.00	
15 Col. Unidea	75.00	
Pat. 25r	75.00	

CIGARETTE VENDERS

Factory Reb. 25r 1 King Size Col. Unidea Pat. Mod. 50r 7 Col... \$128.00		
Royal, 11 Col... \$128.00		
National 70r 9 Col... \$128.00		
Dog Ringer Champion, 11 Col... \$28.00		
Revo President, 8 Col... \$48.00		
National Model 200, 9 Col... \$48.00		

FORMICA REPLACEMENT TOPS

For Chicago Games		
For United, 8 Pack	\$29.50	
2, 4, 8 & 6 Players		
Minimum Order—6 Tops.		

SPECIAL

Center Overhead Electric Scoreboards \$125.00

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 22	Issue of March 15	Issue of March 8	Issue of March 1
Ace Bomber (Multicooper)	95.00	195.00	125.00	99.00
Air Raider (Keeney)	109.50	49.50	79.50	109.50
All Stars (Williams)	49.50	115.00	49.50	49.50
All Star Baseball	49.50	49.50	49.50	49.50
All Star Hockey (Chicago Col.)	225.00	225.00	225.00	225.00
Ball-Scoring (Evans)	75.00	39.50	75.00	75.00
Battling Practice (Scienc'fic)	99.50	97.50	97.50	97.50
Big Branca (Exhibit)	185.00	185.00(2)	185.00	185.00
Big League (Bally)	100.00	100.00	100.00	100.00
Bombaram (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-O-Matic (Univ.)	15.00	19.50	23.50	24.50
Challenger (ABT)	29.50	29.50	29.50	29.50
Chicago Sam (Sevigny)	79.00	85.00	75.00	100.00
Comstar Grip (Mercury)	105.00	109.50	95.00	109.50
Dale Gun (Exhibit)	69.50	75.00(2)	59.50	69.50
Defender (Bally)	84.50	85.00(2)	75.00	84.50
Dense Athletic Scale	135.00	135.00	85.00	115.00
Defender (Bally)	95.00	95.00	95.00	95.00
Demer (Mercury)	69.00	69.00	69.00	69.00
Diamond (Multicooper)	150.00	150.00	150.00	150.00
Dick Henry (Silver King)	117.50	129.50	125.00	125.00
Fighting Well (Multicooper)	125.00	125.00	125.00	125.00
Flash Hockey (Keeney)	75.00	130.00(2)	75.00	75.00
Fortune Teller	49.50	49.50	49.50	49.50
Goats (Chicago Col.)	69.50	95.00	39.50	44.50
Gen. Patrol (Exhibit)	99.50	128.00	79.50	95.00
Gen. Patrol (Exhibit)	99.50	128.00	99.50	125.00
Gen. Patrol (Exhibit)	225.00(2)	225.00	225.00	225.00
Heavy Hitter (Bally)	249.50(2)	249.50	249.50	249.50
Heavy Hitter (Bally)	59.00	69.50	69.50	69.50
Hit-a-Homer	85.00	85.00	75.00	75.00
Hockey (Chicago Col.)	75.00	59.50	75.00	75.00
Jack Rabbit (Amusement Corp.)	95.00	109.50	95.00	109.50
Jack Rabbit (Amusement Corp.)	195.00	195.00	195.00	195.00
Jack Rabbit (Amusement Corp.)	22.50	22.50	22.50	22.50
Kicker & Catcher (Baker)	275.00	275.00	275.00	275.00
King Pin (Exhibit)	100.00	100.00	100.00	100.00
King Pin (Exhibit)	229.50	229.50	229.50	229.50
King Pin (Exhibit)	295.00	295.00	250.00	295.00
King Pin (Exhibit)	295.00	295.00	225.00	225.00
King Pin (Exhibit)	195.00	195.00	195.00	195.00
King Pin (Exhibit)	350.00(early)	350.00(early)	350.00(early)	350.00(early)
King Pin (Exhibit)	650.00(early)	650.00(early)	650.00(early)	650.00(early)
King Pin (Exhibit)	90.00	100.00	100.00	149.50
King Pin (Exhibit)	149.50	135.00	149.50	149.50
Pitch Em & Bat Em (Scientific)	185.00	185.00	185.00	185.00
Play Football (Chester Pillard)	100.00	100.00	100.00	100.00
Poker & Joker	55.00	58.00	65.00	55.00
Polarino (Scientific)	99.50	99.50	99.50	99.50
Pony Express (Exhibit)	375.00	295.00	375.00	375.00
Pony Express (Exhibit)	395.00(2)	395.00(2)	295.00(2)	395.00(2)
Pool Table (Edeko)	75.00	75.00	75.00	75.00
Punch Bag (Multicooper)	75.00	79.00	85.00	75.00
Quizzer	89.50	100.00	100.00	100.00
R-Ball	79.50	79.50	79.50	79.50
Rapid Fire (Bally)	125.00	100.00	125.00	125.00
Rhonda (Wigan-Guy)	150.00	150.00	150.00	150.00
Shipway Art Show	49.50	49.50	49.50	49.50
Shocker (Acme)	24.50	24.50	24.50	24.50
Shoot the Bear (Sevigny)	299.50(2)	299.50	299.50	299.50
Shoot the Bear (Sevigny)	325.00	375.00	349.50	350.00
Shoot the Bear (Sevigny)	350.00(2)	350.00(2)	350.00(2)	350.00(2)
Shoot Your Way to Tokyo	100.00	95.00	100.00	100.00
Silver Bullet (Exhibit)	150.00	165.00	150.00	150.00
Six Shooter (Exhibit)	195.00(3)	195.00	195.00	195.00
Skrebball (Edeko)	64.50	64.50	64.50	64.50
Slee Ball (Wigan-Guy)	150.00	150.00	150.00	150.00
Soft Gun (ABT)	29.50	29.50	29.50	29.50
Skill Test (Groesbeck)	69.50	45.00	69.50	69.50
Sky Fighter	85.00	85.00	85.00	85.00
Solar Plugs (Williams)	350.00	350.00	350.00	350.00
Solar Plugs (Williams)	85.00	85.00	85.00	85.00
Star Series (Williams)	89.50	95.00(2)	89.50	100.00
Star Series (Williams)	100.00	139.50	135.00	139.50
Star Series (Williams)	100.00	139.50	100.00	100.00
Star Series (Williams)	100.00	100.00	100.00	100.00
Star Series (Williams)	19.50	9.50	19.50	19.50
Team Hockey (United)	110.00	110.00	110.00	110.00
Telequiz	129.00	139.50	139.50	139.50
Ten Strike (Evans)	45.00	75.00	69.00	75.00(2)
Ten Strize (Exhibit)	45.00	45.00	75.00(2)	75.00(2)
Total Score	35.00	35.00	35.00	35.00
Tomb Raider (Keeney)	25.00	25.00	25.00	25.00
Tomb Raider (Keeney)	85.00	95.00	95.00	95.00
Tomb Raider (Keeney)	100.00	100.00	100.00	100.00
Tomb Raider (Keeney)	100.00	100.00	100.00	100.00
Tomb Raider (Keeney)	110.00	110.00	110.00	110.00
Tomb Raider (Keeney)	129.00	139.50	139.50	139.50
Tomb Raider (Keeney)	45.00	75.00	69.00	75.00(2)
Tomb Raider (Keeney)	45.00	45.00	75.00(2)	75.00(2)
Tomb Raider (Keeney)	35.00	35.00	35.00	35.00
Tomb Raider (Keeney)	18.00	18.50	18.50	18.50
Tomb Raider (Keeney)	95.00	80.00	95.00	95.00
Tomb Raider (Keeney)	395.00	525.00	395.00	525.00
Tomb Raider (Keeney)	85.00	85.00	85.00	85.00

NEW CLOSURES!

Bally Turf Kings	\$445.00
Chicago Things	149.00
Univ. Shuffle Tournament	195.00
Chi Shuffle Music Shows, 3-Player	175.00

MUSIC

EVANS CENTURY 100 select, 44 or 78		
EVANS JUBILEE 40 select, 44 or 78		
CHICAGO BAND BOX 100 select, 44 or 78		
Wendover 100 select, 44 or 78		
Wendover 100 select, 44 or 78		
Wendover 100 select, 44 or 78		

CONVERSIONS

Large Lighted Pin Cms. for Chi	\$4.50	
Keeney, Working Champ, 2 Pl.	145.00	
United Playway Pin Conv.	39.50	
Keeney Match Reader, 4 Pl.	295.00	

One-Half Dues With Order, Balance C. O. D. or Sight Draft.

Empire Coin

1019-14 MILWAUKEE AVE. CHICAGO 22, ILL.

FOREIGN BUYERS!

Remember... FOR EXPORT
It is... INTERNATIONAL AMUSEMENT AND SCOTT-CROSSE
For All the Latest Games Produced by... BALLY GOTTLIB KEENEY WILLIAMS

We Stock More Than 400 RECONDITIONED PIN GAMES at All Times. Also a complete line of Reconditioned Arcades and Music Equipment.

Write for Free Price List and Order Forms

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

SCOTT-CROSSE COMPANY

Rittenhouse 6-7712, Branch 906 Capouse Avenue, Scranton, Pa.

TV IS ALL OF SHOWBUSINESS
ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS

Let Us Arrange a FREE DEMONSTRATION of the Keeney Deluxe Electric CIGARETTE VENDOR

* For MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vanding • Alternate front and rear column vanding • Quick price changes • Large storage. Write for an immediate free demonstration today.

J. R. KEENEY & CO., INC.
2600 W. 50th St.
Chicago 32, Ill.

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues of indicated dates. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with multiple columns showing machine models and prices from various issues (March 22, March 15, March 8, March 1). Includes models like ABC Bowler, Ace Bowler, Baseball, Big League Bowler, Bowler, Bowling Alley, etc.

Advertisement for Williams SLUGFEST machine. Features a large image of the machine and text: 'GIVES YOUR LOCATIONS Grand Slam Baseball Action—Play-Stimulating—Profit-Producing!'. Includes details about 'IN-A-BACKBOARD DIAMOND' and 'SPECIAL SCORING'.

BARGAINS section listing various shuffle games and their prices. Includes items like Bally Turf Kings, Bally Champions, Bally Chiefs, etc. Price range from \$30.00 to \$500.00.

SHUFFLE ALLEYS section listing shuffle alley machines and their prices. Includes items like Ace Bowler, Atomic Bomber, Baring Practice, etc. Price range from \$35.00 to \$150.00.

ARCADE EQUIPMENT section listing various arcade machines and their prices. Includes items like Auto. Photo, Atomic Bomber, Baring Practice, etc. Price range from \$15.00 to \$500.00.

Chris Novelty Company advertisement. Features a photo of a man and text: 'All games reconditioned and ready for location. One-half deposit with order. 806 St. Paul St., Baltimore, Maryland. Phone: Mulberry 3167.'

WANTED advertisement for a person with a driver's license and other details. Includes a photo of a man and text: 'Wanted for 100 prices for Brite Lites, Brite Spots and Coney Islands.'

AMC Cleveland Coin Machine Exchange, Inc. advertisement. Features a photo of a man and text: 'AMC NOW DELIVERING MODEL D. 2021-2025 Prospect Ave., Cleveland 15, Ohio. All Phones: Tower 1-6715.'



Thunderbolt

Trade Mark

Thunderbolt

That's the Horse we like to ride!!

ORDER FROM YOUR THUNDERBOLT DISTRIBUTOR TODAY!

CONAT SALES CO., INC.

631 10th Ave., New York 19, N. Y.
New England States, New York, New Jersey, Texas, Nebraska, Missouri, Kentucky, Alabama, Georgia, Illinois, Indiana, Michigan, Pennsylvania, Hawaiian Isles, Alaska and European export.

Jim Waken Dist. Co.
111 S. Grand Ave.
Bnd. Ohio
Oklahoma
Carnival Industries
1914 Chomez Ave.
Memphis, Tenn.
Hampsh. Tenn.
Stanley Amuse. Co.
1775 E. Tacoma Way
Tacoma, Wash.
Wash., Ore., Mont., Idaho

Automatic, Inc.
Amuse. Grant
1508 Hennepin St.
Minneapolis, Minn.
N. D., S. D., Minn., Wis.
All Coin Amusements
Co.
1072 N. Bayshore Dr.
Miami, Fla.
Export to Southern Hemisphere

Coat Specialty Co.
723 Notre Dame St., W.
Montreal, Canada
Quebec

James D. Parker
1236 Menard Ave.
Coral Gables, Fla.
Florida

Wolf Dist. Co.
8408 W. Colfax
Denver, Colo.
N. H., Colo., Wyo.

Automatic Enterprises
2321 W. Pico Blvd.
Los Angeles 4, Calif.
Ariz., Utah, Nev.

Eastern Vending Sales
Co., Inc.
940 Linden Ave.
Baltimore 1, Md.
Wash., D. C., W. Va.,
Vib. Del., Md.

Anderson Amusements
409 W. 12th St.
Topeka, Kansas

P. H. Marks Sales
33 Erie St.
Winnipeg, Man. Can.
Manitoba

T. S. Holliday Co.
737 Main Street
Columbia 1, S. C.
N. C. & S. C.

Columbus Automatic
Music Co.
100 N. Grant Ave.
Columbus 15, Ohio
Ohio



Roc-A-Ride Sales

EXCLUSIVE FACTORY DISTRIBUTORS

1507 N. 33rd Street, Philadelphia 21, Pa. Phone: Stevenson 4-8580 or SJevelson 4-8540

GET 'EM WHILE WE'VE GOT 'EM

BALLY TURF KINGS
only \$195

- CLEAN!
- GUARANTEED!
- RECONDITIONED

by Factory Trained Mechanics of New England's Exclusive Bally Distributor.

WILL ACCEPT IN TRADE:

Managers, Panorams, Bally Bright Lights, Bally Bright Sports, Comex Islands, Metal Types, International Records.

REDD
Exclusive distributors for

DISTRIBUTING CO., INC.

298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040
In Mass., R. I., N. H., Vt. and Mo.



Use The Billboard Classified Pages for RESULTS!

You're Gambling with
Cold Hard Cash . . .
if You Miss This Date

APRIL

2



See Page 52

PENNY ARCADES and OPERATORS COUNTER GAMES

Isabel Card Vendor	372.50
Shimpan 3-Way Mama Vendor	29.50
Kick & Catcher (NEW)	25.00
Hit-a-Homer (NEW)	25.00
Touchdown (NEW)	25.00
Electric Shocker (NEW)	25.00
Art Show (NEW)	25.00
A.D.Y. Challenger (NEW)	40.00
Bally Heavy Hitter	75.00
Bally 4-in-a-Row	65.00
Number	25.00
Mercury Counter Grid	25.00
Red-Bell Jr.	11.50
Whirl-a-Bell	25.00
Pop-Up	25.00
A.B.Y. Challenger	75.00
A.B.Y. Model 5	25.00
A.B.Y. Skill Gun	25.00
Game Whiz	25.00
Skull Test	48.00

For comprehensive selection of Coin-Operated Amusement Machines write for FREE 14 Page, 100 Illustr. Catalog.

WIRE MURVEY

877 10th Ave. (at 42nd St.)
New York 16, N. Y. BRyant 9-6477

FORMICA TYPE TOPS

FOR UNIVERSAL & CHICAGO GAMES

Colors—Gray, Blue, Yellow

For Chicago Coin, Lots of 4

\$15.00 Each. Sample, \$17.00

For Universal, Lots of 4

\$19.00 Each. Sample, \$21.00

ALLIED COIN MACHINE COMPANY

786 Milwaukee Ave. Chicago, Ill.

GOOD BUYS FOR MUSIC OPERATORS

WURLITZER PHONOGRAPHS—USED

Model 1100	\$350.00
Model 1080	175.00
Model 1015	175.00
Model 950	50.00
Model 850	50.00
Model 750	75.00
Model 700	75.00
Model 600	39.50
Model 500	39.50
Model 1942 R. C. Special	50.00
Casuar 71 with Stand	50.00
Model Victory	39.50

W. B. Distributors, Inc.
1012 Market St. St. Louis, Mo.

MUSIC

SEEBURG M100A	\$495.00
SEEBURG 3W1 Chrome 100- record Wall Boxes	75.00
SEEBURG 147M	175.50
SEEBURG 146M	139.00
ROCK-OLA 1428	325.00
ROCK-OLA 1422	119.00
AIREOM Coronet 400	75.00
AIREOM Fiesta	69.00

Clean, Ready for Location. 1/2 deposit with all orders. Write for complete list.

M. M. BRANSON DIST. CO.
811 East Broadway, Louisville 4, Ky.

COME AND GET THEM

50
Bally used Citation, \$25.00 each. We need the coin.

PHONOGRAPHS

Wurlitzer Model 1400 Write
5 Rock-Ola Model 1428, like new \$375.00 each

Write for prices on new and used Bingo Games.

FRANK SWARTZ SALES CO.
515-A Fourth Ave., S.
Nashville 10, Tenn.

Mutoscope Pastwar Deluxe

PHOTOMATICS

6—For Sale—\$500 Each

On Location

S & S VENDING CO.

1663 Broadway New York, N. Y.
Circle 7-3725

CLEAN 5 BALLS

Eq. Berlin, Buisin U.S. Jamaica	\$15
C.C. Carolina (2), Bermuda	
Got. Mum, Dumpley	
U.S. Manhattan	
Wm. Klammy	
U.S. Snowball, Paradise	\$30
Wm. Klammy	
Got. Alky, Wonderland	

WARREN TUNIS
215 N. 25 St. Renton 2504 Omaha, Nebr.

WANTED Photograph Route Man

South in North Carolina. Experienced and reference. Reply: BOX D-109, c/o The Billboard Cincinnati 22, O.



Something to Sing About . . .
GOTTLIEB'S
Quartette
 with a Foursome of Fascinating Features in High-Stepping, Fast Action!

MULTI-VALUE ROLL OVER

at bottom center of playfield—scores Replays when numbers 1 to 8 are hit or when all 4 "Pop" Bumpers are lit.

SUPER REPLAY AWARDS

When numbers 1 to 8 are made and BALL TRAP is filled, Multi-Value Roll Over lights for Extra Special Replay Awards.

BALL TRAP provides HIGH SCORE — lights corresponding "Pop" Bumpers and Roll Over to score Points —awards Replay when filled.

4 "POP" BUMPERS

4 FLIPPERS

and Foremost in Gorgeous, Dazzling Color and Design!

ORDER FROM YOUR DISTRIBUTOR TODAY!

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE
 CHICAGO 51, ILLINOIS

"There is No Substitute for Quality!"

SPRING HOUSE CLEANING! WE NEED THE MONEY! YOU NEED THE GAMES!
 ALL GAMES THOROUGHLY SHOPPED, RAILS SCRAPPED
 AND READY FOR LOCATION

THIS WEEK'S SPECIALS
 Genco SOUTH PACIFIC \$69.50 Genco RIP SHORTER \$59.50

FIVE BALL GAMES

Genco High & Buns @	99.50	United Red Shoes @	\$109.50
Genco Rip & Sc.	97.50	United Arizona	85.00
Genco Harvestime	89.50	United Blue Skies	79.50
Genco Tri Score	84.50	United Serenade	79.50
Genco Camelia	81.50	United Utah	85.00
Genco Floating Power	41.50	Chl. Coin Super Starkey	79.50
Genco Puddin'head	31.50	Chl. Coin "The Thing"	59.50
Genco Mercury	67.50	Chl. Coin Pin Barrier	119.50
Genco One-Ten-Three	46.50	Chl. Coin Fighting Irish	35.50
Genco Flying Saucers	174.50	Williams Georgia	115.00
Gottlieb Watch My Line	139.50	Williams Pink	125.00
Gottlieb Mermaid	164.50	Williams Big Man	120.00
Gottlieb Select A Card	54.50	Williams Shoe Shop	128.00
Gottlieb Just 21	74.50	Williams Central Tower	133.00

SHUFFLE GAMES

United Shuffle Alley	82.00	Genco 10 Ft. Bowl League	
United Shuffle Alley (Flyaway Pins)	79.50	Genco Flyaway Pins	\$ 89.50
		Genco 8 Player Shuffle Alley	112.00

ONE BALLS

Citation @	479.50	Page Finish @	\$ 78.00
Gold Cup	34.50	Winner	150.00
Champions	31.50	Karl King	225.00
Jackey Special	35.00	Futurity	Write

Kindly send one third deposit in cash, cashier's check, or money order. Balance method of shipment preferred.

WIRE — WRITE — PHONE

SERVICE OUR WATCHWORD
Morris Novelty Co., Inc.
 1010 1/2 N. W. 1st St., St. Louis 1, Mo.

Subscribe Now!
52 BIG ISSUES, \$10
 Including 8 Special Issues

"All the guys at the station refer to The Billboard and follow it with great enthusiasm. Keep up the good work—we enjoy reading The Billboard."

RADIO STATION WCOW
 Herb Fontaine
 Lewiston, Maine



THE BILLBOARD 913
 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name

Address

City Zone State

Occupation

YOU'RE IN FOR A
Shower of PROFITS

Exclusive "CARRY-OVER" FEATURE
 keeps nickels pouring into machine
 Balls remaining at top of back rack provide opportunity for greater number of replays in next game. Encourages play for hours!

CONSTANT ACTION
 either in BACK RACK or on PLAYING FIELD

SPRINGTIME IS FAST!
 less than 2 minutes per game.

SPRING TIME

KEEPS 'EM PLAYING
 KEEPS 'EM PAYING

WRITE, WIRE OR PHONE YOUR DISTRIBUTOR TODAY!

Genco 2621 N. Ashland Ave. Chicago 14, Illinois

METAL TYPER WANTED
 Graduate or Standard.
 State price and condition type letter.
RED DAUGHERTY
 615 4th Ave., So. Nashville, Tenn.

COBRA CARTRIDGES
 Replanned and Rechecked. 75 each.
ORIGINAL PERFORMANCE GUARANTEED
 16 Days' Service Via Air Mail.
ELECTRONIC INDUSTRIES
 1911 N. 17th St. Phoenix, Arizona

FOR SALE
 Baker's Kicker & Catcher Counter Games, proven money maker, originally \$45.50, priced to sell at \$29.50 P.O. #11, South Daytona. New or guaranteed like new. Beautiful converted either 1/2 or 3/4 play. 1/2 deposit with order—balance C.O.D. Discount on lots of ten or more. Write **Counter Games Sales**, P. O. Box 511, South Daytona, Fla.

Bally FUTURITY

THE JUMBO PINBALL GAME THAT IS SMASHING ALL PROFIT RECORDS

Here's a game that's got everything!

Bally SPOT-LITE

NEW 1-CARD 5-BALL REPLAY SENSATION!

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

"IN-LINE" SKILL SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

THRILLING "SPOTTEM" FEATURE

POPULAR ADVANCING SCORES
FAMOUS FOR PLAY-APPEAL AND EARNING-POWER

EXTRA BALLS FEATURE
WITH NEW PROGRESSIVE SUSPENSE IDEA

NEW "4-CORNERS" SCORE
SELECTIVE-BUTTON PLAY

SHUFFLE-LINE
SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

Bally

MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

DAVIS Guarantee

BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE SEEBURG

- ✓ Mechanisms overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$25 Additional Per Machine

SEEBURG	WURLITZER	ROCK-OLA
1946 B.C. Special \$59	250 \$89	Commander \$59
Envy 59	780 \$79	MILLS \$30
Nightana 59	850 \$59	Empress \$30
Colonel 49	500 \$49	AIREON
Major 49	600K \$49	Deluxe '46 \$49
Classic 49	600R \$49	400 Coronet \$79
Regal 49	600L \$49	PACKARD
Gen 49	Victor 39	Manhattan '46 \$49

WALL BOX SPECIALS

Seeburg W1-456, Sr. Wireless, Refinished \$12.50	Seeburg 3W2-156, Sr. 3 Wire, Refinished 15.00	Seeburg W4-156, Sr. 10c, 25c, Wireless, Refinished 17.00	Seeburg 3W3-156, Sr. 10c, 25c, 3 Wire, Refinished 17.00
Wurlitzer 3010, Sr. 10c, 25c, Reconditioned 27.50	Wurlitzer 3031, Sr. Refinished 11.95	Packard Pla Mar, Sr. Reconditioned 9.95	AMM 1-Stripper 20.00
Wurlitzer 219, Stripper 22.50			

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

ATTENTION ALL FOREIGN BUYERS

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated and guaranteed prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

Joe Ash

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

ACTIVE AMUSEMENT MACHINES CO.

604 N. Broad Street Philadelphia 30 Pa. Phone FRamont 7-8855

"You can always depend on Active—ALL WAYS"

GUARANTEED USED ONE BALLS

Ready for Location at Lowest Prices

TURF KING	\$299.50
WINNER	199.50
CHAMPION	99.50
PHOTO FINISH	99.50
CITATION	74.50
GOLD CUP	64.50
HOCKEY SPECIAL	54.50

1/3 deposit with all orders

SICKING, INC.

America's Oldest Distributor
Established 1895
1401 Central Pkwy.
Cincinnati 14, Ohio

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Cornet Coronet	\$ 47.50	4-1/2 & 6 Runs	\$109.50
Tanite	85.00	Champion 10-CJ	72.50
Thrift	27.50	W. C. Jones	25.00
Calliana	19.50	Williams Star Series	19.50
Monteary	29.50	Citation	50.00
Summerline	30.00	Champion (Bally)	99.50
Cover Girl	25.00	Lib-A-Line	72.00

BOWLING GAMES

Keeney League Bowler...\$115 Keeney King Pin.....\$55

We Shall Be Pleased to Demonstrate This New Equipment

Keeney DeLuxe 4-Way Bowler—Keeney 6-Way Bowler
Keeney Electric Cigarette Vender—Keeney Television
Keeney Refrigerated Sandwich Machine
Spot Lite—Quarlette—Across The Board

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1400

Brand New!

Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY 20-10-31 Record Selections
WALL AND BAR MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Main Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

GIVE TO DAMON RYUNON CANCER FUND

Materials printed via copyright

THE 1ST MULTIPLE PLAYER SKILL GAME SINCE BOWLING

Chicago Coin's

4 PLAYER
1, 2, 3 OR 4 CAN PLAY
AT THE SAME TIME

DERBY



3 DIMENSIONAL HORSES MOVE AS GAME IS PLAYED



- 4 TIMES EARNING POWER OF A SINGLE PLAYER GAME**
- 4 COINS IN ABOUT ONE MINUTE**
- 60% OF PLAY BY 4 PLAYERS**
- 4 PLAYER COMPETITION**

SEE
YOUR
DISTRIBUTOR
TODAY

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

EVANS'

PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

MIAMI COLOR

Good for Clubs, Fraternal Organizations, Club Counters or wherever people congregate! Write for descriptive literature.

SIZE: 12"x24"x2"

H. C. EVANS & CO. 1556 W. CARROLL AVE CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 85

PREPARE FOR SPRING . . .

Just 43 **WURLITZER 1015**

Completely shipped—plastic perfect
Ready for location—just \$175 ca.

Price includes packing and crating.

ATTENTION, EXPORTERS:
Send for our new Export Folder, latest lists and prices. Write today, no obligation of course.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS
T.L. Liberty 7-9110

FOR SALE

Coin Machine Route in Western Michigan, established 20 years. Consists of approximately 400 pieces, about 150 phonos, 150 pins, ballgame shuffleboards and bowlers. This is a profitable operation. Owner wishes to retire. Requires at least \$50,000.00 cash down. All particulars furnished to party showing he is able to handle. No currency seekers need apply. This is a one in a hundred opportunity. Owner will stay 30 days to teach business. Only experienced coin machine man can handle this.

BOX D-151, The Billboard, Cincinnati 22, O.

7 Great Machines
for **Greater profits**

UNITED — } **De Luxe Six Player Bolero**

THE NEW — } **Auto Photo . . . Picture Machine**

EXHIBIT — } **Big Bronco**
 } **Jet Gun**

AMI — } **Music . . . Pittsburgh Territory**

BANNER — } **Match-A-Score**

PROVEN CONSISTENT TOP MONEY MAKER
Descriptive Literature on Request

BANNER SPECIALTY COMPANY

Endorsing Only The Very Best Since 1917

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700
1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

all the news of your industry every week in The Billboard . . . **SUBSCRIBE TODAY**

see page 3 for rates

CONVERSION

45 RPM Conversion for Seeburg 144, 147, 148, 244 stamps with full instructions. Satisfaction guaranteed or your money back \$19.95 High Fidelity Cartridge 5.00 1/3 deposit with order.

Royal Manufacturing Co.
34 Park St. Webster, Mass.

DEPENDABLE!
TODAY-TOMORROW AND ALWAYS!
“BIG BRONCO”
The FIRST and BEST!



AUTOMATIC!
IT TROTS!
PULL THE REINS...
IT GALLOPS!

**On Display at
 at Your Exhibit
 Distributor**

The 14 years of development behind the rugged construction of BIG BRONCO insures years of trouble-free service. Backed by 51 years of manufacturing experience.

THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

ESTABLISHED
 1901

UNITED'S

SIX PLAYER Deluxe SHUFFLE-ALLEY

ONE TO SIX CAN PLAY (10¢ Per Game Each Player)
FAST REBOUND-ACTION • 20-30 SCORING



NEW FORMICA PLAYBOARD
ADDS BEAUTY AND DURABILITY

NEW HI-SCORE FOR THE WEEK FEATURE
PLAYER WRITES NAME ON BACK-GLASS

NEW JUMBO DISAPPEARING PINS

STRIKE or SPARE
FLASHER LIGHTS
•
CAN PICK-UP
7-10 SPLIT

**HIGHEST-SCORE
KEY-CONTROL**

SIZES

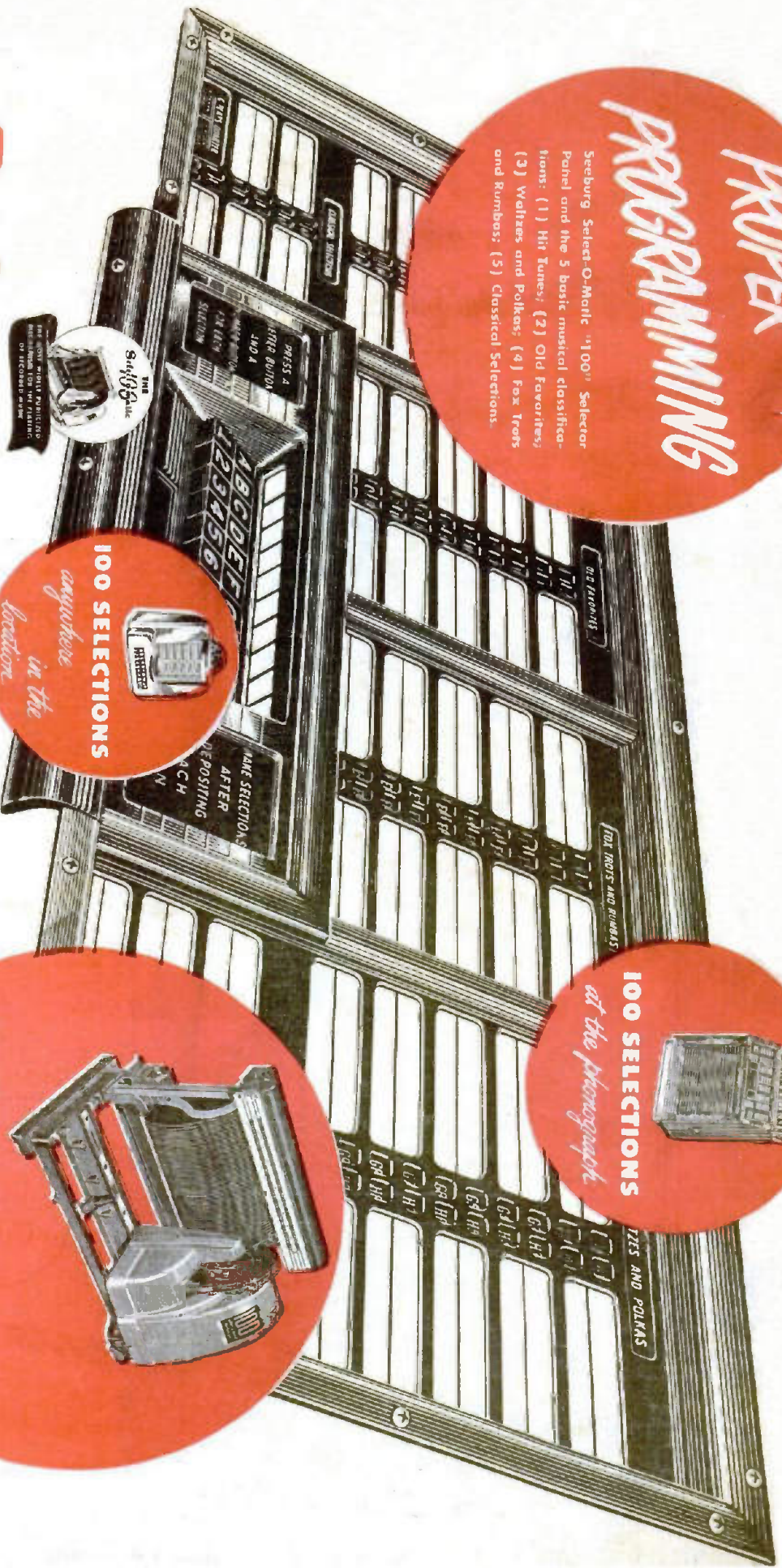
8 FT. BY 2 FT.
9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
SEE YOUR DISTRIBUTOR



PROPER PROGRAMMING

Seeburg Select-O-Matic "100" Selector Panel and the 5 basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Tots and Rumbas; (5) Classical Selections.



Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 1500 N. Dayton Street
 Chicago 32, Illinois

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS