

use of polaroid glasses by the home viewer.

UA-TV sales in the last six weeks have totaled more than \$250,000. Shupert is currently negotiating for distribution of a new 15-minute dramatic series.

Entitled "Telegram," the series is based on actual incidents in which the receipt or sending of a series.

They're Playing the Bands Again	54	
Dollars for Jockey Promotion	56	1.53
The R. & B. Deejay a Growing Factor	57	
New Horizons for C.&W. Platter	110	
Spinners	58	1
Biographies of Recording Artists	65	1
THE WEEKLY POPULARITY		1
CHARTS Page	70	18
		1

Radio-TV Sponsors Evolve New Patterns for Time Buys

NEW YORK, Feb. 21. - New shaping up this season, an ! were | duces, has turned the sponsors telegram changed a person's life. patterns of time-buying by the underlined by major moves in more and more toward the nu-Steve Sharff is producer of the top-spending sponsors in both both media this week. On the TV merous tandem and staggered network radi) and TV have been side, the bankrollers are becom- participation plans. In video, the ported an average of 113.2 hours ing convinced that the high cost

(Continued on , 1ge 3)

celerated by rising operating costs and the growing impact of television, this survey which was made in conjunction with The Billboard's annual disk jockey poll is the first report that gives statistical proof to the fact and shows the extent to which this development has progressed over the country as a whole.

Stations across the country re-(Continued on page 16)

20% Cabaret Tax **Hits Disk Jockeys**

into something of a tizzy by reports that the federal government determination. is going to insist on collection of the-20 per cent cabaret tax during

NBC Kiddie Show **Outpulls Godfrey**

Arthur Godfrey Columbia Broadcasting System's morning TV strip was substantially outpulled on the reports, stating that Rubin by the new "Ding Dong School" moppet strip on the National However, the reports that the

NEW YORK, Feb. 21 .- Cafe and | broadcasting hours. The drive has nitery operators all around the taken effect here first, with the country who have disk jockeys or result that some operators already variations thereof airing from have had their rooms vacated as their premises have been thrown broadcasting origination points, while others are awaiting final

Chandler's Restaurant, New York, which housed Barry Gray's nocturnal palaver until last week, reportedly is to be the guinea pig. Trade reports have it that the Feds have demanded that Chandler's fork over two years' back taxes at the rate of about \$1,400 per week. Owner Lou Rubin was NEW YORK, Feb. 21. - The out of town and unavailable for comment, and manager Jack Brown would not commit himself handles all such business affairs.

Broadcasting Company's video tax men are on the move started network, during the first week in some weeks ago. Whether by co-February, according to a five-city incidence or not, several local competitive Trendex. Average rating for the first half hour of Godfrey during the week of Feb-

of the medium requires the optimum discounts stemming from concentration of programing on a single network. In radio, the trend definitely is away from the former practice of identification with key personalities and properties, and a move toward diffusion of programing which results in maximum frequency of impressions.

These developments derive from several material factors. Basic is the tightening economic situation and the hardening competitive struggle. The lessened value and reduced number of major personalities in AM, despite the continued results it pro-

ANDREWS GALS PREFER CADS

TORONTO, Feb. 21-Three employees of the National Motor Show here have become the show's best customers. They are the Andrews Sisters, who are doing a twice-daily program at the show. They each ordered Cadillacs. In addition, they ordered a Studebaker for their booking agent, Harry Rome, and a Chevrolet for their manager, Lou Rogers. Just how generous can you COLGATE NIXES STARS Picks Only Miss Raye, **Durante From 'Revue'**

the top names in show business who have been making TV appearances on the "All Star Revue" via the National Broadcasting Company have been rejected by Colgate for inclusion on that sponsor's "Comedy Hour" series. Colgate has been formally offered the entire "All Star" roster of talent by NBC, after the latter series winds up its run in April in the 8-9 p.m. Saturday time.

Already, the Colgate toppers have decided that only two of the current "All Star" roster are acceptable for inclusion on "Comedy Hour." These are Jimmy Durante and Martha Raye.

This means that among those who have handled "All Star" shows who now will have to seek new berths are George Jessel, Tallulah Bankhead, Dennis Day, Ben Blue and Perry Como. When Durante and Miss Raye join the

NEW YORK, Feb. 21 .- Some of pearing on "Comedy Hour" will be weeded out to make room for the newcomers. The Colgate lineup has used, among others, Martin and Lewis, Bob Hope and Eddie (Continued on page 6)

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GENERAL NEWS

FEBRUARY 28, 1953

Billboard Backstage

By JOE CSIDA-

organizational efforts took care of a few moments this week when I posed of gents (and ladies, if they Review, and other literary comdidn't have enough to do. Bob care to join) from all segments of mentators have derided Arnold's Lanigan, of the Brooklyn Daily the music-record business. There effort for alleged lack of depth Eagle, Thursday, collected some are writers and publishers, and and substance, I personally think dozen of us who watch television record men and press agents- they miss the point. Arnold was for all or part of our coffee and gathered together for no more se- making no effort to write the cakes. Bob is attempting to create rious a purpose than to be in one Great American Novel. He apa New York Television Critics' Circle in the general mold of the fact that most of these fellows see that a pro song writer walks up ditto drama and film critics' groups. Certainly TV can utilize the conscientious efforts of such a body, which figures to be at least as gualified to make broad critical comment re television programing as the hundred and one groups who currently dish out awards and knocks.

Efforts have been made before, however, to create such a circle, and for one reason or another, the words and music dodge I'd scribed from last year's Broadhave failed. We hope Bob's try suggest you join. works out, and it certainly has our wholehearted support.

The members of the music and record branch of the business,

Two books and two industry him a credit line here. another's company. The simple proached the job in the same way each other at lunch, dinner or to the task of trying to write a during business hours at least on down-to-earth pop hit song. several of the seven days in the week seems to have dampened strictly commercial pop novel, the enthusiasm of no one in the with ample quantities of the inmusic industry for bringing into gredients that account for the sale existence the Lyres. A fine and of multi-million copies of the 25well - loved character named cent reprints and originals. Henri Rene is temporary presi-

gave me several hours of enter- thinking and experiences on nutainment and information. First merous aspects of video operais a novel (his first) by Arnold tions as you'll find anywhere. meanwhile, have been rassling Shaw, who is professional manaround trying to put together a ager of Duchess Music, one of Lou their hard-won personal experistrictly social club. This, as it Levy's firms, and active inciden- ences include Bob Swezey, Ted turns out, is the most enchant-ingly named group I've been Lyres. Arnold's tome is titled Landsberg, Paul Adanti, Roger mixed up with in 'years. It's "The Money Song" and is an in- Clipp, Ben Larson. It's the kind called "The Lyres Club." If I teresting little tale about an of a book that you'll check into televised conferences. President could remember who originally idealistic would-be song writer, again and again, for background, proposed that presently chartered who learns about the pop music ideas and general help, if you're he put a limit on the length of the monicker, I would certainly throw business with one hand, while in the TV business.

struggling thru a love affair with At any rate the Lyres is com- the other. While the Saturday

He succeeded in writing a

Book No. 2 is of an entirely dent of the organization, and if different nature. It is "Twenty-you're associated in any way with Two Television Talks." Trancast Music, Inc., TV Clinics, it is The books I'm talking about as good a collection of sound

Those passing on the benefits of



With rave notices garnered by Fund, under the auspicies of the Company. The play is considered are John Golden, Aldrich & My- subsistence must do so thru an will record an original cast album ers, Roger Stevens, Lemuel Ay- authorized Dramatist Guild agent, of "Hazel Flagg" over this week-Bloomgarden, Carly Wharton and Thomas Hammond. The show's director. Cyril Ritchard, might handle the transfer chores if negotiations are wound up before he leaves to appear in "High Spirits," revue co-starring Diana Churchill, which opens in Edinburgh March 31. Ritchard's "Spirits" contract permits his withdrawal on October 3, just in time for his directorial job here on the Walter P. Chrysler Jr.-Sam Lambert production of "Say It With Flowers." . . . Charles Feldman has bought the film rights for "The Seven Year Itch" for \$225,000, the top figure within the last few years. The film can't be released before January 31, 1956. Closing notice has been posted and Ruth Warrick, closed Saturfor the just - opened musical, "Maggie," to be rescinded if business picks up. If "Maggie" quits, the next National Theater, New York, tenant will be Tennessee Williams' "Camino Real" on March 19. The New Haven Railroad will run a show train to "Real" from New York to New Haven, Conn., on February 25.

the New York City Center for its Society of Authors' Representa- good for Jessica Tandy and Hume production of Shaw's "Misalli- tives, has so far collected \$30,000 Cronyn.... Lili Darvas will play ance," many production offices to lend to new writing talent the role in "Horses in Midstream" have evinced interest in extend- without interest or collateral. On intended for Francoise Rosay, trimmed one, fitted to the mechaniing its scheduled two-week run March 1 a drive will be launched French actress. The Latter cal requirements of network proby bringing the production to to raise the figure to \$100,000. A couldn't obtain a visa from the Broadway. Producers interested young dramatist applying for U. S. Embassy.... RCA Victor ers. The Theater Guild, Kermit with a letter from the agent ex- end. plaining the writer's status, financially and as a playwright. John Golden and two other people who would prefer to be nameless have submitted the 30G. Gordon Pollock, electrician for "New Faces of 1952," has signed Maria Tallchief, Andre Eglevsky, Melissa Hayden, Francisco Moncion and Patricia Wilde for a First Ballet Quintet to tour Texas and the Southeast, opening in Houston March 23 for three days. . Stanley Gilkey has acquired the Road," said the court. They are touring rights to "The Male Animal," with most of the players associated with the Broadway run leaving town on March 9.... "A Certain Joy," with Margo, Walter Matthau, Joe De Santis day (21) in Philadelphia, thus deferring the Broadway opening.... Also deferred is "The Wrastling and the Fall," which marks Barry Hyams' bow as a producer. Rehearsals have been delayed on this one.... Constance Bennett Penn Valley Play Series at Nartook off Thursday (19) from Springfield, Mass., on a national bill is also the Equity Community tour of George Batson's "I Found Theater's second show which April."... Roger Stevens has ac-

Washington Once-Over

- By BEN ATLAS

WASHINGTON, Feb. 21 .- In- extend even beyond that. The cident at this week's annual "I **Television Broadcasters:**

When Dr. Earl James McGrath, RTMA Vice-President James Sepered with feigned seriousness to his neighbor, Republican Sen. witnesses include representatives of the legislative and judicial branches of the government."

IKE MAY TRIM UP TV CONFERENCES . . .

The tailored style of this week's opening news conference by Prespopular with some of the Washing- press table when one of the comton press, but the vogue is likely to remain at least for any future and cheap way to get drunk. Ac-Eisenhower set a precedent when press conference, Also, he created a new pattern when he consumed At least that's the way TV and the bulk of the time by "briefing" the newsmen on topics of his own choosing, leaving precious little time for questions from the press. This was in sharp contrast with the free-wheeling manner of his predecessors-President Harry S. Truman and President Franklin D. Roosevelt. With the welcome mat out for at least one live TV conference a month the televised news confab is sure to be a wellgram schedules, camera crews and Ia.), was cross-questioning FCC other technicians. The limitations

Lewis C. Lebish's Third

chamber in which the presidental Speak for Democracy" luncheon conferences are held in the old sponsored by Radio-Television State Department building is none . Manufacturers' Association and too capacious. Newsmen this week National Association of Radio and were barred from standing in the aisles. A balcony accommodated the overflow which had to wait until U.S. Commissioner of Education, after the newsreel cameras had was presented with a TV set by cleared out. Just where TV equipment can be crowded in is a tough crest in behalf of RTMA and problem. The conference room is NARTB, the federal official whis- already a forest of "mikes" hitched to a public address system. There's barely room now for an armed Margaret Chase Smith, of Maine: force crew which puts the pro-"Is this gift legal?" Associate ceeding on tape. One thing is cerforce crew which puts the pro-Justice Tom Clark, of the Supreme tain: TV even before its entry is Court, seated nearby, apparently changing the presidental news con-overheard the "aside" and broke ferences style. Newsmen in asking into a grin. Then Dr. McGrath questions at future confabs won't laughingly said, "I'm sure it's legal be surprised if the President asks for me to accept this since my them to adjust ties and "step to the nearest microphone please."

> REP. TELLS OF TIPSINESS . . .

House Interstate and Foreign Commerce Committee's hearing on Federal Communications Commisident Dwight D. Eisenhower isn't sion business caused a stir at the mittee members revealed a new cording to testimony read into the record by Rep. Carl Hinshaw (R., Calif.), a fellow can get the staggers from excesses of radio and TV. radio can affect children, or so it seems from an article cited by the congressman. The article, which appeared in a publication of the California Parent-Teachers Association, claimed that TV and radio shows provide kiddies with an escape, drugging them like alcohol. Whispered comments were exchanged hastily at the press table: "Television typsiness," "megacycle madness," "delirium televisions." ... Hearing's loudest chuckle came while Rep. James I. Dolliver (R., Chairman Paul A. Walker. Commenting on delays in TV hearing cases, Dolliver wanted to know if Welker could supply the committee with a copy of FCC's rules on contested TV application procedure. Walker said the agency would comply but the rules are being constantly revised. "Then," said Congressman Dolliver, "would you say that any rules you have this week might be obsolete by next month?" "Oh No," replied Chairman Walker, "we wouldn't act that fast."

PLAYWRIGHT FUND UP TO 30G

The New Dramatists' Lending a London hit, for the Playwrights' Bronx.

TONYS TO BE GIVEN **ON MARCH 29...**

The American Theater Wing will make its Antoinette Perry (Tony) Awards at the Waldorf-Astoria March 29.... Five members of the Everyman Theater, Vancouver, B. C., were fined \$20 or 10 days and theater owner Charles Nelson, \$50 or 20 days, for presentation of the "indecent, immoral and obscene" "Tobacco appealing.... St. John Terrell's fifth Music Circus season, Lambertville, N. J., bows June 5 with "Sweethearts," followed by "Pan-ama Hattie," "The Fortune Teller," "Gentlemen Prefer Blondes," "Die Fledermaus" and others.... The Bermuda Theater opened its third spring season February 17 with Edward Everett Horton in "Rookery Nook." . . . Alfred Drake will open Monday (23) in "Man and Superman" for a week of The berth, Pa.... The "Superman" opened last night (20) at the quired the rights to "Escapade," DeWitt Clinton High School, the

installment on Tax for Show People Begins on Page 106.

BROADWAY SHOWLOG

Performances thru February 21, 1953

DRAMAS

Sernardine	150
	1.50
(Playhouse)	196
Dial "M" for Murder10-29, '52	170
(Plymouth)	9
lohn Brown's Body 2-14, '53 (Century)	7
Aid-Summer 1-21, '53	37
(Vanderbilt)	21
(Vangerbiit) 9 10 (EG	5
Alisalliance 2-18, '53 (City Center)	
Picnic	4
In Barrowed Time 2-10, '53	15
(48th Street)	
'he Children's Hour12-18, '52	76
(Coronet)	86-
The Crucible	36
(Martin Beck)	
he Deep Blue Sea11- 5, '53	125
(Marosco)	4 0
he Fifth Season 1-23, '53	35
(Cort)	232
he Fourposter	550
(Golden)	1200
The Love of Four Colonels. 1-15, '53	44
(Shubert)	Sec.
The Moon Is Blue	811
(Henry Miller)	
he Seven-Year Itch11-30, '52	108
(Fulton)	000004
he Time of the Cuckoo10-15, '52	149
(Empire)	
ime Out for Ginger	101
(Lyceum)	

MUSICALS

In Evening With Beatrice Lillie	165	
iuys and Dolls	1,013	
(46th Street) lazel Flagg 2-11, '53 (Hellinger)	13	
(National) (Hellinger) (National)	5	
lew Faces of 1952 5-16, '52 (Royale)	324	
(Broadhurst)	476	
outh Pacific 4- 7, '49 (Majestic)	1,596	
(Majestic) he King and 1	795	
wo's Company	73	
Vish You Were Here 8-25, '52 (Imperial)	277	
runhet mix		

COMING UP

(Week of February 23)

Wonderful Town 2-25, '53 (Winter Garden)

CLOSED

Love's Labour's Lost 2-15, '53 15 (City Center)

(Opened 2-4, '53) The Emperar's Clothes..... 2-21, '53 16 (Barrymore)



By ANNE MICHAELS"

PARIS, Feb. 21.-The possibility that the U.S. unions may bar the importation of foreign-made pictures for American TV has thrown Paris' film men into a state of turmoil. If America wanted to create bad will among the European industry, they feel, this could be the easiest way to do it. Since French films have no wholesale market in the U.S., while American flicks make a large amount of their profit in European markets, the film indus-(Continued on page 109)



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Billböard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting thange of address should give old as well as new address. Pub-lished weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1953 by the Billiboard Publishing Company. The Bill-board also publishes Vend, the monthly magazine of automatic mer-



Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 21 .-- You man also known as David Wolf, the postwar years has been the can expect incendiary facts to according to the AFL Film Coun- target of many unfounded

The Hollywood American Federation of Labor Film Council, composed of nearly all labor groups in the film industry, called on the federal government to immediately look into the Silver City film venture. Results of such an investigation will show the subject matter of this film and what ends its producers hope to achieve by its exhibition. Where will also be of interest.

Those making the film include Herbert and Edward Biberman,

come to light following t govern- cil. Associated with these persons charges. In the years when it was ment investigation into the pro- in the film's production is the In- fighting a losing battle at the duction of a feature length film ternational Union of Mine, Mill & box office for audiences, the being produced at Silver City, Smelter Workers and its Local charges that America's movie col-N. M. Associated with this pro- 890. This union was ousted from ony was riddled with Reds didn't duction are persons named before the Congress of Industrial Organicongressional committees as being zations for being under Commumembers of the Communist party. nist control. This union, and the above named ex-Hollywoodites, are producing the feature length film, reportedly using hundreds of Mexicans and Americans of Mexi- ing loyal to the Commie line. can descent in various scenes. It is interesting to note that these persons scheduled to appear in the film were told that the picture is a "major Hollywood production."

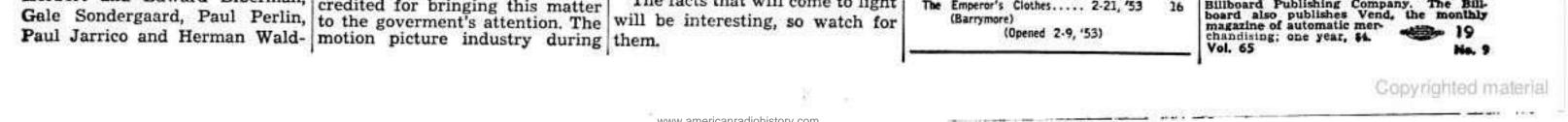
Apprehension over the film prothe film is intended to be shown duction is felt in various Hollywood quarters.

It seems only proper that the Film Council should be duly credited for bringing this matter

help in bringing back the patrons. The industry weathered the storms and paid for the sins of a few. It then cleaned its own house, kicking out the mislead individuals who insisted on remain-

Now that some of these persons suddenly appear on the filmmaking scene again and under questionable circumstances, the Film Council has moved in the interest of the American people and freedom's cause in alerting the government to the situation and in calling for an investigation.

The facts that will come to light will be interesting, so watch for



TELEVISION-RADIO

FEBRUARY 28, 1953

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

THE BILLBOARD

EASTER PARADE Webs Plan on **New Angles of** TV Coverage

NEW YORK, Feb. 21. - The National Broadcasting Company's TV network this week was considering offering Sonja Henie as a partial substitute for the kind of coverage it has provided on Easter Sunday in the past. Miss Henie would be presented in a one-shot of selected portions of her "1953 Ice Revue" at a price estimated at \$65,000. The location of the arena from which the show will emanate is not yet set.

NBC-TV, however, will also cover the April 5 Easter Parade this year, but like the other webs. will handle it in a different manner. The networks will pick up the Fifth Avenue doings from vantage points above the throng, with a minimum of interviews. All the webs last season received numerous complaints from viewers who felt that the nets were over-commercializing the holiday.

The American Broadcasting Company, meanwhile, came up with the first potential sponsor for its Easter package. Servel has taken an option on two hours of ABC-TV time and one hour of ABC radio time. The programs would feature cut-ins from such places as Hollywood and Washington, in addition to New York origination, to enhance the program values, and will likely include ballet and musical production.

CBS-TV Eying

NOTHING ODD **ABOUT FCC-ERS**

WASHINGTON, Feb. 21.-Chairman Paul A. Walker, of the Federal Communications Commission, on being ques-tioned by the House Interstate and Foreign Commerce Committee yesterday (20) as to whether the FCC staff is adequate, turned to an assistant and asked for figures on the specific number of personnel requested in the new budget.

The reply came as follows: "The budget calls for some 1,280-odd people. or, ah, should I say slightly more than 1,280." Walker, chuck-ling, said: "Mr. stenographer, please leave out all references to anybody around the FCC being odd."

Lever's \$4.5 Mil Surf Account **Goes to BBD&O**

NEW YORK, Feb. 21.-Batten, Barton, Durstine & Osborn this week hit the jackpot when it was designated to handle the \$4,500,-000 Lever Brothers' Surf account. The billings were formerly held by N. W. Ayer.

The account is the largest piece of new business to enter B.B.D.&O. since the Lucky Strike business moved over there. Surf, which has been far outdistanced by its Procter & Gamble competitive product, Tide, in the struggle for sales, will undoubtedly be in the market for a daytime TV program shortly.

uneasiness of the giant Lever

New Patterns of Time-Buying Evolving in Both Radio & TV Major Sponsors Find Ways to Cut Costs, Yet Reach Wider Audiences

Continued from page 1

pecially of time, because of new markets constantly opening up, has made even industrial giants look for ways to cut costs without lessening their use of the medium.

The TV Picture

TV-wise, Colgate's decision this week to shift "The Big Payoff" from the National Broadcasting Company to the Columbia Broadcasting System on March 30 derives directly from the latter facseparate webs. The saving comes reason. The contiguous rate sav-

ing daytime. Colgate considered plotting several similar moves. shifting the latter to NBC as an

alternative plan, but the contiguous discount there is 23 per cent. The two per cent saving decided the firm on going to CBS.

Lever Brothers to move "Video ing them several exposures for Theater" out of its valuable the same price or less than they tor. A top Colgate exec told The 8-8:30 slot in the potent Monday paid for single stanzas. These in-Billboard this week that the shift line-up of CBS-TV to the 9-9:30 clude Procter & Gamble, R. J. will save the sponsor close to period Thursdays, just prior to Reynolds, General Mills and Em-\$1,000,000 per year over the cost the bankroller's "Big Town" of airing its daytime strips on show, was made for the same

The show is known to be

The project received high-eche-

an NBC triumvirate for develop-

ment, with the debut likely to

take place within the next few

weeks. Masterminding the oper-

ation are John K. Herbert, veepee

in charge of the networks;

network program manager, with

no execs lower in the command

producer in charge of the project.

version, if and when that mate-

rializes. Last week, altho presum-

ably sick at home, Cleary is un-

derstood to have been working on

involved as yet.

'THE BIGGER SHOW?' NBC Keeps AM **Project Top Secret**

NEW YORK. Feb. 21 .- A new ory Peck, Pat O'Brien, and Jen-'mystery" radio project was in nifer Jones.

the works at the National Broadcasting Company this week, with planned as a weekly 30-minute top brass known to be pinning stanza. It will be predominantly high hopes on its having the same dramatic in form. The web bebeneficial effect upon AM as did lieves that it can easily make the the onset of "The Big Show" a transition to TV later on. couple of seasons back. The The shift also underlines the stanza is classified top secret, lon approval this week, and curwith one topper comparing it, in rently is entirely in the hands of

mounting costs of talent and es- mainly from the 25 per cent con- ing was more important than the tiguous rate discount obtained by additional impressions obtainable shifting to CBS-TV, where the by airing on two separate nights. sponsor has "Strike It Rich" air- Procter & Gamble is known to be

The Radio Side

On the radio side, several top sponsors long identified with big-name shows and stars have been moving more and more into Similarly, the decision by use of the participation plans, giverson Drug. They point to late rating figures to justify this switch. In addition, and equally significant, several sponsors who have used shows virtually as the trademarks of single products in past years now are plugging additional products on these shows, Thus, Lever Brothers' "Aunt Jenny" always was identified with Spry, but now it also carries Surf and Lifebuoy. Similarly P&G gained maximum identification for Oxydol on "Ma Perkins," which now also plugs Dreft. Reports are also current that P&G is working on a plan for wholesale rotation of its various products on its different shows to gain saturation exposure.

Proof Is Cited

The value of multiple exposure is shown by A. C. Nielsen research figures for the week of December 6, 1952, when the three top-rated radio shows, according to Nielsen charts, were Jack Benny (12.6) with 5,510,000 homes reached; "Amos 'n' Andy" (11) with 4,810,000 homes reached, and Edgar Bergen (11.1) with 4,860,000 homes reached. By comparison, and at much lower cost, sponsors buying the NBC tandem got a cumulative rating of 13.7 with veepee, and John P. Cleary, radio 6,000,000 homes reached and those riding the CBS power plan gained a 13.1 cumulative rating with 5,730,000 homes reached. Conse-Cleary is known to have come quently, sponsors of the various up with the formula, and after multi-program plans not only atgaining the approval of Herbert tracted a larger audience than and Barry, was made executive any of the highest rated single programs did, but reached differ-Cleary, altho an AM program ent kinds of audiences spread all exec, also will handle the video over the radio week. The newest wrinkle in multiple-exposure is the CBS weekend power plan. This blueprint gives three sponsors rotating fiveminute segments on two 15minute news programs and exclusivity on three other news stanzas, two of which are of fiveminute length and the third of 10 minutes. The sponsors on the latter three shows, of course, also rotate. Such important CBS news commentators as Larry Le Sueur, Edward P. Morgan and Bill Costello are featured on the shows. Rotating sponsorship in such a package can be purchased for about \$365,000 yearly, including time and talent. CBS claims that the ost-per-thousand listener impressions will run about 70 cents. Agencies and sponsors have also responded favorably to the recent CBS checkerboard plan. Advertisers can choose either a nine-time weekly ride on three different shows in the important 7-7:45 strip, or a six-time weekly ride on the same number of shows. The package combines rotation values with exposure on properties with track records-"Beulah," "Junior Miss" and singer Jo Stafford.

Betty Hutton

NEW YORK, Feb. 21. - Betty Hutton this week was being considered by the Columbia Broadcasting System's TV network for an important time period. The actress-singer is being marketed by the William Morris Agency, which is demanding a long-term contract at a sizable fee.

CBS-TV would like to feature her in a variety format that would probably originate from the West Coast. The network is attempting to build a strong programing line-up following Jackie Gleason on Saturdays and Miss Hutton would fit right into the 9-9:30 slot.

BMI-BAB Set Seven Clinics

NEW YORK, Feb. 21.-Seven dates have so far been set for the two-day program-sales clinics to be sponsored jointly this spring and summer by Broadcast Music, Inc., and Broadcast Advertising Bureau.

The hotels and starting dates are: Milwaukee, Plankinton Hotel. May 25; Detroit, Fort Shelby newly merged organization. Wil-Hotel, June 10; Louisville, Seel- liam Phillipson was named genbach Hotel, June 17; Portland, eral manager of its Western the entire ABC commentator Ore., Multnomah Hotel, June 24; division in charge of AM and TV Denver, Cosmopolitan Hotel, July and the ABC eagle on a "federal 1: Roanoke, Va., Roanoke Hotel, mirror" has been adopted as the July 8: and Minneapolis, Radis- ABC trade-mark in radio and TV son Hotel, July 9.

a \$7,000,000 blow.

Brothers firm with its agencies relative terms of the security imduring the last several years, the posed, with the A-bomb's Manresult of post-Charlie Luckman hattan project. However, it was shakes. Near the end of 1952 learned that among the personali-Ruthrauff & Ryan lost the Spry ties to be involved in the series and Rinso accounts to Foote, Cone are President Dwight Eisenhower, & Belding, and Hewitt, Ogilvy, ex-President Harry S. Truman, Charles C. (Bud) Barry, program Benson and Mather, respectively. Adlai Stevenson and Bing Crosby veepee, and John P. Cleary, radio and such film luminaries as Greg-

ABC-UPT Throws 1-2 Punch at Video

NEW YORK, Feb. 21.—The first major radio programing move scheme is designed to offer the stemming from the American audience the two AM program Broadcasting Company - United elements which have been most Paramount Theaters merger was successful in holding audiences made this week when the ABC radio web decided to throw a onetwo punch, music and news, at TV in the struggle for audiences. Beginning March 14, the network will air its new fare, which has done so well for local stations, Saturdays, Sundays and Mondays. Respective emsees will be Margaret Whiting, Burgess Meredith and Jan Peerce.

Other moves were also made this week to strengthen the by the organization.

The ABC week-end radio from TV-news and music.

Parade of Bands

Starting at 7:30, Saturday, ABC offers a parade of bands teed-off by Henry Jerome and followed by Joe Biviano, Buddy Weed, Glenn Osser and others. Miss Whiting takes over for emseeing at 8, and will intermix her emseeing with waxed vocals of her hit songs, old and new.

The Sunday night operation begins at 7 with Meredith and music, goes to Winchell and news at 9, and then trots out virtually Show." stable during the rest of the evening. Meredith, however, stars in his half-hour series, "The Adventurer," at 9:30.

Jan Peerce takes over 8:30, Monday evenings, when the popular "Metropolitan Auditions of the Air," and other similar shows will be presented for longhairs.

Luckies Weigh Further **Radio-TV** Retrenchment

Strike cigarettes this week was weighing still further retrenchments in its radio-TV advertising operation. The sponsor already has dropped "Biff Baker" on the son. Benny has made plain that Columbia Broadcasting System's he could not work in both me-TV network, and has surrendered diums on a regular basis, and it is the time.

cancel its ownership of the Sun- Luckies will go lightly on expenday night 7-7:30 slot on the Co- ditures for summer replacements

NEW YORK, Feb. 21 .- Lucky to work an alternate week schedule in TV.

> Tho Benny has made no definitive commitment, his success this season on video has paved the way for such a schedule next searadio that will lose his services.

Prospect is also that it may It is further expected that lumbia Broadcasting System's ra- this year, both in AM and TV. It's

the plan's blueprints. Three top writers are reportedly separately at work on sample scripts, none knowing the full significance of the single script he is doing, or that other writers are involved. The scripter who comes up with the best job likely will be handed the series by Cleary. It is the determination of this question which is awaited before the series gets a starting date.

Like the specifics of the show itself, the budget is being kept a closely guarded secret. However, it is known to be considerably lower than that of the late "Big

WNBT Offers Grocery Lab

NEW YORK, Feb. 21 .- A new merchandising service to provide an experimental testing ground for its grocer product advertisers has been set up by WNBC-WNBT here. In co-operation with the London Terrace Supermarket, one of Manhattan's busiest stores, the station will make available nearly 30,000 square feet of product display space in the store as a "merchandising laboratory" for

The lab plan, a concept of WNBC - WNBT's merchandising, ad and promotion director Max Buck, will provide station advertisers with floor and counter space to test new grocer products, redesigned packages, special pro-

Cadillac Buys Web Time for Chorale

NEW YORK, Feb. 21. - The Cadillac Motor Company this week bought Sunday 5:30-5:45 p.m. on the Columbia Broadcasting System's radio network, its first purchase of AM web time in many years. It will program the Cadillac Choral Symphony, which will feature a chorus and orchestra headed by Dr. Frank

'Today' Gets High **Rating Via Nielson**

NEW YORK, Feb. 21. - The National Broadcasting Company's early morning TV show "Today' chalked up an average rating of its clients. 6.1 during the last week of January, according to the latest A. C. Nielsen report. Rating is highest ever hit by the program on a full week's basis. During that period. Nielsen estimates that the Dave Garroway telecast was watched motional offers and other point



TELEVISION-RADIO

THE BILLBOARD

FEBRUARY 28, 1953

Major Shifts in '53 Top 15 **Tip Off New Audience Trends**

Eight New Stanzas Crash Hit List; **CBS Big Mondays, NBC Thursdays**

NEW YORK, Feb. 21 .- Eight of programs following him on CBS- Red Skelton from 10 p.m. Sunthe top 15 shows in the Trendex | TV inherit many of his viewers, days to 7 that evening affected multi-city rating charts as of the cutting into the "Show of Shows" this rating, but his illness and the first week of January, 1952, have audience.

been replaced by newcomers for the same week of this year, a program types. There are four his drop. In the case of "Mama," 1952 TV programing stalwarts as with one, "Man Against Crime," have undoubtedly cut into its au-Shows," "Fireside Theater," shows this season as against one elect. "Mama," "Big Town," "Robert Montgomery Presents," "Your Hit Parade" and "Amos 'n' Andy" There are numerous special sitmoved out of the top 15. They uations. Not only has the shift of were replaced by "Dragnet," "Red Buttons," "Comedy Hour," "You Bet Your Life," "T-Men in Ac-tion," "Suspense," "What's My Line" and "Our Miss Brooks." The chart accompanying this story gives the specific standings. The three evenings which show

significant trends in program popularity are Mondays, Saturdays and Thursdays.

On Mondays the Columbia Broadcasting System's TV web is dominant with "I Love Lucy" more strongly entrenched than ever, the ageless Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others.

The National Broadcasting Company's TV network is in the same position on Thursday nights with Groucho Marx's "You Bet Your Life," "T-Men in Action," and "Dragnet." None of these programs was even in the top 15 last year, so NBC-TV has a reason to be happy about this surge.

Saturday nights are not so favorable for NBC. Its costly "Your Show of Shows" and the expen- web, of which WNBC is the flagsive Lucky Strike musical, "Your ship station. Some kind of deal an executive in the business af-Hit Parade," are among the miss-



NEW YORK, Feb. 21.—Piels Beer this week reportedly made chase of a single weekly radio this season. show on WNBC here. The program is to air on Fridays, beginning in April, from 8 p.m. to 2 a.m.

The show will offer practically the entire roster of WNBC talent including such names as Faye Emerson, Skitch Henderson, Herb Sheldon, Morey Amsterdam and Gene Rayburn.

The hours from 8-10 p.m. now are sponsored over the National

practice. of filming his show also The charts also reveal trends in may be contributing factors to comparative study reveals. Dur- mysteries in the top 15 this sea- increased competition from Den- 11 ing the week in question, such son as against two last season, his Day and "Ozzie and Harriet" 12 Red Skelton, "Your Show of a repeater. There are three quiz dience and moved it out of the 13

> This season was significant for the number of sponsors that switched to film shows, but only four filmed stanzas made the top 15 in 1953 as against three in 1952. The fact is also that the

> ratings this season of the top five shows are much higher than those of last season. And Milton Berle's struggle for survival seems to have succeeded. His rating and position this year is better than last.

> CBS-TV this season has nine out of 15. Last year it only had seven, so that it has improved its position materially over NBC-TV. The American Broadcasting Com-

pany network and the Du Mont network had no shows in the top an unprecedented six-hour pur- 15 last year and neither has any



NEW YORK, Feb. 21.-Henry White this week joined the Biow Agency as manager of its radio and TV department. White, for the last several years, has been

TRENDEX'S TOP 15 TELE SHOWS-JAN., '52, VS. '53 NEW YORK, Feb. 21 .- The following are the top 15 video

programs as of the first week of January, compared with the top 15 in January, 1952, according to Trendex:

	1333
1. Godfrey's Talent Scouts47.3	I Love Lucy
2. I Love Lucy	Talent Scoute 531
3. Red Skelton40.4	Talent Scouts
A Your Cham of Champ 074	Dragnet 48.6
4. Your Show of Shows 37.4	Godfrey's Friends45.7
5. Godfrey's Friends 37.2	Star Theater
6. Star Theater	Red Buttons
7. Fireside Theater	Comedy Hour (Hope) 38.0
8. Mama 32.3	You Bet Your Life
9. Big Town 30.7	T Mon in Action
10 Goodyneer Dieubeure	T-Men in Action
10. Goodyear Playhouse 30.3	Suspense 33.4
11. Man Against Crime30.3	What's My Line?
12. Robert Montgomery	Dhiles Di A
Presents 29.8	Philco Playhouse
13. Your Hit Parade	Our Miss Brooks31.6
14. Amos 'n' Andy	Strike It Dick
15 Stuiles 14 Diak	Strike It Rich31.3
15. Strike It Rich	Man Against Crime 30.9



WASHINGTON, Feb. 21.-Gen. Carlos P. Romulo, Philippine Ambassador to the United States, is another author who deplores television as a threat to the habit of book reading. Romulo told a Washington Post-sponsored Book here this week that only the printed word has any real claim to immortality, and asked, "Who talks about yesterday's soap opera, or last week's TV program?"

Romulo, who suthored in 1951 "The United," a novel with a United Nations background, said,

DEEJAY TOSSES A BOOMERANG

NEW HAVEN, Conn., Feb. 21. - In a move to satirize musical guessing games, deejay Bob E. Lloyd at WAVZ here played the title-portion of the Teresa Brewer-Don Cornell platter "You'll Never Get Away" and asked listeners to write guessing the name of the song. To his surprise, the gag boomeranged. and he received half a dozen entries. The first prize went to one that guessed the name of the song as "Sugarbush." "Not for neatness," said Bob, "but for originality."

Romulo served as president of the UN General Assembly in 1949-'50. Alistair Cooke, correspondent for The Manchester Guardian, a British paper, described himself as a fugitive from a cathode tute. Cooke said his new job as master "I wish we could say about read- of ceremonies for the Sunday TV must be worked out to free fairs department of Columbia ing what we say about eating- network show, "Omnibus," had success of the season, Jackie Gleason, moved into 18th posi-tion on the charts, and is at least to the biology of the season of



Win Top Merchandising Awards in Billboard's 15th Annual Radio-TV **Promotion Competition**

Here's proof that NBC's special merchandising plan -Chain-Lightning*-packs the power to move products and get results at the point of sales!

MERCHANDISING PROMOTION-RADIO

FIRST PLACE-WMAQ, CHICAGO Second-WNBC, New York Third-KFAB, Omaha

(WMAQ also placed 3d in public service promotion)



"... the Chain-Lightning Plan... was conducted in 604 food stores in 4 States.

Results in terms of increased sales for WMAQ food advertisers were spectacular."







you get results!

MERCHANDISING PROMOTION-TELEVISION

First-WLW-T, Cincinnati



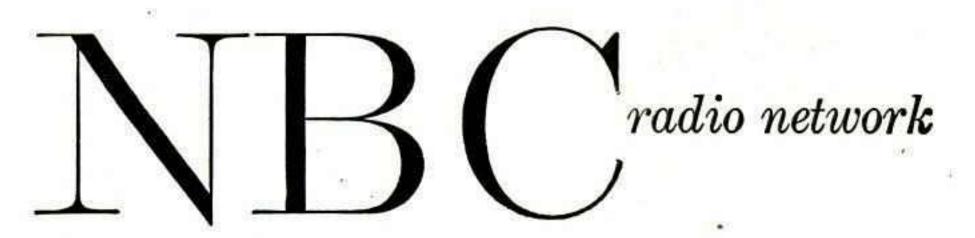
"an exclamation meaning, once more! again!"

Encore is the perfect title for a gay new addition to NBC's famous roster of musical radio shows. It stars Robert Merrill, Metropolitan Opera, recording, concert and motion picture star; Marguerite Piazza, lovely star of opera, concert and television; Meredith Willson, songwriter, wit, author and conductor.

The credits give you some idea of the balance of talents that makes ENCORE a fine musical show. It's also a careful blend of serious and popular music with a lot of entertainment for everybody.

Musical shows of Encore's type have maintained their ratings more consistently than any others in evening radio. And ENCORE costs much less than its quality indicates. Presently heard on Monday night, ENCORE begins a new series on Friday, May 1, 9:30-10:00 p.m. EST.

Now is the time to think about ENCORE seriously for your spring and summer season.



This One

a service of Radio Corporation of America



TELEVISION-RADIO

FEBRUARY 28, 1953

A BITE COMING ON?

Disk Jockey Cafes in Tizzy As Feds Eagle-Eye 20% Tax

Continued from page 1

show on WINS, now aired out of Miss Gabor. Other places in town | settled not once, but several times the station's studios; The Sherbrooke on Park Avenue, used by George Hamilton Combs on WJZ, who also does his work from the Palm Cafe, which originates the er D. S. Bliss, of the Bureau of station now, and Bob Olins, Mayflower, where Bea Kalmus held forth for WVNJ, Newark, N. J., until last week, when her show wound up.

The confusion over the situation is apparent by the different approaches of the various eateries. The Shelton Hotel, Barry Gray's new point of origin, charges the 20 per cent bite. When irate customers complain, they are asked to leave their names and addresses, and told that if the situation is clarified, so that the tax is not assessed, they will be sent a refund. On the other hand, some places are not charging the tax yet, but prefer to wait and see what will develop, even on the chance that they will be slapped with a back tax rap. Included in this group is the Treat Rest in Newark, airing Hal Tunis via WVNJ in the show which replaced Miss Kalmus.

Others to Try

Despite this, some places not previoulsy on the air are planning to jump in and take their chances. For example, the Belmont Plaza Hotel will air Eva Gabor in a midnight to 2 a.m. stint via WJZ starting March 10, on an every night but Monday basis. The hotel has no intention of charging the tax at this point. Miss Gabor will interview many of the sports personalities in the stable of Murray Kaufman, the show's packager, who handles them for en- SELECT BEAL FOR dorsements. Kaufman will asist FILM SERIES

with undetermined policies in- with the government apparently clude the Bandbox, which houses waiving the tax each time. In the WOR late-niter; Harlem's March, 1948, Deputy Commission-WOV Jack Walker-Evelyn Robin- Internal Revenue, notified packson stanza, and Hutton's, where ager Ted Lloyd that his Herb Shel-Henry Morgan holds forth via don-Maggie McNellis show, airing WMGM, with the latter expected out of the Latin Quarter, would immediately.

Shelton management feels Barry Department. The question of Sec-Gray is strong enough to sur- tion 1700 (E) of the internal revnights.

Strangely, this issue seemed space for dancing.

to start adding the tax to tabs not make the patrons liable for the tax. Similarly, Chandler's the All the restaurateurs save one current cause celebre, got a like seemed genuinely worried about opinion in December, 1951, from the effect the tax bite might have Charles J. Valaer, deputy comon business if it stays put. The missioner of the U.S. Treasury mount almost anything, and is enue law as amended, which now charging a \$4 minimum seems to indicate that liability is week-ends and \$2.50 on week not incurred where there is no

Voice' Overhauled At Brass-Hat Level

WASHINGTON, Feb. 21.-State Voice programing ever published, Department's Voice of America, al- The Billboard revealed not only ready undergoing a shake-up ineptness and incompetence in prounder a barrage of criticism from graming, but also wastefulness in Capitol Hill, will be overhauled at beaming to countries where the its brass-hat levels from stem to Voice was completely ineffective. stern by the new administration Subsequent reports showed relawithin the next few months. Sec- tively few people who had shortretary of State John Foster Dulles, wave sets didn't care to listen or it was learned, gave the go-ahead were alienated by what they heard. signal for the immediate house- Sen. John L. McClellan (D., Ark.), cleaning, far beyond previously a member of the Senate Investiplanned proportions, as the result gating Committee, after listening of latest disclosures of waste and to testimony at this week's teleincompetence in the broadcast vised hearing, voiced disbelief that agency. Latest disclosures came in the Voice's wastefulness was merethis week's hearings by the Senate ly "plain stupidity." He said it Investigating Subcommittee under was so "rotten" as to imply pos-Sen. Joseph McCarthy (R., Wis.) sible deliberate sabotage. Senaand the House Government Opera- tor McClellan said, "A major tions Subcommittee.

many disclosures exclusively reported in The Billboard in a series of articles two years ago. In this floorshow, instrumental music or series, which included the first exhaustive and objective review of

ons Subcommittee. Testimony this week bore out Mundt (R., S. D.) voiced similar views.

> Among latest Voice brass withdrawing from the agency was Dr. Wilson M. Compton, director of the International Information Administration, which includes the Voice. Dr. Compton's resignation had been offered January 1 in the wake of a far-flung global trip he made avowedly to inspect the Voice's operations. Dr. Compton agreed this week with the McCarthy subcommittee that there is "waste" in the Voice program.

months were: September, \$68,029; October, \$105,798; November, \$112,869; December, \$87,183.

WOR-TV TO ADD MYSTERY BLOC

NEW YORK-WOR-TV is extending its "Easy to See" or horizontal programing plan, to include three half-hour live mysteries 9-10:30 repeated five nights a week. Under consideration are some of formerly program director of WKZO-TV, Kalamazoo, Mich., has ow" and "Crime Files of Flabeen appointed general manager mond." "Broadway TV Theater," which this week gained partici-A UHF station owned by the pation of Beacon Wax, is also adding matinees Saturday and Sunday. The station this week completed plans to move its transmitter to the top of the Empire State Building.

NEWS CAPSULES—COAST TO COAST Liggett-Myers Buys Full 'Stork' Seg; **Beal to Emsee 'Freedom Rings' Pix**

sponsor of "Stork Club," this pay. week purchased the show on a WHYN NEW CBS regular basis beginning in April. Gemex now alternates with Liggett & Myers but will bow out at the end of its cycle. The program is on the CBS-TV network Saturday evenings 7-7:30.

NEW YORK - After a talent station. hunt of several months, George CANADIANS PAID Foley Productions finally selected John Beal, the stage and screen actor, to emsee "Freedom Rings," the new Westinghouse twiceweekly daytime program on the CBS-TV network. In the cast of the show will be Alice Ghostly, now starring in "New Faces" on Broadway. Dick Linkroun will produce for Foley.

AFFIL. IN MASS. ...

NEW YORK-WHYN, Springfield-Holyoke, Mass., will replace WMAS as the Columbia Broadcasting System's radio affiliate in that area beginning June 15. Charles De Rose is the general manager of the new CBS network

owns WTOP, and WTOP-TV, owned by CBS.

TRAVIS NAMED WBKZ-TV HEAD . . .

DETROIT - Harry E. Travis, of WBKZ-TV, Battle Creek, Mich. Booth chain, WBKZ-TV goes on the air May 15.

NEW YORK, Feb. 21.-Liggett users will benefit from educa- has been transferred from the & Myers, the alternate - week tional video, they should help Florida Broadcasting Company to The Washington Post which also Washington, stations also partially

Educational **TV Gathers** More Heat

WASHINGTON, Feb. 21.-The educational TV issue gathered heat this week. Questioned on educational TV at a House Interstate and Foreign Commerce Committee hearing this week, Chair-man Paul A. Walker, of the Federal Communications Commission, indicated that the commission will face a tough problem which commercial bidders can apply for any unused or unsought channels among 242 which had been reserved for non-commercial picked up at seven theaters. after June 2, which is the date on stations. Walker said that while WOR PITCHES FOR the channels won't necessarily be lost to educators, the final outcome is unknown. He told the committee that, altho he wasn't recommending any specific rem-edy, if Congress believes those channels should be held "irrevocably" for the educators, then Congress must enact legislation mandating the FCC.

Commissioner Frieda B. Hennock earlier in the week had de-(Continued on page 8)

Pick Raye, Durante

Continued from page 1

SET THEATER-TV SCHOOL STANZA ...

NEW YORK - An estimated 20,000 high school students in this area will attend the first educational program in theater television on the morning of March 21. Sponsored by the Technical Soci-

DRUG COUNCIL ...

NEW YORK-WOR is making a merchandising campaign for the Pharmaceutical Council of Greater New York pegged on its sponsorship of "Tello-Test" 15minute daily quiz show. Drug wholesalers are co-operating in distribution of point of sale displays to retailers.

NY SPONSOR USES **IST NAME BAND ...**

NEW YORK—Marking the first time a name band has worked a locally sponsored TV show, Sammy Kaye this week signed to do a once-a-week 15-minute stint for Chock Full O'Nuts via WNBT, beginning March 13. Show will run 7 to 7:15 p.m.

NEW YORK-American Telephone and Telegraph Company plans a radio-relay system connecting New York and Albany, with three Northbound and two Southbound TV channels. It will interconnect with the Albany-Buffalo microwave system and thus provide a second Westward route out of New-York. AT&T has extended network TV facili-ties to WKNB-TV, New Britain, Conn., off the New York to Bos-ton system. Networking now goes to 120 stations in 76 cities to 120 stations in 76 cities.

PROPOSE TAX ON TV USE

ST. PAUL-A \$10 tax on the sale of TV sets or a TV "user's tax" was proposed by two State senators here yesterday. They offered it as a method of financing three proposed educational

25% SET TAX . . .

TORONTO-Purchasers of TV sets in Canada contributed 25 per cent of the total purchase price to taxes, it was revealed in figures released by the Radio-Television Manufacturers' Association. Canadians spent in 1952 a total of \$64,477,682 for sets, and the Canadian Government collected some \$16,000,000 in taxes.

FLA. STATIONS TO **CBS SPOT SALES...**

JACKSONVILLE, Fla. - The Columbia Broadcasting System's Radio Spot Sales and the CBS-TV Spot Sales will represent WMBR

WTIC PLANS \$2 MIL. VIDEO CENTER . . .

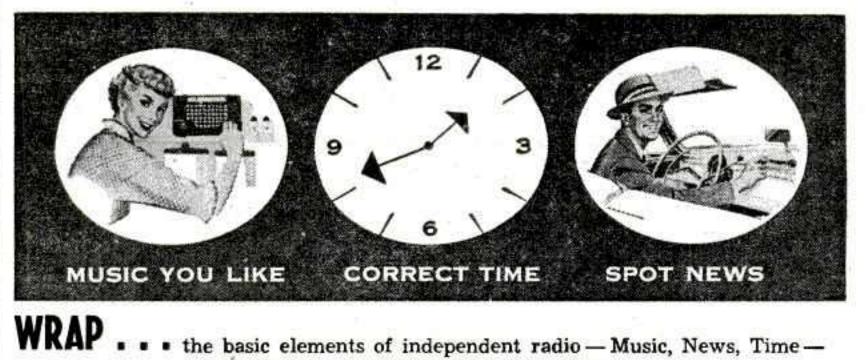
HARTFORD, Conn.-Paul Morency, manager of WTIC, said the station has plans to build a new \$2,000,000 center if its TV application is approved.

TORONTO STATION IN DEC. DECLINE . . .

TORONTO-Figures presented in the House of Commons, Canada's parliament, show that the Memphis, Ark. Keller, formerly revenue for the TV station in To- vice-president of WEAS, Inc., will ronto declined sharply in Decem- have charge of the four stations ber as compared with October and the Atlanta regional time-

W. H. KELLER HEADS UP FOUR GEORGIA STATIONS

DECATUR, Ga. - William H. Keller Jr. has been named president of the four "Dee" Rivers radio interests, which include WEAS, Decatur; WJIV, Savan-nah, Ga.; WGOV, Valdosta, Ga., and KWEM, Memphis and West



- in a continuing series of unique promotions.
- ADD . . . ideal frequency (740 KC) and an island-based 10,000 watt transmitter off a populous (5,887,135) crescent coast and you have
- KBIG • • • Catalina, the fresh, new influence in Southern California radio.

Listeners and advertisers have been discovering KBIG in increasing numbers and with increasing results since its founding last June.

NOW! THE BILLBOARD adds its accolade by awarding KBIG Second Place for best sales and audience promotion by stations in the 5,000 to 20,000 watt class. Our congratulations to First Place winner KDAL, Duluth. Our appreciation to the distinguished judges who selected KBIG, the only western radio station to win, place or show in this annual promotion competition.

KBIG

John Poole Broadcasting Company KBIG • KBIF • KPIK

Represented by Robert Mecker & Associates, Inc.

Cantor. The fate of such names as Donald O'Connor, Abbott and Costello and the Ritz Brothers has

not yet been decided. Despite NBC's willingness to switch the "All Star" talent to RELAY SYSTEM ... "Comedy Hour," it is still by no means certain that Colgate will renew its 8-9 p.m. Sunday shows for the fall. Notification date is not until early summer, and Colgate toppers have not yet made a decision on the ultimate fate of the series.





FEBRUARY 28, 1953

THE BILLBOARD

TELEVISION-RADIO

BIG DOUGH CHIMP SIGNED; WTOP-TV Time HUMANS NEXT Sale Biggest In DC Annals

WASHINGTON, Feb. 21 .--There's a lot of dough in bread, WTOP-TV discovered this week. WTOP-TV announced that it made the "biggest time and merchandising sale in the history of D. C. radio" when Gaint Foods Stores, Inc., bought local cowboy folk singer Pick Temple "lock, stock and barrel." Contract involved almost \$250,000, and covers air, time, talent, giveaway and promotion by WTOP-TV for one year. Plugs will feature bread.

Temple will begin his seven-days-a-week stint on WTOP-TV for Gaint March 1. WTOP-TV will for Gaint March 1. WTOP-TV will page newspaper ads here, and to plug the show. The end labels of Gaint's own "Heidi" bread will sport Pick Temple.

Meanwhile, cowboy Gene Autry, booked for a one-day stand at Uline Arena here March 1, was signed to appear as a guest on the Pick Temple Gaint premiere show. Quality Bakers (Sunbeam Bread) Broadcasting Company's TV web Thursdays, 8:30-9 p.m. nearly blew a fuse and the deal was off. By a strange coincidence, Quality was planning to push bread sales beginning March 1 with Gene Autry on the end labels of Sunbeam loaves. The station's week was climaxed with Sunbeam buying 15 minutes on WTOP-TV for Gene Autry, spot announcements, and "Ask-It-Basket," a Saturday morning children's show for 52 weeks.

L&M Denies FTC Charges

NEW YORK, Feb. 21.-The National Broadcasting Company this week picked up its option on Mr. Muggs, the 11month-old chimpanzee who debuted on Dave Garroway's early-morning TV show "To-day" this month. The chimp's new pact runs for 13 weeks. Meanwhile, producer Dick Pinkham and "Today" staffer Leonard Safir are scouting around for new guest-gimmicks. Next week's crop will include appearances by Ar-thur (Just Plain Bill) Hughes and Florence (Young Widow Brown) Freeman-the angle being to give viewers a look at the heretofore faceless hero and heroine of NBC's top - ranking radio soap operas.

Gaint and the Henry J. Kaufman Agency will distribute 200,000 comic books and 100,000 balloons

NEW YORK, Feb. 21.-Indications this week were that Old Gold would drop "Chance of a Lifetime" when renewal date comes around this spring. The program is on the American

The cigarette sponsor has thrown much dough into trying to improve the program, but without payoff results. Old Gold into a winner. It has its eyes on Jackie Gleason, but has made no decision.

AM, TV Show Up Well in FTC Study **Of Claims in National Advertising**

Federal Trade Commission, which periodically. conducts a spot check on radio and TV commercials to protect consumers against false and misleading product advertising, set aside as "questionable" and sub-ject to investigation 7,204 of 228,-051 radio blurbs and 3,648 of 84,-325 TV commercials examined during the fiscal year ending June 30, 1952. Actually of a total of 636,096 advertisements under scrutiny, including those appearing in mail-order catalogs, newspapers and magazines as well as on radio and TV, only 24,416, or 4 per cent, warranted further investigation, the FTC revealed in its annual report. Of this portion, radio blurbs accounted for 30 per cent and TV for 15 per cent; printed ads made up the bulk (55 per cent) of this total. Material for the survey is furnished on a vol-

The number of times FTC checks on commercials aired by the 3,100 radio and TV stations covered by the survey is in direct proportion to the population of the cities in which the stations are located: the more people exposed to the broadcasts and telecasts, the more often advertising is checked. While radio stations in small communities submit samples of commercials only once a year, metropolitan stations are required to hand over examples thrice yearly, for seven specified dates on each sampling. National and regional networks respond on consequently is now shopping for a regular weekly basis, and proanother show that it can build ducers of electrical transcriptions submit texts of commercial recordings once a month. TV stations, networks and producers

untary basis.

Object of the spot check on radio and TV commercials, and investigations by FTC field representatives, is to uncover cases of misbranding, fictitious price marking, offering second-hand goods as new, simulation of competitor's trade name or product, and other deceptions in the advertising of clothing, food, medicine, cosmetics, jewelry, ciga-rettes and a multitude of other products. "Flagrant misrepresentations," involving fraud or danger to health may be subject to criminal court action.

The FTC completed 1,225 investigations during the fiscal year ending last June, of which 837 involved false advertising and cases turned up in the course of spot checking TV-radio commer-

FCC Studies **Zenith Plea**

WASHINGTON, Feb. 21.-The Federal Communications Commission is weighing Zenith Radio Corporation's latest petition, filed yesterday urging the agency to reconsider its findings in the Ameriican Broadcasting-United Paramount merger case in respect to TV Ch. nnel 2 in Chicago (The Billboard, February 21).

Zenith, thru its D. C. attorneys, firm of Wheeler & Wheeler, reiterated a request for a comparative hearing "against whatever party makes proper application a small fraction of the shows which for a Channel 2-Chicago authorization." The FCC in its AB-PT merger verdict okayed transfer let it stand empty. of Balaban & Katz's station, WBKB, to Columbia Broadcasting System. Zenith declared that BY THEIR DOGS Government officials specifically since February 12, 1948, it has and TV, this week met a second tion to develop a small, low cost, stances. They are: (1) The deve- been seeking Channel 2; Zenith lopment and manufacture of a argued that the commission inlow-cost "family protection" re-ceiver which would enable the public to receive vital information stead of letting WBKB shift to Channel 2 from Channel 4 should despite power failures and other throw the channel into a comparahandicaps and (2) To assist FCDA tive hearing. Zenith claimed that officials in acquainting the public CBS's transfer application was "rendered moot" by FCC's sixth with the two frequencies which will be utilized during attacks and report and order which is the final TV allocations plan.

WASHINGTON, Feb. 21.-The also offer copies of commercials cials and periodicals, and field investigations, complaints from outside sources provided 2,544 examples for study.

SHUTTERED **Chi Garrick** Loses Video; **Up for Lease**

CHICAGO, Feb. 21 .- The Garrick Theater, an old Loop legit misrepresentation. In addition to house which was converted to movies, and a year ago remodeled into a TV studio theater at a cost of more than \$250,000, is going dark again. It is owned by Balaban & Katz, and open for leasing to all comers. The B&K station leased it for the past year.

> One of the first acts of WBBM-TV since the acquisition of the B&K station for \$6,000,000 last week was to reschedule the shows coming out of the Garrick. Two sidewalk interview programs, the network "Quiz Kids" show, and a local daily strip from 5 to 6 p.m., will move into the main studios by March 1, and the Garrick will go back to B&K.

> The other stations in Chicago all have well-equipped theater studios, and it isn't considered likely they will be interested in leasing the Garrick. WBBM-TV plans to build a TV plant on the North Side.

The theater was a white elephant for the past year, originating only WBKB had hoped to put into it. The house may be converted back into a movie theater rather than



WASHINGTON, Feb. 21.-Liggett & Myers Tobacco Company, a heavy spender on radio Federal Civil Defense Adminstra- vision manufacturers in two inand TV, this week met a second complaint filed by the Feder-al Trade Commission against Chesterfield Cigarette commer-cials with another denial that their advertising claims are "false, misleading and deceptive." The denial implies that descriptions of Chesterfields as "much milder" Radio-Television Manufacturers' denial implies that descriptions of Chesterfields as "much milder," "cooler smoking" and having no Association, at the suggestion of unpleasant after-taste" are accu- Federal Defense Adminstration ofrate. FTC has accused Chester- ficials. The meeting was held at other details of the plan. field of deceptiveness in its claims RTMA headquarters here and was that the cigarettes have no adverse effect on nose, throat and manufacturers, FCDA officials, accessory organs, are less irri- representatives of the Federal tating to smokers and will relax Communications Commission and the nerves of smokers.

An earlier complaint filed by the commission in the United States District Court for the Southern District of New York was dismissed, and an appeal filed by the FTC in the Circuit Court of Appeals is still pending.

for.

AM TV FM

One reason why advertisers in THE BILLBOARD

get all they pay

ROBERT

WASHINGTON, Feb. 21.-Full co-operation with a plan of the asked assistance from radio-tele-

attended by more than a score of the National Production Authority.

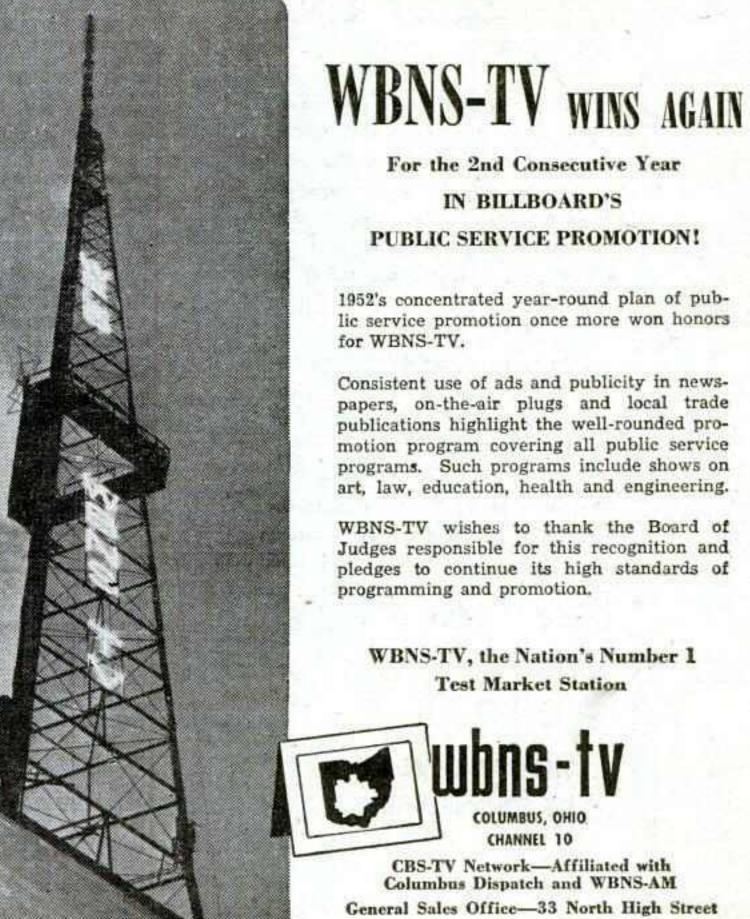
After hearing a description of the Civil Defense Adminstration's plan to keep standard radio broadcasting stations on the air during air attacks and the agency's program for educating the public on this plan, manufacturers agreed to assist in every way possible. Under the FCDA plan to maintain

some radio stations in operation during attacks, the two frequencies of 640k.c. and 1240k.c., would be utilized exclusively thruout the nation for civil defense and other emergency information. Other AM, FM and TV stations would go off

the air during an attack. VGAL-TV 01 LANCASTER, PA.* MR. CHANNEL 8 ... symbol of WGAL-TV's increased power, now gives larger coverage, bigger . audience, greater sales potential to WGAL-TV advertisers. *Market includes Harrisburg, York, Lancaster, Reading, Lebanon WGAL Represented by

YOU KNOW 'EM

WASHINGTON, Feb. 21 .--TV cowpoke Pick Temple, resplendent in a new \$12 cowboy hat, hailed a D.C. taxi and climbed in with Lady, his collie dog co-star. After a couple of blocks the hacker inquired, "Aren't You Pick Temple? I recognized you by your dog."





TELEVISION-RADIO

FEBRUARY 28, 1953

FCC Plans New Study of Its **Net-Station Relations Rules**

day-long hearing yesterday by have to wait funds. House Interstate and Foreign Committee on FCC matters. Other developments were:

"adopt a public policy on movie committee sponsors it, but he interests in TV"; (2) disclosure by stressed that revenue to be raised FCC Chairman Paul A. Walker from that source should be approthat the commission is far from priated to FCC to help defray exa conclusion in its explorations of penses. The suggestion to impose subscription TV and theater TV; fees was raised by several commit-(3) acknowledgment by Chairman tee members as a possible way to Walker that the commission is discourage "strike applicants," that in a receptive frame of mind to is, persons applying for TV or AM view color TV demonstrations on a licenses as a means to force another compatible system as compared bidder into hearing or to threaten with the present mechanical stand- such a contest unless "paid off." ards which, Walker reminded the Walker said that imposing fees committee, haven't been put to use wouldn't discourage that practice. by industry.

On network-station relations,

SAVE MORE MONEY-MAKE MORE MONEY abscribe to The Bilibeard TODAYI ... as page 3 for rates

Federal Communications Commis- adopted in 1941 before the emer- a scale of fees which could be insion is planning a full-scale re- gence of FM and TV broadcast serv- corporated in any legislation to be examination of its rules on net- ice "and in an era in which there proposed by the House committee. work-station relations. At the same was a relative scarcity of AM statime, the House Interstate and For-eign Commerce Commission is once of network control over operations you-go operating experimentally again studying the feasibility of of affiliates, but, he added, the and a request for rule-making is introducing legislation to impose rules now have been outmoded before the commission, there are fees on all applicants for TV and "in the light of present network radio stations. These were among practices." Walker said a thoro re-major developments disclosed at a examination is necessary but will

On imposing fees on broadcast applicants, an issue which has been revived on the hill year after year, (1) A suggestion by one House Chairman Walker said he would go Committee member that the FCC along with such a proposal if the "I think a fee would mean little or

nothing," he said. "A fee of \$500 • Continued from page 6 wouldn't bother such people, and fee higher than that would be out & Radio Sales, Inc. Television ap- West Coast. Also, Pat McDermot of the question." He acknowledged plications are pending before the was promoted to manager of CBS-that motives of some TV applicants FCC now in three of the radio TV West Coast press department. were not always good but he said markets; a fourth application for ... Ray Jones. of the CBS-TV that even where FCC had doubts TV grant on WEAS was with- sales department, has resigned to it was difficult to prove such drawn last month. suspicions. Walker at the commit-

WASHINGTON, Feb. 21.-The Walker said FCC's present rules, tee's request agreed to work out

today have television in operation, On subscription TV, Walker told 10 nations are preparing to go on the air in the immediate future, "substantial legal questions" to be merce Department reported this explored. Also, theater TV, he in- week in a global round-up on TV dicated is in for a long exploration developments. Noting "great progbefore any finding can be made. Walker on questioning from some 1952, Commerce said that Ameriof the committee members about can-made equipment and knowrestrictive TV practices, such as how generally made the foreign TV boxing and collegiate football, TV growth possible. In a few said he deplored the restrictive countries-Ceylon, India, Singapractices. "I feel like the public pore, Malaya, Turnisia and South does," he said. "I don't like it." He Africa-TV is only in the planadded tho, that the FCC has no ing stage, and no interest in TV jurisdiction in the matter. is evident in Chile and Portugal.



OREGON EASES LIQUOR AD BAN . . .

PORTLAND, Ore. - The way was cleared for airing of more sports shows last week when the Oregon Liquor Control Commission lifted its ban on radio-TV liquor and beer advertising prior to 8 p.m. First to act was KPTV, bringing in the Gavilan-Davey fight for Pabst. Also, KWJJ announced plans to air brewerysponsored broadcasts of afternoon

join KGUE-TV, Galveston-Houston, Tex., as assistant to the president. . . . Nat Perrin has been named producer of the Alan Young show on CBS. . . . Red Barber is radio chairman for National Sunday School Week, April 13-19.... Carl Tillmanns has been appointed sales research and promotion manager of Paul Raymer Company, station rep. He was and Venezuela. previously with C. E. Hooper. . . Judith Cortada, formerly trade has made the greatest strides,

ON TV BANDWAGON

12 Foreign Nations

Have TV, 10 Prepare

WASHINGTON, Feb. 21. - An Among the countries making even dozen foreign governments rapid progress is Argentina, which boasts at Buenos Aires the most powerful transmitter in the Western Hemisphere. The Buenos and nine are making progress Aires station, opened in October, with experimental video, Com- 1951, is the nation's first, and has "the most modern equipment available and employs the latest techniques of TV broadcasting," according to Commerce. A second station is under construction in Buenos Aires, a third is under consideration, and TV stations are planned for Cordoba, Mendoza and Rosario.

> In Brazil, two TV stations are operating in Sao Paulo, and one in Rio de Janeiro. A station is under construction in Belo Horizonte, and others are proposed for Sao Paulo and Porto Alegro. A presidential decree limits to 292 the number of TV stations which may operate under government license.

TV stations are operating in Canada at Toronto and Montreal, with a second coming up in Montreal. Plans call for stations in Vancouver and Winnipeg.

Little Cuba is TV-wise, with six TV stations, two of them in Habana, and six more coming up.

Mexico, which already has commercial and experimental stations in Mexico City, has issued numerous TV station grants to other cities, including Monterrey, Aca-pulco, Tijuana, Veracruz and Tampico. Two other stations are planned for Mexico City and the University of Mexico is planning to operate an educational noncommercial station in Mexico City. Other Western Hemisphere nations with operating TV stations are the Dominican Republic

In Europe, the United Kingdom news editor for ABC, has been with 80 per cent of the people of Great Britain currently having ac-Wexton Advertising. . . . Charles cess to TV. Britain's TV history dates back to 1929, when the British Broadcasting Corporation conducted its initial experiments. First English TV station was on the air in London in 1937, and since then stations opened in the Birmingham and Huddersfield areas, in Scotland and in Cardiff Wales. Others eventually will serve Northeast England and Aberdeen, Belfast, Plymouth and Southhampton. Behind the iron curtain, TV stations are operating in Moscow, Kiev and Leningrad, with stations planned for Stalingrad and Sverdlovsk. Other European nations with TV stations actually in operation are France, Germany and Denmark. Countries expecting to offer TV on a regular basis during the coming year are Colombia, Bogota, Belgium, Czechoslovakia, Italy, Monaco, Switzerland, Morocco, Thailand (Siam) and Japan. It is anticipated that Japan will lead the group with inauguration of a station serving the Tokyo area this month. Operating on a strictly experi-mental level are Uruguay, Finland, the Netherlands, Norway, Spain, Sweden, Turkey, Australia and Egypt.

HATS OFF TO RADIO!

Thanks to Billboard Magazine and their Judges for awarding WSNY First Place among 250-1,000-watt Stations in their "Radio-as-a-medium Promotion" competition for the second straight year.

Thanks to the other seven stations of the Capital District (WABY, WGY, WOKO, WPTR, WROW, WTRY and WXKW) for their active participation in an 8-Station Promotion and Public Relations campaign designed by WSNY . . . which helped WSNY to win this award.

Thanks to Broadcast Advertising Bu-



baseball games.

FM PROMOTION PLAN TO MICHIGAN IN MAY ...

WASHINGTON-The FM radio promotion plan, co-sponsored department of WOR-TV. . . by the National Association of Frank Dennis, previously with Radio and Television Broadcast-ers and the Radio-Television Man- Doherty, Clifford, Steers & Shenufacturers' Association, moves to field as vice-president and direc-Michigan in May. The drive will tor of radio-TV commercials. emphasize FM coverage of baseball games and the suitability of mentator for WWDC AM and FM tion gifts. Toledo will be included System, Washington, last week in the campaign area.

STRONG CONSUMER DEMAND FORECAST ...

WASHINGTON .- TV industry forecasts show a strong consumer demand continuing thru 1953, with production levels set at about 6,500,000 sets, the Radio and Television Manufacturers' Indus-try Advisory Committee told the National Production Authority this week. The committee ex-pressed some apprehension that any stretchout of military production might have the effect of ty-ing up plant facilities and labor, as well as materials and inventory.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

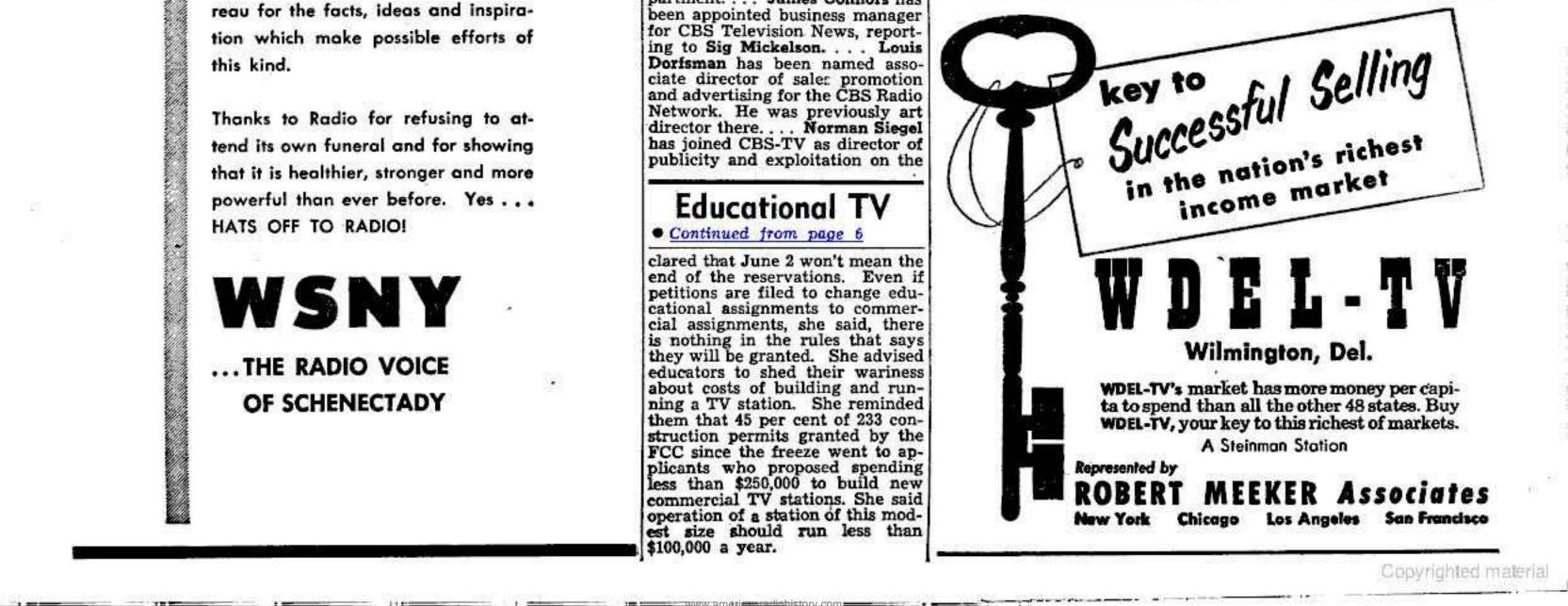
Murray Heilweil was promoted from assistant manager to manager of NBC's merchandising department. . . . James Connors has

appointed publicity director of Von Fremd is White House correspondent for CBS Television. . . Edward Coughlin has joined sales

Hazel Markel; woman's com-FM-equipped radios as gradua- and for the Mutual Broadcasting was named to the national board of the Woman's Medical College of Pennsylvania and reappointed to the Defense Department's committee on women in the service.

> 'CAPTAIN VIDEO' IS DU MONT'S

NEW YORK, Feb. 21.-In the Videodex TV rating chart for Pittsburgh, published in The Billboard of February 14, "Captain Video" was among the top 10 shows Monday thru Friday. But the network listed for the show each time was incorrect. "Captain Video," of course, is on the Du Mont Television Network.



FEBRUARY 28, 1953

THE BILLBOARD

TV-FILM

ORGS SET ACTOR FEES FOR FILM PLUGS' USE

NEW YORK, Feb. 21 .- Altho the Screen Actors' Guild strike will not end officially until March 2, some producers are planning to begin shooting TV film commercials next week. SAG membership must still ratify the proposed scales in meetings in Hollywood, Detroit, Chicago and here. The new agreement, approved this week by the SAG board and the Film Producers' Association, sets a minimum production pay of \$70 per commercial for an actor on camera, which sum is applicable toward "use payments." Full details of the basic contract have yet to be worked out, and that may actually take a few more weeks of negotiations. SAG expects all producers who employ members in production of commercials to sign up, but many feel that that will not be necessary as long as they adhere to minimums. Major ad agencies are signing letters of adherence.

Following is the full schedule of minimum "use payments" to individual performers:

To an actor "on camera" in a filmed "program" commercial:

Class A (over 20 cities) \$650 for unlimited use in 13-week period; \$70 for single use; \$50 for each re-use; \$150 for three uses if guaranteed before first use; \$350 for eight uses if guaranteed; \$500 for 13 uses if guaranteed.

Class B (six to 20 cities) \$140 for 13 weeks.

Class C (one to five cities) \$105 for 13 weeks; \$185 for 26 weeks if guaranteed before first use.

To an actor "on camera" in a filmed "spot announcement": Class A (over 20 cities) \$140 for 13 weeks.

Class B (six to 20 cities) \$105 for 13 weeks.

Class C (one to five cities) \$70 for first 13 weeks, plus \$35 for each additional 13 weeks.

Off Camera

To an actor "off camera" (voice only) in a filmed "program" commercial:

Class A (over 20 cities) \$485 for unlimited use in 13-week period; \$45 for single use; \$35 for each re-use; \$105 for three uses if guaranteed before first use; \$225 for eight uses if guaranteed; \$350 for 13 uses if guaranteed.

Class B (six to 20 cities) \$90 for 13 weeks.

Class C (one to five cities) \$80 for 13 weeks; \$140 for 26 weeks if guaranteed before first use.

To an actor "off camera" (voice only) in a filmed "spot announcement":

Class A (over 20 cities) \$70 for 13 weeks.

Class B (six to 20 cities) \$52.50 for 13 weeks.

Class C (one to five cities) \$35 for 13 weeks.

New York, Chicago and Los Angeles each counts as seven cities. Use of a commercial in any two of these cities automatically puts it in Class A.

The agreement stipulates that first use of the commercial is to take place within six months of production, and the last use within 18 months of first use. But some allowance is made for commercials not aired within six months of shooting.

THE CHILDREN'S HOUR

BORDEN'S HAPPY WITH 'T MEN'

NEW YORK, Feb. 21. -The story in The Billboard last week which referred to the possible purchase of the filmed version of "Halls of Ivy" by Borden's erroneously conjectured that "T Men in Action" might be dropped. The fact is that "T Men" is sponsored by the All-Borden's division of the company, which is pleased with the rating of the program. There is no danger, at this time, of a cancellation. The Borden's Food Products division for its instant coffee is still, however, considering "Halls of Ivy." If it buys the program, it will buy another time period on the National Broadcasting Company's TV network, which owns part of the show.

250G CLAIM

Miller Suit **Over Name in** 'Assignment'

HOLLYWOOD, Feb. 21.-Joan Miller, an actress, this week filed suit in Superior Court here against the National Broadcasting Comin the film was characterized as a German spy.

Miss Miller claims that she has than competitive first-run film tion with advertising, the advertisers must clear it with the person involved.

Pic Re-Runs Shape Up as Major Factor

Consolidated's Survey Finds Ratings Higher Than on Original Showings

will begin to play a major role in and two live shows, "The Aldrich the TV film distribution field Family" and "It's News to Me" this year, according to Halsey (latter show replaced Schlitz Barrett, Eastern sales manager of during May and June). Consolidated Television Sales, Inc., Operating on this theory, over Du Mont on Fridays, 9:30-10 Consolidated is making compara- p.m.) drew an 18.9 in April, as tive surveys on ratings chalked up by its film series in first, the Aldrich, 10.5; it hit 17.6 in second, and third runs. Findings, to date, said Barrett, indicate that re-runs not only hold their a result the series was sold on a original ratings, but in many cases, increase them considerable. Consolidated plans to use the

survey information as special sales ammunition in markets where their product has already been screened. The firm's most striking example of re-run potential is the current rating success enjoyed by "Hollywood Half Hour," in its third Manhat-tan run over WCBS-TV here. The series, re - titled "Demitasse Tales," chalked up a 15 Pulse rating during its first week on the air (January 5)-practically tri-

ple that scored by the series in the first and second re-runs here in February, the show climbed up two more points to 17-highest pany, Don Sharpe agency and rated show in its time period Brian Donlevy for a total of \$250,- (Tuesday, 10:30-11 p.m.). Second 000. She claimes damages in "Dan-gerous Assignment," aired in February, 1952. The "Joan Miller" "Embassy Club" over WNBT.

Consolidated also finds that re-runs often draw higher ratings

suffered humiliation for which she series and live shows. For inasks \$100,000, and violation of her stance, the firm's TV film series, rights for which she asks another "Front Page Detective," pulled a \$100,000, as well as \$50,000 which higher Nielsen rating during its she feels she is due under a New second run here last April, May York State law which provides and June than its opposing prothat if a name is used in connec-| grams. These were the first-run



NEW YORK, Feb. 21 .- Re-runs film series, "Schlitz Playhouse,"

The Consolidated series (aired compared to Schlitz's 16.4 and May ("News to Me," 15; Aldrich, 12.8); and scored 13.8 in June. As third-run basis here recently to WABD, and will be aired over that station starting next month.

In addition to exploiting the re-run rating values of their current series this year, Consolidated has picked up two new series-"Steve Donovon-Texas Ranger," a Jack Chertok production; and "Hollywood Theater," a half-hour dramatic series-and hopes to peddle them to sponsors on a regional basis with Consolidated retaining the rights to other markets.

Pitch to agencies is that the regional film series deals will bring more medium-sized advertisers into TV. Consolidated is selling the series via pilots only, theory being that they will custom-build the series for regional advertisers who pick them up in 20 markets or more. Personalities appearing in the shows will also be available to advertisers for filmed commercials.



NEW YORK, Feb. 21. - The Cinema Corporation of America is marketing the Cecil B. DeMille religious classic, "The King of Kings," during the Lenten season to TV stations thruout the country. The feature film runs 115 minutes-without dialog but with a sound track consisting of orchestrations, sound effects and choral NEW YORK, Feb. 21 .- Bernard numbers. The Cinema Corpora-Prockter this week said that tion reserves the right of approval henceforth he will be more active of sponsor, and of any film edit-

WJZ-TV Swaps Feature **Bloc for Kiddie Films**

NEWYORK, Feb. 21. — A send the station a selected group of film series. wholesale swap of one film bundle for another was effected ever, will house a live show, "Fil-here this week between Paul bert the Flea," originating in Mowrey, manager of WJZ-TV, and Motion Pictures for Televi- station. The 6:30-7:30 time will be sion. Mowrey, impressed by the filmed by series supplied by success of "Rootie Kazootie," live kidstrip, in the 6-6:15 p.m. slot, has decided to take advantage of a different serial each night. the sparsity of early evening moppet shows here. He thus is replacing an MPTV feature film "Ace Drummond" and "Red than satisfactory ratings for the series, now in the 6:15 to 7:30 p.m. strip, with an hour of MPTV film series directed at kids.

The switch, effective March 2, came about when Mowrey negotiated an out-and-out trade "Picture Show," and will instead Sundays.

The 6:15 to 6:30 period, how-Philadelphia specially for the MPTV.

From 6:30-7, WJZ-TV will air Barry." Which show goes on which night is not yet set. The last 30 minutes will be programed with Western films Mondays, Tuesdays Wednesdays and Fridays. Thursdays will use

Actress claims to have approximately a dozen motion picture credits, as well as having appeared in radio, TV and dramatic presentations.

'Ford Theater' **Renewal Seen**

NEW YORK, Feb. 2". - Renewal for the "Ford Theater" film series produced by Screen Gems, due to be decided shortly, is con-sidered certain. The program, on the National Broadcasting Comsponsor.

Ford, however, must decide upon plans for the time period during the summer. It is considering whether to use old "Ford Theater" films, to have new films with MPTV. That firm will cease supplying the features, which have been running under the title Riders" series via WJZ-TV on series. J. Walter Thompson is the agency.

He'll Still Be Active in PSI

than ever in Prockter Syndica-tions International TV. Prockter, board chairman of PSI-TV, de-nied reports that Paul White, for-mer president of PSI-TV, was departure last week.

Prockter saw big things for his firm in the future and said that not only was it in a healthy financial position, but that it "was expanding immeasurably." He claimed that White never purchased, nor was he given any shares of PSI-TV. White's separation from PSI-TV resulted from the termination of his contract with the company, the PSI-TV board chairman maintained.

However, Prockter did not reveal what re-alignment of top personnel might be effected as the result of White's departure and that of Manny Reiner as sales foreign manager.

Non-Profit Group bought out as a prelude to White's Aid Under New Bill

WASHINGTON, Feb. 21.-A bill to enable educational, nonprofit organizations to send or receive in the mail film and tape recordings at reduced book rates was introduced in the Senate this week by Sen. Frank Carlson (R., Kan.).

The book rate would apply to 16mm. films, filmstrips, slides, microfilms, sound recordings and catalogs of such materials when sent to or from schools, colleges. universities, public libraries, and religious, educational, scientific, philanthropic, agricultural, labor, veteran or fraternal non-profit organizations. Films sent to comveepee. The latter has joined mercial theaters are specifically Samuel Goldwyn Productions as denied the favorable postal book rate under the Carlson Bill.

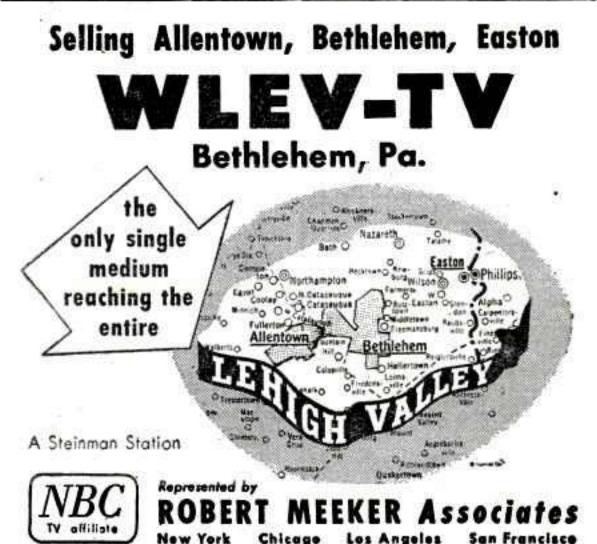
next edition

of THE BILLBOARD TV FILM PROGRAM GUIDE AND MARKET REPORT

dated March 21 distributed March 17 deadline March 12



WITH VALUABLE SPECIAL FEATURES, STATISTICAL DATA AND MARKETING GUIDES ESPECIALLY PREPARED FOR ALL BUYERS AND SELLERS OF TY FILM PRODUCTS AND SERVICES





TV FILM

Opposition Shows, 6-6:30:

10

THE BILLBOARD TV Film Buying Guide

1.

ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

0.07

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing the show's ARB rating is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C., or its branch offices at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. This chart does not include film program that may reach the stations thru the facilities of one of the networks. For complete distribution of all TV film series currently being shown, see Syndicated Series and Where Showing chart which appears in our regular monthly TV Film Program Buying Guide section.



	And Releases	
	PHILADELPHIA (3 stations) WCAU, 7-7:30, Wed. Jan. ARB Rating	-
-	Prec. Show: Randy Kraft, News 3.9 Opposition Shows, 7-7:30: WPTZ-Kit Karson	
	BAN FRANCISCO (3 stations) KRON, 9:30, 10, Sun. Jan. ARB Rating	A1 A5 BI BI
	Files of Jeffrey	C/
	Jones	a
Ratings	CHICAGO (4 stations) WBKB, 10-10:30, Sun. Jan. ARB Rating	TT CO
ARR	(Previous Month's Rating23.5) Prec. Show: What's My Line?52.2 Opposition Shows, 10-10:30: WNBQ—Weatherman; D. Connors;	D F
1.3 1,9 5.0	Alex Drier, News	F
	DETROIT (3 stations) WJBK, 6-6:30, Sun. Jan. ARB Rating	4 4
	Prec. Show: Omnibus	4
	WXYZ-Starlit Stairway14.6 SAN FRANCISCO (3 stations)	ч
.6	KPIX, 8-8:30, Sun. Jan. ARB Rating	н 17
.2	Prec. Show: What's My Line31.0 Opposition Shows. 8-8:30: KRON-Golden State Movie44.8	
.5	KGO—Remember These Things; View the Clue 2.0	ĸ
.8	Front Page	U
.3	Detective	10
•	Dist.: Consolidated Television Sales WASHINGTON (4 stations) WTOP, 10:30-11, Fri. Jan. ARB Rating	M N O
	Prec. Show: Mr. and Mrs. North., 16.3 Opposition Shows, 10:30-11;	PI

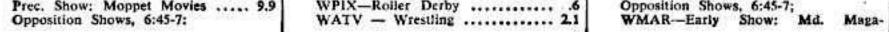
• TV Station Film Buyers Pick

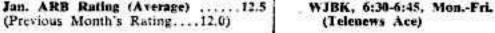
A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available.

HEATRICAL

	INCAL		
0	THE ADMIRAL WAS A LADY Comedy 16mm.	United Art	ists 1950
5	Quality Pictures, 1040 N. Las Palmas, Hollywood AMERICAN EMPIRE Drama 16mm.	United Art	ista 1942
22.5	Motion Pictures for Television, 655 Madison Ave., N	ew York	Civites (Children
	ATLANTIC FLIGHT Drama 16mm. Motion Pictures for Television, 655 Madison Ave., N	Monogram	1937
39 	ASSASSIN FOR HIRE Mystery 16mm.		20
B	Unity Television, 1501 Broadway, New York BLUE WARRIORS Sports 16mm.	1	
9	Sterling Television Co., 316 W. 57th St., New York		
3	BREWSTER'S MILLIONS Comedy 16mm.	United Art	ists 1945
	Peerless Television Productions, 729 7th Ave., New CAT MAN OF PARIS Mystery 16mm.		1940
	Hollywood Television Service, Republic Studio, N. Ho		10000
e		Monogram	1947
	THE CORSICAN BROTHERS Drama 16mm.	United Art	ista 1941
	Peerless Television Productions, 729 7th Ave., New		
3	COTTAGE TO LET Drama 16mm.		
	Unity Television, 1501 Broadway, New York	and the second second	
2	DUKE OF WEST POINT Drama. 16mm. Peerless Television Productions, 729 7th Ave., New Y		ists 1936
1	FEAR IN THE NIGHT Mystery . 16mm.	Paramount	1947
9	Specialty Television, 1501 Broadway, New York FORBIDDEN TERRITORY Drama 16mm.	J. H. Hoff	berg 1938
7	Hygo TV Films. Inc., 60 W. 45th St., New York	1.320324.0004.000324.13	
0	GREEN COCKATOO Drama 16mm.	Devonshire	Films 1947
2	Snader Telescriptions, 229 W. 42d St., New York HAMMER THE TOFF Mystery 16mm.		
	HAMMER THE TOFF Mystery 16mm. Prockter Productions. 221 W. 57th St New York	2	
8	'ANGMEN ALSO DIE Drama 16mm.	United Art	ists 1943
	Unity Television, 1501 Broadway, New York	312-249/48530-4151	E 10202
8		Monogram	1949
8	Vitapix Corp., 509 Madison Ave., New York RAWAII CALLS Muslcal 16mm.	RKO	1938
6	Major Television, 1270 Sixth Ave., New York	1	
20	YERE COMES ELMER Comedy 16mm.	Republic	1943
	Hollywood Television Service, Republic Studio, N. I	Hollywood	ists 1943
I.	HI DIDDLE DIDDLE Comedy 16mm. Atlantic Television, 130 W. 46th St., New York	United Art	1815 1945
	INTERNATIONAL LADY Mystery 16mm.	United Art	ists 1941
·	Peerless Television Productions, 729 7th Ave., New	York	
8	INTRIGUE Drama 16mm.	United Art	ists 1947
100	Peerless Television Productions, 729 7th Ave., New KIT CARSON Western 16mm.	Vork United Art	ists 1940
0	KIT CARSON Western 16mm. Motion Pictures for Television, New York	Caned An	
	LONDON BLACKOUT MURDERS Mystery 16mm.		1942
	Hollywood Television Service, Republic Studios. N.	Hollywood	
63	LONG VOYAGE HOME Drama 16mm		ists 1940
1	Motion Pictures for Television, 655 Madison Ave., N MAD INTRUDER Drama 16mm.		
	Quality Films, 1040 N. Las Palmas, Hollywood	19X	
34	NICHOLAS NICKLEBY Drama 16mm.	Universal	1947
5	Unity Television. 1501 Broadway, New York	10 9498069898989898	
2		United Art	ists 1939
3	Unity Television, 1501 Broadway, New York		
	PIMPERNEL SMITH Drama 16mm. M & A Alexander, 6040 Sunset Blvd., Hollywood		
	M of A Alexander, 0040 Sunset Bird., Honywood		

WBKB-Stork Club 5.9			THE PRETENDER Drama 16mm.	Republic	1947
WNBQ—Sports Revue 4.6 WENRTV Teen Club			Motion Pictures for Television, 655 Madison Ave., Ne	1 State of the second sec	
DETROIT (3 stations)	WARNING • WAR	NING • WARNING	SECRET SERVICE INVESTIGATOR Drama 16mm.	Republic	1948
WXYZ, 7-7:30, Tues.			Hollywood Television Service, Republic Studio, N. Ho		1958-'51
Jan. ARB Rating	Check distributor for ava	ilability. Any of the films	SEVEN DAYS TO NOON Drama 16mm. Snader Telescriptions, 229 W. 42d St., New York	Mayer-Kingsley	1900-01
Prec. Show: Famous Playhouse 3.2	listed here may be availa	able in the immediate or	SHANGHAI COBRA Mystery 16mm.	Monogram	1945
Opposition Shows: 7-7:30:		f markets in which they	Motion Pictures for Television, 655 Madison Ave., No		
WJBK-Rocky King 9.2			SHANGHAI GESTURE Drama 16mm.	United Artists	1941
WWJ—Telephone Storybook; Short Short Drama 3.8	are now being shown. Qu	uery distributor promptly	Unity Television, 1501 Broadway, New York SLEEP MY LOVE Drama 16mm.	United Artists	1948
LOS ANGELES (7 stations)	on any film in which you		Standard Television, 1203 W. 7th St., Los Angeles		100 CL440
KNBH, 10:30-11, Wed.	on any man in which you	and interested.	SOUTH OF PAGO PAGO Drama 16mm.		1940
Jan. ARB Rating 2.6		and the second s	Peerless Television Productions, 729 7th Ave., New Y	ork	1938
(Previous Month's Rating	(Previous Month's Rating20.4)	WNBW-Cavalcade of Sports;	SOUTH RIDING Drama 16mm. Snader Telescriptions Sales, 229 W. 42d St., New Yor	United Artists	19.50
Opposition Shows: 10:30-11:	Prec. Show: Dragnet	Greatest Fights	THE SOUTHERNER Drama 16mm.	United Artists	1945
KNXT-Chronoscope;	Opposition Shows, 9:30-10:	WTTG-Down You Go10.8	Television Exploitation, 101 W. 55th St., New York	CONSTRUCTION AND ADDRESS AND ADDRESS ADDRES	10346782
Table at Ciro's1.5		WMAL-Mystery Theater 4,4	SPECIAL INSPECTOR Mystery 16mm.	Syndicate	1939
KTLA—City at Night		Harris of	Atlas Television Corp., 17 W 44th St., New York STORY OF G.I. JOE Drama 16mm.	United Artists	1945
KHJ-Newspaper of the Air;	11 (12) (12) LT	Heart of	Motion Pictures for Television, 655 Madison Ave., No		• • • •
Star Time 1.4	Televideo	the City	SUSPENSE Mystery 16mm.	Monogram	1946
KTTV - Boxing 4.0			Motion Pictures for Television, 655 Madison Ave., No		10000
KLAC—Owl Movie 2.5 WASHINGTON (4 stations)	CINCINNATI (3 stations)	(Big Town) 30 26		Monogram Vork	1945
WTTG, 5:30-6, Sun.	WKRC, 8-8:30, Mon.	Dist.: United Television Programs, Inc. DETROIT (3 stations)	STATE DEPARTMENT FILE 649 Mystery 16mm.	Four Continents	1949
Jan. ARB Rating	Jan. ARB Rating	WJBK, 9:30-10, Thurs.	Television Exploitation, 1450 Broadway, New York		212.42
(Previous Month's Rating13.3)	(Previous Month's Rating18.6)	Jan. ARB Rating	THE TRUE GLORY Drama 16mm.		1945
Prec. Show: The Children's Hour. 13.5 Opposition Shows, 5:30-6:	Prec. Show: Perry Como	(Previous Month's Rating18.2)	Sack Television Enterprises, 358 W. 44th St., New Yo		1940
WNBW-A Chance to Show;	WLWT-Winchell-Mahoney Show 24.5	Prec. Show: Bifff Baker, U.S.A11.2 Opposition Shows, 9:30-10:	WAGONS WESTWARD Western 16mm. Hollywood Television Service, Republic Studios, N. H		1740
Window in Washington 1.9	WCPO-Inspector Mark Sabre15.0	WWJ-Little Theater			H
WMAL-Super Circus		WXYZ - Rebound	Snader Telescriptions Sales, 229 W. 42d St., New Yor	k	
WTOP — Omnibus15.0		LOS ANGELES (7 stations)	10 10 10 10 10 10 10 10 10 10 10 10 10 1		
	MYSTERY	KTTV, 9-9:30, Fri.	OTHER		
Time for	Care Construction in the second s	Jan. ARB Rating 2.5 (Previous Month's Rating10.8)	A MARION OF A MARINE STATE AND A MARINE STATE AND A MARINE AND A	N 17125 (2008)	S-222-5-54
Beany 15 Weekly	Boston Blackie 30 78	Opposition Shows, 9-9:30;	AMERICAN PRESIDENTS Educational Official Films, 25 W. 45th St., New York	Feature	Charge
Dist.: Paramount TV Productions, Inc.		KNXT-My Friend Irma19.6	ANVWERE ISA Educational	Series	Free
BOSTON (2 stations)	BOSTON (2 stations)	KNBH-Big Story	Laurana E Champer 620 North St. North Varte		000000
WNAC, 5:15-5:30, MonFri.	WNAC, 7-7:30, Sat.	KECA-Mustery Theater 40	BANFF'S GOLF CHALLENGE INdustria	Feature	Free
Jan. ARB Rating (Average) 9.5		KHJ - Basketball9.2	Canadian Pacific, 803 Boarmen Bank, St. Louis, Mo		22.00
(Previous Month's Rating6.1) Prec. Show: Western Theater; West	(Previous Month's Rating33.6) Prec. Show: It's News to Me 7.7	KLAC - Wrestling 9.4	CLEAR IRON Industrial Marathon TV Newsreel, 125 E. 50th St., New York	Feature	Free
of Texas; Rustler's Hideout;	Opposition Show, 7-7:30:	SAN FRANCISCO (3 stations) KPIX, 9:30-10, Mon.	THE FRIENDLY WAY Industrial	Feature	Free
Western Playhouse15.9	WBZ - Beulah11.7	Jan. ARB Rating	Bell Telephone Company, nearest City Main Office	1 11/19/52/15/60/691	1000000
Opposition Show, 5:15-5:30:	CHICAGO (4 stations)	(Previous Month's Rating20.2)	Conchect Dates B. C. Pay 62 Minut Flavida	Feature	Free
WBZ—Gabby Hayes	WBKB, 9:30-10, Thurs. Jan. ARB Rating	Prec. Show: I Love Lucy61.4	Cerebral Palsy. P. O. Box 62. Miami, Florida IT'S YOUR HEALTH Educational	Featore	Free
WGN, 5-5:15, MonFrl.	(Previous Month's Rating27.8)	Opposition Shows, 9:30-10: KRON-Robert Montgomery31.2			
Jan. ARB Rating (Average) 1.7	Prec. Show: My Little Margie 30.0	KGORoller Derby 2.9	ONCE UPON A TIME Educational		Free
(Previous Month's Rating2.4)	Opposition Shows, 9:30-10:		Metropolitan Life Insurance Co., 1 Madison Ave., No		1000000
Prec. Show: Trailblazers Theater 3.0 Opposition Shows, 5-5:15:	WNBQ—China Smith	Hollywood	PIONEER OF PROGRESS Industrial American Iron & Steel Institute, 350 Fifth Ave. New	A strategic states and	Free
WNBK-Kids' Karnival Kwiz 4.3	WGN-I've Got a Secret			Feature	Free
WNBQ-Cactus Jim 3.6	CINCINNATI (3 stations)	2011년 전·2012년 1월 27일 - 2012년 대학원 11년 전 2012년 23년 1월 19일 1월 27일	Bell Aircraft Co., Public Relations Department, Buffal	o, New York	
WENR—Laugh Time	WLWT, 8:30-9, Thurs. Jan. ARB Rating	Dist.: United Television Programs, Inc. BALTIMORE (3 stations)			Charge
WJBK, 5:15-5:30, MonFri.	(Previous Month's Rating	WMAR, 10:30-11, Thurs.	Motion Pictures for Television, 655 Madison Ave., No SCHOOL THAT LEARNED TO EAT Industrial	Feature	Free
Jan. ARB Rating (Average) 6.6	Prec. Show: You Bet Your Life 55.0	Jan. ARB Rating	General Mills, Inc., 400 2d Ave., S. Minneapolis, M		- Ice
(Previous Month's Rating 8.9)	Opposition Shows, 8:30-9:	(Previous Month's Rating12.2)	STORY OF A MAIN ST. MERCHANT Industrial	Feature	Free
Prec. Show: Feature Theater 4.1 Opposition Shows, 5:15-5:30:	WCPO-Chance of a Lifetime14.2 WKRC-Amos 'n' Andy20.7				10.000
WWJ-Gabby Hayes;	COLUMBUS (3 stations)	WBAL-Dangerous Assignment17.2	THAT INSPIRING TASK Educational The Venard Organization. Peoria III.	Feature	Free
Glenn and Mickey; Animal Fare 2.3	WBNS, 9-9:30, Sat.	WAAM-I've Got a Secret12.0	WHAT HAPPENED TO HERBERT Educational	Festure	Free
WXYZ-Auntie Dee15.8			State Department of Health, Austin, Texas		20,51
SAN FRANCISCO (3 stations) KPIX, 5-5:15, MonFrl.	(Previous Month's Rating26.4) Prec. Show: Jackie Gleason34.6	NEWS			
Jan. ARB Rating (Average) 16.5		ILEVIS.	2 · Ē,		¥. F
(Previous Month's Rating17.4)	WLWC-Show of Shows		Series Name	= 5	23 3
Prec. Show: Search for Tomorrow 8.2		Telenews	Series Name	63	Re Re
Opposition Shows, 5-5:15, MonFri.:	NEW YORK (7 stations) WABD, 9:30-10, Fri.	~~~ 같은 말한 ~~ 전 것 이 가지 않는 것 것 같은 것	or a se of a se	2.2	g* 2
KRON-Those Two;	Jan. ARB Rating	Daily 10-15. Weekly			£ 4
Short Short Drama 2.7	(Previous Month's Rating10.3)	Dist.: International News Service	zine; Six Bells; School Board; Prec. Sh	ow: Various Program	
KGO-Monday With Freddie;	Prec. Show: Life Begins at 80 4.1	BALTIMORE (3 stations)		on Shows, 7:15-7:30:	
Les Mailoy 3.6 WASHINGTON (4 stations)	Opposition Shows, 9:30-10: WCBS-Our Miss Brooks	WBAL, 6:45-7, MonFrl. (Your News Reporter)		 Candid Camera; Drama; Headlines o 	
WTTG, 6:45.7, MonFri.	WNBT-The Aldrich Family 5.8			Charles Laughton; Su	
Jan. ARB Rating (Average) 12.8	WJZ-Conqueror's Isic 4.0	(Previous Month's Rating7.0)	WBZ, 7:15-7:30, MonFrl. Than	Fiction	
(Previous Month's Rating11.2)	WOR-Invitation Theater	Prec. Show: Silver Saddle Roundup 12.1	(Newsteller) DETROIT	(3 stations)	









NIGHT CLUBS-VAUDE

FEBRUARY 28, 1953

Stem Topped By M. H. 130G Roxy's 125G Kaye Punches Up

\$55,400; Para 2d Week Hits 109G

NEW YORK, Feb. 21.-Strong five weeks. . . . Georgia Gibbs starts at Blinstrub's, Boston, grosses were racked up along the Stem this week, with the help of May 6. good weather and powerful stage and flick attractions. The highest total for the week was pulled by the Music Hall, which in its first week with "Tonight We Sing" and the new stageshow hit a solid \$130,000. The previous week the huge theater had grossed \$110,000 with "The Bad and the Beautiful." The Roxy also racked up heavy coin for its opening week of the new Disney epic be followed by a date at the Savoy Hotel, London.... The "Peter Pan," plus a new ice show, grabbing a sensational \$125,000 for the seven-day period. The Roxy's gross for the last week of Colby, who have just completed a "Niagara" was \$58,000.

Danny Kaye's fourth week at the Palace continued at a powerful pace, with the vaude show drawing a hefty \$55,400 for the week, bettering his third-week mark of \$55,100. Since the comic opened at the vaudeville house, grosses have been above the \$55,000 mark weekly. At the Paramount, where the Martin and Lewis pic, "The Stooge," is now in its second week, with Joni James on stage, the theater's gross reached \$109,000, only a bit under the first week's \$110,000.

Providence **Binds Booking**

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

THE BILLBOARD

With Big Spenders Rollin' in, Miami Ops Can Smile Again

Nitery Biz Takes Sharp Upswing As Top Acts Lure Tourist Dollars

MIAMI BEACH, Feb. 21, -swing after a post-New Year's and Jack Goldman says the reserand nothing coming in on the tabs. office for Ciro's.

But today, with a few exceptions, the auditors are finding it with Jimmy Durante.

Peter Lind Hayes and Mary booked for three weeks at the Nitery business here is on the up- Healey follow Lena into the Clover dip that had many ops crying the vations are excellent, altho it is box-office blues. In many cases it unlikely that any act will top the was a situation of everything go- business Lena racked up in this ing out to pay high-priced talent, spot. Durante, too, did top box

> Bill Miller's Riviera, opening big with Ray Bolger, slid into the easy to pay the weekly overhead. doldrums until Edith Piaf came The big money is rolling into the into the big room on Tuesday (17). Latin Quarter, which went to the Alan Gale, on a one-show-a-night post Sunday (15) with Joe E. policy, has been pulling 'em in Lewis for four weeks; to the ever since he opened, and when Clover Club, which on Sunday Martha Raye is in town the Five (22) completes three weeks with O'Clock Club is doing okay. The Lena Horne; to Ciro's, which on Vagabonds, with a million bucks Thursday (19) opened with Nat of ballyhoo via the Arthur God-Cole after more than a fortnight frey TV shows, has been a constant sellout.

The Beachcomber Club, which has had tough sledding all season. tried practically everything from the night it opened. They've had strippers, musical combos, burlesque blackouts, and name record vocalists. Finally, on Thursday (19), owner Ed Fielding came up with a bill including the Will Mastin Trio and Gene Baylos, in what shaped up as the spot's best show of the season.

15

Along hotel row, Los Chavales de Espana are still at the Saxony's Pagoda Room, which took off the \$2 cover in an attempt to spur business. The Algiers follows a return engagement of Joyce Bryant with Margaret Phelan on Tuesday (24), and the same night comedian Dick Shawn comes into the Sans Souci's Blue Sails Room. Further uptown, Myron Cohen next week completes a return date at the Casablanca's Club Morocco with Monica Boyar on the same bill.

Over in Havana, the big deal this week is Phil Spitalny's All-Girl Orchestra at the Montmarte. They're in for a fortnight; and on Thursday and Friday (19 and 20), Jimmy Durante flew over for a guest appearance at this spot.

Chi AGVA-CCOA Hassle Cools; Roxy has made some concessions on shows to be played per week and now is not far removed from Work Is Spoffy

AGVA Board Mulls **Roxy Negotiations**

NEW YORK, Feb. 21 .- Meet- | contract and number of performings of the Executive Board of the ances per week for the cast. American Guild of Variety Artists have been scheduled here for next Tuesday (24) and Wednesto be discussed by the AGVA brass will concern the negotiations now going on at the Roxy Theater here between the Roxy and AGVA over a new contract stint at the Lau Yee Chai Restau- Roxy and the AGVA representatives, tho progressing a little over and now is not far removed from the past week, are still not near a the cast's desired limit. There are settlement. Major differences dividing the Roxy management and these appear to be comparatively the union are only two, length of

The Roxy is holding out for a two-year contract with the skaters and singers, while the union day (25). One of the main points would prefer a shorter term. Number of performances per week is an important issue with the cast, in that the house usually plays four shows a day on weekdays, and five shows a day on for the skaters and singers in the week-ends and holidays. The open February 26 for a 10-week show. Negotiations between the Roxy has made some concessions

this week on orders of Police starting April 20. Chief William A. Martin.

The orders, mailed by Police Amusement Inspector George W. Cowan to all local agents, state that "no acts in any floor show in a 'Class B' establishment will be approved by his office until after a complete description of all acts in typewritten form have been received and approved by the office at least 24 hours prior to appearance of the act in the club. Comedy acts are required to furnish complete description of dialog, together with business, also titles of songs and style of dancing which might be included in the act.... Vocalists and danc-ing acts will furnish in typewritten form titles of all songs that may be used, together with style of dancing acts and the costumes worn."

Cowan told reporters he questioned whether the advance description ordered by the chief could be given and praised cooperativeness of night club bookers generally, saying he "had never received any complaints from citizens patronizing these places."

Some Providence clubs are using acts only on week-ends, and agents frequently line up these shows at the last minuteimpossible where manuscripts must be submitted 24 hours in advance to police authorities. The "follow the script" order by Chief Martin will kill the emsee-comic who depends on ad libs for his biggest laughs, many performers here feel.

FEMS ONLY IN NY DEEJAY SEG

NEW YORK, Feb. 21. -Taking cognizance of what it considers a trend to female vocalists on disks, WNEW is kicking off a new record show titled "Who's Your Girl?" Show will be aired Sundays, 12-12:30 p.m., with deejay Bert Wayne at the helm. WNEW, indie which has pioneered in the field of record programing, has never patterned a show before on

rant, Honolulu. . . Jerry Murad's PROVIDENCE, Feb. 21. - A Harmonicats will renew aquanitnew set of rules which appears ances with Jackie Heller, when next to impossible for enforce- they open at the Singer's Caroument. or which will at least sel, Pittsburgh, March 2. . . . Bill bring headaches to bookers of Tobin is set for six weeks at the night club shows here, went out Phillips Hotel, Kansas City, Mo.,

Extra Added

Jean Carroll will head for Eng-

land in May to play two weeks at

the London Palladium. She will be at the Music Hall from May 11 to May 18 on the same bill with

Eddie Fisher.... Mary Small left for London today for an eight-

week tour of England. She is

Palladium, and then will tour for

Cassi Cassano, lately at the

Carriage House, New Orleans, is

on his way to New York where he

will appear at the Hotel Elysee's

Monkey Bar..., Harbers and Dale

have returned from a five-month

tour of Europe. They open at the

Persian Room of the Hotel Pierre

March 5 for four weeks. In June

they return to Europe to appear

in a film to be made in Rome, to

Blackburn Twins and Marion

Universal Pictures musical featur-

ette with Ralph Flanagan and

band, open at the Desert Inn, Las

Vegas, Tuesday (24). They follow

with a two-week engagement,

starting April 17, at the Jefferson

Jack W. Gordon, general man-

ager of Gordon's Entertainment

Bureau, Hartford, Conn., with his

home office in Palace Theater

Building there, and a branch in

Springfield, Mass., has opened a

New York office at 1619 Broad-

Ish Kabibble opens a week's en-

gagement at the Oasis Club,

Muncie, Ind., February 23. . .

Joe Maize nd His Cordsmen have

headed for Hawaii, where they

Hotel, St. Louis.

way.

Here and There

New York

Harry Brandon and his orchestra will open an engagement at the Anacacho Room of the St. Anthony Hotel, San Antonio, this week. He follows Don Grimes into the spot. Announcement was also made that Yvette, the song stylist who opened the Peraux Room last spring, has been booked for an appearance at the Anacacho Room on March 12.

After six weeks of outstanding business at the Cave Supper Club, Vancouver, B. C., Bar-y Breden took his "Drunkard" troupe to Victoria, B. C., where they opened Monday (16) at the York Theater.

"Drunkard" villain, Richard Graham, formerly a Shakespearean actor, added something different to the olio the closing week at the Cave. It required nerve and considerable talent to pull off readings-and make them like it -from "Romeo and Juliet" and "Antony and Cleopatra" before a nitery crowd that was expecting anything but. ... Jack McVea and his all-star "Harlem" revue opened at the Cave Monday (16) .. Held over at the Palomar is Ray Kinney and his "Hawaiian Holiday" revue.

Brown Starts One-Nighters In Colorado

NEW YORK, Feb. 21.-Orkster Les Brown this week set off on a series of one-nighters via chartered plane. He opened Thursday (18) in Colorado Springs, Colo., and yesterday played Purdue University, La Fayette, Ind. A stop at St. Paul is scheduled today.

Dates scheduled following this are Buffalo (23); Worcester, Mass. (24); Manchester, N. H. (25); Battle of Music with Tommy Dorsey, Taunton, Mass. (26) Roseland Ballroom, New York (27), and Sunnybrook, Pottstown, Pa. (28). On March 1, Brown will play his usual Bob apolis, with dates following at Hope program, and on Monday St. Louis (4); Cheyenne, Wyo.

LA Icer May Be Statler, **AGVA** Test

NEW YORK, Feb. 21.-A real hassle building up between the Statler Hotel chain and the American Guild of Variety Artists. Immediate point of contro-versy is the AGVA welfare fund, in connection with the forthcoming ice-revue at the Los Angeles Statler. However, the real reasons for the dispute are considered to lie deeper, tho the test may come with the icer in Los Angeles.

The Statler Hotel chain is striving to stave off the AGVA demand for a minimum basic agreement covering all AGVA acts or personnel. AGVA has not made much progress to date with its demands, but the forthcoming icer at the Los Angeles Statler has given the union an opportunity to negotiate there.

Copenhagen Club Bills All-Circus Acts Show

COPENHAGEN, Denmark, Feb. 21.-The big Lorry cabaret is presenting an all-circus bill this month, including the top-ranking circus band from Circus Schumann, directed by Eugen Petersen.

The entire program is directed and announced by Alfons Coccmy, of Circus Miehe, who also presents his dog and pony group "om that circus. Other acts on the bill are Thyra Miehe, a high school horse; the Two Alvas, double trapeze; the Two Leopardos, equilibrists; the Three Lesters, trampoline, and Nico and Alex, clowns.

some other issues at dispute but minor. Wages and overtime pay appear to be agreeable to each side.

AGVA and the management are continuing negotiations, and it is expected that the meeting of the AGVA executive board to consider the Roxy proposals will aid toward helping to speed the negotiations, which have been going on for nearly six weeks.

Carroll Wins Two Decisions

HOLLYWOOD, Feb. 21. - John Carroll, the singing screen star, won two decisions this week in arbitrations set up by the American Guild of Variety Artists. In the first, an arbitration board, composed of Paul Small, local igent; Irv Mazzei, AGVA rep. and Ted Lesser, another agent, ruled that Charley Yates was not entitled to \$1,050, which he claimed as commission on a December, 1951, date which Carroll played at the Cocoanut Grove of the Ambassador Hotel here.

In the second hearing before a rep appointed by the American Arbitration Association, Carroll was awarded \$1,200 as salary from the Cocoanut Grove date, which he had been contesting with the hotel. The hostelry claimed that it had originally contracted Carroll to open December 27, and that later, Carroll had agreed to open the followin, day, when the hotel had sold out the night of the 27th on a newspaper benefit. The arbitrator, however, ruled in favor of Carroll, who contended that he had never agreed to the one-day postponement. The \$1,200 represented his part of the covers for the night of the 27th.

\$25,000 Fire Destroys Club Rendezvous, Tex.

DENISON, Tex., Feb. 21. - The Club Rendezvous was destroyed in a fire here, with loss estimated at \$25,000. It was owned by Frank DeMarco who carried insurance which partially covers the loss. The club has been operated by Frank Blackburn since Janu-

CHICAGO, Feb. 21 .- All's quiet on the Chicago labor front after almost a three-month period of turmoil brought about by the introduction of the American Guild of Variety Artists' Welfare Fund. All niteries are operating as usual. most acts are working, altho its spotty for some, and there has been no report of union intervention in club date business.

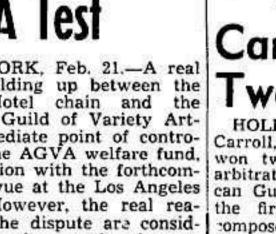
Chicago Cafe Owners' Association, leaders in the fight against payment of the weekly \$2.50 per performer into the union fund. is awaiting developments on its federal actions. CCOA, thru its attorneys, Milton Raynor and Stanford Clinton, has filed omplaints of unfair labor tactics with the National Labor Relations Board here and also charges of criminal action with the U.S. District Attorney.

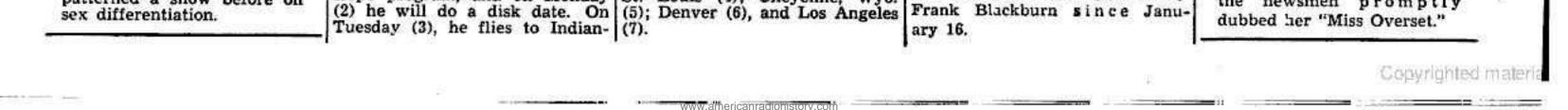
Unionwise, no important developments came out of recent meetings of the local AGVA executive committee. According to the local's top man, Ernie Fast, recent confabs did nothing regarding the 31 members listed as unfair for working four struck bistros here. A number of minor cases, long on the books, are being dealt with.

Entertainment Managers' Association, third factor in the doings here, did a lot of talking about the situation at its recent meeting but announced no plans. Altho most of the club date booker members of the association claim they have not been hurt by any union action, some admit they are substituting musical acts where in many cases they previously had hired variety performers.

DAGMAR DUBBED 'MISS OVERSET'

WASHIN JTON, Feb. 21 .--Dagmar stole the headlines from "Miss Headlines" at last night's annual Washington Newspaper Guild Front Page Ball here. Dagmar pinchhit at the ball for entertainer Eddie Fisher whe was ill. Then, when singer Janette Davis, who had been slated to be "Miss Headlines" at the ball, couldn't come, Dagmar filled her place, too. Grateful to Dagmar fo. filling the bill, the newsmen promptly





MUSIC

THE BILLBOARD

16

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

FEBRUARY 28, 1953

Shifts in Int'l Disk Tie-Ups **Hype Competitive Scramble**

Soria to Rep British Columbia Here; Europe Waxing Costs Jump 40%

By IS HOROWITZ and BOB ROLONTZ

NEW YORK, Feb. 21. - With over what arrangements EMI nounce his future plans until British Columbia, subsidiary of would make to sell its product that time. England's Electric and Musical here. It is now known that EMI Industries, Ltd., soon to form a will set up shop here, with Dario Industries, Ltd., soon to form a will set up shop here, with Dario issuing generous quantities of company here to market its wax Soria to head up the domestic EMI's British Columbia wax, all in the United States, the height- operation to move British Columened activity among domestic bia wax. diskeries to strengthen competitive standings by forming so'id reciprocal deals with foreign companies has been thrown into bold relief.

The scramble for foreign at this time is to transfer his greater quantities of their imported wax to pay off the fastincreasing nut. For the dealer it has meant greater competition for representation on his shelves.

When Columbia Records' deal with EMI expired the end of last year, and the American manufacturer set its current arrangement with Philips Industries, considerable speculation developed

51G 'Mommy' Melon Cut by Greshler, Boyd

HOLLYWOOD, Feb. 21.-Abner "an unconstitutional attempt to Greshler and Jimmy Boyd, the interfere with contract rights . . . teen-age Columbia waxer, will in violation of the Constitution of however, feel that the statements split a \$51,000 royalty melon fol- the United States," and complainlowing receipt of the first quar- ing that "the bill strikes down the Eterna against the bill were unterly royalty statement by Greshler innocent with the guilty." from Columbia. Deal calls for Greshler to take the first 25 per cent, with Boyd and Greshler to cut the remainder down the middle. Royalties are all from Boyd's "I Saw Mommy Kissing Santa Claus," which sold 2,033,248 copies up to December 31, 1952. The split is part of a court settlement (The Billboard, February 21), in which Judge Frank G. Swain ruled that Greshler's production firm had an employce's pact with the 14-yearold and not a theatrical agent's pact. Greshler said that he is holding meetings on the starting of the shooting of "Peck's Bad Boy," which will be a TV film series starring Boyd. The settlement gave Greshler an option on the lad's TV service to be exercised before 1956.

C-S Transfer

the works, Soria has thus far refused to divulge detailed plans. He claims that his main interest

sources of supply has set costs of Cetra-Soria operation to Capitol a long-range program to build recording abroad skyrocketing. It Records properly. The transfer of the firm as an important record is becoming more incumbent the LP opera line to Capitol be- producer. Since the giant Holupon American firms to move comes effective April 1, and Soria land-based corporation entered has declared he will not an-

Columbia, meanwhile, is still of which was contracted for before the December 31 break-off point. It has yet to release any Altho this move is definitely in records of Philips origin. The latter company has still to build up a catalog of recorded works suit-

able for exploitation here. Philips, tho, has apparently set (Continued on page 20)

ANTI-PIRACY BILL OPPOSED **Diskery Charges Proposed** Act Ignores Culture Side

NEW YORK, Feb. 21.-A mem- of such records (current disks) orandum strongly objecting to and the business of restoring to the anti-piracy bill now pending life extremely rare and obsolete before the New York State Legis- records, of great musical value lature, on legal and constitutional because they reproduce fine pergrounds, has been submitted to formances of the past, and thus the Code Committee of the State have historical and cultural Legislature by Sidney Bobbe, a value. . . . Their product does not lawyer representing Eterna Rec- impinge in any way upon the ords, indie longhair label. The business of any other legitimate memorandum, which reached the record manufacturer or dealer.... Code Committee last week, ex-plains in full detail Bobbe's rea-such businesses in the State of sons for objecting to the bill as New York."

Majors Seeking Sock Music Comedy Album

NEW YORK, Feb. 21. - The Livingston, Capitol a.&r. chief, desire of all the major diskeries handled the negotiations.

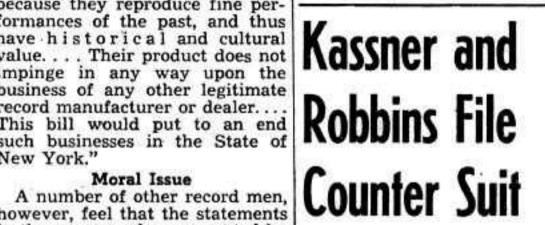
for a sock musical comedy album, original cast rights of two forthcoming Broadway shows - by Decca and Capitol Records.

Decca latched on to "Wonderful Town," the musical version of "My Sister Eileen," which stars Rosalind Russell, with music by Leonard Bernstein and lyrics by Adolph Green and Betty Comp-den. Capitol Records snagged the musical album released by any of album rights to the upcoming the major diskeries has had the Cole Porter musical, "Can-Can," which was written by comic Abe diskeries involved. Burrows.

"Wonderful Town" opens here next week. It has received solid of the majors has shown that reviews in Philadelphia, where it original cast waxings of musical finishes a two-week run today. shows are often fraught with dan-Decca Records intends to cut the set about a week after the show opens at the Winter Garden.

Hot Contest

Capitol records pacted the rights to "Can-Can" after a hot contest with other diskeries. The show is expected to be one of the big ones of the 1953 season, via the combination of Cole Porter, Abe Burrows and the producing team of Fuer and Martin, who also handled the production on Porter's "Kiss Me, Kate." Alan



Spirited bidding is expected for inspired by the solid sales of "Oklahoma!" on Decca and "South Pacific" on Columbia a few years Rodgers and Hammerstein and back, was pointed up again this "Carnival in Flanders" by Burke week with the grabbing of the and Van Huesen. The latter show, since it stars two Decca artists, Delores Gray and John Raitt, is expected by many tradesters to go to Decca.

> This is the first season in quite sale desired or expected by the

Cases in Point

In fact the experiences of some ger. Capitol Records, for instance, contracted to wax "Flahooley" two seasons ago, and had to go thru with releasing the set tho the show folded a few days after its New York debut. Last year, a few days after Capitol released the original cast album of "Of Thee I Sing," the show took off for Cain's warehouse. Decca's cutting of "Anna and the King of Siam" has been a good, tho not sensational seller, and the same can be said for "Guys and Dolls" and a few others of more recent vintage.

Altho the market for musical albums is not what it was in the early days of LP, RCA Victor's pacting of "Hazel Flagg," and the recent Capitol and Decca acquisitions indicate that the diskeries are still hoping for another mil-lion-selling "South Pacific" or "Oklahoma!"

Sales Decline 5% From 1951

WASHINGTON, Feb. 21. - Record, sheet music and instrument sales last December topped December, 1951, sales by 11 per cent, but 1952 sales trailed the previous year's total by 5 per cent, the board of governors of the Federal Reserve System reported this week. December radio, phonograph and TV set sales fell 6 per cent below sales chalked up for De-cember, 1951, while 1952 sales were 20 per cent below those of 1951, a survey of major U. S. department stores revealed.

JOIN A DISKERY, SEE THE WORLD

NEW YORK, Feb. 21.-The international scope of the record business is pointed up by recent inter-continental junkets by diskery brass. Jim Conkling, Columbia prexy, left this week on an extended business trip to Europe, Last Friday (13), Decca topper Milton Rackmil planed to South America. And Glenn Wallichs, Capitol chief, only recently returned

Bobbe's brief against the proposed legislation has as its major piracy," said one manufacturer, premise that the bill, as now "we would not have wanted worded, ". . . needlessly destroys an anti - piracy bill." Another legitimate and socially desirable claimed that "this memo from business. . . . It shows no distinc- Bobbe intimates that it is morally matters relative to operation of tion between the unfair copying

in the memorandum presented by tenable.

"If the civil laws would stop (Continued on page 20)

NEW YORK, Feb. 21. - The Brill Building vendetta between Jack Robbins and Ed Kassner has reached the boiling point. Each is suing the other. Attorneys for both parties had been trying to reach an agreement on policy

(Continued on page 20)

BB's Radio Station Mgr. Poll Pin-Points Growth of Deejays Recorded Music Occupied 47.2% Of Air Time on Average Outlet

Continued from page 1

per week on the air, with stations | voted to records. Quite signifi- | promotion, while the fledgling over 5,000 watts logging an average of 119.3 hours per week compared with 110.4 hours for stations of less wattage. Answers ranged from a high of 168 hours to a low of 18 hours per week. The average station reported that of its 113.2 hours per week, 53.2 hours are devoted to disk shows, thus chowing a dependence on records for 47.2 per cent of its air time. The large wattage group averages 41.6 per cent of its program hours on record shows, while the smaller power stations disclosed that recorded music accounts for an average of 49.8 per cent of its time on the air.

Projecting these figures for the 2,391 extant stations, it means that of the 270,661 hours of total air time each week, 127,201 hours are programed via disk jockey and other shows of recorded music.

Last Year

As indicative as these figures are in plotting the present pattern of program structure, even more station climbed out of the red at important part in the making of significant are the answers shownation's stations are now devoting a greater part of their total air time to record shows than they were a year ago. A total of 57.2 per cent of all broadcasters reported that they are now programing more record programs

cant, too, is the fact that there is a negligible difference in the answers of the large wattage station and the smaller power group to this question.

Illustrations

Two specific illustrations taken from the two most heavily saturated and fiercely competitive New York and Los Angeles amply point up this increased dependence on disk jockeys and year.

Across the country KBIG Island less than a year ago, beever since.

gram structure is simply the ve- of revenue. hicle for their success. Both are

KBIG last week racked up a second place ir. The Billboard's Radio and Television Promotion Competition for stations in the 5-to-20-kw. field.

While these results trace this this programing trend only over the past year, there is every indication that this increased dependence on records for programing will accelerate. Of utmost importance in this connection is the fact that the record shows are records. New York's indie paying off. A total of 59.3 per WNEW, which has long espoused | cent of the stations reported more and promoted the music and sponsors for their jockey shows news format, has just recently than a year ago. Another 37.3 put forth a claim to the only total per cent said they have the same audience increase for any radio number, and only an insignificant station in the metropolitan area 3.4 per cent noted a decrease in during 1952 over the previous advertisers. Again, this increase is true for stations of all sizes.

The implications of this trend opened operations on Catalina are important for both broadcasters, record companies and coming the 23rd station in the music clearance societies. Briefly L. A. market. Stessing a music stated, it can mean a lower operand news format, the neophyte ating udget and an even more the end of three months, and hit records and tunes thus ceing that more than half of the profits have continued to mount menting its place in a record company's promotion plans. For the Morris' subsidiary firm, Meridian A page from the book of both of clearance agencies it spells a conthese stations shows that the pro- tinued bright future as a source

in competition with others using answers to the station manager search for two representatives to basically the same format. In survey, together with the results comb the South and Southwest than a year ago. Another 37 per both cases the vehicle has been of the popular and country & for budding writers. Hughes is cent said there is no change from promoted actively. WNEW is re- western disk jockey polls, are lo- currently headquartering a

Cap Broadens Trade Scope

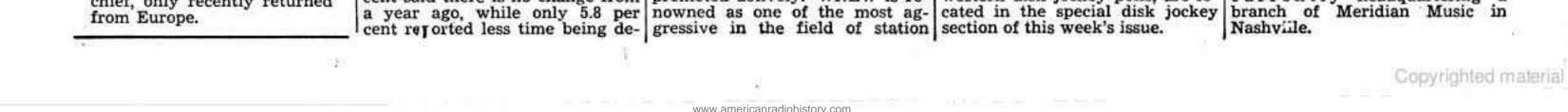
HOLLYWOOD, Feb. 21.-Start of an all-out program to project Capitol Records more strongly in the studio and record services field and in broadcast sales was pointed up this week, when Gene Becker, formerly national sales promotion manager, was named assistant to Walt Heebner, v.-p. in charge of that Cap seg. Becker's shift is the first of a series of moves to be made in the next six months by Capitol in this seg of the recording biz. Becker's post will be shared by Gordon (Bud) Fraser, who recently joined the local headquarter after serving as v.-p. of the Cap record distributing division in the Midwest, and Dick Rising, who joins the local office after serving as branch manager in Dallas.

Lou Schurrer, who has been director of the diskery's album art division, has been named advertising manager. He will work under the direction of Lloyd Dunn, v.-p. in charge of merchandising, publicity, advertising and public relations.

Morris Boosts Hillbilly Bid

NEW YORK, Feb. 21.-Buddy Morris' bid in the hillbilly publishing market stepped into high gear this week with the signing of a number of rustic songwriters. Cincinnati deejay Nelson King (WCKY) was inked to a writerconsultant pact. Another platter spinner, Joe Nixon (WFAL, Fort Worth), and a Texas Christian University student, Monty Floyd Hancock, were also pacted as writers. Nixon who also has an artist contract with Mercury is in the process of shifting his jockey operation to Pasadena, Calif. All of their works will clear thru Music.

Continued interest in digging A complete breakdown of the cated by Lloyd Hughes' present



17

List Awards For BMI Art, **Hobby Show**

NEW YORK, Feb. 21.-Awards for the first art and hobby show of Broadcast Music, Inc., were made this week. In the oil painting division, first, second and third respectively went to Boris Vansier, Cathryn Lister and Dave Dreyer. Honorable mentions were given to Rose Reiger, Bill Simon, Robert Sherman and Graham Hatch.

In the water color category, first three positions went to J. Odjenar Russell, Lee Vaughn and Carl Malouf in the order named. Honorable mentions were awarded Roy Harlow, Karl Bauer, Eda Rappaport and Maurice Dela.

The photograph class was won by Ruth Peter, with Hecky Krasnow and Bill Harris in second and third order. Honorable mentions were awarded Glenn Dolberg. Wally Weigl, Ike Diamond and Harold Moon.

C. E. Tebbets and Dorothy Goode took first and second in ceramics, with honorable mentions to Mary N. Hoyt and C. E. Tebbets. Bill Copeland and Sylvia Kochan grabbed first and able mentions to John Rox and Thomas W. Woods.

SWEDEN JAZZ

'JATP' Sells Out, Adds 2 Concerts

STOCKHOLM, Sweden, Feb 21. -Norman Granz with his "Jazz at the Philharmonic" opened a

TRUST ROSTERS 1,303 DISKERIES

NEW YORK, Feb. 21.-The report of trustee Sam Rosenbaum on the Music Performance Trust Fund (see separate story) stated that as of December 31, 1952, there were 1,303 diskeries and 141 electrical transcription firms signatory to the trust agreement. Of these signatories, 968 reported no sales in the first half of 1952, and 789 reported no sales in the last half of 1951.

Performance **Trust Fund Is** Recapitulated

NEW YORK, Feb. 21.-What the Music Performance Trust Fund means in terms of employment is indicated by this recap covering the operation of the fund during the last two years.

In the first half of 1951, the fund paid for 3,192 projects, totaling 5,483 performances, and using the services of 46,000 participating musicians.

In the last half of 1951, the fund second in modeling, with honor- paid for 5,836 projects, which gave 10,486 performances and used the services of 98,400 participating musicians.

> In the first half of 1952, the fund's projects totaled 3,567, for 6,352 performances, and using the services of 54,000 musicians.

In the last half of 1952, the projects totaled 5,878, the performances 11,155, and the musicians 101,000.

Music Trust Fund Tallies \$1,844,276.96 During 1952

Records Toss in \$1,762,140.98; 1.6-Mil. Disbursed to 654 Areas

1952, period. For the second half first six months. Second half inof the year, contributions from all come from TV totaled \$15,337.66, sources totaled \$888,179.86.

These figures, which are in the half. Eighth Report and Statement of Trustee Samuel R. Rosenbaum,

as against \$5,298.51 for the first

Allocations

RCA Steps Up Pop Hit Diskings for Overseas

land.

Heretofore, Victor has obtained most of its foreign language pop

New Plan in Works for Juke-Op Disk Combine

Allocations for musical perindicate the paucity of the TV formances paid for by the Fund and transcription fields as far as totaled \$1,689,919.66 for the year

NEW YORK, Feb. 21.-In a platters (waxed abroad by Euromove to expand its foreign lan- pean artists) via a record exguage market here and abroad, change deal with HMV. However, RCA Victor is stepping up pro-luction of American pop hits in month lag between the time a foreign languages here, rather tune is hot here and the advent than waiting for His Master's of a foreign language disking of Voice to send them from Eng- the number. Under the new setup, Victor will be able to hit the foreign-language disk market at the height of the tune's U.S. popularity.

> international sides here is an \$5,049,856.21. outgrowth of a foreign language pop platter show, "Music With an Accent," aired over Manhattan indie WNEW, on Sundays, 10 to 10:30 p.m. The program, con-ceived by WNEW record librar-ian Al Trilling and Frank A

NEW YORK, Feb. 21. - Con- the Trust Fund is concerned. For ended December 31, 1952. Under tributions to the Music Perform- the year ended December 31, 1952, the Trust Agreement, the trustee ance Trust Fund covering the contributions from the transcrip- receives semi-annual contribuperiod from January 1, 1952, to tion industry, on the basis of tions from the signatories based December 31, 1952, total \$1,844,- sales, totaled \$49,161.49. Receipts on volume of sales at the retail 276.96. Of this figure, \$1,762,- from Music Performance Trust level. The funds cannot accumu-140.98 accrued from the sale of Fund No. 2 (television) for serv- late but must be spent currently. phonograph records. The remain- ices rendered in the year 1952 They are allocated for expendider accrued from the fields of totaled \$20,636.17. As low as the ture among 654 geographical television film and transcriptions. TV figure seems, it is neverthe-Of the total figure of \$1,844,- less interesting to note that in- States and Canada. The funds are 276.96, more than one-half, or come from TV for the second half expended to pay musicians for \$956,097.10 stemmed from sales of the year was almost three services at local union scales in during the January 1 to June 30, times as great as income from the performances which are free to the public. There are no welfare benefits or features to the fund. The musicians work for the pay they receive.

In previous years, total contributions to the Trust Fund have run as follows: \$946,000 contributions for sales the last half of 1951, \$870,000 for sales during the first half 1951, \$927,000 for sales made during the last half of 1950. and \$800,000 for sales the first half of 1950.

A summary of amounts allocated for performances during the past four years totals up to \$4,605,067.37. This covers the period from December 14, 1948, to December 31, 1952, or roughly the first four years of the fund. The Trust agreement winds up December 31, 1953.

A statement of cash receipts shows a cash balance of \$1,116,-558.71 as of December 31, 1952. A summary of cash receipts and disbursements covering the period from December, 1948, to December, 1952, shows total cash Victor's decision to wax more against cash disbursements of

repeat Scandinavian tour here on Monday night (16) at the Concert House. The turn-away was so heavy that two additional concerts were set for Thursday (19) night.

The "JATP" will appear at the big K. B. Hall, in Copenhagen, with two shows next Tuesday night (24) after which it will return to Sweden for a concert on Theater in Malmo, Norman Granz or more ago. is traveling with the unit this year.

standing hit of the show, but the entire combo clicked solidly, and places disks in coin phono-Picked for special mention were graphs. Nickelodeon was headed guitarist Barney Kessel and pianist Oscar Peterson and his trio. A cleverly staged skin-beating duel between Gene Krupa and J. C. Heard also wowed the house, and diskery to turn out platters on unit's taking part, brought down an active record company has yet the house. The "JATP" unit con- failed to materialize, and no resists of Ella Fitzgerald, the Oscar Peterson trio, the Gene Krupa of the Nickelodeon endeavor has trio, Flip Phillips, Lester Young, Hank Jones, Roy Brown, Charlie Shavers, Barney Kessel, J. C. Heard and Willie Smith.

many American longhair artists prises, and Morty Craft, arranger. here this year. Helen Traubel They have occupied an office at teed off with a concert at the 1650 Broadway and are currently Concert House last week (Tuesday, soliciting material from songwrit-10), followed on Tuesday (17) by ers and dickering with new talent Louise Parker. Jussi Bjorling will to perform it on wax. They hope be heard tonight (21).

Ted Wolfram.

at'empt to organize the purchas- to be incorporated, will be a coing power of juke box operators operative venture supported by behind a new record enterprise is operators who want their hightaking shape here. It differs in selection phonographs "to carry several respects from past efforts more than 10 or 15 money-earnand holds slight similarity to the ers." His company's purpose is to plan for action set by the Nickelo- supply platters specifically de-Wednesday (25) at the new State deon Record Corporation a month

The latter plan, reported fully in past issues of The Billboard, cost. Ella Fitzgerald scored the out- was built around the route serviceman, who in many cases buys by top officers in three juke employee unions, and their intention was to set up a third company in co-operation with an established the final number, with the entire demand. The expected tie-in with cent news of progress on the part been forthcoming.

Promoters of the new plan are Leo Rogers, recently active as a record dealer, sometime pub-The concert season will bring lisher and partner in juke enterto come out with their first records by mid-March.

NEW YORK. Feb. 21.-A new | Rogers said the enterprise, still signed for juke use, and those who join the group will get the disks at below normal wholesale

> Rogers claimed he already has formed a committee of operators,

(Continued on page 140)

Joni's 'Believe' 4th Tune to Top Million

NEW YORK, Feb. 21. - Joni James, M-G-M thrush, was presented with a gold disk in recognition of having passed the million mark with "Why Don't You Believe Me," On the stage of the Paramount Thursday (19) where she is currently appearing. The presentation was made by Charles Hasin, director of distribution for the label.

This marks the fourth disk that has hit seven figures in sales since the first of the year. The others have been "Glow Worm" by the Mills Brothers, "Don't Let the Stars Get in Your Eyes" by Perry Como and "Till I Waltz Again With You" by Teresa Brewer. All four of these, of course, carried over from 1952. For M-G-M, "Believe" becomes the fifth million seller in the label's history. Previous ones were "Lovesick Blues" by Hank Williams," "Four Leaf Clover" by Art Mooney, Blue Barron's "Cruising Down the River" and Art Lund's "Mam'selle."

Miss James currently is the hottest gal on wax, with three tunes among the nation's top 12 record sellers. In addition to "Why Don't You Believe Me." which is now moving slowly down the best-seller chart after 20 weeks, the thrush is-perking

sales manager for RCA Victor International Records), has pulled a heavy mail response since it was launched last month, and for the platters played on the show.

New Material

The program features records with French, Spanish, Italian, Polish and Swedish lyrics. New material for the show waxed here by Victor this month includes: "Have You Heard?" (Polish); "Till I Waltz Again With You" (Italian); "Don't Let the Stars Get in Your Eyes" (Spanish), and "Oh, Happy Day" (Polish). In anticipation of a boom for foreign language diskings of pop hits, WNEW plans to integrate the Victor platters with its regular round-the-clock disk jockey programing, and Victor hopes that the trend will catch on with other radio stations across the country.

At the same time, Victor ex-pects the records will do well abroad and in South America, since U. S. pop songs and records (with translated lyrics) are big draws in non-English speaking countries.

Eastman Buys **3 Pub Firms**

NEW YORK, Feb. 21.-Music business attorney Lee Eastman has purchased the publishing firms of Cherio, Rytvoc and Ross Jungnickel from Dianna Bartlett and the estate of the late Maurie Hartmann. Each was a half owner of the three firms. Rytvoc and Ross Jungnickel are affiliated with the American Society of Composers, Authors and Publishers (the latter firm specializing in educational and classical copyrights) while Cherio is a Broadcast Music, Inc., publisher. Attorney Philip Barbanell represented the sellers.

With the outright purchase of these firms Eastman acquired such copyrights as "Choo Choo Boogie," "I'm a Lonely Little Petunia," "Tell Me Why," "I Don't Want to Set the World on Fire," "Strictly Instrumental" and "Can-

Gets a Home

NEW YORK, Feb. 21. - The local record dealers report that Lyre's Club, fraternal organizathey have received several calls tion recently formed for men in the music business, held its first membership meeting here Thursday (19) at the Vermillion Room of the Great Northern Hotel. The turnout was heavy, and the members okayed the action of the executive council in leasing the Vermillion Room of the hotel as headquarters of the club for one year, with options. The Lyre's club will take over the room on April 1.

When ready the clubrooms will contain dining facilities, with service for luncheon and dinner, a card room, and a television and reading room. At the present time more than 160 members have signed pledge cards to join the Lyre's Club. Dues for the new organization are \$25 per year, with the first year's dues and initiation fee totaling \$100. This latter sum is payable in installments. Membership in the Lyre's Club is open to all men in the music business, including record company execs, music publishers, contact men, artists, managers, songwriters, band managers and bookers, publicity and promotion men and trade paper representatives.



NEW YORK, Feb. 21 .- Turned down cold six weeks ago by diskery recording directors, the same gentlemen are today panting over 'Anna," theme tune from an Italian film of the same name which has recently began its American run. The sudden spurt in the fortunes of this Latin-beat ditty came as a result of a push on a soundtrack platter by Washington deejay Milton Grant, of WOL.

Building listening reaction got all distributors in the area to flash their record companies. The result is that at least five record companies are in the process of shipping or cutting the tune.

Appeal Board Decision Due On Stations' Fees to CAPAC

week the decision from the Copy- plored both sides. right Appeal Board as to what fees they will have to pay the Composers, Authors and Publishers Association of Canada in license fees for the use of their music. This was the announcement made by the chairman, Justice Thorson, following the close of argument by counsel for the Canadian Association of Broadcasters and CAPAC.

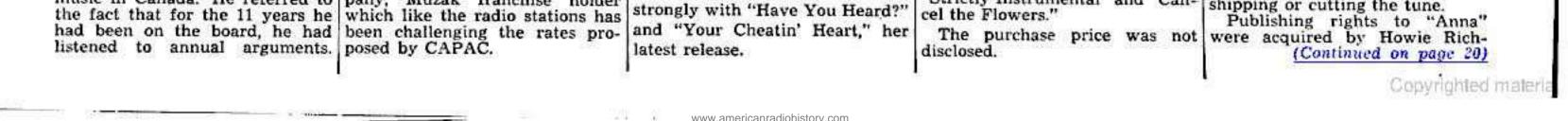
During the hearing, his Lordship said that something definite should be done to settle disputes

TORONTO, Feb. 21 .- Canadian, "For heaven's sake do something radio stations will hear within a to end this argument," he im-

Asks Fixed Fee

Meanwhile, he said that he had recommended amendments to the Copyright Act, so that once a copyright fee is fixed, it would remain unchanged until good cause has been shown for a change.

The board now meets annually to rule on fees proposed by CAPAC and Broadcast Music, Inc. Concurrence in this thought was given by W. Z. Estey, counsel involving copyright ownership of for Associated Broadcasting Commusic in Canada. He referred to pany, Muzak franchise holder



CLOONEY FEATURED ON TIME COVER . . .

Rosemary Clooney holds the cover spot and is the subject of an article in Time magazine this week, as a result of her first movie for Paramount Pictures which will be released nationally in a few weeks. The flick, which installed additional equipment to is titled "The Stars Are Singing," features the thrush in new tunes as well as a reprise of her smash Columbia waxing of "Come On-a-My House."

CORELLI SECURES BOWLING TIE-UP . . .

Alan Corelli, for many years head of Theater Authority and now head of Maestro Records, has secured a tie-up with the bowling Kaylor Distributing Company, industry on a side titled "Let's Philadelphia. Go Bowling." The disk, cut by Rosalind Page and The Satisfiers, is being featured on the show "Let's Go Bowling," over Du Mont TV, Saturday afternoons.

TOM ELDRIDGES ESCAPE INJURY . . .

Tom Eldridge and his wife Peggy Marsh, of The Holidays, vocal group with King Records. escaped serious injury this week when their car overturned in up-State New York while they were en route to visit deejays over their new waxing of "Apron Strings." Outside of a few bruises, the singers are in good shape.

'BIGGEST SHOW' COAST DATES SET . . .

The first week of dates for the "Biggest Show of '53" has been set on the West Coast. The show, with Frankie Laine, Ella Fitzgerald, Louis Jordan and Woody Herman's ork, will tee off on April 4 at the Paramount, Los Angeles, then move to Oakland, Calif., April 5; San Francisco, 6; Portland, Ore., 7; Seattle, 8; Salt Lake City, 9 and Denver, 10.

MUSIC NEWSLETTER AUTHORIZED . . .

A quarterly newsletter on development of musical activities, to be distributed to leaders in all fields in which musical participation can be increased, was authorized by the Board of Trustees of the American Music Conference at its mid-year meeting in Chicago recently. The newsletter will be prepared by The Philip Lesly Company, AMC public relations counsel.

Music as Written

play the 45's. New Zealand.

KESSLER TO WED BARB GRAHAM . . .

Marvin Kessler, brother of Okeh's a.&r. topper, Danny Kessler, will marry Barbara Graham in Philadelphia Sunday (22). Kessler is the owner of the Centra Record Shop, Trenton, N. J. and Miss Graham works for the

New York

Cleffer Guy Woods became the father of a boy. The youngster's name is Peter. . . Emerald Records is expanding into the pop and country fields. Roger Jones is handling the a.&r. department of the label. Cliff Ostermeyer heads the diskery. . . . the Jerry Cooper waxing of "Have You Ever Been Lonely" and "I'm Sorry I Made You Cry," which was originally released on Anchor Records. . . . Frankie Lohmann has joined King Records to handle promotion and publicity.

He'll headquarter in New York. ... Don Cornell spent an evening entertaining servicemen at the USO sponsored Buddy's Club while in Boston last week. When thanking him for the visit, Jan Cady, who runs the club, hailed it as the best male performance in the 11-year history of the club. Publishers Jack Bregman and Rocco Vocco left recently for a four-week vacation at Hot Springs, Ark. . . . Rainbow Records will release a waxing next week featuring opera singer George Harwill. Tunes are "Sure I've Forgotten You" and "Out of My Mind." The singer is backed by a 23-piece ork.

Hal Fein, professional manager of Republic Music, is off on a trip thru the hinterlands searching 10. Karen will fly either here or out new song material.... Len to New York sometime this week Wolf, record promotion man for

Nat (King) Cole will go into Lester. Chubby's in Camden, N. J., for 10 and King Cole will concertize at Carnegie Hall on Easter Sunday. ... Johnny Desmond is coming in

Joan, this week.

from Chicago this week. ... Jerry an informal Hollywood get-to-Flato, owner of Boston Record gether the other night. Seated at Distributor, is off on a two-week the same table were Karen Miami Beach holiday.... Songwriter Bob Hilliard is making a New England deejay junket, cov- to the Bar of Music, Hollywood, ering New Haven, Bridgeport and having just finished at the Ca-Hartford, Conn., and Boston to rousel, Pittsburgh. Danny is the promote his tunes from the new singing lead in "Top Banana." Broadway musical, "Hazel Flagg."

... Famous Music exec Ed Wolpin singer, opened at the Chicago Mercury Records has purchased is off on a quick trip to the West Theater last Friday for two weeks. Coast.... Alan Dean opens for She appeared on the Ed Sullivan two weeks at La Vie En Rose on February 26.... Miklos Rozsa's presentation of the record indus-"Ivanhoe" music is up for an Academy Award for best musical score.

Paul Cohen, Decca a.&r. exec, leaves next week for an extensive tour thru the South. He has several recording sessions skedded in Nashville. . . . Baritone George Harwell, newly pacted to Rainbow Records, has cut two original sides by Sid Bass and Roy Jordan. The tunes are "Sure I've Forgotten You" and "Out of My Mind!" . . . Don Meehan, vocalist with the 47th Band Headquarters at Camp Rucker, Ala., cut some c.&w. sides for RCA Victor last week.

Chicago

Karen Chandler opens at the Kinwa-Los Club, Toledo, February 27 for a week followed by a one-week stand at the Falcon Lounge, Detroit. She will appear

is based on a Maori tune from pearance at the Fox Theater, Detroit, and then plans to vacation Elliot Horne, of the Marvin in Miami. . . . Arnett Cobb and Drager office, is the proud dad of his band start at the Regal Theaa baby girl, born to his wife, ter April 24. On the same bill are the Five Royales and Little

Benny Short, former Chicago days, starting March 17.... Billy musician, is in his 10th anniver-May's ork with Sarah Vaughan sary as a club date band leader. He is in Las Vegas playing the off nights in five of the top spots. . . . The Chez Paree Lounge had Chandler, Freddie Stewart and Danny Scholl. Stewart moves in-

Eileen Barton, Coral Record Show last Sunday during Ed's try. From here, she moves to the "Gay Haven," Detroit. She is making the rounds of the local waxing, "Pretend."

Hollywood

English Decca has secured distribution rights from Bob Sherman, of Skylark Records here, on his disking of "Crazy, Crazy" by Lynn Avalon. . . . Jack Laurie, formerly with Mutual Entertainment, Chicago, is convalescing at California Hospital, Los Angeles, from a serious accident. He office with Johnny Barnett when as new Decca branch manager.

FEBRUARY 28, 1953

the accident occurred. . John Pershing, the record flack, has left this area to do advance for Buddy DeFranco. . . . Dave Shelly has obtained renewal rights on "Minnie the Mermaid" and is reactivating his David Shelly Publications, ASCAP firm. Criterion Music is selling agent. . . . Gene Norman, the KLAC d.j., is personally managing Gerry Mulligan, the jazz maestro. . . . Paul Weston and Norm Sickle, the flack, are co-writers of "Teeny, Tiny Timmy," dedicated to the new Weston-Stafford heir. Tune is pubbed by Hanover Music.

Philadelphia

Winners of the new talent show which Stan Lee Broza is readying for WCAU-TV will get their efforts cut by Essex Records, with the stations' disk jockeys plugging the spin. Broza, who is personal manager for Elliot Lawrence and others, has been conducting a children's show on the station for many years.... Sol Ruden resigned as principal second violinist for the Philadelphia Orchestra because of a shoulder ailment and will enter the insurance field.... Jack Howard, head of the local Jack Howard Publications and linked with a number of local record labels, is hitting the Southern areas in the interests of dee jay shows plugging her latest Arcade Records.... In a precedent-setting move, American Federation of Musicians Local 274, all-Negro local here, will hold a new election in March as a result of the over-all dissatisfaction among the rank and file on the method of vote tabulations last month.... Irene 'Knight, local band canary, groomed for a solo singing career by vocal coach Artie Singer, goes into the Club 14 in Wilmington, this week.... had just opened his own booking Ed Hurley comes in from Buffalo



WGAY CONCENTRATES ON 45 RPM DISKS

Beginning March 2, Radio Station WGAY, AM and FM, Silver Spring, Md., will concentrate on music recorded on 45 r.p.m. disks, having been recently selected by Radio Corporation of America as the first station in the Washington area to receive a complete library of RCA Victor 45's. WGAY has

Morand Buys **Comix Masters**

NEW YORK, Feb. 21.-Publisher Jose Morand, of Pemora Music, has purchased over 100 masters from the Mexican diskery, Comix Records, for his newly formed Latin - American label. Fiesta. Many of these masters were on lease to indie Latin diskeries here, but they have been recalled from the indies by Fiesta. About half of the waxings are Pemora c o p y r i g h t s, including tunes like "Mambo No. Five" and "Querico El Mambo" ("Mambo Jambo"). Artists on the newly acquired Mexican masters are the Raymond Margez and the Raymond Rosado ork, among others.

The purchase of these masters by the Fiesta label, which portends a great expansion of Fiesta as a Latin-American diskery, was occasioned, according to Morand, by the limited number of outlets available to place Pemora's specialized type of music. Morand holds the belief that only RCA Victor and a handful of indie firms are able to do anything with Latin-American records, thus necessitating the expansion of Fiesta in order to exploit the Pemora copyrights.

Morand intends to go on an allout push with Fiesta Records from the promotion and sales point of view. He is now shipping Fiesta disks to key jocks in large cities and is contacting dealers thruout the country to get them to order Fiesta disks from their local distributors.

2.4

Dorothy Collins, has deejays cooperating on a contest asking listeners to send in short statements illustrating "why it's really a small world." Title of the thrush's latest Decca waxing, appropriately, is "Small World."... Philadelphia deejays Joe Grady and Ed Hurst have opened a record shop. They call it Midtown Music. . . Mike Conner, Decca artists relations chief, spent a couple of days last week visiting Eastern deejays with Dolores

corn," will be released by the tem TV net. The advertising diskery next week. Carl Nutter, long associated

rights to "Waiting for You" from Keith Prowse, Ltd., London. Tune

Decca Disks Set Hot Clip

NEW YORK, Feb. 21.-Several recent Decca releases have taken off at a rapid sales clip. Sales of the diskery's latest Four Aces etching of "You Fooled Me" is reported pushing 150,000.

"Twice As Much," by the Mills Brothers, has topped 100,000, and orders for Kitty Wells' "Paying For That Back Street Affair' have mounted to 75,000. Shipments of Leroy Anderson's new "Irish Suite" album were at the 39,000 mark this week.

Coral's Answer Is Little Barbara

NEW YORK, Feb. 21 .-- Coral's answer to Columbia's Jimmy Boyd and Capitol's Molly Bee is Barbara Sanson, a six-year-old tot they've tagged "Little Barbara" and will bow to buyers of country wax in a special release next week.

cut late last week in Cincinnati at sessions run by Coral's branch manager Johnny Thompson and sic, here. Simon, a former Bill-WCKY deejay Nelson King. The board music staffer and at one First push record under the new tunes, cleffed by Barbara's moth- time with London Records, is the

to join her husband, Jack Pleis, for a cutting session. . . . Louis Armstrong leaves here for an ap-

Columbia Sets To Sponsor Video Spots

NEW YORK, Feb. 21 .-- Colum-Gray this week to plug her etch-ing of "Kaw-Liga." . . . Coral has television spots on the forthcompurchased four masters cut in ing John Reed King TV show Cleveland by orkster Al Russ. "There's One in Every Family," The first disk, coupling "Highly which starts February 23 over the Strung" and "Peanuts and Pop- full Columbia Broadcasting Syspitch from the diskery, on the show, will feature the Columbia with Sammy Kaye, is seriously ill three-speed attachment and the in Flower Hospital. . . . Sam Fox new Deems Taylor package of Music has acquired the American five Columbia LP disks, especially selected by the composercritic. The Deems Taylor set, which will sell' for \$19.95, contains a basic starting library of classical waxings, including "Swan Lake," "Nutcracker Suite," "Roumanian Rhapsody" and musicals like "Naughty Marietta." There are 20 selections on the five LP's.

Columbia Records is also going on a big advertising drive for its new hi-fidelity phonograph, the "360." It will run page ads in a number of magazines, including The New Yorker, Time, and House and Garden, and radio plugs over a number of classical stations thruout the country. The diskery has also prepped pointof-sale material thruout the country. The diskery has also prepped point-of-sale material for dealers, including window and counter cards and streamers. This issue of Coda, Columbia's store booklet, is devoted to the "360" machine.

REGULAR-CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

3 or more CONSECUTIVE or 26

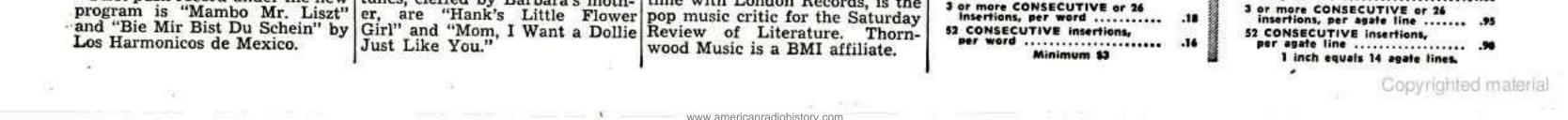
DISPLAY-CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more, Per agate line\$1.00

3 or more CONSECUTIVE or 26

Bill Simon Has Own Pubbery NEW YORK, Feb. 21. - Bill

ext week. The youngster's first sides were Simon, formerly professional manager for Charles K. Harris Music, this week started his own publishing firm, Thornwood Mu-





150 DEALER WINNERS!

It's easy to be a winner when you're selling winners. One hundred and one sellers so sure that RCA Victor guarantees sales with 100% return privilege. The cream of the "Music -America Loves Best" record catalog-and there's not a single one of the "101"s which hasn't earned its place on the list.

Every one is a best seller, right now, next month, or next year.

Contest open to all RCA Victor Record dealers. Win a luxury cruise to Bermuda . . . by scoring top "101" sales from March 1 through April 30 based on your orders and on quotas set by your distributor. Contact him now for complete details about the contest, co-op mats, mailers, displays, streamers. (Also, you get big radio and TV support timed to boost your "101"s during contest period.)

RCA VICTOR picks up the tab!

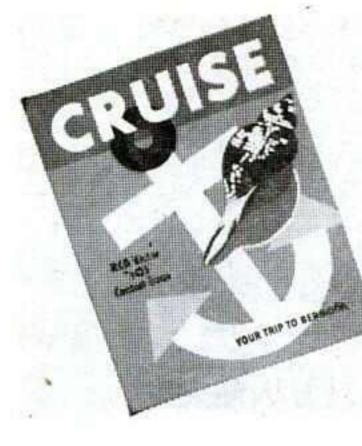
Even better than last year's tremendously successful, much-raved-about trip. Even better accommodations, including all tips. All expenses, seven days, N. Y. to Bermuda and back. And round-trip fare to N.Y.

FEATURES:

1. Luxury accommodations on s.s. Queen of Bermuda and at Castle Harbour Hotel. 2. Meals, cocktail party, tours, admissions, etc.

3. Dancing, native show, at Bermuda

night club, including all refreshments. 4. Special smörgåsbord luncheon at Bermuda's famous Pedrolini's. Complete individual souvenir photo album of the trip.



SEND FOR BROCHURE!

Ask your distributor today for the big, colorful Bermuda "Cruise" brochure. It describes in detail all the many wonderful features and special tours of this exciting, all-expense, seven-day trip.

> CLIME ABOARD AND LET'S GO!







MUSIC

20

FEBRUARY 28, 1953



WITH YOU" Village Music Company 1619 BROADWAY - SUITE 507 NEW YORK IP. N T



Here Comes "PETER COTTONTAIL" and "EGGBERT, THE EASTER EGG" (with two "G's")

Anti-Piracy Bill Opposed 3 AWARDS FOR

Continued from page 16

right for some one to copy old wholly adequate for all legitimate waxings and sell them as long as purposes.

rently in business. A record is monopoly in the intangible right more than just a piece of wax; it of reproduction to the owner of a contains a performance, an ar- mere piece of wax or tape, the rangement, etc., and only the per- master record, whether that son who owns it has the right to master record, or the owner, is in authorize anyone else to sell it, or New York or some foreign counto sell it himself."

time State representatives are the right to reproduce said recasking certain diskeries to give ord, or is actually engaged in reopinions of the lawyer's memo, in producing it. order to be able to give the diskery viewpoint when it is considon the pending anti-piracy bill. Bobbe states in his brief, "An identical bill was passed at the was vetoed by his Excellency Governor Dewey, to whom I had submitted my views on behalf of clients engaged in the business New York. of re-recording obsolete classical musical records no longer available on the market in original form."

This bill was supported at the last session by the Record Industry Association of America, and the present bill, which makes it a minor crime to copy and sell platters without consent from the owner of the master (Senate Int. 188 and Assembly Int. 347), is also backed by the large diskeries.

Objections

The objections to the bill, according to Bobbe's memo, are as follows:

1) "Tho aimed primarily at those engaged in unfair competition, the bill strikes down the innocent with the guilty, and would needlessly destroy businesses performing a highly useful, cultural and educational function, whereas the existing civil remedies are



ago. The tune was offered with

they do not do it with firms cur- 2) "The bill gives a perpetual try, and whether or not the owner It is known that at the present of the master record himself has

"It is an unconstitutional attempt to interfere with contract ered, and in order to speed action rights and is not a proper exercise of the police power of New York State, for the reasons that it extends protection against supposed last session of the Legislature but invasions of intangible and indefinite property rights to persons and corporations neither resident nor doing business in the State of

4) "The bill attempts to enact copyright legislation, and in that respect is in violation of the Constitution of the United States, which reserves to Congress the right to enact such legislation.

5) "It would be confiscatory as to records already made in good faith and now in the hands of dealers.

6) "It would be against sound public policy."

When questioned, Bobbe said that he was not against an antipiracy bill, if it were a "reasonable bill that would prevent piracy, but this bill goes too far." He claimed that a bill with correct safeguards was desirable, and that he would be willing to suggest additions to the bill now before the State Legislature to protect such firms as Eterna.



the two firms in which both the parties are partners. These firms are J. J. Robbins & Sons, Inc., mond's Hollis Music some time and Consolidated Music Publishing Company, Inc. This week, Kassner served a summons on Robbins. The action, several other cities prior to its in Supreme Court, New York New York opening. To help ex-ploit the film, IFE, the Italian assault, slander and libel and asks producers, leased the soundtrack damages of \$150,000. Kassner's featuring Silvana Mangano to attorneys are Miller & Miller. In Richmond who released it on the complaint, Kassner charges Mars label to deejays, strictly for Robbins with trying to attack him with a knife. Robbins suit against Kassner, it is understood, had been pending Grant spun it, and the people at the time Kassner started his reacted. Quick to move, M-G-M action. Robbins' attorneys are made a deal with Richmond to Hofheimer & Gartlir. The Robsublet the master of the sound-track. By late Thursday after- New York County, involves noon (19), the diskery was selling charges of disagreement on matthe platter to its distributors via ters of policy between the parttelephone plays. Other labels also ners. Robbins had offered to buy moved fast, RCA Victor has cut it out Kassner's 50 per cent interest with the Three Suns, Columbia in the two firms, and, according with Paul Weston. Records are to Robbins attorney's, Kassner had also reported being cut at Coral offered to sell; but the contesting parties could not come to terms. It is understood that the Richmond has acquired 15 prints Kassner-Robbins partnership in of a sequence from the film that the two firms was a 10-year deal, which still has more than eight years to run. Kassner became a deejays to coincide with the play- 50-50 partner in the two firms in June, 1951.

LES AND MARY

NEW YORK, Feb. 21. -The almost unique character of the Les Paul-Mary Ford combo, an instrumentalist and a vocalist, makes for difficulties in any popularity contest. This year, as in other years, The Billboard poll covers a number of specific classifications of popularity. No single category, however, covers an instrumental-vocalist combo. Despite this apparent shutout, jockeys sought means to give them proper credit. The duo was rated fifth among small instrumental groups, 14th among small singing groups, and Mary was placed 16th among the favorite female vocalists.

LP HILLBILLY 4 Folk-Album Issue by LC **On LP Disks**

WASHINGTON, Feb. 21.-Library of Congress announced that "to meet the requirements of today's record buyers," the Li-brary has issued four of its most popular albums of recorded folk songs and poetry on long-playing, 33¹/₃-r.p.m., records. These recordings previously were available only in albums, each of which contained five 78 r.p.m. records, but in the more compact, long-playing form, the contents of an old album will occupy only the two sides of a single microgroove record.

Two of the four albums that have been reproduced on longplaying records are from the Library's "20th Century Poetry in

Civic Dance Group Seeks Tax Exemption

HOLLYWOOD, Feb. 21.-An attempt to secure exemption for community-sponsored dances from the admission tax is currently being prepared by the Pasadena. Calif., city attorney's office. If successful, the case would become precedental in obtaining similar exemptions for other such terp events and would stimulate more dance band bookings, which have dropped off since the admish tax was slapped on these events.

Vincent W. Heublein, deputy city attorney, told The Billboard that the office is currently rounding up testimony from doctors, dance instructors and interested parties to show that civic dance nights, such as those staged Saturday nights at the Pasadena Auditorium, are physical exercise. As physical exercise, municipalitysponsored dances would become exempt, for the Revenue Act of 1951 states that municipalities be exempt from paying admission tax on facilities provided for such exercise.



HILL and RANGE SONGS, INC. Beverly Hills, Calif.



HOWDY!...D.J.'s T. Texas Tyler sings LET'S FLY AWAY" "Wasted Tears" 4-Star Record #1628 SERENADE MUSIC (BMI) BOB ROTH 1491 Vine St. Hollywood 28, Calif.



PROMOTERS

no success. Then the film was pre-tested in Washington and exposure (The Billboard, Febru-

Richmond Deal

ary 21).

and Mercury.

To further the exploitation, includes the tune. These will be routed around the country to TV dates.

Shifts in Int'l Disk Tie-Ups

Continued from page 16

the record business with the purchase of French Polydor two years ago, it has launched a drive to sign up talent and has pacted many important European artists. Where it has failed to ink desired artists, other diskeries have been able to retain them only because they met Philips' hefty offers.

Vienna Symph

Tho Philips already has many artists under contractual control, it is still not recording heavily. It was able to sign the Vienna Symphony ork last year by guaranteeing 170 sessions above scale.

More recently, with its recording schedule still to gain momentum, Philips turned over half of the commitment to Deutsche Gramophone.

American independent diskeries who record abroad report recording costs on the Continent have jumped about 40 per cent since Philips began pacting talent. Mu-

Together with the rise in recording costs abroad, and partly because of it, traffic in tapes of doubtful origin has stepped up. These are always available at "bargain" prices. Many come from radio stations, and more than a few leak thru from behind the Iron Curtain. There are places where buyers and sellers can always meet. It is said that at the Mozart Cafe, Vienna, an American with cash can almost pick his item of repertoire and find a seller with the composition already taped.

Philips' deal with American Columbia is a two-way proposition. The European concern will eventually press the latter's pop and classical releases abroad, tho Columbia here will undoubtedly concentrate on Philips' classical issues.

His Master's Voice, important EMI subsidiary, is excluded from

English" series and the other two are from the "Folk Music of the United States and Latin America" series. The Library expects to reissue all its albums of recorded folk music and poetry readings on long-playing records and to issue all future recordings in both of these series only in the long-playing form.

One of the poetry albums now available on a long-playing record is T. S. Eliot's reading of his poems, "The Wasteland," "Ash Wednesday" and "Sweeney Among the Nightingales." The other album of poetry available at both speeds is Robert Frost's reading of his "The Witch of Coos," "The Mountain," "The Gift Outright," "The Runaway" and a number of his shorter poems. One of the folk song albums that has been issued on long-playing rec-ords contains examples of Negro folk expression as represented in religious music. The other album of folk songs now available on a long-playing record as well as on 78 r.p.m. disks contains Anglo-American songs and ballads, including "Lord Bateman," "Frog-gie Went A-Courting," "Sourwood Mountain" and other familiar songs of this type.

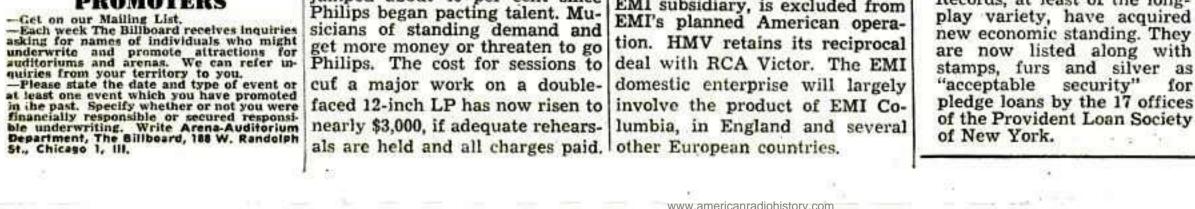
Bob Gioga Leaving Stan Kenton Band

HOLLYWOOD, Feb. 21.-Bob Gioga, last member of the original Kenton crew that broke in on the Coast in 1941, ankles the band next week.

Gioga, who worked with Kenton several years as a fellow sideman with the Capitol 88-er before he formed his own crew, was responsible for hiring most of Kenton's sidemen originally. He and his wife, Dorothy, acted as road managers for the band until 1948. Gioga intends to leave the music business but intends to take a vacation before entering another field.

WATCH IN HOCK? TRY YOUR 33'S!

NEW YORK, Feb. 21. -Records, at least of the longplay variety, have acquired new economic standing. They are now listed along with stamps, furs and silver as "acceptable security" for pledge loans by the 17 offices





Village Music Company

1619 BROIADWAY - SUITE SO7

NEW YORK 19, N.Y.

SALES RESULTS-

YOUR TICKET TO

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

21

THE BILLBOARD FEBRUARY 28, 1953

A Supplementary Section on **Programing Ideas and Data for Disk Jockeys** featuring the 1953 Disk Jockey Popularity and Trade Aspects Survey

The Billboard 1953 MUSIC-RECORD PROGRAMING GUIDE

EDITORIAL

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Broadcasting in this country has never been known to suffer from lack of competition; in the last year or two, however, the competitive struggle for the dial tuner's ear has been stepped up into high gear. This doesn't stop at the station policy level; the struggle is just as strong among the nation's disk jockeys. These jockeys who have been successful in this drive for bigger audiences and consequent higher ratings; those who have added to their positions as being influential movers of merchandise and sellers of ideas can in all cases point a finger at a single factor -greater programing efforts.

The day of dashing into the station library five minutes before the transmitter is on and grabbing the 16 handiest records to fill an hour show is gone. Competition has fixed that. Today there are 2,391 AM radio stations and hundreds more FM outlets. These stations are devoting more and more time to recorded music programs.

Transcription libraries which provided easily thrown-together programs are finding the going tougher and tougher. Both of these have brought an increase in the number of disk jockeys.

Television is something else to be reckoned with. With only 127 stations at the moment, TV is already available to more than half of the people in the country. In another year or two, TV out-

GOOD PROGRAMING: MORE VITAL THAN EVER

accelerated pace. This means more cities and towns with TV and more and better program selectivity thruout the country.

All these factors can easily lead more and more stations into the music and news format which has been merchandised so successfully by WNEW, New Yorks' giant indie.

Programing Is the Answer

All of this evidence might be enough to make a weaker man run for the nearest exit. But for the jockey there is a clear-cut answer to the question what to do about it. It all boils down to one thing-Better programing. Take the case of WNEW's Jerry Marshall, whose stock has really been on the up in the last year. Among other things, Jerry has a two-hour strip across the board from 2 to 4 p.m., called "Music Hall." A year ago he took a close look at the show and started reshaping it by building a specific daily format and putting enough time into each show to make it as smooth and cohesive as possible. Now, each Monday, "Music Hall" features "Spotlight on the Bands." Tuesday it's "Memory Book." On Wednesday and Thursday Marshall programs directly from The Billboard, using deejay, dealer and operator picks from "Coming Up in the Trade"

end Date" disks of tunes from Broadway shows and movies currently in town as well as disks of artists appearing in local clubs and theaters. Requests hold the fort on Saturday, and "Music Hall" showcases vocal records on Sunday.

There is nothing terribly in-volved about it, but it is adhered to rigidly and vith enough time and thought devoted to programing it to make each twohour strip as integrated and meaningful as possible. For every two hours of air time, Marshall puts in a minimum of two hours on research in selecting the records which will keep "Music Hall" operating as an effective vehicle.

Is it worth it? Look at the record—an average of 750 fan letters a week, sold out across the board, the Sunday segment added to his former six-a-week schedule, and an average rating increase of 18 per cent for 1952 over the previous year in contrast with a city-wide drop in listening during that period. Programing has paid off for Jerry Marshall.

Programing has paid off for every other jockey who has taken the time and felt a responsibility to his position and his listeners. Look at the time spent by such deejays as Jack Lacy in New York, Bob Clayton in Boston, and Bob McLaughlin in Los

schools in the community. These and countless others thruout the country are not only putting in the time and effort to ensure good programing, but are also constantly on the alert to feel the pulse of reaction, because they know that the difference between the successful and struggling disk spinner is good. solid programing.

What other difference can there be? Each has a microphone and a transmitter, a set of tonsils and essentially the same records with which to work. The only difference is that of simply spinning records and programing records. The show that is dressed up and packaged so that listeners are going to want to visit again is today's strongest competitive weapon. The show that is solidly programed is also going to be the most salable, and that's the payoff.

Because The Billboard believes that programing is the most vital thing in platter spinning for today's market, the accent of this special disk jockey supplement is devoted to this key area. The disk jockey survey is longer than ever this year and, we believe, packed with more interesting facets than ever before. A careful study of the survey results and the special articles will uncover an endless number of ideas as well as solid programing dope.

Thanks for your part in mak-





To all Disk Jockeys from COLUMBIA 🔊 RECORDS



FEBRUARY 28, 1953 . THE BILLBOARD

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

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the state of the second states











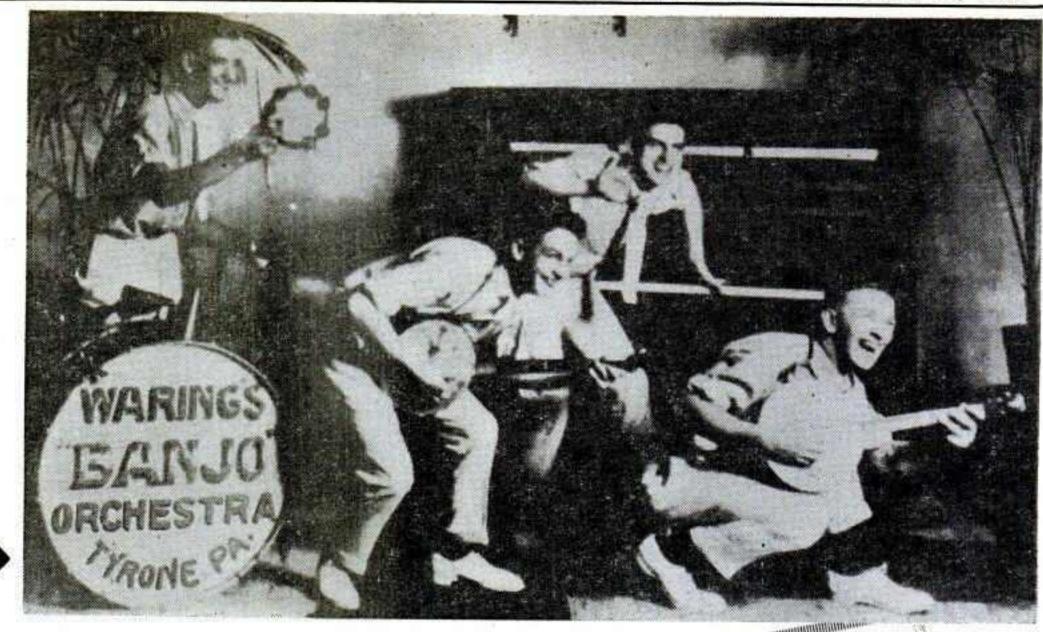


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THE BILLBOARD . FEBRUARY 28, 1953

"FRESHNESS" "SINCERITY" "FERVOR" "PERFECTION" FRED WARING trademarks



and now

then

HOW IT ALL BEGAN

For more than thirty years, in speaking of Fred Waring's Pennsylvanians, music and theatre critics have repeatedly used such terms as *freshness*, *sincerity*, *fervor*, and *perfection* of *techniques*. Few realize, however, that these qualities were not acquired along the way, but were, in themselves, responsible for the very beginning of the group.

TYRONE, PA.

It is quite possible that the Boy Scout Drum Corps of Tyrone, Pennsylvania, may have lacked something in the way of professional finish, but the home folk, lining the streets on a Fourth of July, found no lack of sincerity in their performance! Nor was any imperfection in their techniques due to the failure of their fresh young leader to "Be Prepared." Not only had Fred Waring rehearsed them firmly - and endlessly - but he had been equally merciless on himself in learning to twirl the baton he'd made from one of his mother's curtain poles and a glass doorknob. Out of this determined and noisy group came the four lads who were to become the Pennsylvanians-Fred and Tom Waring, Poley McClintock, and Freddie Buck. It would be historically incorrect-and most unfair-to leave out the long-suffering fifth member of the team-Mother Waringwho provided economic aid, encouragement, gentle criticism, and hot chocolate. It was she who inspired the boys to sing as well as play their banjos, piano, and drums, for her rich and lovely contralto graced the local church choir for thirty-five years. It was her parlor and her piano which bore the shattering impact of rehearsals. When such numbers as "Old Maid Blues" had been played and sung into submission, it was Mother Waring who would quietly suggest that the quartet try their voices at a smoothly blended hymn-the beginning of the Pennsylvanians' choral work of today.

man was intrigued and agreed to hear the boys. The next day, the intrepid crew set off on a day coach for the city. They wore white duck trousers, vivid blue shirts—dyed hurriedly by Tom—and white ties.

Whether the Whiteman musicians laughed at the costumes is not recorded, but they laughed heartily enough when they found the lads were playing their audition piece de resistance, "Somebody Stole My Gal," in six flats—a key most musicians care to forget. It seems that Tom knew his way around only on the black keys! But black keys or no, these kids knew their way around—and Paul Whiteman encouraged them and spoke about them to others.

COLLEGE SYNCOPATIONISTS

Then came the "middle years"-the years of building. The group exP.S.: A special "thank you"

From all the Pennsylvanians to

from many radio friends who

our many radio friends who

have done so much to help

make Jack Dolph's story a true

one.

BANJAZZATRA

So was born the "Banjazzatra" to play the local dancing parties, interrupting their rhythms at intervals to sing, in rich harmony, one of the quieter songs of the day.

Encouraged by the enthusiastic response they received, the young banjazzatrists began to look for new worlds to conquer. In 1919, Fred took his courage in his hands and long-distanced his hero, Paul Whiteman, whose famous band was playing the glittering Palais Royale in New York. Whitepanded, became known as the "College Syncopationists" and were in great demand on university campuses and in college town theatres. Soon they were on the road in earnest, using time between 40-week tours to cut best-selling recordings that are collector items today. With growing recognition came opportunities to appear in Broadway musicals and revues for which Fred developed some sensationally effective pieces of showmanship—the use of lights in such precise ballet style as in the long remembered "Dancing Tambourines," "Dancing Dominoes," and the famcus "Drinking Song."

EUROPE

Thus the boy from Tyrone and his harmonizing musicians advanced from national to international fame during the hectic twenties. In 1928, one of Europe's most distinguished supper clubs, Des Ambassadeurs in Paris, offered bookings and other cafes throughout Europe were ready to welcome the young American "Pennsylvanians." Fred Waring and the group sailed in April for what proved to be something of a triumph.

When it came time to close at Des Ambassadeurs and tour the other entertainment capitals of Europe, New York demanded the Pennsylvanians back—this time for a featured spot in a new musical Hello Yourself. It was during the run of this show that Fred Waring and the Pennsylvanians made the first all-musical sound motion picture, "Syncopation," and recorded the first rhumba tunes.

RADIO

Yet, despite their great recognition in personal appearances, the then-growing radio industry was slow in "taking a chance," as network executives conceived it, on the Pennsylvanians. Fred was advised that his production methods (actually the long, diligent, and costly rehearsal periods) were out of line for a commercial broadcast. They reminded him, also, that glee clubs were more adaptable to college and church performances. Characteristically, Fred Waring neither reduced his rehearsal times nor gave up his choral effects. He auditioned for thirty-two prospective sponsors! Then, in 1933, Old Gold Cigarettes took the "chance" and was rewarded with a tremendous audience.

TELEVISION

In 1934, when the Ford Motor Company made the first overtures of what was to be a long and happy association, the Pennsylvanians were saddened by the death of Freddie Buck, one of the original four. Freddie didn't see the greatest fulfillment of their boyish hopes, for from their first sponsorship on, the Pennsylvanians have been a major factor in radio and television. Today, under the sponsorship of the great General Electric Company, Fred Waring and the enlarged group are rated television's number one musical show.

Why? If you ask the critics, they'll tell you it's because the Pennsylvanians have freshness, sincerity, fervor, and perfection of techniques.

JACK DOLPH.



NOTE: PROGRAM DIRECTORS, D.J.'s and LIBRARIANS

"How It All Began" is reprinted from the new booklet "Fred Waring's Pennsylvanians," containing a wealth of chatter material, pics and bio info about all the Pennsylvanians. A COPY IS YOURS FOR THE ASKING. Address: Jim Stacey, Waring Enterprises, Delaware Water Gap, Pa.

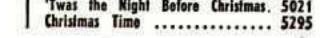
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lello, Young Lovers					27581
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loly City, The lush-A-Bye (with Bing)				**	78581
Do, I Do, I Do					28305
Hear Music				••	77737
ke. Mr. President		•••	•••	•••	78550
Hear Music ke, Mr. President Happened in Monte	aray	1	1	••	78735
ust a Closer Walk Wit	h I	had	2	*.*	78798
och Lomond-My Bonn				•••	74608
oveliest Night of the	Vas				27507
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ly Cathedral		••••	••	•••	74527
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rue, Be My True Love	•••	•••	••	•••	20527
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DECCA ALBUMS

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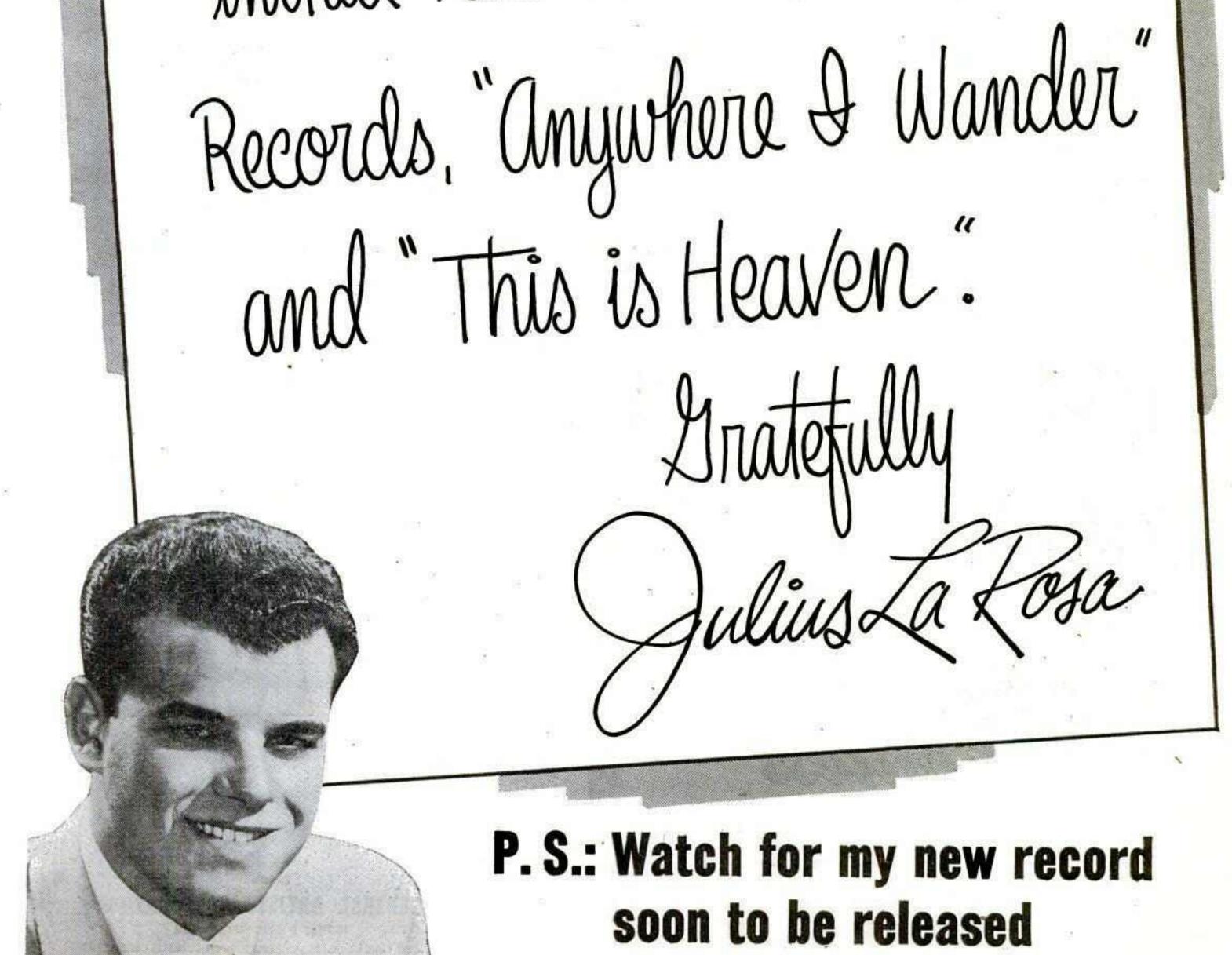
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FEBRUARY 28, 1953 . . THE BILLBOARD

Julius La Rosa CBS 485 Madison Ave. New York 22, N.Y. Thanks fellas for your swell reception to my initial release on Cadence

27





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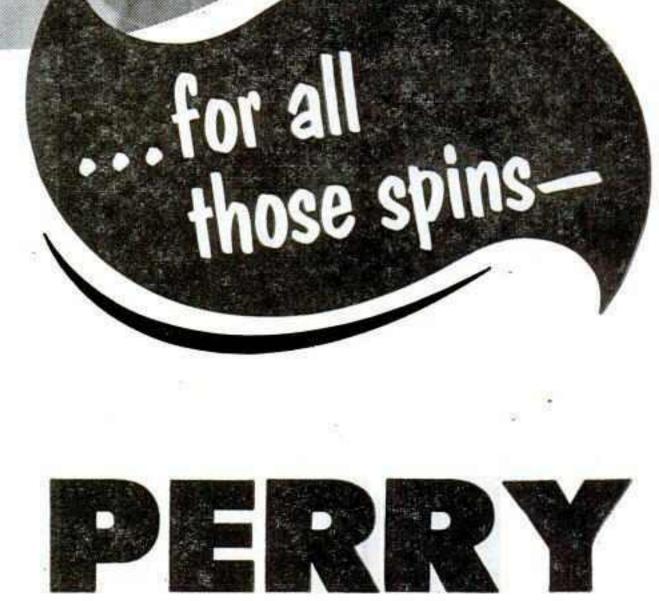
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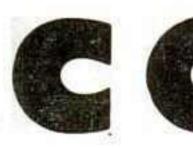
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Wild Horses

I Confess

-REA VICTOR Records









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THE BILLBOARD **FEBRUARY 28, 1953**

The Billboard Annual Music-Record **Programing Guide**

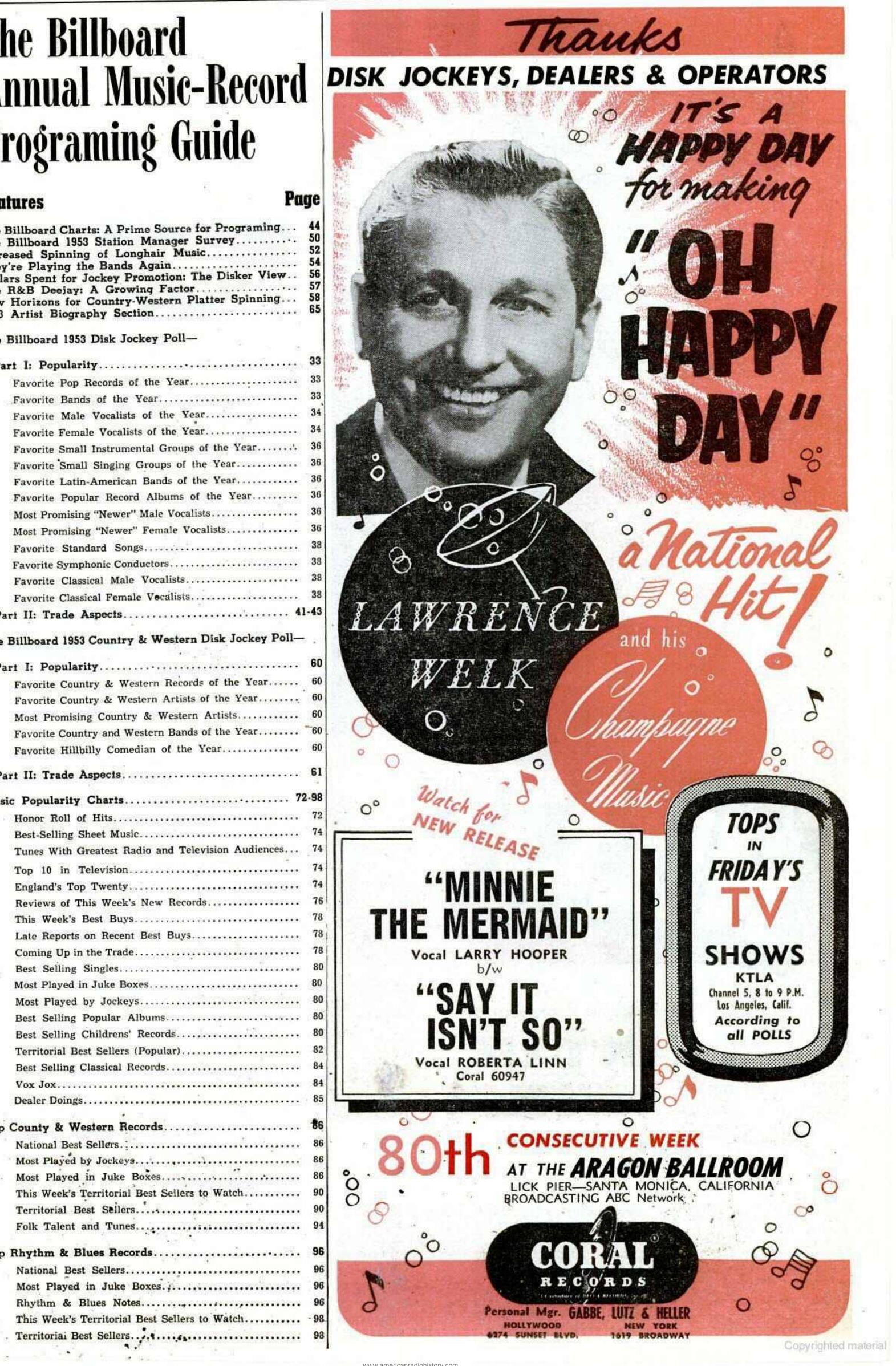
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Most Played in Juke Boxes.	96
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30

Thanks D. J.'s for making 1952 a year we'll long remember ...

TIC



"IF I WERE KING"

DOT 15055

and

"I CAN'T LIE TO MYSELF"

We hope you like our new release . . .

- P.S. Thanks too, P.S. Thanks too, to Randy Wood of to Randy Wood of Dot Records who made it all possible made it all possible
- MUST I CRY AGAIN
- . TRYING



thanks folks

for making it all possible Randy Wood POPULAR Johnny Maddox Hilltoppers Roy Wiggins Hank ''Sugarfoot'' Garland Al Lombardy Dan Belloc Bobby Colton B. Gardy Eddie Peabody HILLBILLY Mac Wiseman Gabe Tucker

Tommy Jackson

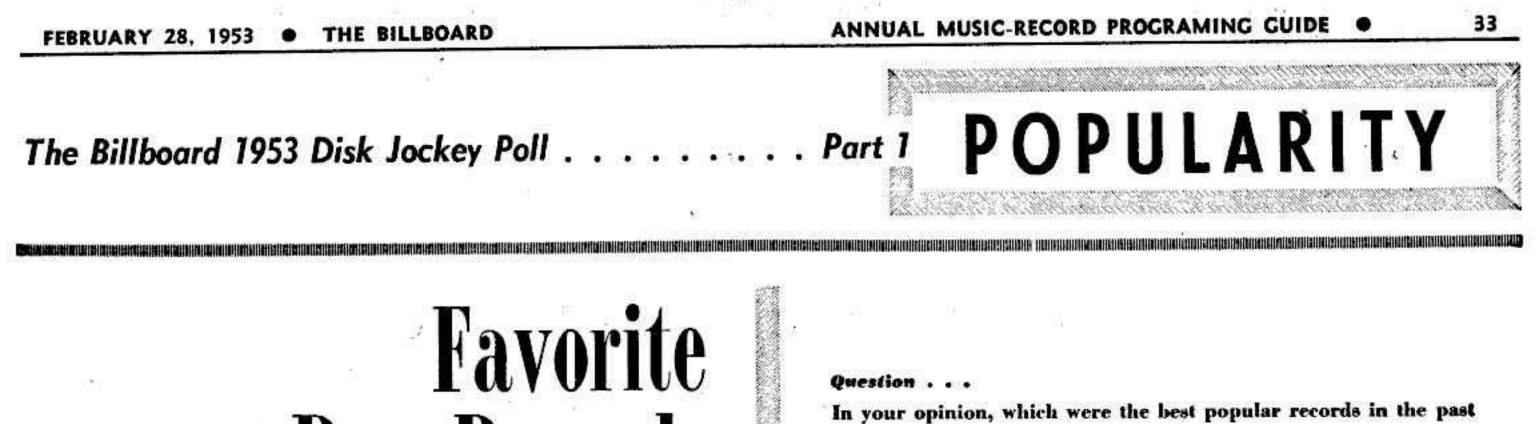
RHYTHM & BLUES Margie Day Griffin Bros. Wally Mercer L. C. Green SPIRITUAL Fairfield Four Rosa Shaw Singing Stars

> Joe Warren Claude' Sharp and Old Hickory Singers









12 months?

Scoring . .

for fourth, and one for fifth.

Pop Records of the Year

ñ--

PLACE	WINNER		RECORD COMPANY	POINTS
1.	Blue Tango	Leroy Anderso	n OrkDecca	887
2.	You Belong	to Me-Jo Staff	iordColumbia	844
3.	Cry—Johnn	ie Ray		379
4.	Wheel of F	ortune—Kay Star	rCapitol	359
5.	Somewhere	Along the Way-	-Nat (King) ColeCapilol	320
5.	Wish You	Were Here—Edd	ie Fisher RCA Victor	320
7.	Glow Worr	mMills Brother	sDecca	284 .
8.	Half as Mu	uch—Rosemary Cl	looneyColumbia	280
9.	Why Don't	You Believe Me-	Joni JamesM-G-M	268
0.	Blue Tango	-Hugo Winterha	alter Ork RCA Victor	255
1.	I Went to	Your Wedding—I	Patti Page Mercury	221
12.	You Belong	to Me—Patti Pa	ge Mercury	216

RECORD COMPANY PLACE WINNER POINTS 16. 16. 16. Jambalaya—Jo Stafford......100 19. 20. 21. 22. 23. 23. Don't Let the Stars Get in Your Eyes-I Saw Mommy Kissing Santa Claus— 25. 25.

Five positions: Five points for first; four for second; three for third; two

 the second	 	 		
	 		• • • • • • • • • •	

27.	Slaughter on 10th Avenue—Ray Anthony Capitol	
28.	Tell Me Why—Four Aces	
29.	Delicado—Percy Faith Ork	
29.	I'm Yours—Don Cornell	

Favorite Bands of the Year

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Ralph Flanagan	RCA Victor	867
2.	Ray Anthony		616
3.	Billy May	Capitol	603
4.	Sauter-Finegan	RCA Viclor	412
5.	Les Brown	Coral	
6.	Ralph Marterie		213
6.	Hugo Winterhalter	RCA Victor	213
8.	Stan Kenton	Capitol	187
9.	Woody Herman		167
10.	Buddy Morrow	RCA Victor	154
11.	Percy Faith	Columbia	100
12.	Benny Goodman	Columbia	83
13.	Guy Lombardo		76
14.	Mantovani		60
15.	Duke Ellington	Columbia	55
15.	Mitch Miller	Columbia	55

Question . . .

Which band on records do you like most—your current all-round favorite? This question is designed to include both road bands and studio bands that exist only for records.

Scoring . . .

Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD COMPANY	POINTS
17.	· Tommy Dorsey	Decca	52
17.	Harry James	Columbia	52
19.	Jerry Gray		49
19.	Paul Weston	Columbia	49
21.	Sammy Kaye		46
22.	Gordon Jenkins	Decca	38
23.	Henri Rene	RCA Victor	30
24.	Neal Hefti		25
25.	Leroy Anderson	Decca	23
26.	Jan Garber		18
27.	Russ Morgan	Decca	17
27.	David Rose		17
29.	Count Basie		14
29.	Les Baxter	Capifol	14
29.	Lawrence Welk		14

12



THE BILLBOARD . FEBRUARY 28, 1953

POPULARITY

The Billboard 1953 Disk Jockey Poll Part 1

Favorite Male Vocalists of the Year

PLACE WINNER **RECORD COMPANY** POINTS 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.

Question . . .

Who is your favorite male vocalist (with or without a band)?

Scoring . . . Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD COMPANY	POINTS
15.	Mel Torme	Capitot	52
17.	Dick Haymes	Decca	50
18.	Mario Lanza	RCA Victor	49
19.	Johnny Desmond	Coral	46
20.	Johnny Mercer		38
20.	Johnnie Ray	Columbia	38
22.	Bob Eberly		36
22.	Al Martino	Capitol	36
24.	Don Cherry	Decca	
25.	Champ Butier		32
25.	Eddy Howard	Mercury	32
27.	Julius La Rosa	Cadence	30
28.	Tommy Edwards	M·G·M	26
28.	Sleve Lawrence		26
30.	Alan Dale	Coral	25

13.	Dean Martin		4
14.	Louis Armstron	g Decca 5	5
15.	Herb Jeffries .		2

Female Vocalists of the Year

WINNER RECORD COMPANY POINTS PLACE 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 11. 13. 14. 15.

16.

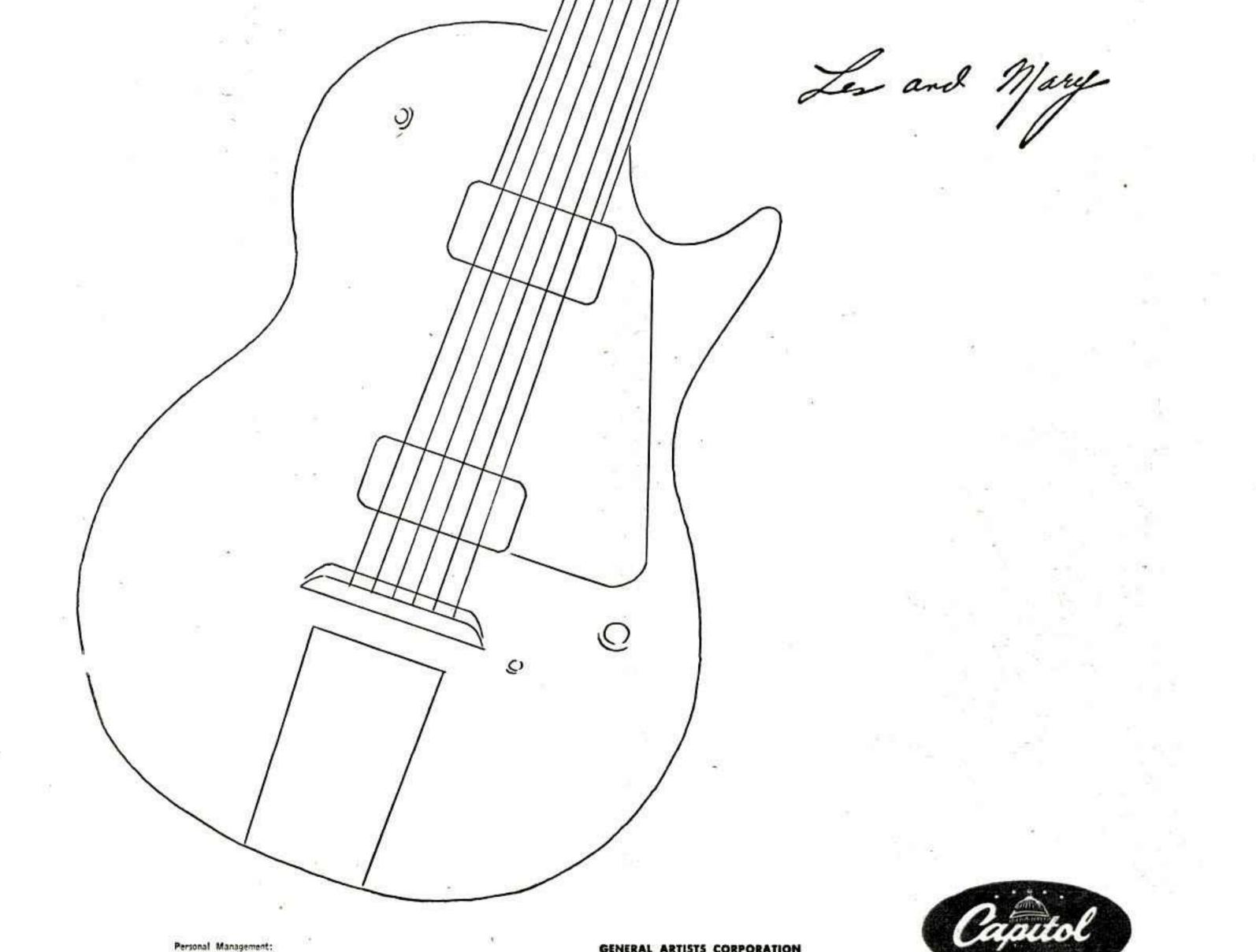
Question . . . Who is your favorite female vocalist (with or without a band)?

Scoring . . . Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD COMPANY	POINTS
17.	June Valli	RCA Victor	40
18.	Toni Arden	Columbia	32
19.	Mindy Carson	Columbia	31
20.	Teresa Brewer	Coral	27
21.	Connee Boswell	Decca	24
21.	Lily Ann Carol	RCA Victor	24
21.	Georgia Gibbs		24
21.	Vera Lynn		24
21.	Lucy Ann Polk	Unaffiliated	24
26.	Lu Ann Simms	Columbia	23
26.	April Stevens	RCA Victor	23
28.	Billie Holiday		18
28.	Lee Wiley	Columbia	18
30.	Lisa Kirk	RCA Victor	16
30.	Mary Mayo		16
30.	Ella Mae Morse		16

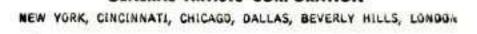


gals We hope you guys and know how much many and I appreciate all the you've given hanks a million,





21 G







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The Billboard 1953 Disk Jockey Poll

Favorite Small Instrumental Groups of the Year

Question . . .

36

Which is your favorite small instrumental group (less than seven pieces)?

Scoring . . .

Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	George Shearing	M-G-M	1042
2.	Three Suns	RCA Victor	519
3.	Art Van Damme Quintet	Capitol	451
4.	King Cole Trio	Capitol	244
5.	Les Paul-Mary For	rdCapitol	243
6.	Benny Goodman Se	extet. Columbia	144
7.	Dave Brubeck Tric	Fantasy	. 139
8.	Page Cavanaugh 1	frioRCA Victor	80
9.	Oscar Peterson Tric	Mercury	75
10.	Ernie Felice Quint	etCapitol	68
11.	Grady Martin	Decca	63
11.	Gene Krupa Trio	Mercury	63
13.	Harmonicats	Mercury	60
14.	Frank Petty Trio	M·G·M	59
15.	Benny Goodman Tr	ioColumbia	47

Favorite Small Singing Groups of the Year

Part 1

Question . . .

Which is your favorite small singing group (duo, trio, quartet)?

Scoring . . .

Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Mills Brothers.	Decca	. 796
2.	Ames Brothers.	Coral	. 668
3.	Four Aces	Decca	. 629
4.	Modernaires	Coral	. 332
5.	Four Freshmen.	Capitol	. 244
6.	Four Knights	Capitol	. 215
7.	Andrews Sisters	Decca	. 194
8.	Ink Spots	Decca	. 156
9.	Fontane Sisters.	RCA Victor	. 139
10.	Four Lads	Columbia	. 135
11.	Bell Sisters	RCA Victor	: 120
12.	Hilltoppers	Dot	. 108
13.	Pied Pipers	Capitol	. 99
14.	Les Paul-Mary	FordCapitol	. 91
15.	Dinning Sisters.	Capitol	64
16.	(00000000)	Columbia	
17.		Capitol	1000 Jac211.0
19.	The Encores	Spin It	. 31
20.	Gaylords	Mercury	. 28

Most Promising "NEWER" **Male Vocalists**

POPULARITY

Question . . .

Which newer male vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top male vocalist names?

Scoring . . .

Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD	COMPANY	POINTS
1.	Al Martino	Capito	۱	352
2.	Steve Lawrence	King		. 215
3.	John Arcesi	Capitol	l t	. 200
4.	Julius LaRosa	Cadeno	æ	. 191
5.	Tommy Edwards.	M-G-M		. 167
6.	Sandy Solo	Mercu	ry	. 155
7.	Alan Dean	M-G-M		. 135
8.	Roger Coleman	Decca		. 108
9.	Tony Bavaar	RCA \	/ictor	. 104
10.	Frankie Lester	RCA \	/ictor	. 89

16.	Buddy De Franco	
10.	Quintet	39
17.	Firehouse Five Plus TwoGood Time Jazz	36
18.	Sharkey & Kings of Dixie	32
20	Milt Herth Trio Capitol	31
20		

Most Promising "NEWER" Female Vocalists

Question . . .

Which newer female vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top female vocalist names?

Scoring . . .

Three positions: Three points for first: two for second; one for third.

PLACE	WINNER R	ECORD	COMPANY	POINTS
.1.	Joni James	. M-G-M		1071
2.	Sunny Gale			
3.	Jeri Southern	Decca		243
4.	June Valii	.RCA V	lictor	219
5.	Karen Chandler	. Corat		194
6.	Lu Ann Simms	.Columi	bia	176
7.	Damita Jo	.RCA V	/ictor	155
8.	Gisele MacKenzie	Capito		119
9.	Lily Ann Carol	.RCA \	/ictor	. 99
10.	Georgia Carr	.Capitol	I	95
11.	Felicia Sanders	.Columi	bia	. 91
12.	Jeanne Gayle	.Capito		. 51
13.	Eydie Gorme	.Coral		. 44
14.	Cindy Lord	.M.G.M		43
15.	Molly Bee	. Capito	I	. 36
15.	Dorothy Collins		404000000000000000	공공

Favorite Latin-American Bands of the Year

Question . . .

Which band on records in the Latin-American category do you currently like hest?

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Xavier Cugat	RCA Victor (former Mercury)	
2.	Perez Prado	RCA Victor	. 47
3.	Luis Arcaraz	RCA Victor	. 38
4.	Machito	Columbia	. 17
5.	Edmundo Ros	London	15
6.	Noro Morales	Decca	. 11
7.	Miguelito Valdes	Unaffiliated	. 1
8.	Chuy Reyes	Unaffiliated	. 6
9.	Desi Arnaz	Columbia	. 5
10.	Chico O'Farrill .	Unaffiliated	. 4

11.	Champ ButlerColumbia	68
12.	Dick LeeEssex	67
13.	Rusty DraperMercury	63
14.	Ricky HaleDecca	56
15.	Iony AlamoM-G-M	44

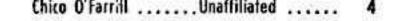
Favorite Popular Record Albums of the Year

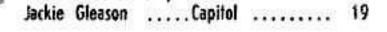
Question . . .

Which popular album did you like most in the last 12 months?

PLACE	WINNER	RECORD	COMPANY	POINTS
١.	Dance to the Top — Ralph Flanagan		Victor	. 56
2.	Big Band Bash— Billy May			. 39
2.	Bye Bye Blues- Les Paul Mary Fo	ord Capito	I	. 39
4.	Musical Weather V —Les Brown	/ane Colum	bia	. 35
5.	Benny Goodman 19 1938 Jazz Concert Benny Goodman.	937-		
6.	Benny Goodman 19 1938 Concert, No. Benny Goodman	2-	bia	. 31
7.	With a Song in M Heart—Jane From		۱	. 24
8.	Hollywood's Best— Rosemary Clooney Harry James		bia	. 20
9.	Down the Old Ox —Ralph Flanagan		Victor	. 19
9.	Music for Lovers O	nly—		











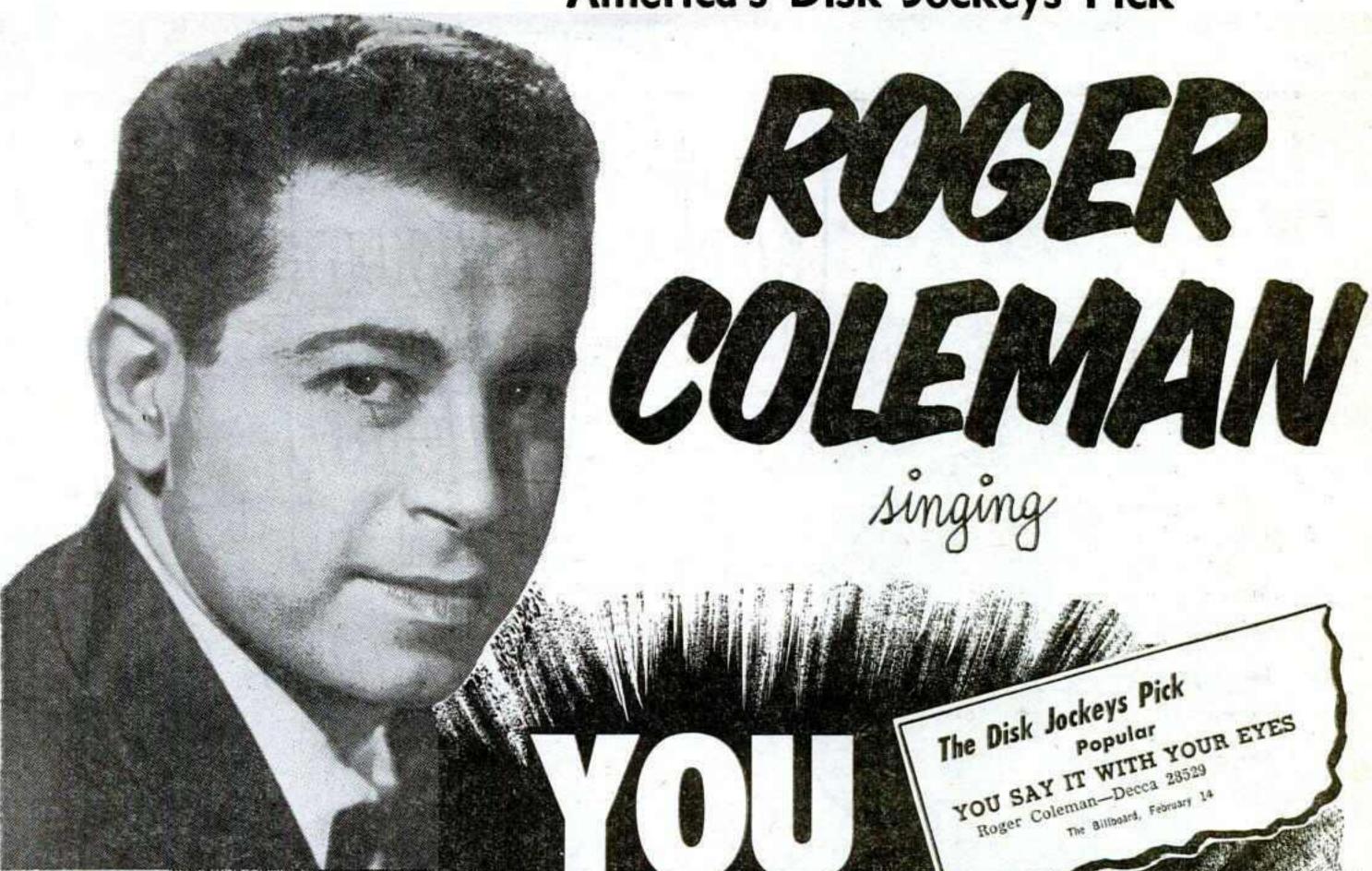
The Disk Jockeys Pick

YOU SAY IT WITH YOUR EYES

The Billboard, February 14

Roger Coleman-Decca 28529

America's Disk Jockeys Pick



and DARLIC 11

DECCA 28529

Record Promotion: N. Y., Jim McCarthy-Hollywood, Bob Stern



Personal Management:

REC





The Billboard 1953 Disk Jockey Poll Part 2

Pop Deejays Average 16 Hours Of Platter Shows Each Week

Question . . .

How many hours a week are you on the air as a disk jockey?

THE average pop disk jockey spins records for a shade over 16 hours a week. The busiest jock answering this year's survey has a weekly schedule of 44 hours of platter spinning, while another reported just half an hour a week. Most of the nation's jockeys have corollary duties at their station such as announcing, emseeing, etc. In the case of smaller stations, some have the additional duties of program manager or music director. More and

more time is being devoted by jockeys to planning their programs. There are some who estimate that for every hour they are on the air, another hour is spent in research and planning their shows. So, while the average of 16 hours a week in itself is well below the average work week, when the time devoted to additional duties and in program planning and development are added in, the life of a deejay becomes that of a hard-working guy.

Most Jockeys Do Own Picking; Favor Own Opinion, Requests And Trade Papers in Selecting

Victor Tops Columbia, Capitol As Dispenser of Free Records; Dot Wins Handily Among Indies

TRADE ASPECTS

	Second of the operation of the second of the	or your station rece	cord labels from which you give the most free records? The positions: Three points for third.
28	PLACE	WINNER	POINTS
	1.	RCA Victor	
	2.	Columbia	SUB10110
	3.	Capitol	
	4.	Decca	
	2. 3. 4. 5. 6. 7. 8. 9.	Mercury	
	6.	MGM	
	7.	Coral	
	8.	King	
		London	
	10.	Dot	
Quest	ion		ler independent labels send
Quest	ion	Which of the small you the most free	ler independent labels send records? Name only three ee positions: Three points fo
Quest	PLACE	Which of the small you the most free of SCORING Three	ler independent labels send records? Name only three ce positions: Three points fo
Quest	<u>PLACE</u> 1.	Which of the small you the most free of SCORING Thre first; two for second WINNER	ler independent labels send records? Name only three re positions: Three points fo l, one for third. POINTS
Quesi	<u>PLACE</u> 1.	Which of the small you the most free of SCORING Thre first; two for second WINNER Dot	ler independent labels send records? Name only three re positions: Three points fo l, one for third. POINTS
Quesi	<u>PLACE</u> 1.	Which of the small you the most free of SCORING Thre first: two for second WINNER Dot Four Star	ler independent labels send records? Name only three ee positions: Three points fo l, one for third. POINTS
Quesi	<u>PLACE</u> 1.	Which of the small you the most free of SCORING Thre first; two for second WINNER Dot Four Star	ler independent labels send records? Name only three ee positions: Three points fo l, one for third. POINTS
Quesi	<u>PLACE</u> 1.	Which of the small you the most free of SCORING Three first: two for second WINNER Dot Four Star	ler independent labels send records? Name only three ee positions: Three points fo l, one for third. POINTS
Quest	<u>PLACE</u> 1.	Which of the small you the most free of SCORING Thre first; two for second WINNER Dot Four Star	ler independent labels send records? Name only three re positions: Three points fo to one for third. POINTS
Quesi	PLACE 1. 2. 3. 4. 5. 5. 7.	Which of the small you the most free of SCORING Three first: two for second WINNER Dot Four Star	ler independent labels send records? Name only three ee positions: Three points fo l; one for third. POINTS
Quest	<u>PLACE</u> 1. 2. 3. 4. 5. 5. 7. 7.	Which of the small you the most free is SCORING Thre first; two for second WINNER Dot Four Star	ler independent labels send records? Name only three ee positions: Three points fo to one for third. POINTS
Quest	PLACE 1. 2. 3. 4. 5. 5. 7.	Which of the small you the most free is SCORING Three first; two for second WINNER Dot Four Star	ler independent labels send records? Name only three ee positions: Three points fo l, one for third. POINTS

Question . . .

Who selects the records played on your show?

100000	%
Select own records	
Music librarian	. 3.3
Program manager	
Someone else	1.0
· Total	100.0

Question .

If you select the records to be played on your show, please check just two of the following sources of information which are the biggest aid to you in making your selections? (Check only those two which are most important.)

SOURCE

	70
Your own personal opinion	
Listeners' requests	
Trade-paper charts, editorial features & advertisements.	
Record company and/or distributor sheets, direct mail	
and free records	
Press agent or record promotion specialist, direct mail.	
letters, promotion or free records	9.6
Information gathered from local record dealers	
Information gathered from your own station music staff	
and/or librarian	5.0
Music publisher direct mail, promotions or free records .	
Information gathered from local juke operators	2.4
Others	3.

JOCKEYS who select their own records were asked in this question to name the two sources of information which are most helpful to them in selecting records played on their shows. Thus, the answers were tabulated on a base of 200 per cent so that the percentage of jockeys favoring each of the various information sources is clearly shown.

As the answers show, jockeys depend on a great many different sources in determining what records to play. This year there were three outstanding leaders - the jockey's own opinion, listener requests and trade-paper assistance. This last category, trade-paper editorial features and advertisements, made the greatest strides of any information source over last year's survey. This year 45.2 per cent of the deejays reported it as one of their two most useful sources, placing it in third place. A year ago this category was fourth, behind promotion sent by record companies and distributors,

cent. Thus, in a year trade-paper strength with jockeys has almost doubled. Except for a five percentage-point drop in jockeys depending on their own opinion, the other categories remained fairly constant with last year's results.

The apparent trend toward depending more heavily on trade-paper services is an interesting one and probably reflects the answers to several questions in the station manager survey which is reported elsewhere in this special issue. Station managers reported an increased control over the make-up of disk jockey shows and also indicated a strong dependence on trade-paper chart listings. Because of the overwhelming vote of confidence given to The Billboard by both the jockeys and station managers in other questions, it is felt that the bulk of the deejays who reported trade-paper editorial features and advertisements as one of their two most important information sources had The Billboard in

THIS year RCA Victor again took over the top slot as the record company which sends out the most records after relinquishing the lead a year ago to Columbia in a blanket finish beween those two labels and Capitol. Capitol maintained its third place in this year's poll. The other major change from last year's ranking was the step up into fourth place made by Decca. A year ago Decca came in fifth behind Mercury. This year Decca registered a strong fourth, undoubtedly reflecting the increased importance this label devoted to this area of promotion during 1952. Except for these two changes, the order among the larger companies was exactly the same as a year ago.

Because the larger record companies issue a great number of releases during the course of a year

and are in a position to service more disk jockeys, it was decided to add this question to this year's poll to determine how the smaller record companies stand in this matter of supplying radio stations with free records. In this category Randy Wood's Dot Record Company won an overwhelming win. King and Coral were actually reported in second and third positions, but because these two companies appear in the answers to the preceding question, they were screened from these results. Thus, second and third places are taken over by Four Star and Tennessee respectively.

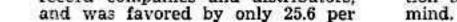
A special article which adds up the extent and the cost of free records that are sent out each year by record companies appears elsewhere in this issue.

Staff Written, Ad Lib Com'ls In Greater Use Than Sponsors'

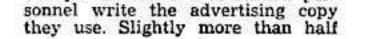
Question	Who writes th shows?	e advertising copy for	your
,	×	%	
Station Personnel			
l ad tib it from no	vies		
Advertiser or Adv	ertising Agency		
I write it myselt.		27.1	

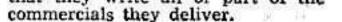
THE commercials that dial tuners hear in between records emanate from a number of sources, according to these answers. In most cases more than one source is used. A total of 71.0 per cent said that station per-

reported that they ad lib. some or all of their commercials. Some of the copy is written either by the sponsor or his advertising agency, according to 42.8 per cent of the jockeys. Another 27 per cent stated that they write all or part of the



ad a sources had the binovara m









The Billboard 1953 Disk Jockey Poll Part 2 TRADE ASPECTS

Flanagan Sweeps Field for Third Year as Most Helpful Disk Artist

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Which recording artists are most co-operative Question . in arranging for personal appearances on your programs? SCORING . . . Three positions: Three points for first; two for second; one for third. PLACE WINKER RECORD COMPANY POINTS 1. 2. 3. 5. 6. 7. Don Cornell...... 55 . 7. Billy May..... 43 9. 10.

Question . .

Which individual recording artists are most conscientious and helpful to you with the promotion of their disks?

FEBRUARY 28, 1953

SCORING . . . Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	RECORD	COMPANY	POINTS
1.	Ralph Flanagan	. RCA Vict	or	528
2.	Ray Anthony	. Capitol		111
3.	Perry Como	RCA Vic	1or	91
4.	Les Paul-Mary Ford	. Capitol .		84
5.	Spike Jones	. RCA Vict	or	. 59
6.	June Valli	. RCA Vie	tor	47
7.	Frankie Laine	. Columbia		44
8.	Four Aces	Decca		. 43
9.	Rosemary Clooney	. Columbia		39
10.	Stan Kenton	. Capitol .		36
11.	Don Cornell	. Coral		27
12.	Buddy Morrow	RCA Vic	lor	26
13.	Patti Page	. Mercury		. 26
14.	Lisa Kirk	RCA Vict	or	. 23
15.	Nat (King) Cole	. Capitol .		. 20
16.	Tony Bennett	. Columbia		17
17.	Pee Wee King	. RCA Vid	or	. 16
18.	Eddy Arnold	.RCA Vict	or	. 14
19.	Jilia Webb	M-G-M		13

	11.	Nat (King) Cole Capitol	
	12.	Tommy Dorsey Decca	
0	13.	Tony Bennett Columbia	
6	13.	Ralph Marterie Mercury	
	15	Lionel Hampton Decca	
	16.	Rosemary Clooney Columbia	
	16.	Duke Ellington 20	
	16.	Johnny Long 20	
	16.	June Valli	
	20.	Vaughn Monroe RCA Victor 19	

COR the third straight year jockeys gave Ralph Flanagan an overwhelming winning margin as the artist who is most helpful both in self-exploitation and in making personal appearances on platter spinners' shows. If anything, Flanagan's total was stronger this year than a year ago. Second slot in both these categories was taken over by Ray Anthony this year. Perry Como dropped a notch to third place in the promotion poll, while Les Paul-Mary Ford and Spike Jones made strong gains over a year ago. June Valli came from nowhere to score sixth. Anthony and Stan Kenton traded places as the artists most co-operative in arranging personal appear-

ances. The Four Aces in their first year with Decca scored heavily by placing fourth in this category.

Interestingly, the top three places in the personal appearance poll were taken by band leaders, and 10 of the top 20 names were band leaders, pointing up the effort that these artists are making while on the road. This recognition of the importance of the jockey has undoubtedly helped in the apparent return to favor of disks by bands. Certainly deejays are spinning band records more than in a decade. It's also interesting to note that among the list of 18 artists who are rated the most helpful in promotion, eight of them are RCA Victor artists.

Question . . .

Which three disk jockeys in your opinion have had the best local radio and/or TV jockey shows over the past year? (Please do not include network deejays.)

SCORING . . . Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	STATION	CITY
1.	Dick Martin .		New Orleans
			Tulsa, Okla.
3		WIND	
A		WHK	
2. 3. 4. 4.		WNEW	
Ä	Paul Divon	WCPO-TV	Cincinnati
6.		WBBM	
8.		WCKY	
8.		WTOP	
8.			Dearborn, Mich.
11.			Los Angeles
11.	Bob Poole	WBIG	Greensboro, N. C.
11.	Kurt Webster	WBT	Charlotte, N. C.
14.		KNXT	
15.		WMGM	
15.	Nelson King	WCKY	Cincinnati
15.		WTOP	
15.	loo Muhihill	WTAM	Cloveland
15.		WIAM	

Martin Noses Out Hull, Miller As Deejay With Best Local Show

THIS year, for the first time, this question specifically asked jockeys not to include network platter spinners since it was felt that their coverage gave them an unfair advantage. As a result, this year's standings are somewhat different from those of a year ago. Winner of this poll is Dick Martin, from the Mardi Gras and creole country. Dick jumped up from 11th spot on last year's poll. Other repeaters from a year ago are Doc Hull, Martin Block, Eddie Gallaher, Bob Poole, Peter Potter and Gene Klavan.

TV jockeys showed up in this year's poll for the first time in the persons of Paul Dixon, who has a platter show on WCPO-TV, and Peter Potter. It is also interesting to note that the four deejays who combined or a special programing article for this supplement are included in the listing. These are Howard Miller, Martin Block, Peter Potter and Nelson King. Nels, in addition to tying for 15th place on the pop jockeys' poll. snagged the top spot on the c.&w. spinners' poll.



The Billboard 1953 Disk Jockey Poll Part 2 TRADE ASPECTS

New Speeds Show Steady Influx In Availability and Jockey Usage

Question	What record speeds is your station equipped to play?
	%
78 r.p.m	
33 1/3 r.p.m. (mi	crogroove LP)
45 r.p.m	
	erage week, how many are on each of the three speeds?
	Number Records
33 1 /3 rnm /10	
22.17.2.1.b.m. /cf)
24 A A)

Less Than 10% Jockeys on TV; Most Use Records; Snader Scores In Film Short Use and Preference

The factor of the second s	on area, have you done television during the
12	%
•••••	91.4
(If Yes) Do you use i	records?
	%
lf you use film shorts, whose do you like be	whose do you use and st?
Use	Like Best
%	%
	35.7
	14.3
	any deejay shows on last year? (If Yes) Do you use (If Yes) Do you use If you use film shorts, whose do you like be Use %

Question . . .

Which of the three speeds has had the greatest increase in use on your station during the past year?

_	%
	40.8
45 r.p.m	34.8
78 r.p.m	24.4
Total	100.0

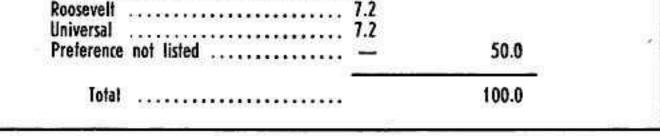
THE answers to these three questions provide an interesting set of statistics for the industry. Obviously all stations are equipped with 78-r.p.m. turntables. A station couldn't be in the record playing business without 78 r.p.m. Of interest, however, is the depth of penetration of the two new speeds. Nine out of 10 stations, according to these answers, have added LP equipment or adapted their present transcription equipment so that microgroove LP's can be played. 43.9 per cent of the stations are also now able to play the 45-r.p.m. disks. Since in practically every case those with "45" equipment are also able to play LP records, it can be concluded that nearly half of the nation's stations are now in a position to play records of any speed.

The answers to the other two questions show that this new equipment is not remaining static. On the other hand, it appears to be receiving increasing use. About 17 of every 100 records spun are either LP or 45 r.p.m., according to these answers. Jockeys further reported that their use of the new speeds is accelerating at a faster rate than the standard 78 r.p.m. That the use of 78 r.p.m. is showing an increase in use with some stations reflects the fact brought out in the station man-

24

ing an increasing amount of air time to recorded music.

For the foreseeable future, it appears certain that disk playing on radio stations will be a three-speed proposition. With the steady growth of classical disk programing (pointed up in the results of the station manager survey), it appears obvious that LP's will assume greater importance. The use of 45 r.p.m. can also hardly fail to increase in importance to a station. The "extended play" has in a few short months made a solid impact on the retail market and brings obvious advantages for radio stations as well. The donut disks are also slowly accounting for more, more and more of the pop record business (now nearly 35 per cent). Diskeries will probably become more interested in servicing stations with 45's rather than 78 disks. A great savings would be effected what with lower packing, handling and shipping costs and the elimination of the breakage problem. But as many advantages as the two new speeds have for stations, there still remains the one hurdle of the record libraries stations now have. Most of the items are not available on the new speeds and unless a station would decide to make its own transfers, the possibility of many of these older items being available on either of the new



THE questions about television were added for the first time this year. A total of 25 jockeys reported that they had handled TV deejay shows during 1952. Roughly threequarters indicated that they use records on their TV segments in some way. Slightly more than half of the jockeys who do use shorts reported the use of Snader films, more than twice the number using Screen Gems. The bulk of the deejays reporting the use of film shorts said they used only one product. Several, however, reported using films from two or three makers. Those who reported a preference gave the blue ribbon to Snader which is to be expected since Snader scored so heavily in usage. Tho the number of jockeys who had TV shows during 1952 is quite limited, these answers are of interest. It's interesting also to note that a considerable number of jockeys indicated upcoming TV plans.

Billboard Rated Tops by Jockeys As Most Helpful Trade Journal

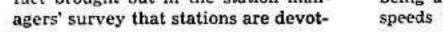
Question . . .

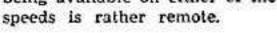
Of the music trade journals you read, which is the most informative and helpful to you?

WINNER

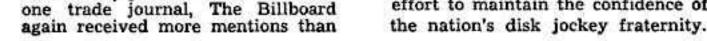
Combination of journals (including The Billboard)	16.0
Paper "C"	
Paper "B"	2.5 2.3
Paper "A"	1.8
Others	2.3
Combination of journals (excluding The Billboard)	1.5

THE results of this question are, to say the least, very gratefully received and reported. About three out of every four jockeys specified that The Billboard is the most helpful and informative music journal they read. Another 9.0 per cent specified some other trade paper, while the remaining 17.5 per cent listed a combination of two or more papers. Of the deejays who listed more than any other journal. Less than 10 per cent of these deejays failed to name The Billboard as one of the journals they find most helpful. Altogether, 89.6 per cent of the disk jockeys said that The Billboard either alone or in combination with other papers is of the greatest value. For this vote of confidence The Billboard is most grateful and promises to make every effort to maintain the confidence of





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Billboard Charts: A Prime Source For Programing

At the present time, 746 radio stations are licensed to use The Billboard Music Popularity Charts for programing. Here's how four of the nation's top deejays use them together with suggestions for other program formats.

It has been a long time since the only thing a deejay had to do to be a member in good standing in his chosen profession was to play records. Today a jock who wants to hold and build a large listening audience has to concern himself with more than merely playing any records, he has to worry about what records, how they should be programed, what disks have a chance of breaking thru and how can he get that record quickly so as to be the first jock in his area to spin it. In other words, the deejay has a real job to do, and it takes lots of hard work and sweat to do it well.

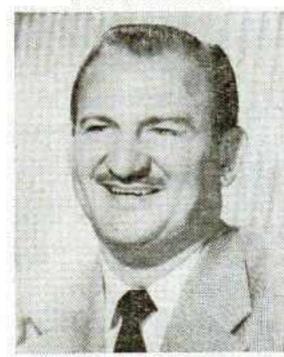
The Billboard has many features that can and do aid deejays in setting up their programs, in tipping them off to upcoming hits and artists, and in sel cting, from the often countless records issued each week, those that are of interest and bear watching, as well as those that are already solid sellers. These include the various national charts, covering dealer sales, operator plays and deejay spins, regional charts on a city by city basis, New Records to Watch and Best Buys. Four wellknown deejays, Martin Block of New York, Nelson King of Cincinnati, Howard Miller of Chicago and Peter Potter of Los Angeles, have written about methods of using The Billboard charts for deejay programs. Perhaps you are already using the charts to the same advantage as these four deejays. If not, their articles may furnish you with some new and useful ideas.

those records that are coming up in the trade gives me a concensus of opinion of all the disk jockeys, the dealers and juke box operators who must also earn a living by being able to pick potential hits in time to cash in on them.

Public's the Boss

A disk jockey's stock in trade is his ability to present the type of music the public wants to hear. The only way he can be sure that his program is producing the greatest result is by paying careful attention to the many Billboard charts that are (Continued on page 48)

By NELSON KING WCKY, Cincinnati



phasis on mail from our listeners when programing and airing our shows, but many times such things as a concentrated drive on an artist's newest release by his fan club (I love 'em) or a personal appearance by an artist in a certain territory can greatly influence fan mail for a time. So instead of using only the disk jockey's chart, I like to make a composite graph utiliz-ing all three listings. Certainly some consideration must be given to the fact that even tho most jocks are listing "I'll Go On Alone" as their most played record of the week, many people are favoring "Jambalaya." At least enough of them are laying out 89 cents to place this tune No. 1 on the national best-seller chart, and when we look at the juke box chart, here's yet an-other picture. It seems that when the coins drop in, most selectors have been turned to "Back Street Affair." Incidentally, I'm just picking these titles out of thin air as I write this article and not selecting them from The Billboard. So let's examine these hypothetical charts further. Let's say we dis-cover that "Jambalaya" rates No. 2 on both the disk jockey and juke box charts. I would certainly place this song about the "crawfish pie" as No. 1 on my "Hillbilly Hit Parade," and I'd use the same averaging method to select the other four numbers. (I only use the top five.) Of course, I'd check to see how closely my request mail followed these selections, and it's usually pretty close.

Hank Williams

Naturally, once in a while, something of great import to the music business will happen which will throw the charts out of balance for a while such as the recent untimely death of my good friend, Hank Williams. We all expect that for some time yet his records will be much requested by listeners and sought after by record buyers. While the condition prevails, a close check with record stores specializing in c.&w. platters and with box operators who have locations where our type of music is predominate on their boxes certainly wouldn't be amiss. It's always a short trip from the three charts we have just examined to those listed under **Territorial Best Sellers**, where usually you'll find at least six listings under the names of various cities thruout the country. I'm just naturally nosey, and I like to know the sales picture in other parts of these United States, and the No. 1 listing in the majority of these territories (Continued on page 48)

THE BILLBOARD • FEBRUARY 28, 1953

lowest possible denominator that means approximately 2,300,000 records are played every week on radio stations across the nation, and those records are listened to by 100,000,000 people.

Connecting Link

And yet despite the power of the jockey, his is an insular po-sition. Only in rare instances do a few have influence and power sufficient to affect the national level. How then can these geographical entities congeal into one giant force to exert a national influence? Obviously by communication between areas. In view of the fact that jockeys are not given to calling their counterparts on the other side of the mountain by long distance phone, it remains for these pages of The Billboard to serve that end of communications. This compilation of isolated ideas and trends, which is put at our disposal by The Billboard, ties all of us little islands together like a coral reef. I believe it is a safe assumption to make that no industry or trade has a paper quoted within the confines of that business as often as radio, TV and music quotes The Billboard. Literally thousands of hours of air time every week are programed directly from information contained in each weekly issue, and I would venture to say that The Billboard has been more instrumental in the trend of radio programing toward the top tune idea than any other factor. Elections are always exciting things, because they contain that priceless element of suspense. Most of us think of The Billboard listings as such. Each week a new election is held to select winners in the music race. We vote and then we wait until the ballots are counted to salute the victors.

If The Billboard could sell a full page ad for every time it was mentioned on the air, its top-drawer execs could play twice as much golf as they already do—with two caddies.

Even the less creative programers can get scores of ideas on which to build shows from The Billboard. There is no end

By PETER POTTER KNXT, Los Angeles



Because of the fact that we are hoping to get network coverage for my TV show, "Juke Box Jury," a 90-minute panel of experts who rate advance record releases, I've come to use The Billboard continually more and more to strengthen my TV programing, selection - wise. Because I'm situated on the Coast, where new releases seem to find their way sometime after jockeys nearer the East Coast and the Midwest get them, I've got a real problem in programing. In fact, without the advance

information in each copy of The Billboard, I'd be pretty stymied for an accurate guide into what has come out that I should try and set for each Saturday night's video seg. Since we started the show two years ago, we've raised the rating from a 2.8 to an 18 stature, and we're right proud of the gain. To keep it up there among the top shows, I really scrutinize the advance record releases each week, looking for strong titles by artists who already have good acceptance in the Los Angeles area. I also check weekly to find stories about interesting new artists, or releases which I could use for programing on my KNXT TV-er. I find these stories have a double impact, for I can more fully explain trade angles about new releases and artists. I've found my many viewers are especially interested in stories, which they don't read in the daily papers or weekly magazines of a general nature.

By MARTIN BLOCK WNEW, New York



Deejay they call me — disk jockey that i. — and I've been one for 20 years. Show me any disk jockey who doesn't refer to The Billboard regularly, and I'll show you one not worth his salt.

It has often been said that the disk jockey must keep his finger on the public pulse. The only trouble is there are too many pulses and too many arms for any one disk jockey to do that without considerable outside assistance. The past few years I have found The Billboard music popularity charts to be of great help in building better programs.

To me a new hit song or a new artist is vital to the popularity of my program, because it constitutes new life blood. It is the constantly revived interest on the part of the listening public that enables a disk jockey show to go on year after year without seeming repetitious or boring. But what disk jockey in any city in America is capable of picking new hits and new artists and predicting their future without knowing what is happening in other parts of the country and in other sections of the music industry.

Each week I pick the records that I think are the best of that week's new releases . . . but

When Nev Gehman asked me some weeks back if I would write an article for this issue of The Billboard, I jumped at the chance. The Billboard has always been a great help to me even back in the days when comprehensive charts covering the record industry were not thought of. As far back as 18 years ago, a conscientious staff announcer (the word - disk jockey — hadn't even been coined) could always find some programing material in the pages of the amusement industry's leading news weekly. Today, the picture of a radio personality who lists himself in the category of "disk jockey" approaching his job on Tuesday without a copy of The Billboard under his arm is as remote as that of a scientist tackling the newest atomic project without reams of reference papers at his side. The Billboard has become the reference library for the disk jockey. A reference library that is revised and brought up to date each and every week.

When Gehman asked that I point my article toward the possible uses of The Eillboard's weekly charts by country and Western disk jockeys, my first thought was that it shouldn't be too hard to fill a column, but in writing this, I have found that the real problem is keeping the article down to space limitations. If every use of each chart was fully chronicled, this article would fill this issue.

Naturally, it was impossible to contact each and every c.&w. jockey to learn their various uses of The Billboard's music charts, so, if I may, I'd like to pass along the routine followed by my "Jamboree" partner, Marty Roberts, and ycurs truly. **Top Records**

I assume the first thing most hillbilly jocks do is turn to the three listings headed "Top C.&.W. Records" under which we find c.&w. records that are national best sellers, those most played by disk jockeys, and those most played in juke boxes. To those of us who spin 'em, I suppose that second mentioned chart is the one examined first that's human nature. To use this one chart alone would, per-

By HOWARD MILLER WIND, Chicago



It surprises me that no imaginative headline writer has mentioned the name of disk jockey in connection with the front page stories dealing with the fascinating subject of "Breaking the Sound Barrier." Certainly it would be a suitable cliche, because hardly a voice in the music industry will be raised to oppose the theory that the nation's deejays today determine public taste in sound. Mind you, I'm not naive to the point of believing that jocks can force a musical taste but rather that by exposing all music to the listeners, we give the public a chance to select the trends.

If there is doubt in your mind that that appraisal is true, consider the proved fact that at any moment, day or night, almost half of America's 50,000,000 radio families are tuned to recorded music. Stated another way, approximately one-half of all broadcast activity, or 115,000 hours of radio time every week to the amount of interest you can put into a radio show by just walking into the studio with a stack of shellac under one arm and a copy of The Billboard on the other.

National Perspective

I don't mean using The Billboard for just a conversation piece. Imagine for a moment ... don't you suppose New York listeners are interested in what the West Coasters 3,000 miles away are buying and hearing? There's a good use for the Territorial Best Seller list. Don't you guess you can engender additional listener interest by building a show around the records which have grabbed the most coins in the nation's juke boxes? There's a facet of "Life Americana" that touches all of us, whether we choose to drink in a bistro or sip a soda at a drug counter. The coin machines are so much a part of our daily life, that I refer to one of the stations I'm on as "The 5,000-Watt Juke Box." The op guys are a nice clan, and a jock can make some good tie-ins. Perhaps these seem like obvious ideas. Think of it this way. Each issue of a trade paper is a chronicle of our time. As such, it is history being made and can be treated that way-as a reference source. It's a sound policy to keep even the seemingly old issues; they mark the milestones. In preparing this paper I chanced to refer to the Disk Jockey Supplement dated October 7, 1950, two-and-a-half years old. One section, devoted to "Promising New," included bands and vocalists. You know what you'll find there? The jocks three years ago predicted Eddie Fisher, Guy Mitchell, Tony Bennett and Don Cornell would make it big in the coming years . . . prophetic? The same bunch of analysts called the shot on Rosemary Clooney and Patti Page, and in the band department the jocks predicted big things for Ralph Flanagan and Ray Anthony; so you can't say we weren't told.

Educational Values

But actually program ideas are only a secondary value of The Billboard to the jockey. Its greatest value lies in the educational advantages of having it at our disposal. It's a pretty narrow spinner who refuses completely to be influenced by the experiences other men have

Reviews Help

Of course, the biggest help I get comes from the record reviews which I find in The Billboard. Of all the trade journals, only The Billboard really sticks its neck out and gives a record a really objective rating. With so many record reviews being printed in various publications, because of the terrific number of records being issued by the various diskeries, I like to find a terse and honest estimate of the records, so I can save time. In addition, I follow the ads in The Billboard, for I've found that the record companies and music publishers don't waste their ad budgets on dogs and that usually an ad indicates that the platter has a better than average chance of hitting if it's promoted with ads and other plugs.

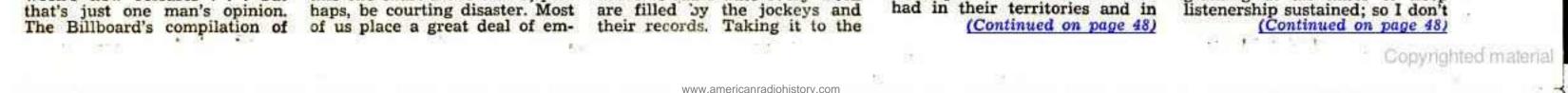
After carefully studying these sections, I go thru my stacks of new releases. If I find that the new releases previewed in The Billboard haven't hit the Coast, I get on the distributor or publisher to come up with the disk for use on my TV show.

We try to maintain a select group of movie, radio-TV and disk elebrities on the show. My secretaries call my attention to any news of importan' music business personalities who are coming to the Coast, so that I may contact them for appearances on the "Juke Box Jury."

The "Peter Potter Platter Parade," my radio show on KLAC, Hollywood, takes up 22 hours of my time weekly. Tho I don't have the same rush for strictly new material that my TV work requires, I still feel it necessary to watch the charts and news section of The Billboard to keep my listeners supplied with the best of the new.

Trends

The Billboard is essential in watching trends, such as the trend of the past two years, which saw country music going pop, and the more recent trend of r.&b. disks going into the pop field. In my own case, I have started watching both of these segments of the business, so that I won't miss pop versions of these specialized field hits. I try to do a general job of programing at all times to keep





..... 20-5209 (47-5209)* WILD HORSES/I CONFESS **GOMEN NASAI** (Forgive Me) SPRINGFIELD MOUNTAIN (Too-roo-de-nay) HOT TODDY/SERENADE TRAIN, TRAIN, TRAIN HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED I CAN'T GET STARTED Buddy Morrow and his Orch. Vocal refrain by Frankie Lester 20-5212 (47-5212)* SALOMEE/LET ME KNOW IKE'S WALTZ MORE LUCK THAN MONEY/ARE YOU TIRED OF ME I WANT A GIRL-Polka (Just Like the Girl That Married Dear Old Dad) Lawrence Duchow and his Red Raven Orch. BLUE VIOLINS/FANDANGO Accordion: Dick Metko, Walter Sterling Hugo Winterhalter 20-4997 (47-4997)* LONELY EYES/ISN'T IT A SMALL WORLD HANNIGAN'S HOOLEY (Come Into the Parlour) THE BALLYMAQUILTY BAND Gene Terry "The Irish Minstrel" I DON'T KNOW/HEY MRS. JONES COUNTRY-WESTERN CONGRATULATIONS TO SOMEONE/LOVE AND HATE CALL ME UP STOP BEATIN' ROUND THE MULBERRY IF THEY SHOULD ASK ME BUSH/TWEEDLE DEE-TWEEDLE DUM Wade Ray with Noel Boggs, Steel Guitar 20-5199 (47-5199)* (All That I'm Asking Is) SYMPATHY/THE DON'T APOLOGIZE DEVIL'S SERENADE THOSE SPARKLING EYES OF YOURS I KEPT IT A SECRET BECAUSE OF YOU/THE SONG THE ANGELS SING ANYTHING CAN HAPPEN HUSH-A-BYE/OH MOON ALBUMS COUNTRY-WESTERN THE JAZZ SINGER Danny Thomas with Frank DeVol's Orch. (EPB-3118)* (LPM-3118)** THERE WASN'T AN ORGAN AT OUR WEDDING/HONEYMOON ON A ROCKET SHIP "OILTOWN, U.S.A." (From the Billy Graham film "Oiltown, U.S.A.") Featuring Billy Graham, George Beverly Shea, Cindy A FOOL SUCH AS I/THE GAL WHO INVENTED Walker, Reed Harper, also Andy Parker and the KISSIN' Plainsmen, Paul Mickelson, Ralph Carmichael Orchestra and Chorus (EFB-3000)* (LFM-3000)** (F-3000)*** HANK WILLIAMS WILL LIVE FOREVER/JUST FOR TONIGHT Top album Sellers RHYTHM AND BLUES NEW FACES OF 1952 Original CastLOC/OC/WOC 1008 I'LL NEVER LET YOU GO/YOU PLAYED ON WISH YOU WERE HERE MY PIANO Original CastLOC/OC/WOC 1007 MUSIC FOR RELAXATION AND THE BULL WALKED AROUND, OLAY/MARGIE Melachrino StringsEPB/LPM 1001 MUSIC BY STARLIGHT SO LONG BABY/WHAT MAY YOUR TROUBLE BE Hugo WinterhalterEPB/LPM 3051

kind of solid entertainment on records which could represent important sales volume for the record dealer. For the deejay, they provide outstanding programming of the broadest possible appeal to the broadest possible audience.

Flip the page and run your eyes over the "Six To Grow On." Listen to them with your most critical ear. You'll agree—these are SIX TO GROW ON. Get behind them!

NOTE: The two EDDY ARNOLD Records (20/47-5196 and 20/47-5197) listed in last week's new Releases are singles from the Eddy Arnold Album "The Old Rugged Cross" EPA 427

THE MOST EXCITING BAND OF OUR TIME

the sauterfinegan orchestra

play

45 331/3 78

tweedle dee and tweedle dum RCA VICTOR RECORD NO. 20/47-5166

STOP BEATIN'

'ROUND THE

MULBERRY BUSH

and

Copyrighted material

RCA



Tran .

13385

A.T.F. 1948

THE BILLBOARD . FEBRUARY 28, 1953



... Solid record entertainment every one — taken altogether they represent important sales volume for the dealer and outstanding programming for the deejay. Listen to them — these are six to grow on!

MORE LUCK THAN MONEY Are You Tired of Me? Lily Ann Carol 20/47-5784

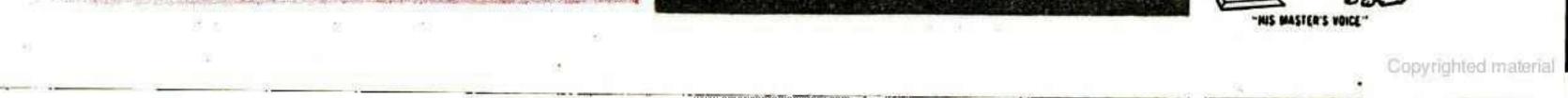




47

It's Fantastic But True No. 10 in a Row for Eddie!! 女 22





a series of charts listing This

• Continued from page 44

20

48

usually substantiates, the top listing in the National Best Sellers chart. There may be some differences in the Dallas, Houston or Fort Worth listings as compared to Cincinnati, Nashville or New Orleans, but we have to remember that this whole section of The Billboard is under a country and Western heading, and there is a difference. The Bob Wills style is perhaps much more popular in the West than it would be in Georgia, where the preference might show an inclination toward Roy Acuff, Red Foley or Ernest Tubb. Of course, under the Nashville listings, I always expect to see records listed that feature the stars of "The Grand Ole Opry." Here again, human nature is a determining factor, and if my good friends Eddie Hull of WSM and Hugh Cherry and Noel Ball of WMAK didn't feature the recordings of their friends who work and live with them in Nashville, I'd be greatly disappointed in them. And believe me, these feature airings lead to sales. (More power to you, fellas!)

Territorial Favorites to Watch

At the top of the Territorial Best Sellers column, there's a little box whose contents can help greatly when you'd like to ad-lib a prediction of the future popularity of a new record. It's called This Week's Territorial Best Sellers to Watch, and here you'll find listed the records that have begun to show sales potential in various markets of the country. It's always nice to be able to say when you're introducing a hit tune-"not too long ago we were tipping you folks off about this one."

Week's Best Buys, which to my way of thinking offers the greatest service to jockeys, operators and dealers alike, because, here on one page, you can get a good picture of the current and future promising material even including up-to-date reports on records that were recently "tipped" as best buys. Here I can easily and quickly check sales reports and listener reception by reading the capsule summaries on the records, and I can just as quickly determine which new country and Western tunes have also been recorded in the popular and rhythm and blues fields. If this has happened, it is always a pretty good indication to me that the labels and the publishers have great confidence in the material, and they're probably going all-out on exploitation and promotion, which goes a long way toward influencing the public. Incorporated with the week's best buys is the section. Coming Up in the Trade, wherein you find the dealers, the disk jockeys and the operators touting the tunes they believe will make tomorrow's hits, and, to get the most out of this section, once again I use the averaging system, putting the most faith in the records whose success is predicted by jockey, dealer and operator alike.

All of this probably seems like a lot of effort to put forth for a radio program. The fact is, since I've been writing this, I've just come to realize how many times each week I've been turning back and forth thru the pages of The Billboard, and I also realize what a great help it's been to me. Believe me, this article is in no way intended as a criterion or method or procedure to follow, but I'm solidly sold on the assistance I get from The Billboard. If I've made any helpful suggestions, I'm mighty glad. Likewise, if I've advocated anything that's adverse to your way of doing things, my humble apologies, suh! But I expect I'd be pretty safe in betting 10 to 1 that whoever you are, wherever you spin 'em, you're sold pretty solid on The Billboard . . . or did you borrow this copy?

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Martin Block Continued from page 44

arranged weekly for his information. To me these Billboard charts are the sign posts that point to better radio music programing.

The new features recently introduced by The Billboard, New Records to Watch and Best Buys, are a wonderful aid to the jock. The first-mentioned list is a considered analysis by the Music Department of what records, of the many, many disks that are pressed each week, are worth listening to, for their potential strength in the national, regional or local picture. You can bet that I give disks mentioned in this spot a careful earful, and if I agree with The Billboard, and I often do, I make certain to include them on my programs. The Best Buys, of course, are more than a subjective judgment by the Billboard, as this column features new disks-that are really starting to attract sales and juke plays around the country. If The Billboard is willing to stick its neck out and tell the dealer that these records are worth ordering. I am not foolish enough to overlook them for use on my shows.

Many Sources

In looking over the many Billboard charts, from the Best-Selling, Most Played by Jocks and Most Played on the Boxes, I realize more and more how many different types of deejay programs can be constructed from them. It is possible to prepare more than a dozen different pro-

THE BILLBOARD

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grams, and probably for an ingenious jockey a score more, just from the charts and be certain at the same time that the information taken from the various charts will be accurate and up-to-date.

The deejay's job can be an easier one, and still remain an exciting one, thru the help and aid at hand for him via The Billboard, its many charts, reviews and news stories about records and the artists and a.&r. men who make them.

• Continued from page 44

the various polls of best sellers. The jockey who refuses to bend and maintains an attitude of "To hell with what happened to Joe Diskhead in West Gesundheit, I won't play it" is not long for our world, because any way you cut it, people don't vary much in the 48, and if The Billboard gives us signs of a stir over a record in one area, it's pretty safe to assume, generally, that that same record will have an appeal in our own area. This I call education, and so help me we keep getting it no matter how long out of the classroom we might be.

I don't want the vast readership of this issue to get by me without a plug for a philosophy, too. The Billboard can be, and I hope will strive to be, an even greater force for good in our profession. Frankly we take quite a bit out of this crazy music biz, and I think we should be willing to put a little back. The fatted calf will never die, but let's not kill it. I hope all of us, with the help of The Billboard, will maintain a high degree of personal integrity within our

FEBRUARY 28, 1953

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• Continued from page 44

have individual segments at any time on my show, but I do need as much new styled material as possible to make for a goodpaced show. Three hours per day and four on Sunday is a long sustained period, and I need as much general variety as possible to hold onto my listeners.

Territorial Best Sellers

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For general programing such as mine, I watch the Territorial Best Sellers all the time, looking for numbers that are cracking thru in other cities outside of Los Angeles. In addition, a good program segment can be built up by watching Best selling Albums. When I see a new pop album coming up, I get my secretaries to secure a copy of it, if it hasn't been delivered, and we go thru various sides, looking for a particularly good side. Albums provide a lot of good material, for they represent a good collection of the all-time standards of an artist or show the artist in one phase of his work in which he is especially strong. I think there's an extra 20 per cent of top material available to the jockey who takes the time to study good albun material as supplied in the Best Selling Album chart in The Billboard.

For generally improving programing, the two new Billboard charts, New Records to Watch and This Week's Best Buys, are a must each week. I feel that these two charts have accelerated the opportunity to watch the new releases as they rise from the minute they are released. It's especially important as I pointed out previously, because of the great number of new releases which I receive weekly, that I separate the chaff from the wheat. These two new charts assist me, along with my listener's reaction, to get onto the big new records that are coming up. Nothing, in my estimation, helps a deejay's reputation more than the fact that listeners remember that the deejay started a hit along its way in his particularly territory.

Recently, The Billboard added

sphere of broadcast activity, promote music properly and add to the prestige and distinction of being a disk jockey.



The Billboard 1953 STATION MANAGER SURVEY

	Average V Program		Average Weekly tecord Show Hours
AH Stations	113.3	2	53.2
Stations over 5,000 watts	119.	3	49.6
Stations 5,000 watts and less	110.4	4	54.9
amount o	f weekl	y prog	, less or t ram hours
	f weekl	y prog	ram hours
amount of shows as y	f weekl ou wer	y prog e a year	ram hours ago?
amount of shows as y	f weekl ou wer More %	y prog e a year Same	ram hours ago? Less
amount o shows as y	More %	y prog e a year Same %	ram hours ago? Less %

Pop Records Lead Jockey Shows; Pops, Classics Log Biggest Gains As All Categories Show Increase

Question . . .

Of your weekly record shows, how many hours are devoted to programs of the following types

47% of Air Time to Disks; Predict More Record Shows

THE reason why dial spinners can

pick up a disk jockey show at any hour of the day or night is obvious from the answers to these questions. The average station is on the air for a total of 113 hours, a shade over five day... Some stations are on the air around the clock for a total weekly run of 168 hours; some broadcast for as little as 18 hours a week. The larger-wattage stations naturally average a longer program week than the smaller stations.

The importance of record shows to a radio station is graphically detailed by the fact that just about half of the program hours, 47.2 per cent to be exact, are presently being devoted to disk shows. The dependence of the smaller stations on record programs is greater than that of the larger station group. Stations 5,000 watts and less reported that an average of 49.8 per cent of their program hours were record shows compared with 41.6 per cent for those over 5,000 watts. A great variation in the number of hours was shown in the individual answers. One station reported that 155 of its 168 hours on the air were consumed by record shows. Another reported only 3¹/₃ hours a week of recorded music.

Very significant are the answers showing that more than half of the nation's stations are devoting more time to recorded music than was true a year ago. Only 5.8 per cent reported a de-emphasis on record shows. This trend in programing is of prime importance to both radio stations and the record industry. Deejay shows are comparatively easy to put together; in most cases they are inexpensive programs. Sponsors for jockey shows are easily found. From the record industry point of view, an increase in recorded music means greater exposure for its products.

Free Disks Vary by Station Size With Average Getting 20 Wkly.; All Stations Buy Additional Disks

Question . . .

About how many new single records are received in an average week from record companies, distributors, music publishers, etc.? About how many new single records are purchased per week by your station?

Purchased

Received Free

Type of Music	All Stations	AGE WEEKLY Stations ver 5,000 watts	HOURS Stations 5,000 watts and less
Popular		33.2	29.6
Country & Western		7.5	13.4
Classical	4.0	3.8	4.1
Rhythm and Blues	2.5	1.4	3.0
Religious (inc. spiritual and	sacred). 1.8	1.6	2.0
Children's		.5	.6
Other	2.0	1.6	2.2
Total Hours	53.3	49.6	54.9
6 10			
ion Is thi	s weekly rec same amou of recorded	ord progra	am time r en to each
ion Is thi	s weekly rec same amou	ord progra	am time r en to each shows a y
ion Is this or the types	s weekly rec same amou of recorded	ord progra int as give d music s ALL_STATION	am time r en to each shows a y S
ion Is this or the types	s weekly rec same amou of recorded <u>More</u> %	ord progra int as give d music s ALL STATION Same	am time r en to each shows a y S Less
ion or the types	s weekly rec same amou of recorded <u>More</u> % 52.0	ord progra int as give d music s ALL STATION Same %	am time r en to each shows a y S Less %
ion Is this or the types <u>Type of Music</u> Popular	s weekly rec same amou of recorded <u>More</u> % 52.0	ord progra int as give d music s ALL STATION Same % 39.1	am time r en to each shows a y S Less % 8.9
Is this or the types	s weekly rec same amou of recorded <u>More</u> % 52.0 27.4 35.0	ord progra int as give d music s ALL STATION Same % 39.1 49.5	am time r en to each shows a y S Less % 8.9 23.1
ion Is this or the types <u>Type of Music</u> Popular Country & Western Classical	s weekly rec same amou of recorded <u>More</u> % 52.0 27.4 35.0 25.2	ord progra int as give d music s ALL STATION Same % 39.1 49.5 54.2	am time r en to each shows a y S Less % 8.9 23.1 10.8
rion Is this or the types Type of Music Popular Country & Western Classical Rhythm & Blues	s weekly rec same amou of recorded <u>More</u> % 52.0 27.4 35.0 25.2 acred)19.9	ord progra int as give d music s ALL STATION Same % 39.1 49.5 54.2 59.3	am time r en to each shows a y S Less % 8.9 23.1 10.8 15.5

THE breakdown of the recorded music programing shows that pop music accounts for the bulk of the record shows. Next in importance are country and western, classical, and rhythm and blues. Basically, the breakdown is fairly similar on both the larger and the smaller wattage stations. The big differences are in hillbilly and r.&b. record playing. The station group 5,000 watts and less devotes an average of about twice as much time to these two categories as do the large stations.

Examining the trend picture, it is seen that all types of recorded music shows have taken a step ahead in the last year. The greatest strides

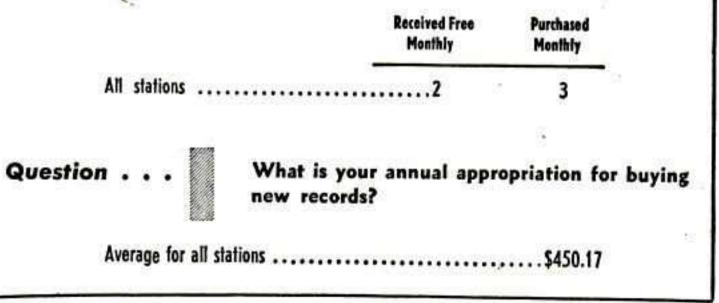
have been made by popular records and the classical side where 52.0 per cent and 35.0 per cent respectively of the stations reported an increase in programing time, with practically all of the remainder programing about the same amount as a year ago. A special article elsewhere in this supplement goes into some detail about the spurt being made by classical record programs and offers some practical programing tips to broadcasters. According to these figures, only hillbilly record programs are holding about the same level as a year ago. Nearly as many stations reported spending less time in this area as did those indicating an increase of time.



	Weekly	Weekly
All stations	20	10
Stations over 5,000 wafts	28	5
Stations 5,000 watts and less	17	12

Question . . Abo

About how many albums and LP records are received free in an average month from record companies and distributors? About how many are purchased each month by your station?



THE varying degree with which record companies service radio stations with free records is pointed up by the above answers. The average station receives about 20 free records a week and two new albums a month. The larger stations get more records than the low-wattage stations. This is to be expected.

Of considerable interest also are the sharp differences in the number of free records received by each station. One station in the over-5,000 wattage group reported receiving an average of 175 records a week. Another in the large-wattage group stated that only five records a week were received. There is also a considerable spread in the low-wattage stations, too, with a high of 75 records compared with a low of two records. The spread in albums ranged from more than half of the stations saying they did not receive any albums free, to one broadcaster who stated an average of 30 a month were received.

Regardless of the number of records received gratis, all stations reported buying some records. The average yearly record expenditure per station is \$450.17, with reports running from a high of \$3,000 annually to a low of \$25.

The area of free records has been a bone of contention ever since the practice started some years ago. Stations not on diskery gratis lists resent their being overlooked. Other larger stations which receive more records than they can use have expressed a willingness to buy all records and have the record companies pay for the time in which their records are exposed over the airwaves. A special article delves into this area of free records in some detail.



THE BILLBOARD . FEBRUARY 28, 1953

The Billboard 1953 STATION MANAGER SURVEY

Most Free Disks Spun Frequently But One in 10 Is Never Played

	what per cent of the records received re actually played on the air?
2 2011 21 21	· *
Played more than once	
Played only once	
Not played at all	9.8
Total	
	and a first second s

NATURALLY, the bulk of the records given to stations are played a number of times. It's of considerable interest, however, to note that about three out of every 10 records received by radio stations are played only once or never aired at all. Altho the survey did not specifically probe into the reasons for this, certain factors are known that can help account for this. In some cases duplicate copies of the same record are received from several sources-from the diskery, the distributor, the artist and the publishers involved. Records are sometimes received which do not fit into the station's pattern of musical programs. A few records are banned from air play by some stations for one reason or another, Probably of greatest importance, however, is the programing specifications that a growing number of stations follow. The accent is on

programing rather than helter-skelter disk spinning. The weekly record shows are carefully set up according to given standards. There are shows based on best seller lists, listener requests, etc. Some stations and jockeys have regular programs devoted to new releases. Other fit them in from program to program. In the cases of the stations that receive a great many free records, there is often insufficient program time during the course of a given week to schedule all of the new disks received at least once. Since some records have the earmarks of achieving later popularity, many jockeys quite naturally will play these more than once during the week. Every time a new record is played more than once, it can mean that there's not enough time to play another disk even once. It becomes a constant treadmill that can't be resolved because the next week a new batch of records comes in and the whole merry-go-round is off again. It all comes down basically to a problem. of lack of time.

82% of Stations Report Controls Over Format of Record Shows; Trend Accents Programing Stress

Question . . .

50

To what extent are your disk jockey programs supervised by station management?

Stations Stations

Station Manager Controls Favor Best Seller, Artist Show Formats; Billboard Is Top Chart Source

Question . . .

If station policy controls completely or partially how disk jockey shows are programed, what specifications are used?

	52 	All Stations	over 5,000 watts	5,000 watts and less	
14 5 8		%	%	%	60
	Station policy partially controls programing of jockey shows	64.6	69.6	62.3	
	Station policy completely controls programing of jockey shows	17.7	13.5	19.7	34
	Jockeys have complete freedom of programing	17.7	16.9	18.0	
		. 100.0	100.0	100.0	5

Question . . .

48

Does station management exact more, less or about the same amount of control over disk jockey programs as a year ago?

	All Stations	Stations over 5,000 watts	Stations 5,000 watts and less
11/	%	%	%
More	. 19.5	17.3	20.6
Same	. 74.0	77.8	72.2
Less	. 6.5	4.9	7.2
Total	.100.0	100.0	100.0

FROM these answers it is seen that the great majority of stations control to some degree the method in which their disk jockey shows are programed. Further, it is seen that there is a growing trend in the direction of greater control by station management. At the present time about two-thirds of all stations partially control their jockey shows, while another 17.7 per cent exert complete supervision over the programing of recorded music. Less than one out of five of the stations reported that their deejays have free rein over the type of record show aired by the station. Interestingly, there is little difference in respect to

The trend toward greater control points up an increased awareness to the need for solid platter programing rather than simply spinning records. Other parts of this survey reveal an increasing dependence by broadcasters on recorded music, both as a source of more programing material and of more revenue. In the competitive market that faces AM stations today, alert broadcasters are ever on the lookout to preserve and expand their position in the com- * munities they service. Judging from these answers, broadcasters feel that one way in which they can be sure of putting their best foot forward is to exert an ever increasing control over the format and content of their

8	%
Shows based on trade-paper charts or listings	61.9
Shows built around specific artists	39.0
Specify certain musical types	22.4
Shows built on listener requests	7.2
Good taste	5.7
Shows based on local survey	2.9
Other miscellaneous answers	17.1
Question Please name the trade journ specified for use.	als which are
	%
The Billboard	66.9
Combination of journals (including The Billboard)	30.8
Paper "C"	. 1.5
Combination of journals (excluding The Billboard)	8
Total	100.0

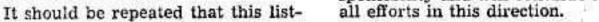
IN AN earlier question, nearly 83 per cent of the stations reported that partial or complete control was maintained over the programing of deejay shows. This question was designed to spell out station supervision in terms of program categories. In most cases station managers checked more than one category or wrote in additional categories. Thus the answers total more than 100 per cent.

The most Lied shows as spelled out by management, according to these answers, are programs spotlighting the hits of the day as shown in tradepaper charts. Next in favor are time segments built around disks by an individual artist. Nearly a quarter of the stations mentioned that they specify that certain of the jockey shows be built around records of certain musical types. This would mean such things as mood music programing or a program of show tunes or dinner music. ing is not a breakdown of all jockey shows but a breakdown of what types of jockey programs are specified by stations which exert partia. or complete supervision over deejay programs.

The station managers who listed shows built on trade journal charts as a program specification were asked to name the trade journal or journals used. Here again, as in the pop and c.&w. jockey surveys, The Billboard received a glowing vote of confidence. Two-thirds of the station managers answering this question specified The Billboard alone. Two or more journals were mentioned by 31.6 per cent of the managers. The Billboard was included in every one of these answers but one. The highest total achieved by any other single trade paper was 1.5 per cent The results of these answers together with those of the jockeys point up the responsibility that The Billboard has in continuing to develop the Music Popularity Charts to the highest point of accuracy possible The Billboard recognizes this responsibility and will continue to exert

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The Billboard 1953 STATION MANAGER SURVEY

Disk Programs Prove Profitable As Sponsorship Shows Increase

Do you have more, less or about the same number of sponsors of your record shows this year as a year ago?

		All Stations	Stations over 5,000 watts	Stations 5,000 watts and less
ĸ		%	%	%
	More sponsors	59.3	65.1	56.8
	Same number	37.3	32.5	39.4
	Fewer sponsors	3.4	2.4	3.8
s ×	- Total	100.0	100.0	100.0

THESE answers give the key to why stations are turning to more and more recorded music shows. We have already seen that more than half of the stations are devoting more time than ever before to jockey shows. All evidence at hand indicates that this is still on the increase. The reason of course is that it pays

Question

The fact that only 3.4 per cent of the stations reported a drop in the number of sponsors of jockey shows proves how salable programs of this type are. With the trend in the direction of rate cuts at the network level, it is significant that these new sponsors have been gained at the going local rate and in some instances with an increased local rate

Most Hold ASCAP, BMI Licenses, Pointing Up Music Availability

Question . .

Please check the music clearance licenses held by your station.

THE answers to this question will undoubtedly cause considerable surprise in some quarters. While it is not unexpected to find nearly every station with a BMI license, these results show that even more stations are licensed to play ASCAP music either thru a blanket or per program license. Important, too, is the blanket variety which permits them to play any ASCAP tune they desire. These answers are particularly significant in today's music business with the nip and tuck competition between ASCAP and BMI. They bear special significance in view of accusations that have recently been made by some vocal ASCAP propendents about station



PERSONAL MANAGEMENT

1733 Broadway, New York, N. Y.

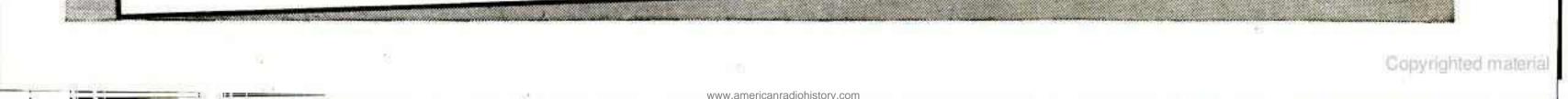
RAYMOND G. MUSCARELLA

SIDNEY

PRESS REPRESENTATIVE

PAUL BROWN DIRECTION RE

Trade Marks "Columbia," "Masterwarks," CO G. Reg. U. S. Pat. Off. Marcas Registrados



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52

THE BILLBOARD . FEBRUARY 28, 1953

Thanks to the greatest salesman in the world... the Disk Jockey...

Increased Spinning of Longhair Music

With the steady sales increase of light and serious classic disks, there's mounting evidence that this is being reflected in greater airwave exposure.

The once fashionable prejudice against concert music as a programing staple is fading fast. Many stations which looked on spinning the classics as a pure method of alienating the affections of most of their listeners are finding, after tentative trials, that a goodly number of dial twisters stay tuned in. Spun in moderation, classical wax is building for many stations a new listening audience, in notable cases an extremely loyal group that can be exploited profitably sponsor-wise.

br

Is Horowitz

In a just-concluded survey by Broadcast Music, Inc., 572 stations that air some concert music weekly reported that 7241/2 hours were sponsored, against 3,062½ sustaining, a one to four ratio. The spread, tho large, is not-as disparate as it was only a few years ago. In all, 1,016 stations of the 1,259 responding to the BMI questionnaire reported they used some concert music. Their average use was 5% hours weekly. Greater use of classical music in 1952, as against 1951, was reported by 501. And 623 stations stated they planned an increase for 1953.

chatter-music show built around a specific idea, was named by 12.4 per cent. The remaining votes were scattered among the many other regular programs offered on the network.

WOXR Report

The lesson to be drawn is the mass preference, among listeners who accept classical music, for the tested warhorses in the symphonic repertoire, and further, that programs built around a specific musical theme and featuring well-chosen examples can also attract good response. It has been accepted almost as a truism around WQXR that the popularity of programs can be related directly to the number of instruments used in the compositions aired. Symphonies head the list. Chamber works and solo recitals bring up the rear.

There is an increasing number of aids being made available to stations which broadcast concert music. In one way or another they are designed to assist the platter spinner in putting together intelligent programs which can capture listener interest. For the classical specialist

CONCERT MUSIC

Station management, fearful of donning the longhair mantle even for a few hours a week, might take courage from the exeperience of others who have. Here are a few comments culled from a recent station survey on the use of concert music:

WDLB, Marshfield, Wis.... "It took us almost six years to convince clients of the value of good music. Now they've tasted it, and it's doing a good job for them and for us."

KTIP, Porterville, Calif. ... "We first tried a classical show feeling it would die right away. Much to our surprise the response has been terrific."

KCRC, Enid, Okla. . . . "Mail to our concert programs has been almost equal to popular music."

WATT, Cadillac, Mich.... "Our audience for concert music is growing and is becoming our most consistent group of listeners."

WHIR, Danville, Ky. . . . "In the past we found that only those persons who liked hillbilly, pop, etc., made their desires known by writing. However, since we've increased our classical music programs, we find an even bigger response from those who like good music."

KCNI, Broken Bow, Neb. ... "Our listeners will take more than our advertisers are willing to pay for."

WMLN, Mt. Clemens, Mich. "It's one of the few offerings TV cannot steal."

Classical Music on Records." The large, loose-leaf tome supplies 32 suggested one-hour programs (using Capitol wax, of course) complete with continuity, clearance information and disk timing. The bulk of the volume, however, is designed to enable stations to assemble their own programs. Listings are completely cross-indexed, and timings are broken down by platter side and LP band. Supplements will be issued quarterly. And stations which desire to secure any of the disks may order them from the company at \$1 each. Almost as important as the aforementioned date, and for the classical novice perhaps more so, is an attempt in the Capitol book to make it possible for the most untutored spinner to announce the works properly. Pronunciations of foreign names are fully indicated, and a glossary of musical terms is supplied. Fear of sounding silly to sophisticated listeners is known to have caused some would-be classical jocks to shy away from concert wax.

Sincerely, Dave Miller Essex RECORDS

P.S.: If you are not being serviced with Essex releases, please fill out the form below.

Classical Outlet

The evidence seems to be mounting that stations which try, find classical programing does pay off. For those who still look at the field with some trepidation, but would like to step into it with greater boldness, a look at the experience of longtime classical users might prove valuable.

WQXR, which serves metropolitan New York, has staked its impressive growth entirely on the offering of concert music. Tho it is quickly conceded that there are few, if any, areas that permit the same concentration, WQXR has been feeding its programs of serious music to a growing list of stations in nonmetropolitan areas, a group now known as the WQXR Network. Together, these stations cover the rural sections of Northern and Western New York State, parts of Pennsylvania, Connecticut, New Jersey and Massachusetts.

Listeners to the network were recently polled by 'WQXR and asked which programs they enjoy most. Forty-one per cent indicated their preference for "Symphony Hall," a nightly program of standard orchestral works. "Music Magazine," a these devices may merely make his programing task somewhat less burdensome. For the longhair novice they are almost indispensable.

Record Lists

Basically, they all provide suggested programs or individual records worthy of spinning. Tho they may be issued by a record manufacturer or a licensing agency, and thus be commercially suspect, they all provide material worthy of serious consideration. Further, in greater or lesser degree, they furnish indispensable data on publishers of works and timing of records, as well as professionally-wrought commentary.

Major record companies all have stations they now regularly supply with classical wax. There are indications that the list of such stations is growing and for many more, not on the cuffo list, arrangements are made to furnish LP's at moderate "service" charges.

Cap Project

Indicative of the stepped-up activities of diskeries in promoting classical works thru radio is a new and ambitious project set by Capitol Records. The firm will soon furnish nearly 2,000 stations with "The Capitol Guide to the Programing of

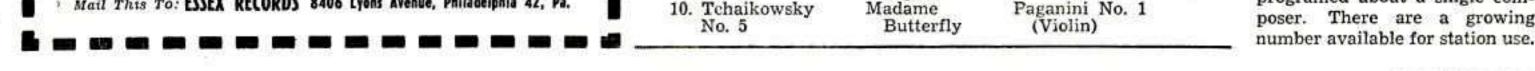
WQXR LISTENERS LABEL 10 TOP LONGHAIR PREFERENCES

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	Symphonies	Operas	Concer
1.	Beethoven No. 5	Carmen	Beethov (Piano
2.	Beethoven No. 9	Don Giovanni	Beethove
3.	Brahms No. 1	La Traviata	Rachmar (Piano
4.	Tchaikowsky No. 6	Tristan and Isolde	Mendels
5.	Beethoven No. 3	Aida	Grieg (F
6.	Franck D Minor	La Boheme	Tchaikov (Piano
7.	Beethoven No. 6	Die Meistersinger	Beethove (Piano
3.	Beethoven No. 7	Faust	Brahms
9.	Brahms No. 4	Marriage of Figaro	Brahms 1
	The second	and the second	Carlos Ca

Concertos eethoven No. 5 (Piano) eethoven (Violin) achmaninoff No. 2 (Piano) lendelsschn (Violin) rieg (Piano) chaikowsky No. 1 (Piano) eethoven No. 4 (Piano) rahms (Violin) rahms No. 2 (Piano)

BMI Supply

Most radio stations, of course, are familiar with the concert music aids supplied by BMI. Its monthly concert pin-ups spotlight important new classical recordings, and an increasing number of stations are using the licensing agency's concert music package, of which the pin-up sheet is a part. BMI's "Your Concert Hall" scripts are furnished in sufficient numbers to make up a wide variety of complete one-hour programs. Now issued in two grades, for listeners with varying musical backgrounds, a third is soon to be introduced which will spotlight contemporary music. The concert music packet also contains a "Today in Music" listing giving day-to-day tips on classical programing. BMI's "According to the Record" is a timed script programed about a single com-

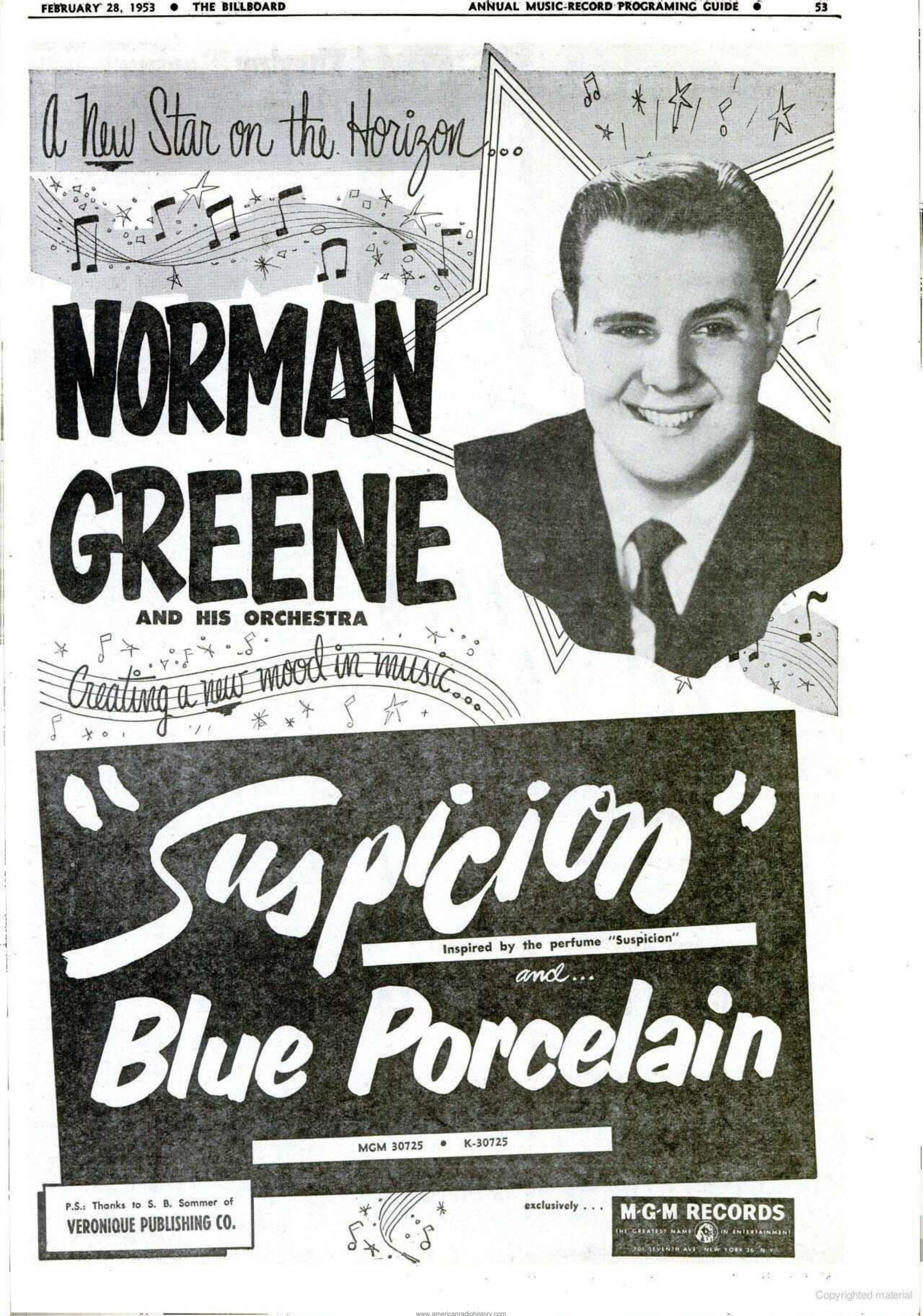


www.americanradiohistory.com

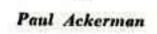
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6



FROM AN INSPIRING MOTION PICTURE **COMES AN INSPIRED SONG HIT**



Variety picks it-"A BEST BET"

Billboard picks it-

"NEW RECORD TO WATCH"

Featured in The Romulus Production

IN JOHN HUSTON'S MOULIN ROUGE

with ZSA ZSA GABOR . SUZANNE FLON

COLETTE MARCHAND

In Technicolor

JOSE FERRER

From the swinging 1930's to the vocal 1940's, the trend now is toward a balance of the two.

Mounting evidence is testimony to the fact that disk jockeys are devoting an increasing amount of program time to band music. There are solid reasons for this trend, but perhaps the chief factor is the recognition by stations and jockeys that band music is a vital and necessary programing commodity which builds listening audiences and attracts sponsors.

They're Playing

The Bands Again

Solid results are now beginning to show from this growing pattern of programing. Right now there are more big-selling disks by dance bands around than in some years. Ralph Flanagan's "Hot Toddy," Buddy Morrow's "I Don't Know," Ralph Marterie's "Pretend," the same tune by Dan Belloc: all of these are in the hit class and are the biggest sellers these bands have had since their formation. In addition, recent Ray Anthony records have sold very well, and Guy Lombardo has sparkled anew with "John, John, John." A number of record labels have also had considerable success with band albums of the current hits.

"ring Back Bands'

An outstanding station management reflecting this swing to the bands is that of WNEW, leading indie, which for years has pioneered in the programing of recorded music. Bill Kaland, program director and a lover of pop music, last summer initiated a "Bring Back the Bands" pro-gram. A student of the pop music business, Kaland came to the conclusion that even in an age which has seen the ascendancy of the "gimmick" record and the vocalist, there was no reason for relegating the pop band to a position of relative unimportance. With this in mind, Kaland slotted a "Bring Back the Bands" show in the Saturday night program schedule. It began as a 30-minute airer and proved so popular that one month later it was upped to one hour. For the past seven months, WNEW's "Bring Back the Bands," aired Saturdays, 4:30-5:30 p.m., has been rated the second highest show in New York City in that time slot. When the last Pulse rating was taken December 25, it held this position against the programing of all 14 New York City outlets. Kaland points out that this Saturday time segment plays to many teen - age listeners-youngsters who are not too fa-miliar with the Benny Good-mans, Larry Clintons, Tommy Dorseys and other great names of the 1930's-when swing music and the band business were at a peak. These youthful listeners have been brought up on the new bands. In other words, the success of the show is not traceable to its nostalgic value. Therefore, the program material includes a great amount of sides cut by current bands—Mercury's Ralph Marterie, Victor's Ralph Flanagan, Buddy Morrow and Sauter-Finegan, Capitol's Billy May, etc.—this, in addition to sides cut by the great bands of the 1930's. The theme of the show is "The Great Big Band-Today and Yesterday.

programs. We will play the records."

Noting with satisfaction that WNEW previewed with considerable fanfare the highly suc-cessful Benny Goodman Colum-bia album, Kaland stated that band music "bridges the commercial gap.... It appeals not only to the youngsters but also to the people who spend the money." Program mail comes not only from youthful hipsters but from professional people of many occupations and types. It is not wise to relegate to a subservient program slot such an important segment of quality music, Kaland observed.

The attitude of the WNEW management is being matched by stations elsewhere, and jock-eys all over the country are throwing themselves with enthusiasm into the band business via local dance promotions, interviews with traveling band men who hit their territory, as well as airing regular dance band shows. Here are some examples:

DJ Activities

Ray Starr, KWWL, Waterloo, Ia., does promotion for Electric Park, local ballroom. The location plays name bands, and when one comes to town, Starr goes all out to help make the event a success. Starr also attained considerable fame some months ago by running a "Sa-lute to Glenn Miller" on his station. For this event the deejay had top disk artists make one-minute tapes which he in-tegrated into a one-hour pro-gram giving highlights of Mill-er's career. A recording of this program was made available to other stations by Starr. Buddy Deane, WITH, Baltimore, runs weekly teen-age dances. A nominal admission is charged, and a local band is used. The dances are non-profit enterprises-designed just for the pleasure of the community and to foster enthusiasm in dance music. Andy Gary, WNOK, Colum-bia, S. C., is active in booking bands into colleges in his area. Gary, for instance, set Marterie at the University of South Carolina for April. Jerry Crocker, at KCUL, Fort Worth, occasionally runs teenage dances at nominal admission prices. Bill Randle, WERE, Cleveland, runs dance promotions. Last fall he brought in Ray Anthony. **Helpful Artists** The foregoing activities of deejays is just a sampling of what is going on all over the country, and is indicative of the deejay's interest in bands—on disks and live. Aiding and abet-ting this deejay interest in bands are the activities of the diskeries and the encouragement given deejays by bands' personal managers. There's evidence in the deejay poll that shows that the promotion efforts made by band leaders and their managers are paying dividends. Flanagan and Anthony rank one-two as the artists most helpful in promoting their disks. These two along with Stan Kenton grabbed the top three positions for being most co-operative in arranging personal appearances on jockey shows. Diskeries also encourage their band properties to make personal appearances on jockey programs and to co-operate with jockey dance promotions. Mercury is outstanding in this respect-particularly with re-gard to makin, Marterie available. Capitol Records is scheduling a big dance promotion in March. This will include the release of two Ray Anthony LP's, titled "Campus Rumpus" and "Young Man With a Horn." Cap will also release a Billy May

IIL' DUNU L'ILUM MOULIN ROUGE" (WHERE IS YOUR HEART)

recorded by PERCY FAITH vocal by FELICIA SANDERS ON COLUMBIA RECORDS

BMI presents Another TOPPER

"I'LL BE HANGIN' AROUND"

on four great records

LES BROWN and the MODERNAIRES	Coral
JEANNE GAYLECo	pitol
RUSS MORGAND	ecca
LEROY HOLMES	MGM



Jockeys' Plugs

In addition to WNEW's "Bring Back the Bands" program, the "Bring Back the Bands" theme is spotted thruout the station's schedule-with all the jockeys-Schedule—with all the jockeys— Martin Block, Art Ford, Jazzbo Collins, etc.—devoting segments of their shows to band disks. Kaland added, "I like the idea so much that I am developing the idea further." The station, he pointed out, has another band show on Sunday night, slotted in the 9:30-10 p.m. slot.

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100 COMMERCIAL RECORD COMPANIES CAN'T BE WRONG!

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

56

Survey the independent labels ...ask them why they come to RCA Victor with their recording, processing, and pressing problems. Here are the answers you'll get...

QUESTION: Who has the country's best-equipped recording studios?

RCA VICTOR!

QUESTION: Who sets the highest quality standards for the recording industry?

RCA VICTOR!

Dollars Spent for Jockey Promotion: The Disker View

by Nev Gehman Not many years ago free records to radio stations were unheard of. Today every diskery sends a goodly number each year to jockeys. Here are some vital statistics.

Four million records, which placed end to end would stretch from Boston to Detroit (a distance of 633 miles) or which stacked in a pile would soar over 32,000 feet up into the stratosphere; nearly 1,900 miles of corrugated paper; a total expenditure of at least \$1,750,000, are the vital statistics of the extent and cost to record companies of servicing the nation's disk jockeys with pop, hillbilly and rhythm and blues records each year.

This is a far cry from the situation which existed not so many years ago when not only was a free disk jockey record unheard of but some record companies actively opposed radio stations even playing a record that had been purchased. Those were the days when the record industry considered radio as the bogey man, the medium that could render the record business bankrupt.

Before too long, however, it became apparent to even the diehards that instead of being an enemy, radio was the record industry's biggest ally. The wedding that followed was soon reflected in a bigger record business, and both have thrived since. Now, as we all know, radio is the first line of offensefor records, the testing ground and the prime point of promotion for a new disk. this supplementary coverage in part or entirely. In some cases as many as 2,600 jockeys will receive a copy of a "push" record. Multiply these basic lists by the number of pop records released in 1952 by these nine companies, and you have a total of 2,562,000 records. Add a conservative 10 percent to cover the pop records turned out by the many other companies and the total comes to a shade under 3,000,000 records a year.

Following the same procedure in the country and western field where the jockey lists are not so extensive and the releases fewer, seven labels (Capitol, Columbia, Decca, King, Mercury, M-G-M and RCA Victor) sent out about 455,000 free records last year. Add 10 per cent to cover the other labels, and the total figure comes to 500,000.

R.&B. Field

The field hardest to pin down is rhythm and blues, where so many different labels are splitting up the sales pie. Because of even greater dependence on radio to kick off a new record in this field than in the others and the constant flow of new releases, an estimate of 500,000 records, if anything, is conservative. Totaling up the three categories give a round 4,000,000 free records set aside for radio last year. By adding in the additional records given jockeys by dis-tributors and including albums, kiddie records and LP's (all on the upswing), the figure is probably closer to 5,000,000 disks. What does all this cost? Factors involved are pressing the record; record sleeves, which are sometimes specially imprinted; packing; handling, and shipping. Here again the operation varies company by company. At the present, for example, M-G-M ships all the records in bulk to distributors for their distribution to jockeys. The label is testing in two areas with direct shipments which is the more common procedure. Generally the records are shipped once weekly, in other cases, bi-weekly. With the smaller companies releasing fewer records, there is no regular timing. All companies, however, are known to ship a single record from time to time. This, of course, is the most expensive procedure. As an example of this cost, The Billboard received a review copy of a single record last week. The total weight of the package was one pound. Four corrugated pads were used, and the postage (special delivery) amounted to 52 cents.

QUESTION: Who has the most modern pressing plants in the world?

✓ RCA VICTOR!

QUESTION: Who has the greatest pressing capacity?

✓ RCA VICTOR!

QUESTION: Who offers a really complete service at competitive prices?

RCA VICTOR!

Especially designed For Disc Jockey Use ... 10" PROMOTER

78 rpm only 21/2 oz. PURE VINYL • UNBREAKABLE • MAILABLE



Reversal

The record industry's reversal from this earlier stand is pointed up by the fact that radio in the form of its thousands of disk jockeys accounts for the biggest hunk in the promotion budget of most record companies. To add up the total bill for disk jockey promotion would test the ability of any public accountant. It would mean apportioning the time and expenses of the many record executives and other diskery employees who devote a share of their time in direct or indirect contact with the many jockeys. Possibly Sid Nathan, King Records prexy, is as close as any one can get in saying that 15 per cent of his company's gross is spent on disk jockey promotion. Among other things Nathan requires a weekly report from all branches showing the number of jockey calls made each day by its salesmen.

The cost of making and sending a record, however, can be measured with some degree of accuracy, and that's what we're considering here. It's the first step in servicing the jockey. It is also an era of constant beefing. The figure of 4,000,000 gratis records has already been mentioned for the three categories of records—pop, hillbilly and r.&b. Let's take the pop classification first.

Free Disks

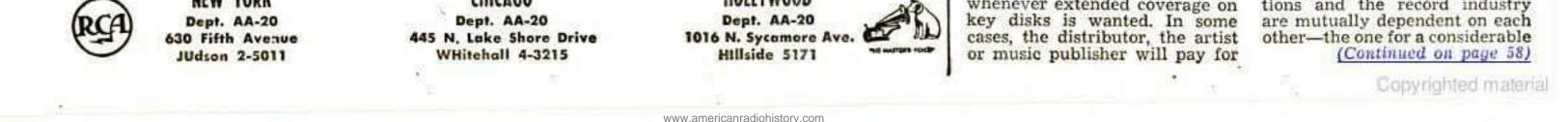
Nine companies (Capitol, Columbia, Coral, Decca, King, London, Mercury, M-G-M and RCA Victor) were queried about the extent of their free jockey lists. Without revealing any specifics for any one company, here's how it shapes up for pops. The basic lists used by these companies range from 875 jockeys to more than 1,900. These figures are of course the number of jockeys, not stations. Probably all lists include more than one jock on many stations. Tho the operation varies company by company, basically just about every pop record made during the course of the year is sent to this jockey list. In addition, some companies maintain a supplementary list which is added to the basic list

Costs

Projecting the estimated costs provided by the labels previously mentioned to an industry level, it cost the record industry \$1,750,000 to make and ship the 4,000,000 free records to disk jockeys. That, too, is a conservative figure. One company sets the cost for servicing jockeys at \$100 per jockey per year. Several others, in addition to providing an over-all figure, set the cost per record at 40 cents. This includes pressing, packing, materials, handling and postage. Another reported the figure as 48 cents. This was a diskery which feeds out more than 600,000 records a year. The total figure sum of \$1,750,000 represents nearly 2 per cent of record manufacturers' total billing. Add to that the many other expenditures for jockey promotion and the figure assumes real proportions.

Friction

Despite the fact that radio sta-



THE BILLBOARD FEBRUARY 28, 1953 .

The R&B Deejay: **A Growing Factor**

by **Bob** Rolontz

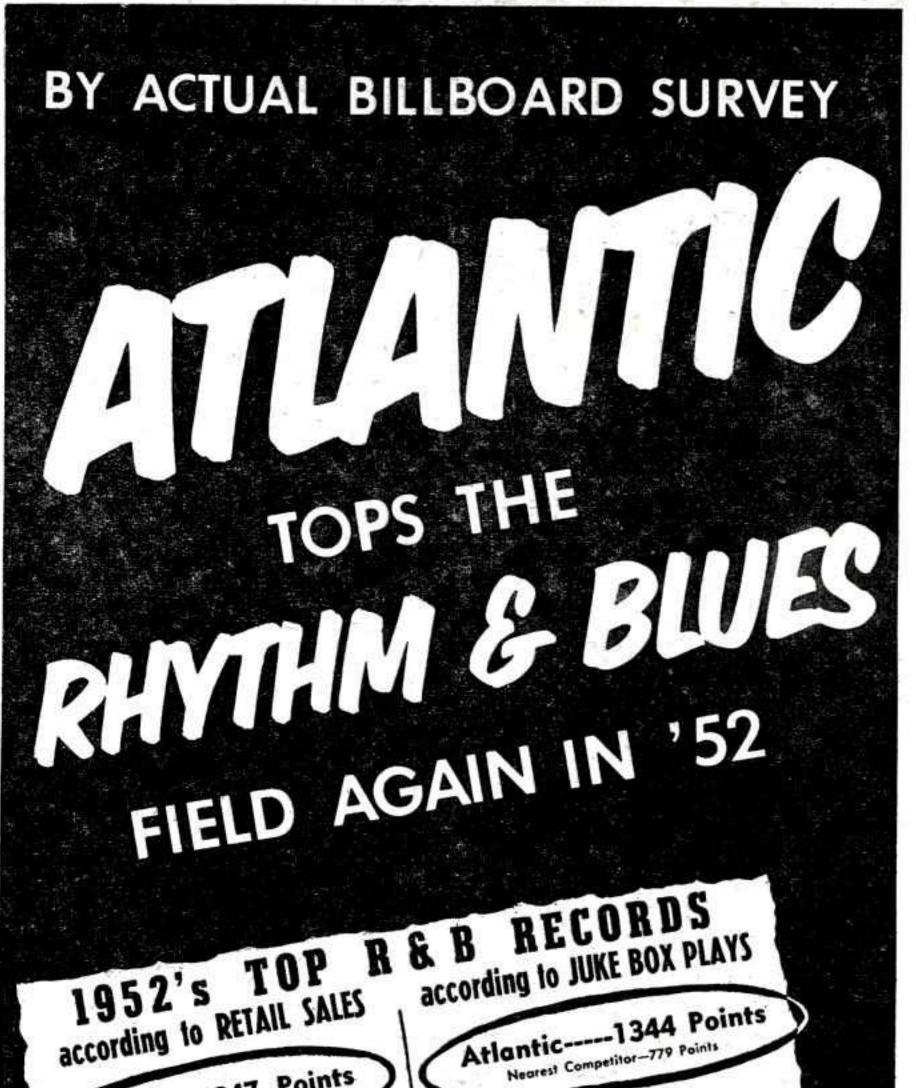
As the rhythm and blues field continues to broaden, more stations are aiming at this market. Here are some programing tips for those new to the business.

The expansion of the r.&b. market since World War II, as shown by the great influx of stable, independent dikeries into the field and the increasing sales of disks in this market, has naturally created a great increase in the number of radio hours alloted to r.&b. disks. Whereas a small number of radio stations spotlighted these disks in 1945, today practically every important independent and many of the net stations program r.&b. shows daily. The South particularly has thown a great growth in r.&b. jocks over the past two years. As the shows have multiplied, the importance of the r.&b. jock has grown proportionately.

Tho an r.&b. show involves playing disks, just as is done on pop and country platter shows, the r.&b. jock is faced with many different problems than his fellow jockey in other musical fields. One of the more important and probably the most difficult to solve is whether r.&b. jocks should program r.&b. platters only, or mix it up with a few jazz and pop disks. No clear cut pattern has been established concerning this, with some jocks holding to the principle that an r.&b. jock should stick to r.&b. disks only and others claiming that all disks of interest to their audience should be played. The most telling point raised by the exponents of the exclusively r.&b. type of program is that these disks can only be heard on r.&b. shows and that is why such shows have an audience in the first place. These jocks feel that deejays stand a chance of losing their audiences if they play tune: outside their immediate field Mixed Program However, deejays who favor a somewhat mixed program claim that there is no dividing line in many cases between an r.&b. and 1 jazz record (and occasionally even a pop record), and that many jazz and pop disks fit brightly into the program and give it wider appeal. The method to be used by r.&b. jocks will depend upon local conditions, the jock's personal feeling and the requests of the listening audience. There is little doubt tho that the r.&b. disk jockey serves a special function that is not performed by pop or other deejays. He exposes tunes and artists that are rarely heard on other shows. It is only by playing as many r.&b. disks as possible on his program that he can continue to serve this function. The rhythm and blues platter pilot can easily plan programs of current hits via The Billboard national and regional Rhythm and Blues Best Selling and Juke Box charts. Many r.&b. jocks use this service weekly to keep their audiences up with the top hits and the top artists.

key pop and hillbilly disks. R.&b. disk jockeys have few of these aids. Tho there are certain artists who continue on top year after year, like Ruth Brown, Dinah Washington, Amos Milburn, Wynnie Harris, Charles Brown, the Ravens and the Orioles, the r.&b. field experiences the greatest array of new talent busting thru continually than any other market. Due to the great turnover of talent caused by the many singers and combos who come up with a smash and then flop on their second or third cutting, the r.&b. spinner has to keep up continually with all new disks, have a thoro knowledge of the field and a sixth sense, in order to program the future hits rather than the future stiffs. **Talent Advantage**

However, due to this unusual aspect of the r.&b. field, the deejay has a greater opportunity to unearth new talent and make new hits than the jocks in any of the other musical categories. Last year for instance, the number of new singers or orks who cracked the big time in the pop or country field could be counted on the fingers of one hand; in the r.&b. division more than a dozen new artists made it. And all of the ones who did made it almost entirely due to the deejay. It is possible to stay up with



Tough Job

But the jockey in the r.&b. field has a much tougher job in programing new releases than his fellow deejays in the pop and country field. The pop and c.&w. disk spinners are aided in selecting their new slicings by such accepted factors as strength of artist or label, importance of

some of the forthcoming hits via The Billboard r.&b. "Records to Watch" and "Best Buys." But in order to program daily shows of an hour or more, jocks must keep an eye on the types of items that are going, and listen to all waxings, regardless of name or label or hype, with an attentive and commercial ear. Southern blues like "I Don't Know," a bouncy blues like "Mama, Mama" or jazz like "Lean Baby" can all break thru on the current market. In the r.&b. field, as probably every deejay knows well, and every manufacturer knows too well, an artist can be hot as a Washington summer one week and cold as a London fog the next-and vice versa.

Spiritual Disks?

There is one other aspect of programing that should not be passed over lightly, and that is the playing of spiritual records. A growing number of stations are beginning to schedule regular spiritual shows along with other religious music programing. Artists such as Mahalia Jackson, the Angelic Gospel Singers, Sister Jessie Mae Renfro, the Bells of Joy, the Original Five Blind Boys, the Ward Singers and certain other individuals and groups have won national acceptance. Each area also has its local favorites.

Dealers have found that a consistently high percentage of their business comes from spiritual disks. An increasing number of stations are taking a page from this book and scheduling regular time segments for gospel or spiritual records. For the most part, stations have found it best not to intermix r.&b. and spiritual platters since the audience for each differs. The same jockey, however, can handle both shows.

Activity by Majors

Over the past year almost all of the major record companies have entered the r.&b. market with energy. Tho only a few of them, like Okeh and Mercury, have managed to keep up partially with Atlantic, Aladdin, Specialty, Modern, Chess, Savoy, Duke, Federal, United, Apollo, etc., their determined entry into the market indicates the importance of the field, both sales-wise and as a field for new songs and talent. It also helps deejays put on better shows, since the supply of r.&b. disks is now large enough to make

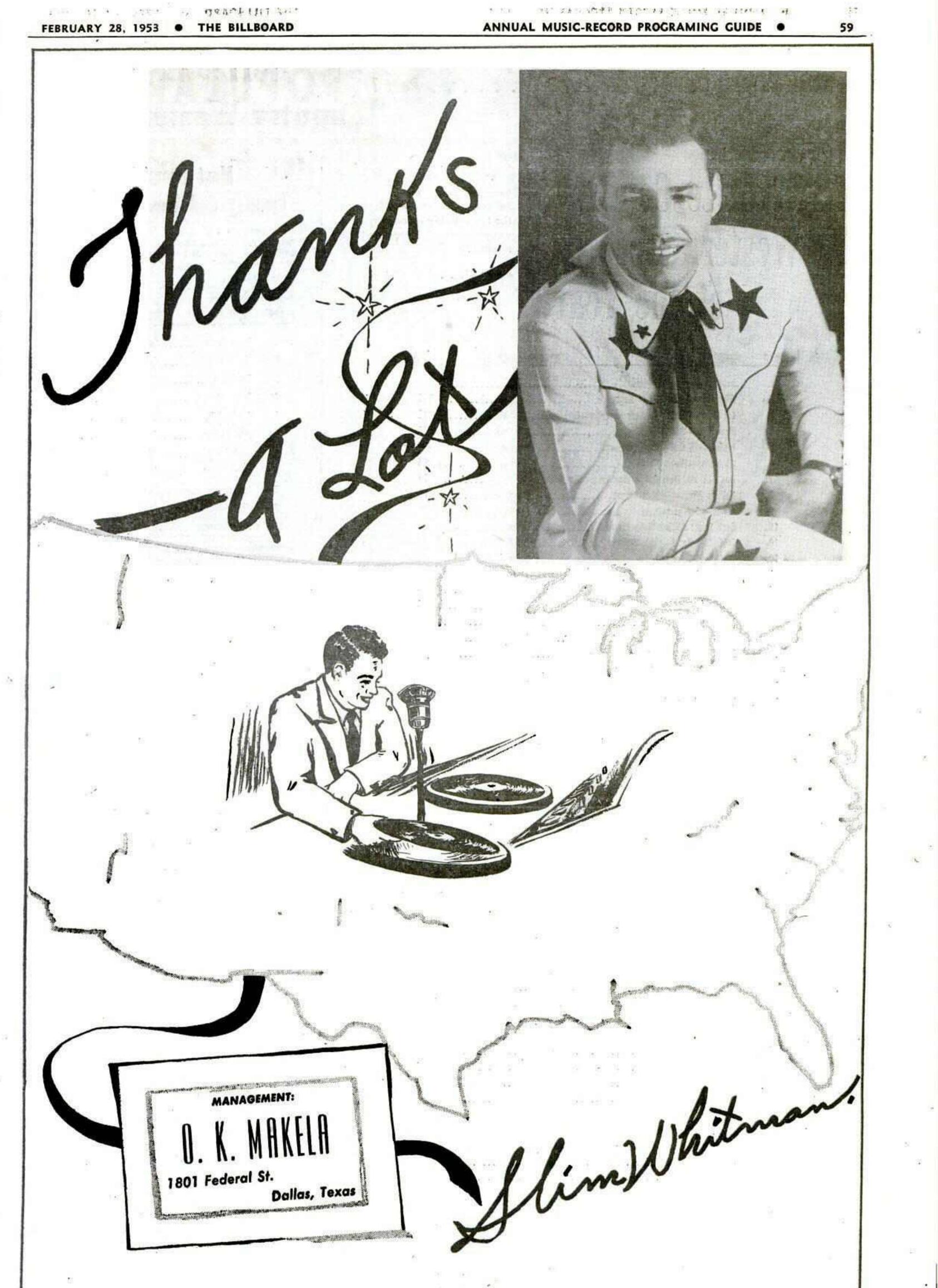
Atlantic----4347 Points FIVE, TEN, FIFTEEN HOURS Ruth Brown Nearest Competitor-2659 Points ONE MINT JULEP FIVE, TEN, FIFTEEN HOURS TING-A-LING ONE MINT JULEP Joe Turner SWEET SIXTEEN The Clovers. Ruth Brown DADDY, DADDY TING-A-LING MIDDLE OF THE NIGHT The Clovers 390 HEY, MISS FANNIE The Clovers FOOL, FOOL, FOOL Ruth Brown 268 DADDY, DADDY The Clovers TOTAL 1344 The Clovers 229 FOOL, FOOL, FOOL TOTAL 4347 Thanks Fellas for making it all possible The Atlantic Staff CURRENT HITS **Ruth Brown** Ruth Brown "MAMA, HE TREATS YOUR "DADDY, DADDY" b/w "Three Letters" DAUGHTER MEAN" #973 b/w "R B Blues" #986 **Ray Charles** The Clovers "JUMPIN' IN THE MORNIN' " "CRAWLIN" " b/w "The Sun's Gonna Shine Again" #984 #989 b/w "Yes, It's You" Joe Morris and Faye Scruggs The Clovers "THAT'S WHAT MAKES MY "I PLAYED THE FOOL" BABY FAT" b/w "Hey, Miss Fannie" #977 b/w "I'm Gonna Leave You" #985



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THE BILLBOARD . FEBRUARY 28, 1953





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Blackberry Boogle-Iennessee Ernie	۰.
Full-Time Job-Eddy Arnold	1
I'll Go On Alone—Marty Robbins	1
Don't Just Stand There—Carl Smith Columbia	4
You Win Again—Hank Williams	1
	Full-Time Job—Eddy Arnold 21 I'll Go On Alone—Marty Robbins 21 Don't Just Stand There—Carl Smith 24

Favorite Country & Western Artists

Question . . . Who are your favorite hillbilly or country and western recording artists?

Scoring . . .

Five positions: Five points for first; four for second; three for third; two for fourth, and one for fifth.

PLACE	WINNER	RECORD COMPANY	POINTS
- 1.	Hank Williams		
2.	Eddy Arnold	RCA Victor	
3.	Red Foley	Decca	
4.	Carl Smith	Columbia	160
5.	Hank Snow	RCA Victor	128
6.	Hank Thompson	Capitol	123
7.	Webb Pierce	Decca	96
8.	Pee Wee King	RCA Victor	80
9.	George Morgan	Columbia	75
10.	Ernest Tubb	Decca	63
11.	Tennessie Ernie	Capitol	52
12.	Slim Whitman	Imperial	47
13.	Lefty Frizzell	Columbia	44
14.	Billy Walker	Columbia	32
14.	Jimmy Dickens	Columbia	32
16.	Bob Wills		31
17.	Ray Price	Columbia	28
18.		Capitol	
18.	Sue Thompson		27
20.		RCA Victor	
20.	10 A		

Question Which are your favorite country and western bands? Scoring Three positions: Three points for first; two for sec- ond; one for third.		
1.	Pee Wee KingRCA Victor	
2.	Bob Wills	
3	Spade Cooley Decca	
4.	Tex Williams	
5.	Leon McAuliffe Columbia	
6.	Oklahoma Wranglers. RCA Victor 31	
7.	Hank Thompson's Brazos Valley Boys Capitol	
8.	Ole Ramussen Capitol	
9.	Eddy Arnold's Plowboys	
t0.	Roy AcuffCapitol (formerly Columbia) 16	
10.	Bill Monroe Decca 16	
10.	Sons of the PioneersDecca 16	
10.	Cliff Stone Capitol 16	

Favorite Hillbilly Comedian of the Year

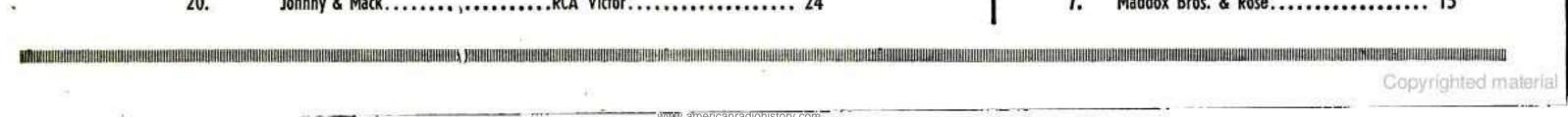
Question . . . Who is your favorite hillbilly comedian (individual or team)?

Scoring . . .

Three positions: Three points for first; two for second; one for third.

PLACE WINNER POINTS

1.	Homer & Jethro199
2.	Rod Brasfield
2.	Lonzo & Oscar144
4.	Minnie Pearl
5.	Duke of Paducah 23
6.	Grandpa Jones 19
7	Maddox Bros & Pose 15



ANNUAL MUSIC-RECORD PROGRAMING GUIDE • 61

TRADE ASPECTS

The Billboard 1953 C&W Disk Jockey Poll Part 2

Rustic Disk Jockeys Average 17 Hrs. of Weekly Platter Shows

Question . . .

How many hours a week are you on the air as a disk jockey?

HOURS

Average number of hours per week
Highest number of hours per week
Lowest number of hours per week

COUNTRY and western jockeys reported an average program week of 17.4 hours of platter shows. This is over an hour more than the average for the pop deejays. Like the pop jocks, one hillbilly spinner admitted to only a half an hour a week. At the other end, tho, is a hard-working fellow who puts in 90 hours a week in front of a mike. Figuring 49 hours of sleep a week, this chap crowds 21 meals, dates, shaving, dashing back and forth to the station, etc., in the remaining 29 hours

Listener Requests, Jock Opinion, Press Top Programing Aids; Journals Show Biggest Gain Question . . . Who selects the records played on your show? Select own records 9Z.9 Music librarian Program manager 1.8 If you select the records to be played on your Question . . . show, please check just two of the following sources of information which are the biggest aid to you in making your selections? (Check only those two which are most important.) SOURCE 71.1 Listeners' requests

Columbia, Victor, Capitol, King Top Field in Free DJ Records; Small Label Honors Swept by Dot

Question . . .

Name the three record labels from which you or your station receive the most free records?

SCORING . . . Three positions: Three points for first; two for second; one for third.

ACE	WINNER	POINTS
1.	Columbia	263
2.	RCA Victor	239
3.	Capitol	205
4.	King	126
5.	Mercury	88
6.	Decca	84
7.	M-G-M	55
8.	Corai	33
9.	Four Star	32
10.	Imperial	16

Question . . .

Which of the smaller independent labels send you the most free records? Name only three.

Information gathered from local record dealers		1.1.1.1
Record company and/or distributor sheets, direct mail and free records	our own personal opinion	62.3
direct mail and free records	radepaper charts, editorial features and advertisements	35.1
promotion, or free records Information gathered from local record dealers Information gathered from your own station music staff and/or librarian	그 같아요. 영양에는 그 것 편아야 한 것 같아요. 안 없는 것에서 아이지 않는 것 같아. 아이지 않는 것 같아. 아이지 않는 것 같아. 아이지 않는 것 같아.	13.0
Information gathered from your own station music staff and/or librarian		5.3
staff and /or librarian	formation gathered from local record dealers	5.3
137 U	방가 있는 이 것을 하면 것 같아요. 이	3.5
Total	thers	4.4
	Total	00.0

AS FOUND on past surveys, the deejay himself does his own record selecting in practically every instance. There are a number of outside factors, however, that assist all spinners in making these decisions. This question asked the deejays to name the two most important sources of information. The answers therefore total 200 per cent.

his own opinion, come trade-paper editorial features (charts, etc.) and advertisements. In these answers the same basic pattern was found as was found in the answers to the same question on the pop jockey survey. The biggest gain over last year's survey was made by the category trade-paper editorial features and advertisements. On the c.&w. survey this category nearly doubled its ratSCORING . . . Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	POINTS
1.	Doi	117
2.	Four Star	74
3.	Imperial	54
4.	Republic	37
5.	Intro	18
6.	Abbott	16
7.	Tennessee	14
		1992 - 19

WHEREAS RCA Victor is adjudged as being the most liberal label with free records in the pop field, country and western spinners give the palm to Columbia. Capitol holds down third place, and King, which is a stronger factor in the hillbilly field

than in pops, is ranked fourth by the jocks, ahead of Mercury, Decca and M-G-M. Among the smaller labels, Dot repeats the impressive win it racked up in the pop record survey, followed by Four Star and a number of other independent hillbilly labels.

Informality Reigns as C-W Jocks Show Favor for Ad Lib Com'ls

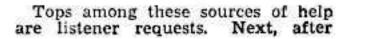
Question . . .

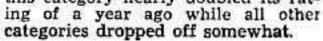
Who writes the advertising copy for your shows?

	70
l ad lib it	
Station personnel	
Advertiser or agency	
I write it myself	

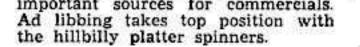
SOME jockeys listed more than one source of advertising copy, so the answers total more than 100 per cent

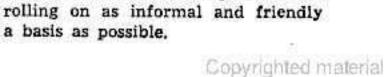
A comparison of these answers with those given by the pop jockeys to the same question shows a reversal in the order of the two most This is quite understandable in light of the informality and homey character of many rustic disk shows. From the opening friendly greeting of, "Howdy, friends and neighbors," most hillbilly jocks keep the show





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ANNUAL MUSIC-RECORD PROGRAMING GUIDE

FEBRUARY 28, 1953 THE BILLBOARD

The Billboard 1953 C&W Disk Jockey Poll Part 2 TRADE ASPECTS

Pierce Top Disk Promoter, Dickens Ekes P.A. Win While King Scores Two Solid Seconds

Question .

Question

*

Which individual recording artists are most conscientious and helpful to you with the promotion of their disks?

SCORING . . . Three positions: Three points for first; two 'or second; one for third.

PLACE	WINNER RECORD COMPA	NY POINTS
1.	Webb PierceDecca	87
2.	Pee Wee King RCA Victor	75
3.	Billy Walker Columbia	40
4.	Eddy ArnoldRCA Victor	35
4.	Wade RayRCA Victor	35
4.	Hank SnowRCA Victor	35
7.	Ernest TubbDecca	31
8.	Cowboy Copas	23
8.	Faron YoungCapitol	23
10.	Bill Carlisle Mercury	20

Which recording artists are most co-operative .

Nelson King Repeats Past Wins As Jockeys' Favorite Spinner

Question

Which three disk jockeys in your opinion have had the best local radio and/or TV jockey shows over the past year?

SCORING . . . Three positions: Three points for first; two for second; one for third.

PLACE	WINNER	STATION	СПТҮ
1.	Nelson King	WCKY	Cincinnati
2.	Randy Blake.	dttw	Chicago
2.	Eddie Hill	WSM	Nashville
4.	Marty Roberts	WCKY	Cincinnati
5.	Biff Collie	KNUZ	Houston
5.	Doc Hull	KV00	Tulsa, Okla.
5.	Bob Maxwell.	wwj	Detroit
8.	Johnnie Hicks	KRLD	Dallas
8.	Don Davis	WLW	Cincinnati
8.	Walter Phillip	sWLW	Cincinnati
8.	Dall Stallard	КСМО	Kansas City, Mo
8.	Charlie Walker	KMAC	San Antonio

RUSTIC deejays again pinned the blue ribbon on Nelson King as the jockey whose show they like most. Nels operates his Jamboree on WCKY

ners-up in this year's poll were Randy Blake, from Chicago, and Eddie Hill, of WSM, Nashville. It's interesting to note that several of the jockeys listed are in the pop category, indicating that country platter spinners look beyond their immediate field when dial twisting themselves.

in arranging for personal appearances on your programs?

SCORING . . . Three mositions: Three points for first; two for second; one for third.

PLACE	WINNER RECORD COMPANY POIN	T
1.	Little Jimmy Dickens Columbia	i.
2.	Pee Wee King	
3.	Ernest Tubb	
4.	Cowboy Copas	
4.	Hank Snow	
6.	George Morgan	6
7.	Johnnie & Jack RCA Victor 16	
7.	Maddox Bros. & Rose Columbia 16	
7.	Webb Pierce Decca 16	ŀ
7.	Tex Ritter 16	

TOPS, according to deejays, in helping to promote his disks, is Webb Pierce, Decca's new star. Pierce also tied for seventh as the most cooperative in arranging personal appearances. The leader in this cate-gory is Little Jimmy Dickens, who was also last year's winner. Second

place winner in both fields of promotion is RCA Victor's Pee Wee King, who topped last year's exploitation poll but was unranked in the personal appearance end a year ago. In addition to Pierce and King, Ernest Tubb, Cowboy Copas and Hank Snow made the top 10 in both categories.

They're Playing Bands Again

Continued rom page 54

"Garden of Garber album, Waltzes," was recently issued. As a preamble to the March promotion, Capitol will issue window streamers to 10,000 dealers, pointing up the theme "Dance America" and calling attention to the diskery's dance series. This series includes two Arthur Murray albums-a direct dance tie-in.

Road Tours

Capitol, too, takes advantage of the road tours of such bands as Billy May, Anthony and Garber by tying in with local dealer promotions, deejay interviews, etc.

Buddy Morrow and Ralph Flanagan.

M-G-M is very alert to the importance of the dance field and is doing what is considered an outstanding promotional and merchandising job among which is their new Lion label, devoted solely to band music.

National Story

In assaying the revival of interest in band music, several points not yet mentioned are notable. One must bear in mind that the activity is not limited to few stations and deejays, but is widespread, and on stations all over the country the WNEW

in Cincinnati's Hotel Gibson. Nels was good enough to write an article on programing which will be found elsewhere in this supplement. Run-

Billboard Registers Strong Win As Most Helpful Trade Journal

Question . . . Of the trade journals you read, which is the most informative and helpful to you? WINNER % Paper "A" 6.1 Combination of journals (including The Billboard)..... 5.3 Other journals 6.1

UST as was true of the pop disk J jockeys, the ones who spin the country and western platters also rated The Billboard as the most informative and helpful trade journal. We are most appreciative that so

many deejays look to The Billboard as the key source for news and charts of the music-record business. It is our hope that The Billboard will continue to enjoy its present reputation in the years to come.

segments devoted to one band-Department's "All Star Parade of Bands," which started Januas Ray Anthony, Ralph Flanaary 16 over the National Broadgan, Tommy Dorsey, etc. This casting Company. The show is a common practice with runs for a half hour Friday WNEW's Martin Block. It is done by Ted Husing on WMGM, New York; by Jack Downey at WONS, Hartford, Conn., etc. nights and features top orks from the Hollywood Palladium, Los Angeles. Stan Kenton's ork teed off for three weeks, with Diskery promotion men, too, estimate that several hundred Ralph Flanagan, Tommy Dor-sey and Harry James scheduled stations now program "Saturday

ing their latest waxings. West Best for Bands

to follow. The shows are tran-

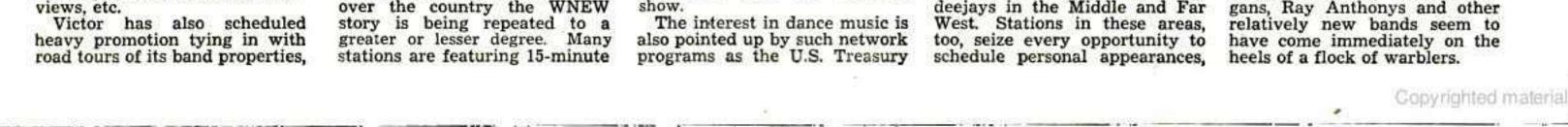
scribed, and the orks are stress-

Band managers note that stations in the Middle West and Far West often are far ahead of Eastern stations in programing band music. Hit disks like Flanagan's "Hot Toddy," Morrow's "I Don't Know" and Marterie's "Pretend" are regarded as having been given great impetus by deejays in the Middle and Far

and far outdo Eastern stations in this respect. Band managers also point out that in the Middle and Far West, there is greater dancing and ballroom activity than in the East, and stations and deejays are naturally more alert to the potentials of band music.

Repeating

Tradesters point out that the last great band era, the 1930's, followed a period which was notable mainly for its vocalists. That is, the Dorseys, the Good-mans, Clintons, James, etc., followed such vocal stars as Bing Crosby, Russ Columbo, Rudy Vallee, etc. Something of the same seems to be happening now. This in no way disparages the selling power of the vocalists of today, but the Billy Mays, Marteries, Sauter-Finegans, Ray Anthonys and other



Night Dance Parades." These

shows generally give about two

hours of dance music, devoting

15-minute segments to individ-ual bands. This is aimed at

Bill Silbert has recently made

the unusual switch from TV to radio. While still retaining his

WABD sight and sound show, he

has just started a jockey show on

WMGM which includes a teen-

age dance after the Saturday

teen-age audiences.

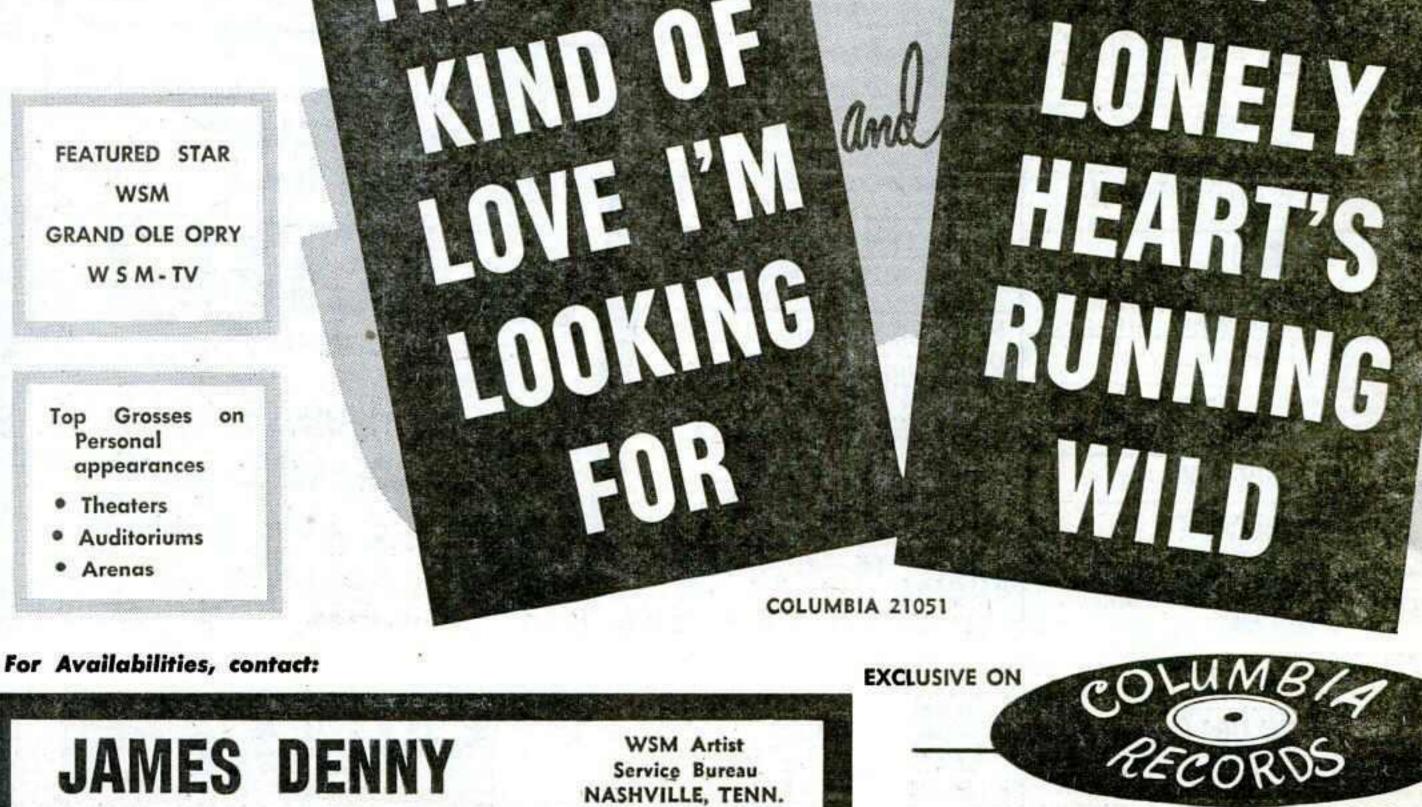


hope you like my current release . .

FEATURED STAR WSM GRAND OLE OPRY WSM-TV

Top Grosses on Personal appearances

- Theaters
- Auditoriums
- Arenas





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1953 ARTIST BIOGRAPHY SECTION

The address of the provident of the state of

Popular **Recording Artists**

ACQUAVIVA, TONY Birthplace: Beacon, New York Birthday: May 10 Hobbles: Tennis Record Label: M-G-M Top Records: Beyond the Next Hill (M-G-M); Tillie's Tango (M-G-M); Curtain Time(M-G-M); My Love-My Love

(M-G-M) Theme Song: My Love-My Love Contact for Added Information: Tom Rockwell, General Artists Corp., 1270 Sixth Ave., New York, N. Y.



Four Aces - #3 Small Singing Group, The Billboard 1953 Disk Jockey Poll.

ALAMO, TONY Birthplace: Cleveland, Ohio Birthday: September 26 Hobbles: Photography Record Label: M-G-M Former Labels: Columbia and RCA Victor Top Records: Wandering (V); Harbor Lights (Col); Tell Me You Love Me (Col); Four Winds and the Seven Seas (V) Contact for Added Information: Carl

Nutler, 120 W. 58th St., New York.



The following artist biographies are presented with a view to providing disk jockeys with a source of programing information about popular, country and western and rhythm and blues artists presently under contract to a total of 35 different record labels. For those jockeys who wish additional information about any of the artists, up-to-date information about the source of contact is listed. Unfortunately a number of biographies which were returned were too incomplete to publish.

(Capitol); At Last (Capitol) Contact for Added Information: Fred Benson, 1733 Broadway, New York City.

ARDEN, TONI Birthplace: New York **Birthday:** February 15 **Hobbies:** Reading **Record Label:** Columbia Top Records: Never (Col); I'm Your's (Col) Contact for Added Information: Dave Alber, 654 Madison Ave., New York

BAVAAR, TONY Birthplace: Brooklyn, N. Y. **Birthday:** June 22 Hobbies: Photography, Gardening Record Label: RCA Victor Top Records: 1 Talk to Trees (V); Blue Tango (V); Suddenly (V) Contact for Added Information: Johnny

Green, Rooom 412, 1619 Broadway, New York, N. Y.

BAXTER, LES Birthplace: Mexia, Texas Birthday: March 14 Hobbies: Sailing and collecting tropical fish and flowers **Record Label:** Capitol Top Records: Because of You (Capitol);, **Ouiet Village (Capitol); Lonely Wine** (Capitol)

Contact for Added Information: Capitol Records, Inc., P. O. Box 2391, Hollywood, Calif.

BEE, MOLLY

Top Records: I Saw Mommy Kissing Santa Claus (Col); God's Little Candles (Col)

Contact for Added Information: Abner J. Greshler, 324 So. Beverly Drive, Beverly Hills, Calif.

BRADLEY, OWEN

Birthplace: Westmoreland, Tennessee Birthday: October 21 Hobbies: Music, Fishing Record Label: Coral Top Records: Blues Stay Away From Me (Coral) Contact for Added Information: Owen Bradley, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

BREWER, TERESA

Birthplace: Toledo, Ohio Birthday: May 7 **Record Label: Coral** Top Records: Till I Waltz Again With . You (Coral); You'll Never Get Away (Coral) Contact f.or Added Information: Teresa

Brewer, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

BRITT, ELTON

Birthplace: Cleveland, Oklahoma Birthday: June 27 Hobbies: Collecting Guns, Airplane Models, Motorcycling Record Label: RCA Victor Top Records: There's a Star Spangled

Banner (V); Some Day (V); Beyond the Sunset (V); Rotation Blues (V) Contact for Added

CHANDLER, KAREN Birthplace: Rexburg, Idaho Record Label: Coral Top Records: Hold Me, Thrill Me, Kiss Me (Coral) Contact for Added Information: Karen Chandler, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

CHERRY, DON Birthplace: Dallas, Texas Birthday: January 11 Hobby: Golf Record Label: Decca Top Records: Thinking of You (Decca); Mona Lisa (Decca); U Will Never Change (Decca); Vanity (Decca) Contact for Added Information: Don Cherry, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

CLOONEY, BETTY

Birthplace: Maysville, Kentucky Birthday: April 12 Hobbies: Golf, Reading Record Label: Coral Top Record: I Idolize You Contact for Added Information: Betty Clooney, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.



CORNELL, DON

Birthplace: New York, N. Y. Record Label: Coral Former Label: RCA Victor Top Records: I Walk Alone (Coral); I'm Yours (Coral): I (Coral) Contact for Added Information: Don Cornell, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

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COTTON, BILLY

Birthplace: Lambeth, London, England Birthday: May 6 Hobbles: Football, Cricket, Boxing, Motor Racing Record Label: London Former Label: Rex Top Records: Lovely Bunch of Cocoanuts (Lon); I Love the Sunshine of Your Smile (Lon); Rosaline (Lon); I'm Gonna Get Lit Up (Lon)

Theme Song: Somebody Stole My Gal Contact for Added Information: The Decca Record Conoany Ltd., 1-3 Brixton Road, London, S. W. 9, England



Bing Crosby-#3 Male Vocalist. The Billboard 1953 Disk Jockey Poll.

CROSBY, BING Birthplace: Tacoma, Washington Birthday: May 2 Hobbies: Golf Record Label: Decca Top Records: Silent Night (Decca); White Christmas (Decca); Jingle Bells (Decca); I'll Be Home for Christmas (Decca) Theme Song: When the Blue of the Night Contact for Added Information: Bing Crosby, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

DALE, ALAN Birthplace: Brooklyn, New York Birthday: July 9 **Record Label: Coral** Top Records: Oh Marie (Coral) Contact for Added Information: Alag Dale, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

Ames Brothers-#2 Small Singing Group, The Billboard 1953 Disk Jockey Poll,

AMES BROTHERS (Joe, Gene, Vic and Ed)

Birthplace: Malden, Massachusetts Birthday: Joe. May 3; Gene, Feb. 13; Vic, May 20; Ed, July 9 Record Label: Coral

Top Records: Sentimental Me (Coral); Undecided (Coral): String Along (Coral) Contact for Added Information: Ames Brothers, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.



LeRoy Anderson - Composer of Top Song.

ANDERSON, LEROY Birthplace: Cambridge, Massachusetts

- Record Label: Decca Top Records: Blue Tango (Decca); The
- Syncopated Clock (Decca); A Trumpeter's Lullaby (Decca); Sleigh Ride (Decca)
- Contact for Added Information: Leroy Anderson, Decca Records, Inc., 50 West Fifty-Seventh St., New York, N. Y.

ANDREWS SISTERS (Maxine, Patty, Laverne)

Birthplace: Minneapolis, Minnesota **Record Label:** Decca

Top Records: Jingle Bells (Decca); Christmas Island (Decca); Rum & Coca Cola (Decca): Apple Blossom Time (Decca) Contact for Added Information: Andrews Sisters, Decca Records, 50 West Fifty-Seventh St., New York, N.Y.



Ray Anthony - #2 Swing Band, The Billboard 1952 Band Buyer's #2 Band, The Billboard 1953 Disk Jockey Poll.

ANTHONY, RAY Birthplace: Cleveland, Ohio Birthday: January 20 Hobbies: Photography Record Label: Capitol

Top Records: Nevertheless (Capitol); Mr.

Birthplace: Oklahoma City, Oklahoma **Birthday:** August 18 **Record Label:** Capitol

Top Records: I Saw Mommy Kissing Santa Claus (Cap); Tennessee Tango (Cap)

Contact for Added Information: Cliffic Stone, 4720 Ledge Ave., North Hollywood, Calif.

BELL SISTERS (Kay and Cynthia) Birthplace: Kay, Cynthiana, Kentucky Cynthia, Harlan, Kentucky Birthday: Kay, March 16; Cynthia, October 4 Hobbies: Kay, reading, swimming **Record Label: RCA Victor** Top Records: June Night (V); Boo-Hoo

(V); Wheel of Fortune (V); Hang Out the Stars (V) Bermuda (V) **Contact for Added Information: Charles**

Alpert, 9163 Sunset Blvd., Hollywood, Calif.

BELLAFONTE, HARRY Birthplace: New York Birthday: May 1 **Record Label: RCA Victor** Top Records: Chimney Smoke (V); Man Smart (V); Shenandoah (V) Contact for Added Information: Bobby

Brenner, MCA, 598 Madison Ave., New York, N. Y.

BELLOC, DAN Birthplace: Chicago, Illinois Birthday: November 26 Record Label: Dot Former Label: Oriole Top Records: Pretend (Dot); You Are Ecstasy (Dot); I Was a Fool (Dot); Ding! Dong! Ding! (Dot) Contact for Added Information: Lew

Douglas, Chicago, Ill. BLACK, STANLEY

Birthplace: London, England Birthday: June 14 Hobbies: Riding, golf, swimming, watching soccer. Record Label: London

Top Records: That Old Black Magic (Lon); Jerome Kern LP (Lon); Lecuona LP (Lon); La Estrellita (Lon) Theme Song: That Old Black Magic Contact for Added Information: The

Decca Record Company, Ltd., 1-3 Brixton Road, London S. W. 9, England

BLOCK, RAY Birthplace: Alsace-Lorraine, France Birthday: August 3 Record Labelt Coral Top Records: Espanaharlem (Coral) Contact for Added Information: Ray Block, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

BOSWELL, CONNEE Birthplace: New Orleans, Louisiana Record Label: Decca

Top Records: Martha (Decca); Basin Street Blues (Decca); Tea for Two (Decca); You Were Meant for Me (Decca) Contact for Added Information: Connee Boswell, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

BOYD, JIMMY Birthplace: McCombs, Mississippl Birthday: January 9 Hobbles: Horseback Riding

Information: Elton Britt, 603 Parsons Blvd., Malba, L. I., New York

BROWN, LES

Birthplace: Reinerton, Pennsylvania Birthday: March 14 **Record Label: Coral** Top Records: Undecided (Coral) Contact for Added Information: Les Brown, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

CARLE, FRANKIE

Birthplace: Providence, Rhode Island Hobbbies: Gin Rummmy and Prize Fights Record Label: RCA Victor Top Records: Frankie and Johnnie (V); Crazy Bones Rag (V); Piano Roll Blues (V); Silver and Gold (V) Contact for Added Information: Leonard Zisser, 292 Madison Ave., New York.

CAROL, LILY ANN Birthplace: Brooklyn, N. Y. Birthday: November 18 Hobbies: Her Family Record Label: RCA Victor Top Records: My Favorite Song (V); Lonesome and Blue (V); Please Be Kind (V); It's Been So Long (V) Contact for Added Information: Paul Kapp, 15 E. 54th St., New York, N. Y.

CARR, CATHY Birthplace: Bronx, New York Hobbles: Lyric Writing **Record Label:** Coral Top Records: Heartbroken (Coral) Contact for Added Information: Cathy Carr, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

CARR, GEORGIA

Birthplace: Los Angeles, California Birthday: June 20 Hobbies: Dancing Record Label: Capitol Top Records: Softly (Cap); The Sun Forgot to Shine (Cap); Whispering Serenade (Cap) Contact for Added Information: Eddie Beal, G.A.C., 1270 Sixth Ave., New York City

CARSON, MINDY

Birthplace: New York, N. Y. Birthday: July 16 Hobbies: Sports **Record Label:** Columbia Former Label: RCA Victor Contact for Added Information: Marvin Drager, 424 Madison Ave., New York

CATES, GEORGE

Birthplace: Bronx, New York Birthday: October 19 Hobbles: Photography, Woodworking, Golf, Swimming Record Label: Coral Top Records: Carmen's Boogie (Coral) **Contact for Added Information: George** Cates, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

CAVALLERO, CARMEN

Birthplace: New York, New York Record Label: Decca Top Records: Chopin's Polonaise (Decca); Enlloro (Decca); Miami Beach Rhumba (Decca); Meet Mr. Callaghan (Decca) Contact for Added Information: Carmen Cavallero, Decca Records, 50 West Rosemary Clooney-#2 Pop Artist, The Billboard 1952 Juke Box Operator Poll, #3 Female Vocalist, The Billboard 1953 Disk Jockey Poll.

CLOONEY, ROSEMARY Birthplace: Maysville, Kentucky Birthday: May 23 **Record Label:** Columbia Top Records: Come On-A My House (Col); Botch-A-Me (Col); Half As Much (Col); Tenderly (Col) Contact for Added Information: Joe Shribman, Radio City, New York

COLEMAN, ROGER

Birthplace: Scranton, Pennsylvania Hobbies: Painting Record Label :Decca Top Records: Everything I Have Is Yours (Decca); My Darling (Decca) Contact for Added Information: Roger Coleman, Decca Records, 50 West Fifty-Seventh SL, New York, N. Y.

COLE, NAT (KING)

Birthplace: Montgomery, Alabama Birthday: March 17 Hobbles: Photography and collecting records

Record Label: Capitol Top Records: Too Young (Cap); Mona Lisa (Cap); Nature Boy (Cap); Sentimental Reasons (Cap) Theme Song: Straighten Up and Fly

Right Contact for Added Information: Carlos Gastel, 8745 Sunset Blvd., Hollywood, Calif.

COLLINS, DOROTHY

Birthplace: Windsor, Ontario, Canada Birthday: .November 28 **Record Label:** Decca

Top Records: From the Time You Say Goodbye (Decca); Jump Back Honey (Decca); Puppy Love (Decca); Small World (Decca)

Contact for Added Information: Dorothy Collins, Decca Records, Inc., 50 West Fifty-Seventh St., New York, N. Y.



Perry Como-#1 Male Vocalist, The Billboard 1953 Disk Jockey Poll.

COMO, PERRY

Birthplace: Cannonsburg, Pennsylvania Birthday: May 18 Hobbles: Golf, Pipe Collecting Record Label: RCA Victor Top Records: Prisoner of Love (V); Till the End of Time (V); Because (V); Don't Let the Stars Get in Your Eyes (V)

Contact for Added Information: Dee

DAMITA JO

Birthplace: Austin, Texas **Birthday:** August 5 Record Label: RCA Victor Top Records: I'd Do It Again (V); Let Me Share Your Name (V); I Went to Your Wedding Contact for Added Information: RCA Victor, 630 Filth Ave., New York, N. Y.

DAMONE, VIC

Birthplace: New York Hobbies: Golf, Baseball Record Label: Mercury Top Records: I Have But One Heart (Mer); You're Breaking My Heart (Mer); Tzena, Tzena, Tzena (Mer); Longing for You (Mer) Theme Song: I Have But One Heart Contact for Added Information: Marvin Cane, New York City, N. Y.

DARNEL, BILL

Birthplace: Lorain, Ohio

- Birthday: June 2
- **Record Label:** Decca
- Top Records: Lonely Wine (Decca); The Blacksmith Blues (Decca); I Miss You So (Decca)

Contact for Added Information: Bill Darnel, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

DAY, DENNIS

Birthplace: Bronx, New York Birthday: May 21 Record Label: RCA Victor Top Records: Clancy Lowered the Boom

(V); Gallway Bay (V); B'Gilly, B'Golly B'Gorran (V); Mister and Mississippi

Contact for Added Information: RCA Victor, 1560 North Vine, Hollywood, Calif.



Doris Day-#2 Female Vocalist, The Billboard 1953 Disk Jockey Poll.

DAY, DORIS Birthplace: Cincinnati, Ohio Birthday: April 3 Hobbies: Tennis, Sports Record Label: Columbia Top Records: It's Magic (Col); A Guy Is a Guy (Col) Mr. Tap Toe (Col) Contact for Added Information: Warner

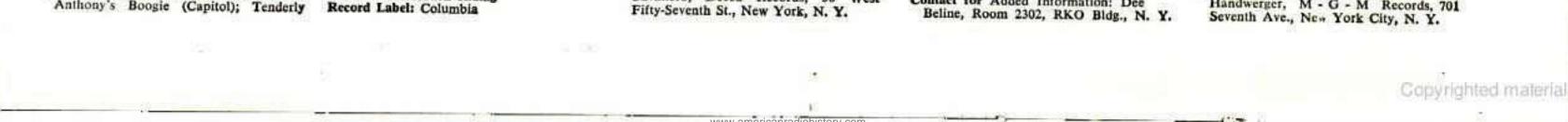
Bros., Hollywood, Calif.

DEAN, ALAN

Birthplace: East Ham, London, England Record Label: M-G-M

Top Records: High on a Windy Hill (M-G-M); Half a Heart (M-G-M); Luna Rosa (M-G-M)

Contact for Added information: Sol





THE BILLBOARD . FEBRUARY 28, 1953

DEE, LENNY Birthplace: Chicago, Illinois Birthday: January 5

Record Label: Decca Top Records: Begin the Beguine (Decca); Have You Ever Been Lonely (Decca); Better Dead Than Wed (Decca); You Are My Sunshine (Decca) -Contact for Added Information: Lenny Lee, Decca Records, 50 West Fifty-

Lee, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

DE FRANCO, BUDDY Birthplace: Philadelphia, Penn. Birthday: February 17 Hobbles: Sketching Building Model Airplanes, Reading, Science Record Label: M-G-M Records Former Label: Capitol Top Records: Over the Rainbow (M-G-M); Street Scene (M-G-M); Just One of Those Things (M-G-M); Out of Nowhere (M-G-M)

Theme Song: Rumpus Room Contact for Added Information: Lenny Lewis, 307 E. 44th St., New York City

DESMOND, JOHNNY Birthplace: Detroit, Michigan Record Label: Coral Top Records: Trying (Coral) Contact for Added Information: Johnny Desmond, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

ECKSTINE, BILLY

Birthplace: Pittsburgh, Pennsylvania Birthday: July 8 Hobbies: Clothes Record Label: M-G-M Former Label: National Top Records: Strange Sensation (M-G-M); Until Eternity (M-G-M); Be Fair (M-G-M); Early Autumn (M-G-M) Contact for Added Information: Sol Handwerger, M - G - M Records, 701 Seventh Ave., New York City

EDWARDS, TOMMY

Birthplace: Richmond, Virginia Hobbles: Cooking Special Dishes and Writing Songs Record Label: M-G-M

- Top Records: It's All in the Game (M-G-M); All Over Again (M-G-M); You Win Again (M-G-M); My Concerto (M-G-M)
- Theme Song: It's All in the Game Contact for Added Information: Sol Handwerger, M - G - M Records, 701 Seventh Ave., New York City

ELMAN, ZIGGY Birthplace: Philadelphia, Pennsylvania Birthday: May 26 Hobbles: Flying and Photography Record Label: M-G-M Former Labels: Bluebird and Victor Top Records: And the Angels Sing (Bluebird and M-G-M); Body and Soul (M-G-M); Always (M-G-M); Zaggin' With Zig (M-G-M) Theme Song: And the Angels Sing Contact for Added Information: Sol Handwerger, M-G-M Records, 701 Seventh



Eddie Fisher-#1 Pop Artist, The Billboard 1952 Juke Box Operator Poll. #2 Male Vocalist, The Billboard 1953 Disk Jockey Poll.

FISHER, EDDIE

Birthplace: Philadelphia, Pennsylvania Birthday: August 10 Hobbies: Singing

Record Label: RCA Victor

Top Records: Anytime (V); Wish You Were Here (V); Lady of Spain (V); Forgive Me (V)

Contact for Added Information: Milton Blackstone, 221 W. 57th St., New York City

FONTANE SISTERS (Bea, Geri, Marge) Hobbles: Golf (all)

Record Label: RCA Victor

Top Records: Cold, Cold Heart (V); Grand Central Station (V); Silver Bells

Contact for Added Information: GAC, RKO Bldg., New York City

FROMAN, JANE Birthplace: St. Louis, Missouri

Hobbies: Painting

Record Label: Capitol

Top Records: I'll Walk Alone (Cap): With a Song in My Heart (Album) (Cap); I Believe (Cap)

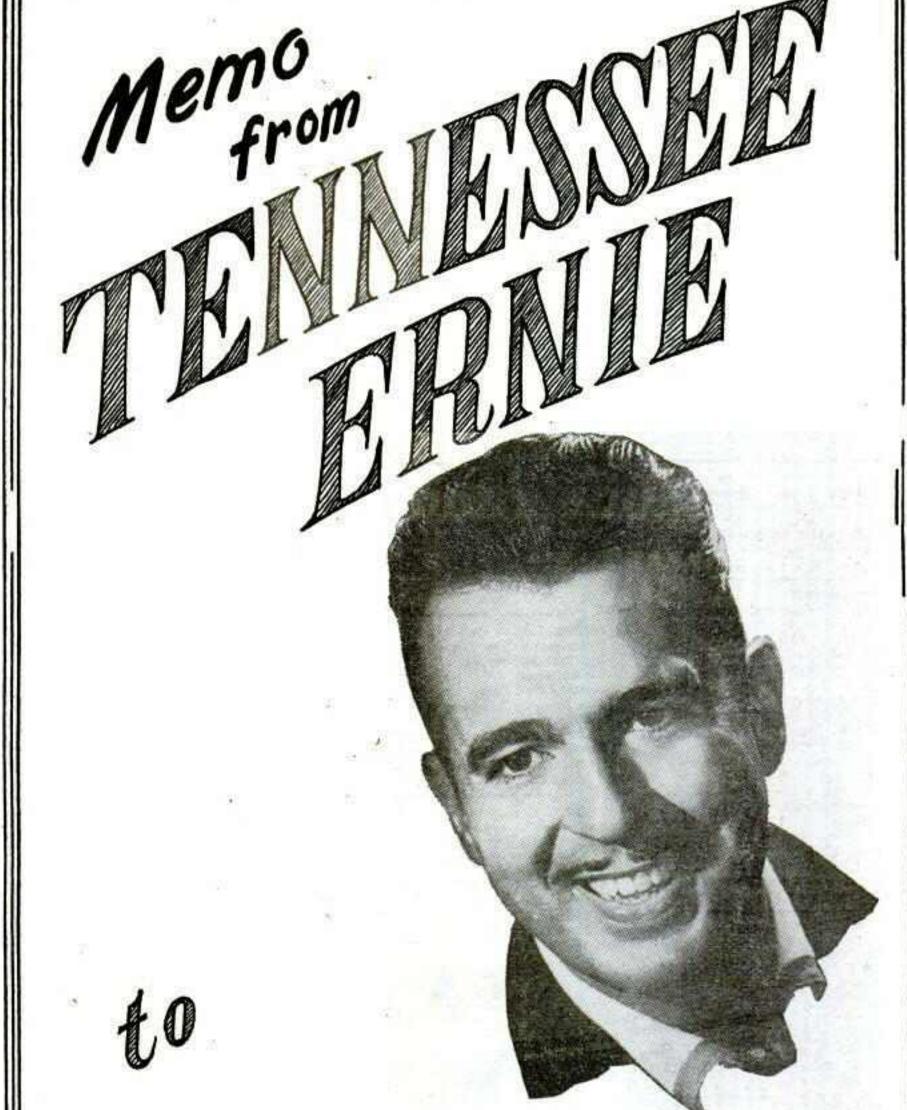
Theme Song: With a Song in My Heart Contact for Added Information: William

Morris Agency, 1740 Broadway, New York City



Sunny Gale = 2 Most Promising Female Vocalist, The Billboard 1953 Disk Jockey Poll.

GALE, SUNNY Birthplace: Clayton, New Jersey Birthday: February 20 Hobbles: Cooking, Fishing Record Label: RCA Victor Top Records: A Stolen Waltz (V): Father Time (V); Tosssin' and Turnin' (V) Contact for Added Information: Gary Romero, Arch Music, 1619 Broadway, New York City



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DISK JOCKEYS DEALERS and OPERATORS



"BLACKBERRY BOOGIE"

"TENNESSEE LOCAL" CAPITOL 2170

CENTRAL SONGS, INC. 4527 Sunset Blvd., Hollywood, Calif. FAITH, PERCY Birthplace: Toronto, Canada Birthday: April 7 Hobbies: Reading Record Label: Columbia Top Records: Delicado (Col) Contact for Added Information: Columbia Records, 799 Seventh Ave., New York City

FARNON, ROBERT

Ave., New York, N. Y.

Birthplace: Toronto, Canada Birthday: July 24 Hobbies: Golf, Astronomy Record Label: London Top Records: Jumping Bean (Lon); Portrait of a Flirt (Lon); A Star Is Born (Lon); Journey Into Melody (Lon) Contact for Added Information: The Decca Record Company Ltd., 1-3 Brixton Road, London, S. W. 9, England

FARRELL, BILL

Birthplace: Cleveland, Ohio Birthday: March 30 Hobbies: Golf Record Label: M-G-M Top Records: Circus; You've Changed; It Isn't Fair; Deed I Do Contact for Added Information: Milt Slavin, Belvedere Hotel, Room 1618, 319 W. 48th St., New York City

FIELDS, HERBIE

Birthplace: Elizabeth, New Jersey Birthday: May 24 Record Label: Coral Top Records: Dardanella (Coral) Contact for Added Information: Herbie Fields, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

FINEGAN, BILL Birthplace: Newark, New Jersey Birthday: April 3 Hobbles: Arranging Record Label: RCA Victor Top Records: Doodletown Fifers (V); Midnight Sleighride (V); Nina Never Knew (V); Rain (V) Contact for Added Information: Willard Alexander, 30 Rockefeller Plaza, New York City



Ralph Flanagan—#1 Swing Band, The Billboard 1952 Band Buyer's Poll. #1 Band, The Billboard 1953 Disk Jockey Poll.

FLANAGAN, RALPH Birthplace: Lorain, Ohio Birthday: April 7 Hobbies: Cooking, Composing Record label: RCA Victor Top Records: Hot Toddy (V); I Should Care (V); Slow Poke (V); The Blues (V) Theme Song: Singing Winds Contact for Added Information: Herb

GARBER, JAN Birthplace: Indianapolis, Indiana Birthday: November 5 Hobbies: Golf Record Label: Capitol Top Records: Soft Shoe Shuffle (Cap); My Dear (Decca) Theme Song: My Dear Contact for Added Information: General Artist, 1270 Sixth Ave., New York City

GARLAND, HANK (SUGARFOOT) Birthplace: Nashville, Tennessee Birthday: April 26 Record Label: Dot Former Label Decca Top Records: Guitar Polka (Dot): Tea for Two (Dot); Sugar Foot Rag (Decca) Contact for Added Information: Al Bennett, Dot Records, Gallatin, Tenn.

GIBBS, GEORGIA

Birthplace: Worcester, Massachusetts Hobbies: Swimming, Tennis Record Label: Mercury Transcription Label: Ziv Former Labels: Coral, Decca Top Records: Shoo, Shoo Baby (Dec); Kiss Of Fire (Mer): While You Danced.

Kiss Of Fire (Mer); While You Danced, Danced, Danced (Mer); Be My Life's Companion (Mer) Contact for Added Information: Kenny

Myers, Mercury Record Corp., Chicago,

GIBSON, GINNY

Birthplace: Rochester, New York Birthday: November 22 Hobbies: Horseback Riding Record Label: M-G-M Top Records: You Flew Me a Kiss (M-G)M) Contact for Added Information: Joan Janito, 823 Park Ave., New York City

GOODMAN, BENNY

Birthplace: Chicago Illinois Birthday: May 30 Record Label: Columbia Theme Song: Let's Dance Contact for Added Information: Marvin Drager, 274 Madison Ave., New York City

GORME, EYDIE Birthplace, Bronx, New York Birthday: August 16 Record Label: Coral Top Records: Don't Tell Lies (Coral) Contact for Added Information: Eydie Gorme, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

GRAY, JERRY Birthplace: Boston, Massachusetts Record Label: Decca Top Records: In the Mood (Decca); 1 Don't Care if the Sun Don't Shine (Dec-

ca); Sound Off (Decca); Tell Me (Decca) Contact for Added Information: Jerry Gray, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

GRECO, BUDDY Birthplace: Philadelphia, Pennsylvania Birthday: August 14

Record Label: Coral Top Records: I Ran All the Way Home (Coral)

Contact for Added Information: Buddy











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THE BILLBOARD **FEBRUARY 28, 1953**

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Contact for Added Information: Don Howard, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

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Birthplace: Woodland, California Birthday: September 12 Hobbies: Golf, Hunting Record Label: Mercury Former Labels: Majestic, Columbia, Top Records: To Each His Own (Maj); 1 Wonder, I Wonder, I Wonder (Maj); Sin (Mer); Be Anything (Mer) Theme Song: Careless Contact for Added Information: Kenny Myers, Mercury Record Corp., Chicago,

Birthplace: Mount Healthy, Ohio Birthday: May 10 Hobbies: Radio ham **Record Label:** Capitol Top Records: Twelfth Street Rag (Cap); Charleston (Cap) Theme Song: Twelfth Street Rag Contact for Added Information: Arena Stars, 42 West Fifty-Third St., New York, N. Y.

Birthplace: Battle Creek, Mich. Birthday: February 26 **Record Label: RCA Victor** Top Records: The Musicians (V); Murder, He Says (V) Contact for Added Information: RCA Victor, 1560 North Vine, Holllywood,

Birthplace: Albany, Georgia Birthday: March 15 Hobbies: Horse Breeding and Training **Record Label:** Columbia Theme Song: Cheri-Beri-Bin **Contact for Added Information: Columbia** Records, 799 Seventh Ave., New York



Joni James-=1 Most Promising Female Vocalist, The Billboard 1953 Disk Jockey Poll,

Birthplace: Chicago, Illinois

Former Label: Sharp

Top Records: Why Don't You Believe Me (M - G - M); Have You Heard (M-G-M); Cheating Heart (M-G-M); You Belong to Me (M-G-M)

Contact for Added Information: Sol Handwerger M - G - M Records, 701

KIRK, LISA Birthplace: Roscoe, Pennsylvania **Record Label: RCA Victor** Top Records: Charlie Is My Darling (V); How Come You Do Me Like You Do (V); You're a Sweetheart (V)

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Contact for Added Information: RCA Victor, 1560 North Vine, Hollywood, Calif.

LAINE, FRANKIE

Birthplace: Chicago, Illinois Birthday: March 30 Hobbies: Woodworking Record Label: Columbia

LAWRENCE, LEE Birthplace: London, England Birthday: September 1 Hobbies: Boxing, Physical culture, Swimming

Record Label: London

Top Records: Only Fools (Lon); Blue Tango (Lon); How Can You Buy Killarney

(Lon); At Last, at Last (Lon) Contact for Added Information: Messrs. Lew and Leslie Grade, 235-241 Regent St., London, W. 1, England



Steve Lawrence-=2 Most Promising Male Vocalist, The Billboard 1953 Disk Jockey Poll,

LAWRENCE, STEVE Birthplace: Brooklyn, New York **Birthday: July 8** Hobbies: Piano, Dramatics, Saxophone Record Label: King Top Records: Poinciana (King) Contact for Added Information: MCA 598 Madison Ave., New York City

LEE, BENNY Birthplace: Glasgow, Scotland Birthday: August 11 Hobbies: Reading, Indoor sports Record Label: London

Top Records: Ferryboat Inn (Lon); On the 5:45 (Lon); Pussy Cat Song (Lon); Pretty Bride (Lon)

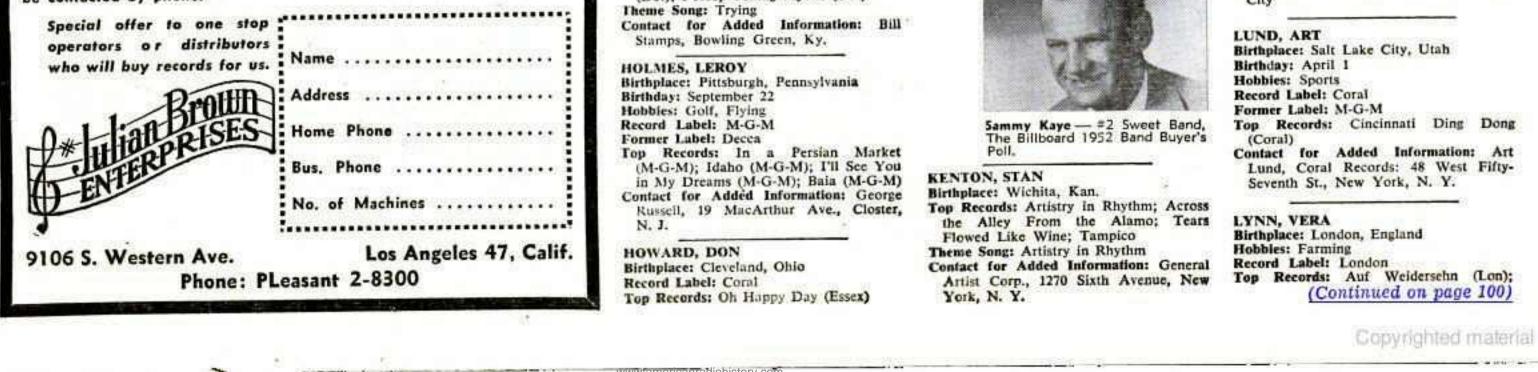
Contact for Added Information: The Decca Record Company Ltd., 1-3 Briston Road, London, S. W. 9, England

LEE, PEGGY

Birthplace: Jamestown, North Dakota Record Label: Decca Former Label: Capitol Top Records: Lover (Decca); Be Anything

Suggestion-cut this ad out and post in your record dep't. as a reminder.

Operators anywhere in the United States with over 100 machines will be contacted by phone.



- Seymour, Nov. 4; Billy June 16 Record Label: Dot
- Top Records: Trying (Dot); Must I Cry Again (Dot); You Made Up My Mind (Dot); I Keep Telling Myself (Dot)

Seventh Ave., New York City

JEROME, HENRY

- Birthplace: Norwich, Connecticut
- Birthday: November 12
- Hobbies: Playing with my 12 year old
- twins, Basketball, Skating, Stamp col-
- Record Label: M-G-M
- Top Records: Homing Pigeon (M-G-M); Daddy's Little Girl (Lon); I Love You So (M-G-M); Keep It a Secret (M-G-M) Theme Song: Night Is Gone
- Contact for Added Information: Sol Handwerger, M - G - M Records, 701 Seventh Ave., New York City

JOHNSTON BROTHERS (Johnny John-

- Birthplace: London, England
- Birthday: July 10
- Hobbies: Boxer dogs
- Record Label: London
- Top Records: Be My Life's Companion (Lon); Stolen Love (Lon); Farewell and Adieu (Lon); String Along (Lon)
- Contact for Added Information: The Decca Record Company Ltd., 1-3 Brixton Road, London, S. W. 9, England

- Birthplace: Long Beach, California
- Birthday: December 14
- **Record Label: RCA Victor**
- Top Records: Two Front Teeth (V); Cocktails for Two (V); Chloe (V); William Tell Overture (V)
- Contact for Added Information: Business Administration Co., 360 N. Camden Dr.

JORDAN, LOUIS

- Top Records: Choo Choo Ch'Boogie (Decca); Saturday Night Fish Fry (Decca); Beware (Decca); Run Joe (Decca)
- Contact for Added Information: Louis Jordan, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

KAYE, DANNY

- **Birthday: January 18**
- **Record Label:** Decca
- Top Records: St. Louis Blues (Decca); Hans Christian Andersen (Decca); I've Got a Lovely Bunch of Cocoanuts (Dec-
- ca); Wilhelmina (Decca) Contact for Added Information: Danny
- Kaye, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.



- (Decca); Just One of Those Things (Decca): Sans Souci (Decca)
- Contact for Added Information: Peggy Lee, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.
- LEE. ROBERTA
- Birthplace: Dayton, Ohio **Record Label:** Decca
- Top Records: Slow Poke (Decca); I Gotta Have You (Decca); Hold Me, Thrill Me, Kiss Me (Decca); Night Train to Memphis (Decca)
- Contact for Added Information: Roberta Lee, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.



- Guy Lombardo-#1 Sweet Band, The Billboard 1952 Band Buyer's Poll
- LOMBARDO, GUY
- Birthday: June 19 Record Label: Decca
- Top Records: Winter Wonderland (Decca); Humoresque (Decca); Easter Parade
- (Decca); Third Man Theme (Decca) Contact for Added Information: Guy Lombardo, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

LORD, CINDY

- Birthplace: Medford, Mass. **Birthday:** August 10
- Record Label: M-G-M
- Top Records: Here Is My Heart (M-G-M); Wishin' (M-G-M); After Graduation Day (M-G-M); Walkin' to the Mailbox (M-G-M)
- Contact for Added Information: Lou Weiss, William Morris Agency, New York; or Bob Clayton, WHDH, Boston, Mass.

LOUDON, DOROTHY Birthplace: Boston, Massachusetts Birthday: September 17 Hobbies: Painting, Riding Record Label: RCA Victor Top Records: Sinnin' Again (V); Zing a Little Zong (V) Contact for Added Information: Mace Neufeld, 485 Madison Ave., New York City

Birthplace: Salt Lake City, Utah Top Records: Cincinnati Ding Dong Contact for Added Information: Art Lund, Coral Records: 48 West Fifty-

Birthplace: London, England

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Most Played by Jockeys 1. TILL I WALTZ AGAIN

WITH YOU_ T. BREWER Hello Bluebird-Coral(78)60873; (45)9-60873-BMI Billboard, Feb. 21, 1953

Most Played in Juke Boxes This 1. TILL I WALTZ AGAIN Week







GABALLERO and THANKS FOR Coral 60929 (78 rpm) and 9-60929 (45 rpm) TING ME KNOW LET * * thanks D'J's for spinning these Coral hits to the top !!! AMES Brothers Karmy CHANDLER Lawrence WELK enesa and JACK PLEIS with JACK PLEIS LONELY OH, HOLD ME, HAPPY THRILL ME, (with Norman Leyden) KISS ME and DAY with YOU CAN and and (with Ray Bloch) **One Dream** Your Mother and Mine and Coral 60926 (78 rpm) and 9-60926 (45 rpm) Coral 60831 (78 rpm) and 9-60831 (45 rpm) Coral 60893 (78 rpm) and 9-60893 (45 rpm) HELLO, BLUEBIRD Coral 60873 (78 rpm) **CORAL RECORDS** and 9-60873 (45 rpm) OC America's Fastest Growing Record Company I Contraction Chever and and a



IN CANADA: Metrodisc Reg'd, Mantreal—Apex Records Ltd., Taranta—Johnston Appliances Ltd., Vancouver—T. H. Peacock Ltd., Calgary—For Manitoba & Saskatchewan: Compo, Ltd., Lachine, P.Q.

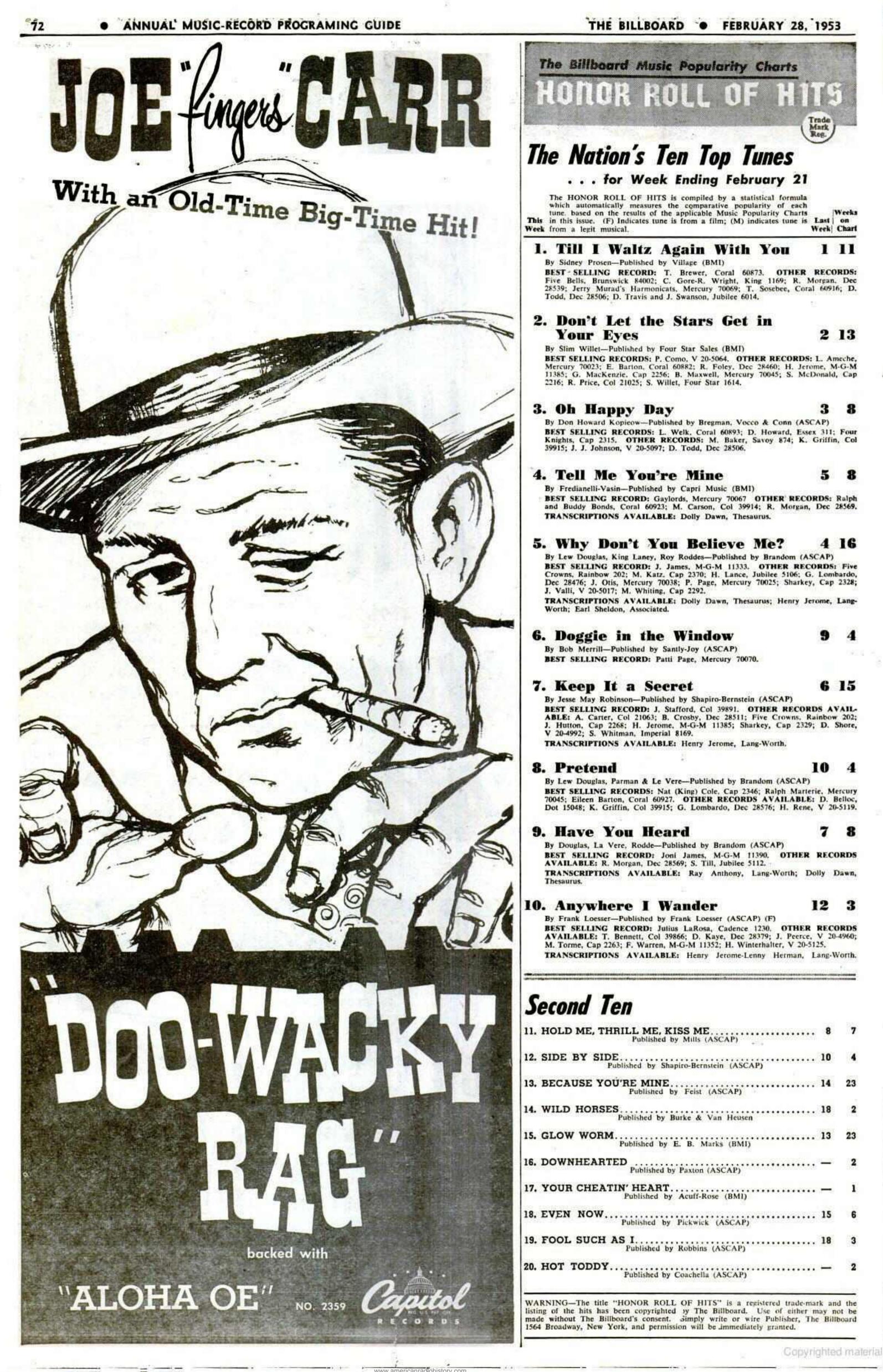
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1. HOLD ME, THRILL ME, KISS ME.	8	7
2. SIDE BY SIDE. Published by Shapiro-Bernstein (ASCAP)	10	4
3. BECAUSE YOU'RE MINE.	14	23
4. WILD HORSES. Published by Burke & Van Heusen	18	2
5. GLOW WORM. Published by E. B. Marks (BMI)	13	23
6. DOWNHEARTED Published by Paxton (ASCAP)	-	2
7. YOUR CHEATIN' HEART.	-	1
8. EVEN NOW	15	6
9. FOOL SUCH AS I. Published by Robbins (ASCAP)	18	3
Published by Coachella (ASCAP)	-	2
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TOP SELLERS—POPULAR Based on Actual Capitol Sales Reports	TOP COUNTRY & HILLBILLY	BEST SELLING POPULAR
1. PRETEND	Record No. 1. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEWH. Thompson	ALBUMS Based on Actual Capitol Sales Reports
DON'T LET YOUR EYES GO SHOPPINGN. Cole	2. I DON'T KNOW	Alb. No.
NOAH!	SWEET TEPPTATION	1. BACCHANALIA! Billy May
4. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	MEMORIES AND HEARTACHES	2. THE KAY STARR STYLE
5. OH, HAPPY DAY A MILLION TEARS	4. LET ME KNOW I'M SOPPY TO SAY I'M SOPPY S McDonald 2326	Kay Starr
6. LITTLE BROWN JUG COCKTAILS FOR TWO	5. THERE'S A HIGHER POWER	Jackie Gleason
7. HUSH-A-BYE HARLEM NOCTURNE	6. LISTEN TO THE MOCKING BIRD WHEN THE BLOOM IS ON THE SAGEC. Stone	4. CAMPUS RUMPUS Ray Anthony
8. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	7 LITTLE OLD DAG DOLL	5. YOURS ALONE Jane Froman
9. BYE BYE BLUES MAMMY'S BOOGIE	8. GOIN' STEADY	6. DEAN MARTIN SINGS Dean Martin
0. MELANCHOLY SERENADE YOU'RE GETTING TO BE A HABIT WITH MEJ. Gleason	9. DON'T LET THE STARS GET IN YOUR EYES	7. THE DESERT SONG
1. RACHEL ONE LOWELY NIGHT	BIG FAMILY TROUBLE	Gordon MacRae & Lucille Norman 351 8. GARDEN OF WALTZES
2. DON'T LET THE STARS GET IN YOUR EYES	TENNESSEE LOCAL	Jan Garber
MY FAVORITE SONG	TWICE THE LOVIN'J. Shepard & S. West2358	9. BYE BYE BLUES Les Paul & Mary Ford
FRIEND OF THE FAMILY2354 4. I BELIEVE	GO ON! GET OUT!	10. WITH A SONG IN MY HEART Jane Froman
THE GHOST OF A ROSE	HIDE ME, ROCK OF AGES	11. PROLOGUE Stan Kenton
ALOHA OE	14. BAYOU BABY KNEE DEEP IN TROUBLE	12. THE YOUNG MAN WITH THE HORN
SUDDENLY	15. GONE NOW AND THEN	Ray Anthony
BLOW, MAN BLOW!		9 Top Artists
LATEST RELEASE NO. 357	the Old-Time style	
	The state of the s	the riomantic
Y NAME IS GOD HE LORD IS MY SHEPHERD	makes a Big-time hit!	favorite
OUR CHEATIN' HEART Y JEALOUS EYES		fuiroure
IERE'S MY LOVER TTLE DID WE KNOW		Ċ
JXEDO JUNCTION DMETHING FROM HEAVEN	$\Box \cup \Box \cup = \forall V \land \cup K Y$	
RELEI YOU KNEW WHAT IT MEANT TO BE LONESOMEJimmy Wakely		DEAN
ROAD-MINDED KNOW WHAT YOU'RE TALKING ABOUTThe Louvin Brothers2381		MADTEN
	$R \Lambda / 4''$	sings two new ballads
If you're lookin' for a winner,		
try		"Hand
"PLAYIN' DOMINOES	by	There's My Lover"
That the set of the se	DE"fingers" CAR	Mall Anon"
AND CUOOTINI DIOEN		my Lover
SHOOTIN' DICE"	and his Ragtime Band	and
with	backed with	"Little
Ramblin' JIMMIE DOLAN	a great piano rendition of	
b/w	1200	Did We Know"
· 전문 · · · · · · · · · · · · · · · · · ·		
"Memories and Heartaches"	"ALOHA OE"	ON CAPITOL RECORD

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ool Such as I (R)-Robbins-B. Miller-	My Baby's Coming Home (R)-Roxbury- ASCAP	
il in Portugal (R)-Chappell-ASCAP	My Jealous Eyes (R)-Famous-ASCAP	
ause You're Mine (R)-Feist-ASCAP	O. Happy Day (R)-Bregman, Vocco &	
Bye Blues (R)-Bourne-ASCAP	Conn-ASCAP	
cago Style (R)-Burvan-ASCAP	Open Up Your Heart (R)-Longbridge-	
i't Let the Stars Get in Your Eyes (R)-	ASCAP	
our Star-BMI	Piccolo Pete (R)-Leeds-ASCAP	
n Now (R)-Pickwick-ASCAP	Say It Isn't So (R)-Berlin-ASCAP	
w Worm (R)-Marks-BMI	Say It With Your Heart (R)-Feist-ASCAP	
d Me, Thrill Me, Kiss Me (R)—Mills— SCAP	Second Star to the Right (R) (F)-Disney-	
Toddy-Coachella-Alamo-ASCAP	Side by Side (R) - Shapiro-Bernstein -	
v Do You Speak to an Angel? (R)-	ASCAP	
happell—ASCAP	Song From Moulin Rouge (R) (F)-Broad-	
h-A-Bye (R)-Remick-ASCAP	cast-BM1	
onfess (R)-Whitmark-ASCAP	Till I Waltz Again With You (R)-Village-	
p It a Secret (R)-Shapiro-Bernstein-	BMI Tomorrow—Forster—ASCAP	
y of Spain (R)-Sam Fox-ASCAP	Why Don't You Believe Me? (R)-Bran- dom-ASCAP	
ter Tap Toe (R)-Montclaire-BMI	Wild Horses (R)-Simon-ASCAP	

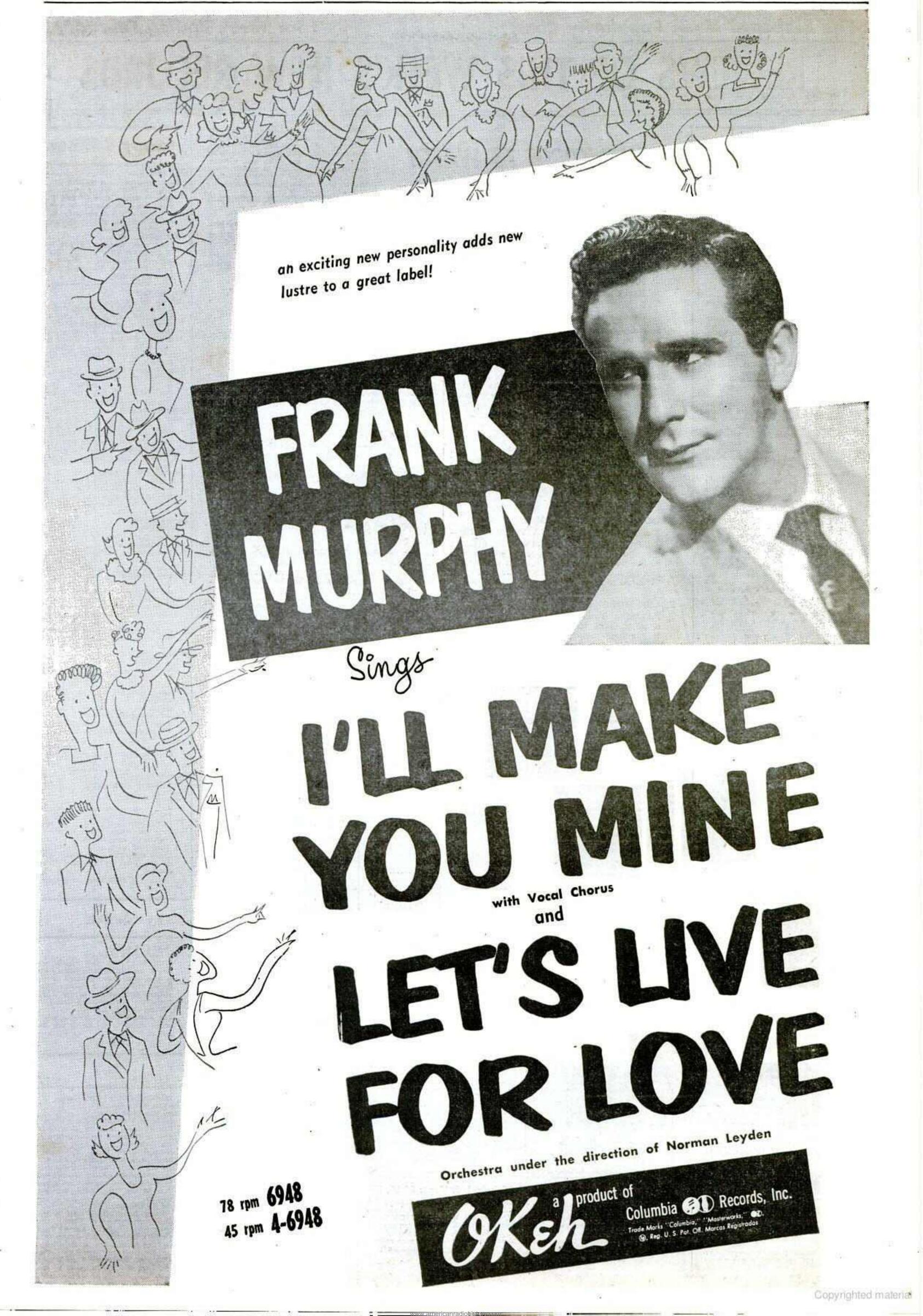
A Cute Piece of Property (R)-Duchess-	Keep It a Secret (R)-Shapiro-Bernstein-
BM1	ASCAP
Anywhere I Wander (R)-Frank-ASCAP	No Two People (R)-Frank-ASCAP
Because You're Mine (R)—Feist—ASCAP	Side by Side (R) — Shapiro-Bernstein —
Doggie in the Window (R)—Santly-Joy—	ASCAP
ASCAP	Till I Waltz Again With You (R)—Village—
Don't Let the Stars Get in Your Eyes (R)-	BMI
Four Star-BMI	Wild Horses (R)-Simon-ASCAP

10. That's A-Why-Connell (Santly-Joy) 11. Isle of Innisfree-Peter Maurice (Leeds)
12. Walkin' to Missouri-Dash (Hawthorne)
13. Here in My Heart-Robt. Mellin, Ltd.
(Mellin)
14. Faith Can Move Mountains-Dash (Hill & Range)
15. Takes Two to Tango-Francis (Harman)
16. Glow Worm-La Fleur (E. B. Marks)
17. Make It Soon-Connelly (Santly-Joy)
18. Why Don't You Believe Me?-Francis Day (Brandom)



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ANNUAL MUSIC-RECORD PROGRAMING GUIDE

THE BILLBOARD . FEBRUARY 28, 1953

The Billboard Music Popularity Charts

. . . for Week Ending February 21

REVIEWS OF THIS WEEK'S NEW RECORDS

SIDNEY TORCH ORK

rangement and execution of this exciting instrumental is very classy. His ork has a bright sound, and its performance is authoritative and at times brilliant. This side could bust thru. Coronation Scot....75

Popular

Atmospheric piece, composed around the sounds of a train leaving for the Coronation. A clever piece of composition. Instrumental performance is superb.

SAMMY KAYE

import sounds right sweet in this Kaye reading. Jeffrey Clay is persuasive on the lyrics and the effort is one that can break out. It bears watching by all disk handlers.

Until Tomorrow.....77

Slow ditty is elegantly performed by the Kave ork and vocalists. Fine for listening or relaxed dancing.

THE THREE SUNS

V 20-5185-It's been a long time since the Three Suns had a big hit but they could have one here with this exciting instrumental version of the appealing new tango. The boys hand it an outstanding performance, one that could pull spins and also grab coins. A sock platter that could break thru,

Waggashoe 74

Here's a cute, corny effort by the trio in the old-fashioned ragtime piano role tradition. It's bright, but the flip has the power.

HARRY BELAFONTE

V 20-5210 - The Japanese import, which has stirred some interest in the trade, is beautifully performed here by the warbler, over a smooth ork backing by Henri Rene. Tune is appealing and this waxing is a fine one. If the tune breaks out this slicing could capture a big share of

NEW RECORDS TO WATCH

Popular

GOMEN-NASAI

This is the tune imported from Japan where it is reportedly a top seller. The following versions have been received for review:

Richard Bowers-Columbia 39954 Harry Belafonte-RCA Victor 20-5210 Sammy Kay-Columbia 39957 Gordon Jenkins-Decca 28612

It is understood that an Eddy Howard version is also available. The Bowers disk, which is the Nippon import started it off and every one else jumped in. The Bowers disk is already on the Los Angeles chart. Aesthetically, the Belafonte stands out with his fine sensitive reading. Checks in Los Angeles where the singer is now appearing show that it too has started selling well there this week.

FRANKIE LAINE-JIMMY BOYD

The Little Boy and the Old Man

Tell Me a Story-Columbia 39945-Both of these have been kicked off via network television. It's the first time these two have been paired together, and it comes off well. Nod goes to "Little Boy."

HUGO WINTERHALTER ORK

The Magic Touch - RCA Victor 20-5209-Title amply describes the Winterhalter magic on this side. It's a scintillating effort in the "Vanessa" tradition, with the strings getting a strong pizzacato workout. Flip is "Will-o-the-Wisp Romance."

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

JOHNNIE RAY

Mister Midnight-Columbia 39939-Ray has been rather cold of late. Side was recorded some months ago and is a very exciting performance. If deejays happen to warm up to the singer again, this one has potential. Performance-wise, it's one of his best. Flip is "Oh What a Sad, Sad Day."

Country & Western

JACK CARDWELL

My Love for You Would Fill Ten Pots-King 1163-An intriguing title with equally novel lyrics. It's a new approach to the ageold problem, and Cardwell's performance. shows he is not just a one-shot artist: Jockeys should go for it. Flip is "You Hid Your Cheating Heart."

COWBOY COPAS

Doll of Clay-King 1166-It's Cowboy's best effort in recent months and rates showcasing on that basis. He's right up to the mike and singing well. Material is good. Flip is "If Wishes Were Horses."

Rhythm & Blues

THE CRICKETS

You're Mine-M-G-M 11428-Label which has just gone into the field in a serious way appears to have kicked one off. It's already hot in Philadelphia. It's in the Clover tradidition with a good lead. Flip is "Milk and

Country & Western

RED FOLEY

Playin' Dominoes and Shootin' Dice ... 85 DECCA 28587-Strong novelty ditty sung in breezy style by Red Foley looks like a big one for the warbler. It has already been waxed by Jimmy Dolan, but this side should pull a big part of the loot.

Hot Toddy.....80

Solid vocal rendition by Red Foley of the pop novelty. Smart lyric is an attention-getter, and it should grab loot. These two sides look headed for a lot of action.

TEX RITTER

- CAPITOL 2368 - Unusual recording has Ritter turning in a great performance of an authentic Indian war chant that mounts in genuine excitement as the disk spins. Could be a big one for the artist and jump pop, as well as snare plenty of sales in the kiddie market.
- My Woman Aln't Pretty....73 Another good job by the chanter, but on a more conventional theme. Power of the flip may limit exposure.

COWBOY COPAS

- gets a heartfelt vocal performance by Cowboy Copas. The side tells a story which will hold listeners. Copas' fans will enjoy, and it should grab many spins.
- If Wishes Were Horses....75 Cowboy Copas gives this country ballad a solid vocal performance, Side lacks the impact of the flip, but is better than average.

JIMMY SWAN

M-G-M 11450 - Title refers to the now famous letter penned by Frank Walker to the late Hank Williams on New Year's Day. It's one of the finest eulogies ever written and should come in for a large share of the special action on Williams' songs and records since the writer-chanter died.

the market.

Springfield Mountain 74 The warbler returns to his folk-ballad kick with a good reading of the opus, backed by a bright choral arrangement. Side should please Belafonte fans.

COLUMBIA TOKYO ORK

Gomen-Nasal 80 COLUMBIA 39954 - This version of the Japanese-styled novelty was cut by the Columbia Tokyo ork and is the original waxing. To American ears the side impresses as a pleasant novelty. Richard Bowers does a melodic vocal against an Oriental-flavored arrangement. Deejays will like the side. Tokyo Boogie Woogle....73

Deejays should take to this noveltya boogie cut by the Columbia Tokyo ork with a vocal sung in Japanese by Shizuko Kasagai.

MINDY CARSON-GUY MITCHELL

COLUMBIA 39950-Miss Carson and Mitchell blend their voices warmly in a ditty that has an appealing oldfashioned character. Backing is reminiscent of the wonderful Hal Kemp crew. Effort can build with exposure and earn satisfactory loot.

50 Am 1....77

Pretty ballad is handed a gentle reading by the twosome, with the Mitch Miller ork sparking interest in the background.

BETTY CLOONEY

CORAL 60930-Betty Clooney, Rosemary's younger sister, who sounds very much like Rosic, hands the pleasant new tune a tender, warm performance over a smooth ork support. Side could pick up a lot of deejay spins and the fact that Betty has the Clooney touch won't hurt her.

You're All I See....75

Another strong! reading by Betty Clooney of a warm ballad, backed with taste by the ork.

LILY ANN CAROL .

V 20-5184-Lily Ann Carol turns in a bright, cheerful reading of the swinging new ditty and sells the tune with a lot of spirit, with vocal help and a solid ork backing. It's one of the thrush's best sides in a long time and should get a bundle of spins.

Are You Tired of Me 73

A pleasant slicing by the thrush, but not as impressive as the flip.

DON HOWARD

TRIPLE A 2504-Well, here it is, the follow-up to "Oh, Happy Day," and it's no cause for rejoicing. Howard's style is even more dead-pan, tho he exerts an almost hypnotic effect as he chants this contrived ditty. Jocks must spin it tho, and thru name value alone fair sales can be predicted. Rain, Rain....77

More of the same. This side is more in the Howard "tradition," and should get jock spins.

HENRI RENE ORK

+ -

V 20-5186-With the Rene ork sup-

FRANK MURPHY

THE CLOVERS

Mighty Long Time 75

action.

South.

SONNY TIL

Lonely Wine....74

THE CRICKETS

I'll Make You Mine-Okeh 6948-A new name to disks, Murphy shows fine potential. He's a legit-sounding tenor who can really belt. Over-all result is very good. Jock should give it an ear. Flip is "Let's Live for Love."

Gin."

RAY CHARLES

Misery in My Heart-Swing Time 326-A striking effort by Charles in his blues style. This bears watching. Flip is "The Snow Is



HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

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

Little Church 74

Most interesting here is the beat supplied by the guitar backing to Swan's sacred chanting. The vocal group behind him add to the proceedings with warm, yet rhythmic chanting.

WOODY WOODELL-THE BAILEY SISTERS

DOME 1061-This may be the first Easter disk to hit the market this season-and it's a good one. The story lyric winds up with the happy ending which the moppets will expect and the melody is simple enough to make the grade. Woodell and the gals hand it an effective reading. Pinky Hopalong....75

Same type of song makes for another first-rate Easter disking for the kids. Again the group is good.

GRADY MARTIN-

THE SLEW FOOT FIVE

DECCA 28588-Quick coverage on the revival stirred up again via the Kay Starr reading. The Dillard and Shook duet handle the lyrics again while the hokey Martin combo delivers in its usual fashion.

A Fool Such as I....70

Dottie Dillard and Jack Shook team on the vocal of an okay ballad offering.

(Continued on page 92)

Sacred

LES BAXTER ORK

The Lord Is My Shepherd75 CAPITOL 7-2375-This musical setting of the 23d Psalm by Isham Jones is sung with great expression by the Baxter chorus. The a cappella group projects the meaning of the words effectively. An impressive waxing. My Name Is God 73

The reverent opus is given a tender interpretation by the Baxter ork and chorus.

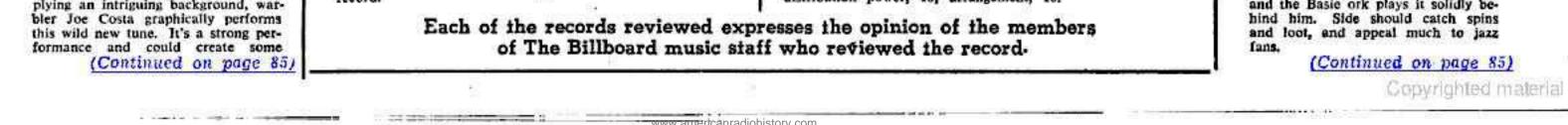
Jazz

AL HIBBLER-COUNT BASIE ORK Sent for Yesterday and

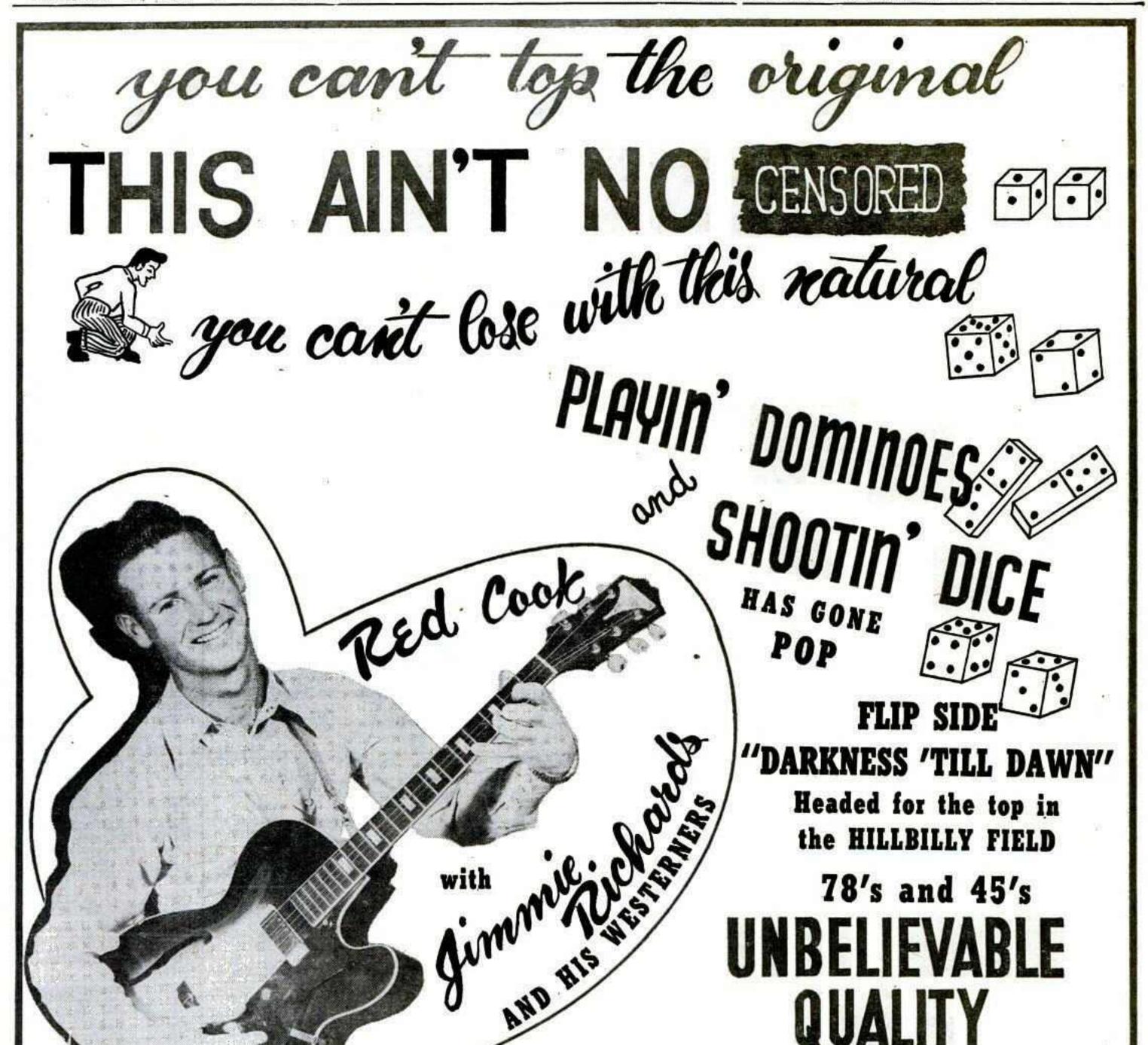
MERCURY 89028-The smash Jimmy Rushing-Count Basie hit of a decade ago, is performed excitingly here by the revitalized Basie crew, with Al Hibbler on the vocal. The warbler hands it a solid performance, with the ork swinging as of old, and staying close to the original arrangement. Side is a potent one and could bust thru in the jazz, r.&b. and pop markets.

Goin' To Chicago.....80

Another Rushing-Basie oldie is handled strongly here by Hibbler, who sings it with warmth in the old bluesshouting tradition. It's another outstanding performance by the warbler



77



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The Billboard Music Popularity Charts . . . for Week Ending February 21

THIS WEEK'S BEST BUYS

78

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

Popular

HELLO SUNSHINE-Norman Brooks-Zodiac 101

This is the strongest record among the "Best Buys" for this week, according to reports. It's one of the top records in Boston where Brooks is now appearing. It's hot in New York and St. Louis, very good in Chicago and Boston. It kicked off in Philadelphia this week. Only bad report came from Cincinnati with the West Coast reporting no delivery. Reports cover both retail and operator markets. Flip is "You're My Baby." A previous "New Record to Watch."

TWICE AS MUCH—Mills Brothers—Decca 28586

New York, Cincinnati and the South are very high on this one with good reports emanating from Buffalo, St. Louis and some Chicago outlets. Philadelphia says it's kicking off. Flip is "Someone to Care For." A previous "New Record to Watch."

SWEDISH RHAPSODY

SONG FROM MOULIN ROUGE—Percy Faith Ork— Columbia 39944

For an instrumental this has taken hold surprisingly fast. At the moment the reports are stronger on the retail side than with operators, but there's enough evidence from New York, and Cincinnati to show that operator interest is developing. The dealer side is good in St. Louis, and Chicago. Real strength is showing in Los Angeles and Cincinnati. A previous "New Record to Watch."

SINCE YOU WENT AWAY FROM ME-Sandy Stewart-**Okeh 6941**

This disk has been kicking around for a number of weeks. There was flash excitement when released but nothing really happened. Now it is beginning to happen. It's on the St. Louis and Philadelphia charts. It's very strong in Cincinnati, and a pick-up in Chicago was reported. New York had all but given up on the record, but here too there is a rebirth of activity. Flip is "Before." A previous "New Record to Watch."

I BELIEVE-Jane Froman-Capitol 2332

This record is recommended only for dealers. Title strips are not being shipped to subscribing operators and one stops. The Frankie Laine version (a previous "Best Buy") has already taken off and has gobbled up most of the operator business, but New York operators are buying the Froman too. This version, oft performed on her TV show, stacks up as a strong second version of the tune for dealers based on reports received from L. A., Chicago, the South, Cincinnati and New York.

Rhythm & Blues

BABY I'M DOING IT-Annisteen Allen-King 4608

This disk, in the growing trend of answers to current top hits, broke wide open this week. It's strong in Detroit, Chicago, St. Louis, Cincinnati and the South. It's the strongest of this week's selections. Flip is also an answer, "Yes I Know."

MY KIND OF WOMAN-Emitt Slay-Savoy 886

This has hit hard in Chicago, Detroit and New York. Philadelphia reported that it's starting to happen. Carolinas agree. Flip is "Brotherly Love." A previous "New Record to Watch."

CRAWLIN'

YES IT'S YOU-Clovers-Atlantic 989

Disk is shaping up as another big one for the group, and it looks like a good two-sided one. "Crawlin'" gets the nod in New York, New Orleans and Baltimore-Washington. Other key Southern points plus Chicago are selling "Yes It's You." A previous "New Record to Watch."

Spiritual

MY LORD AND I

JESUS WILL CARRY YOU THROUGH-Angelic Gospel Singers -Gotham 729

Key Southern reports backed by Cincinnati and Chicago point this up as a spiritual record that is showing healthy sales.



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



NO HELP WANTED

Rusty Draper-Mercury 70077 Hit best-seller chart this week for first time.

HOW DO YOU SPEAK TO AN ANGEL?

DOWNHEARTED

Eddie Fisher-RCA Victor 20-5137

This is shaping up as a two-sided h it. "Downhearted" made the juke box top 20 and surged all the way to fifth place in the jockey list. Retailwise however, "Angel" ap-pears to have it over "Downhearted." Philadelphia has shifted to "Angel" after the initial impact by "Down-hearted." "Angel" is all on Cincinnati chart.

MY HEART BELONGS TO ONLY YOU

June Christy-Capitol 2308 Side showed a steady pick-up during the week, It's now among the Detroit top sellers. It showed a pick-up in strength in New York, Chicago, Cincinnati and L. A.

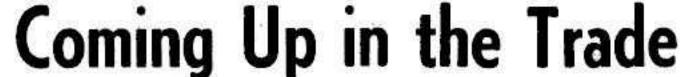
S'POSIN'

IF YOU WERE ONLY MINE Don Cornell-Coral 60903 No significant change over a week ago except in Buffalo and L. A. Other areas con-

YOU FOOLED ME

Four Aces-Decca 28560 Definite pick-up in Chicago and Cincinnati with other areas previously reported holding steady. (Continued on page 92)

tinue over-all good reports.



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

The Dealers Pick

Popular

- 1. GOMEN NASAI Richard Bowers-Columbia 39954
- 2. HELLO, SUNSHINE Norman Brooks-Zodiac 101
- 3. KAW-LIGA Hank Williams-M-G-M 1183
- 4. NEW JUKE BOX SATURDAY NIGHT Modernaires-Coral 60899
- 5. SEVEN LONELY DAYS Georgia Gibbs-Mercury 70095
- 6. SALOMEE Dinah Shore-RCA Victor 20-5176
- 7. HOW DO YOU SPEAK TO AN ANGEL? Eddie Fisher-RCA Victor 20-5137

Country & Western

- 1. PAYING FOR THAT BACK STREET AFFAIR Kitty Wells-Decca 28578 2. DEAR JUDGE
- Ernest Tubb-Decca 28550 3. I DON'T KNOW
- Tennessee Ernie-Capitol 2338
- 4. HOW CAN I TELL? Sim Whitman-Imperial 412
- 5. ALL THAT I'M ASKING IS SYMPATHY Slim Whitman-Imperial 412
- 6. BUMMING AROUND Jimmie Dean-4 Star 1613

Rhythm & Blues

- 1. MY KIND OF WOMAN Emitt Slay Trio-Savoy 886
- 2. CRAWLIN' The Clovers-Atlantic 989
- 3. TWENTY FOUR HOURS Eddie Boyd-Chess 1533
- 4. TRAIN, TRAIN, TRAIN Danny Overbea-Checker 768
- 5. HURRY, HURRY, BABY Roy Brown-King 4602
- 6. YOU'RE MINE The Crickets-M-G-M 11428
- 7. DEAR RUTH The Buccaneers-Southern 101

RECORD DEALERS-

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

The Disk Jockeys Pick

Popular

- 1. GOMEN NASAI Richard Bowers-Columbia 39954
- 2. SEVEN LONELY DAYS Georgia Gibbs-Mercury 70095
- 3. A GLASS OF TEARDROPS Billy Williams-Mercury 70094
- 4. MOVING AWAY Lu Ann Simms-Columbia 39928
- 5. YOU SAY IT WITH YOUR EYES Roger Coleman-Decca 28529
- 6. CAN'T I? Ames Brothers-Coral 60926
- 7. HELLO, SUNSHINE Norman Brooks-Zodiac 101
- 8. I'LL ALWAYS LOVE YOU SOME Buddy Greco-Coral 60904
- 9. SWEDISH RHAPSODY Percy Faith-Columbia 39944

Country & Western

- 1. HONEYMOON ON A ROCKET SHIP RCA Victor 20-5155
- 2. PAYING FOR THAT BACK STREET AFFAIR Kitty Wells-Decca 28578
- 3. PLAYIN' DOMINOES AND SHOOTIN' DICE Ramblin' Jim Dolan-Capitol 2367
- 4. BUMMING AROUND Jimmy Dean-4 Star 1613
- 5. THE CRYING STEEL GUITAR WALTZ Pee Wee King-RCA Victor 20-5144
- 6. PICKING SWEETHEARTS Hawkshaw Hawkins-King 1174
- 7. SHIFTING SANDS Boots and Idaho-Capitol 2337
- 8. RAILROAD BOOGIE Pee Wee King-RCA Victor 20-5144

JUKE BOX OPERATORS-

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write:

The Operators Pick

Popular

- 1. MY JEALOUS EYES Patti Page-Mercury 70070
- 2. CONGRATULATIONS TO SOMEONE Tony Bennett-Columbia 39910
- 3. I'LL GO ON ALONE Eddy Howard-Mercury 70072
- 4. I'LL BE WAITING FOR YOU Joni James-M-G-M 11426
- 5. LIES Perry Como-RCA Victor 20-5064
- 6. HOW DO YOU SPEAK TO AN ANGEL? Eddie Fisher-RCA Victor 20-5137

Country & Western

- 1. PAYING FOR THAT BACK STREET AFFAIR Kitty Wells-Decca 28578
- 2. I WILL MISS YOU WHEN YOU GO Ernest Tubb-Decca 28550
- 3. HONEYMOON ON A ROCKET SHIP Hank Snow-RCA Victor 20-5155
- 4. A LOVERS' QUARREL George Morgan-Columbia 21070
- 5. I DON'T KNOW Tennessee Ernie-Capitol 2338

Rhythm & Blues

- 1. BABY, I'M DOING IT Annisteen Allen-King 4608
- 2. NOBODY LOVES ME Fats Domino-Imperial 440
- 3. TRAIN, TRAIN, TRAIN Danny Overbea-Checker 768
- 4. THREE TIMES A FOOL Amos Milburn-Aladdin 3164
- 5. WOKE UP THIS MORNING B. B. King—RPM 380

RADIO-TV STATIONS-

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Country & Western

THE LIFE OF HANK WILLIAMS Hawkshaw Hawkins-King 1174

Pick-up reported from Chicago. Strength of record appears to be centered in Midwest belt and in Eastern area. No action on Southern reports.

LET ME KNOW Skeets McDonald-Capitol 2326

LET ME KNOW Slim Willet-Four Star 1625

McDonald again is on more territorial charts and appears to have taken the lead away in Cincinnati. The Willet is holding in Chicago and Houston and is stronger on Eastern reports. Both continue selling well on the Coast.

PAYING FOR THAT BACK STREET AFFAIR Kitty Wells-Decca 28578

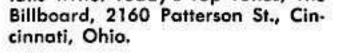
Solid reports from all sources together with a number of chart entries. Looks very good.

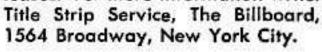
Rhythm & Blues

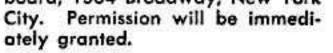
- LET ME GO HOME WHISKEY Amos Milburn-Aladdin 3164 Hit the national best-seller chart this week.
- TRAIN, TRAIN, TRAIN Danny Overbea-Checker 768 Reports holding steady from a week ago with Cincinnati reporting building strength.
- NOBODY LOVES ME Fats Domino-Imperial 5220 Record is still holding up very well in nearly all areas checked.

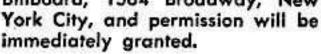
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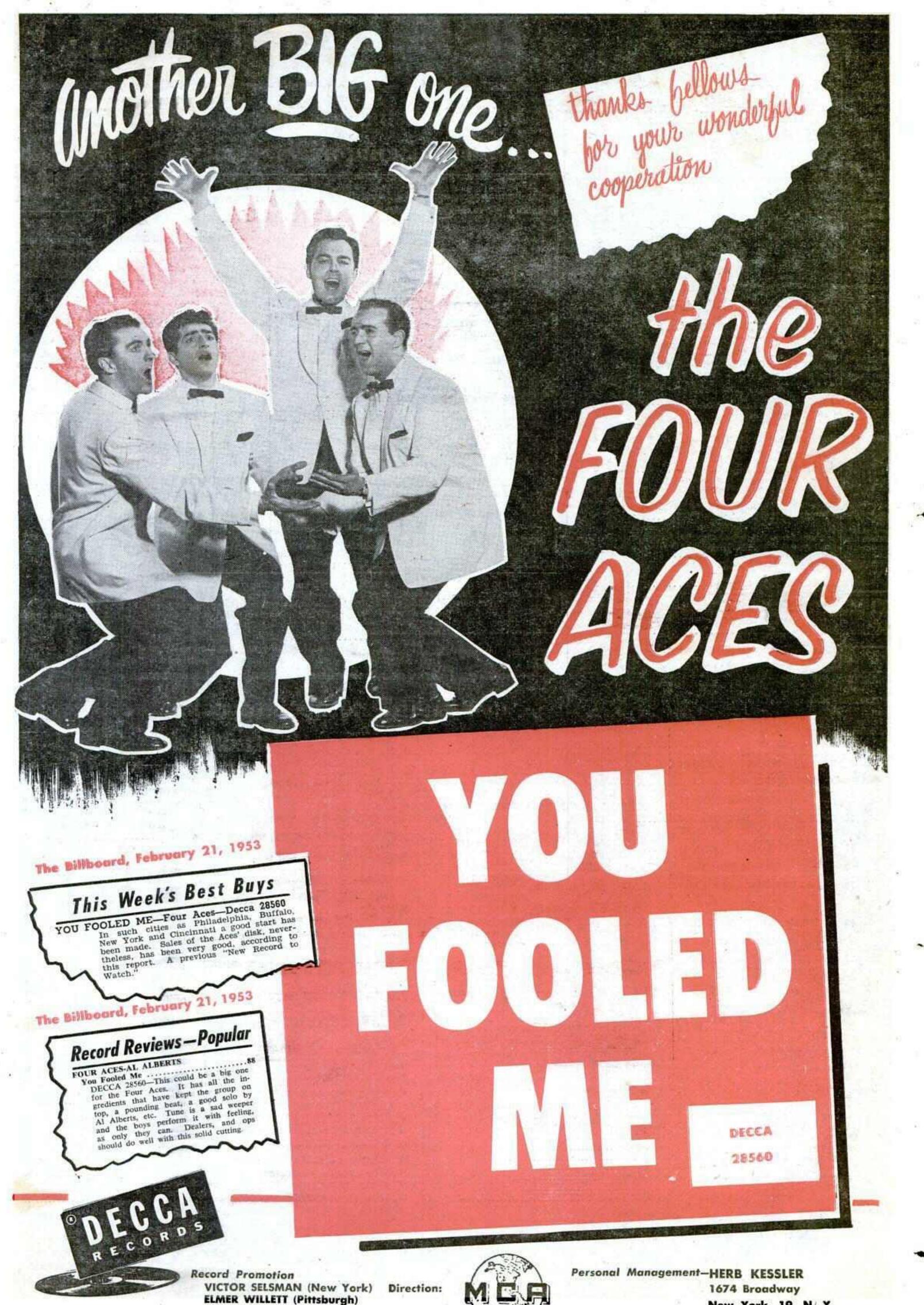








ANNUAL MUSIC-RECORD PROGRAMING GUIDE





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1

The Billboard Music Popularity Charts

. . . for Week Ending February 21

TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	
1. TILL I WALTZ AGAIN WITH YOU- T. Brewer		13

Coral(78)60873; (45)9-60873-BMI

- DOGGIE IN THE WINDOW—P. Page.. 6 My Jealous Eyes— Mercury(78)70070; (45)76070X45—ASCAP
- 4. TELL ME YOU'RE MINE-Gaylords.. 3 11 Aye. Aye. Aye-Mercury(78)70067; (45)70067X45-BMI
- 5. HAVE YOU HEARD?—J. James..... 5 Wishing Ring-M-G-M(78)11390; (45)K-11390-ASCAP
- 6. ANYWHERE I WANDER-J. LaRosa.. 4 This Is Heaven-Cadence 1230-ASCAP

Most Played in Juke Boxes

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

This Week	Last	Weeks on Chari
1. TILL I WALTZ AGA T. Brewer Hello Blaebird Coral(78)60873; (45)9-6	1	12
 DON'T LET THE ST. EYES—P. Como LiesV(78)20-5064; (45)4 	2	12
3. TELL ME YOU'RE N Aye. Aye. Aye- Mercury(78)70067; (45)		8
4. DOGGIE IN THE WI My Jealous Eyes- Mercury(78)70070; (45)	New York Contract Contract of	4
5. WHY DON'T YOU J. James Purple Shades M-G-M(78)11333; (45)		19
6. HAVE YOU HEARI Wishing Ring- M-G-M(78)11390; (45)8		9
7. OH, HAPPY DAY- You Went Away-Essex	275.17 (1613) COMPANY (257) 157 P. COMPANY COMPANY	8
8. HOLD ME, THRILL K. Chandler One Dream— Coral(78)60831; (45)9-6	9	7
8. PRETEND-Nat (Kin Don't Let Your Eyes Go Cap(78)2346; (45)F-234	Shopping-	2

Most Played by Jockeys

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

Weeks

This Week			on Chart
	Hello Bluebird- Coral(78)60873; (45)4-60873-BMI		11
2. I	EYES-P. Como Lies-V(78)20-5064; (45)47-5064-BMI		13
3. 7	Aye, Aye, Aye- Mercury(78)70067; (45)70067X45-BMI	. 6	8
4. V	VHY DON'T YOU BELIEVE ME?- J. James Purple Shades M-G-M(78)11333; (45)K-11333ASCAP	. 3	18
5. I	E. Fisher-H. Winterhalter How Do You Speak to an Angel?	. 13	4
6. I	My Jealous Eyes- Mercury(78)70070; (45)70070X45-ASCAP	. 9	3
7. 0	Your Mother and Mine- Coral(78)60893; (45)9-60893-ASCAP	7	6
8. 5	Noah—Cap(78)2334; (45)F-2334—ASCAP	. 4	4
9. F	HAVE YOU HEARD?—J. James Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	. 5	9
10. V	VILD HORSES Perry Como I Confess- V(78)20-5152; (45)47-5152-ASCAP	. 16	3
11. F	IOT TODDY_R. Flar.agan	. 8	7

- 12. YOUR CHEATIN' HEART—Joni James.17
 I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI

 - 15. KEEP IT A SECRET—J. Stafford.....12 16 Once to Every Heart— Col(78)39891; (45)4-39891—ASCAP
 - 16. OH. HAPPY DAY-D. Howard......10 13 You Went Away-Essex 311-ASCAP
 - 17. HO'T TODDY-R. Flanagan......15 6 Serenade-V(78)20-5095; (45)47-5095-ASCAP
 - 18. OH, HAPPY DAY-Four Knights......17 A Million Tears-Cap(78)2315; (45)F-2315-ASCAP
 - 19. NO HELP WANTED-R. Draper..... Texarkana Baby-Mercury(78)70077; (45)70077X45-BMI
 - 20. EVEN NOW-E. Fisher-H. Winterhalter.-If It Were Up to Me-V(78)20-5106; (45)47-5106-ASCAP

This

Week

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 331% r.p.m. and 45 r.p.m. records.

331/3 R.P.M.

1.	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-5433 1
2.	STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176 2
3.	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2-B. Goodman-Col SL-180 3
4.	MUSIC FOR LOVERS ONLY-J Gleason-Cap H-352 6
5.	BYE, BYE BLUES-L, Paul-M. Ford-Cap H-356 4
6.	KAY STARR STYLE—Kaye Start—Cap H-383 5
7.	LIBERACE AT THE PIANO-Liberace-Col CL-6217
8.	BECAUSE YOU'RE MINE-M. Lanza-V LM-7015
9.	BIG BAND BASH-B. May-Cap L-329
9.	SWEETHEARTS-M. Marlowe and F. Parker-Col CL-6241

45 R.P.M.

	HANS CHRISTIAN ANDERSEN (4)-D. Kaye-G. Jenkins-Dec 9-364
2.	STARS AND STRIPES FOREVER (4)-A. Newman and 20th Century-Fox Studio Ork-
- 33	M-G-M K-176
3.	KAY STARR STYLE (4)-Kay Starr-Cap CBF-363
	I'M IN THE MOOD FOR LOVE (4)-Eddie FisherV WP-358 2
	BYE, BYE BLUES (4)L. Paul-M. FordCap CBF-356
	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2 (2)-B. Goodman-Col A-1040
	MUSIC FOR LOVERS ONLY (4)J. Gleason-Cap CBF-325
	LIBERACE AT THE PIANO (4)-Liberace-Col B-308
	CHORE BOAT IN Original Courts & Courters II Nett MC M K M

V(78)20-5152; (45)47-5152-ASCAP

- 12. KEEP IT A SECRET-J. Stafford..... 8 17 Once to Every Heart-Col(78)39891; (45)4-39891-ASCAP
- 12. YOUR CHEATIN' HEART—Joni James.18 I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI
- 14. EVEN NOW—E. Fisher-H. Winterhalter.13 If It Were Up to Me— V(78)20-5106; (45)47-5106—ASCAP
- 16. ANYWHERE I WANDER-J. LaRosa...16 2 This Is Heaven-Cadence 1230-ASCAP
- 17. DOWNHEARTED-E. Fisher-H. Winterhalter..... 1 How Do You Speak to an Angel?-V(78)20-5137; (45)47-5137-ASCAP
- 17. I'M JUST A POOR BACHELOR-F. Laine..... Tonight You Belong to Me-Col(78)39903; (45)4-39903—ASCAP
- 19. OH, HAPPY DAY—Four Knights.....11 3 A Million Tears— Cap(78)2315; (45)F-2315—ASCAP

Weeks

7

5

Last | ou

Week | Chart

- 14. YOUR CHEATIN' HEART—J. James..— I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI
- 15. KEEP IT A SECRET—J. Stafford..... I Once to Every Heart— Col(78)39691; (45)4-39891—ASCAP
- 15. EVEN NOW—E. Fisher-H. Winterhalter. II If It Were Up to Me— V(78)20-5106; (45)47-5106—ASCAP
- 18. FOOL SUCH AS I—J. Stafford...... Just Because You're You— Col(78)39930; (45)4-39930—ASCAP
- 18. ANYWHERE I WANDER-J. LaRosa. .---This Is Heaven-Cadence 1230-ASCAP
- 20. PRETEND—E. Barton..... Too Proud to Cry— Coral(78)60927; (45)9-60927—ASCAP

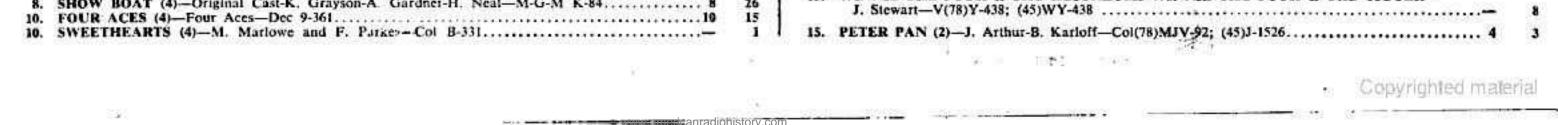
Best Selling Children's Records

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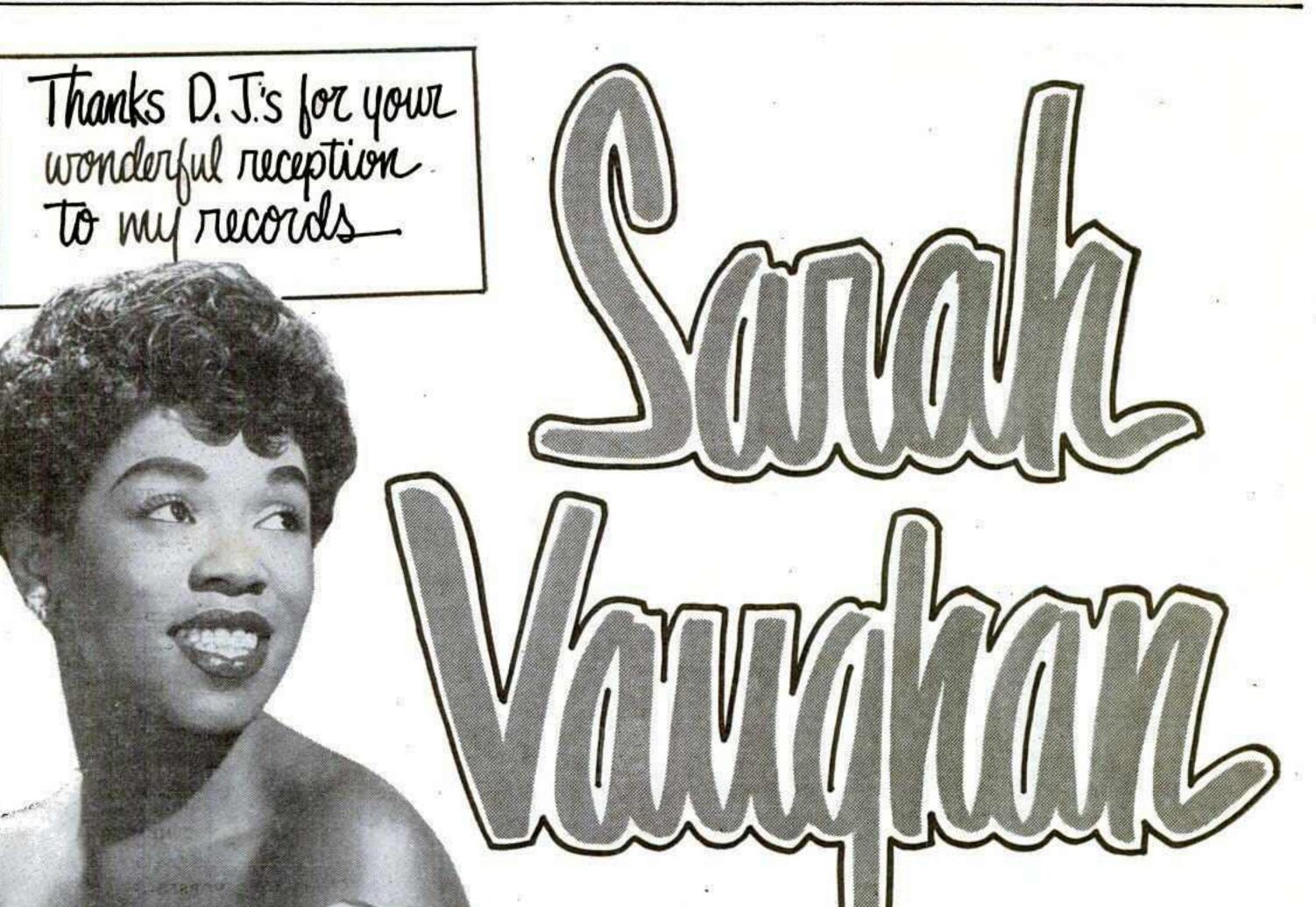
1

Thi	is records. No distinction is made between record speeds. Number after Last title indicates the number of records in each set. Week	Weeks ou Chart
1.	ROBIN HOOD (2)-B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins-Cap(78DBX-3138; (45)CBXF-3138	25
2.	PETER AND THE WOLF (2)-Sterling Holloway-V(78)Y-386; (45)WY-386 2	88
3.	BOZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap(78)DBX-3133; (45)CBXF-3133 3	25
4.	IT'S HOWDY DOODY TIME (1)-Howdy Doody and B. Smith-V(78)Y-446; (45)WY-446 7	10
4.	CINDERELLA (2)-1, Woods and Others-V(78)Y-399; (45)WY-39910	158
6.	LITTLE ENGINE THAT COULD (2)-P. Wing-V(78)Y-384; (45)WY-384 4	
6.	TWEET, TWEET, TWEETY (1)-M. Blanc-B. May-Cap(78)CAS-3118; (45)CASF-311812	23
6.	LONE RANGER VOL. II (He Finds Silver) (1)-G. Trendle-Dec(78)K-30; (45)1-15313	46
9.	PETER PAN (2)-B. Driscoll-Original Cast-V(78)VY-4001; (45)WY-4001	1
9.	NOISY EATER (1)-J. Lewis-Cap(78)CAS-3120; (45)CASF-3120	21
9.	TWEETY PIE (1)-M. Blanc-B. May-Cap(78)CAS-3074; (45)CASF-307414	108
12.	BOZO ON THE FARM (2)-P. Colvig-B. May-Cap(78)DBX-3076; (45)CBXF-3076 8	62
12.	HANS CHRISTIAN ANDERSEN (4)-Dec(78)A-919; (45)9-364; (33)DL-5433	1
12.	ME AND MY TEDDY BEAR (1)-F. Luther-Dec(78)K-3; (45)1-120	1
15.	SNOW WHITE AND THE SEVEN DWARFS (2)-Dennis Day-V(78)Y-33; (45)WY-33 5	64
15.	WINNIE THE POOH & THE HEFFALUMP-WINNIE THE POOH & THE TIGGER-	

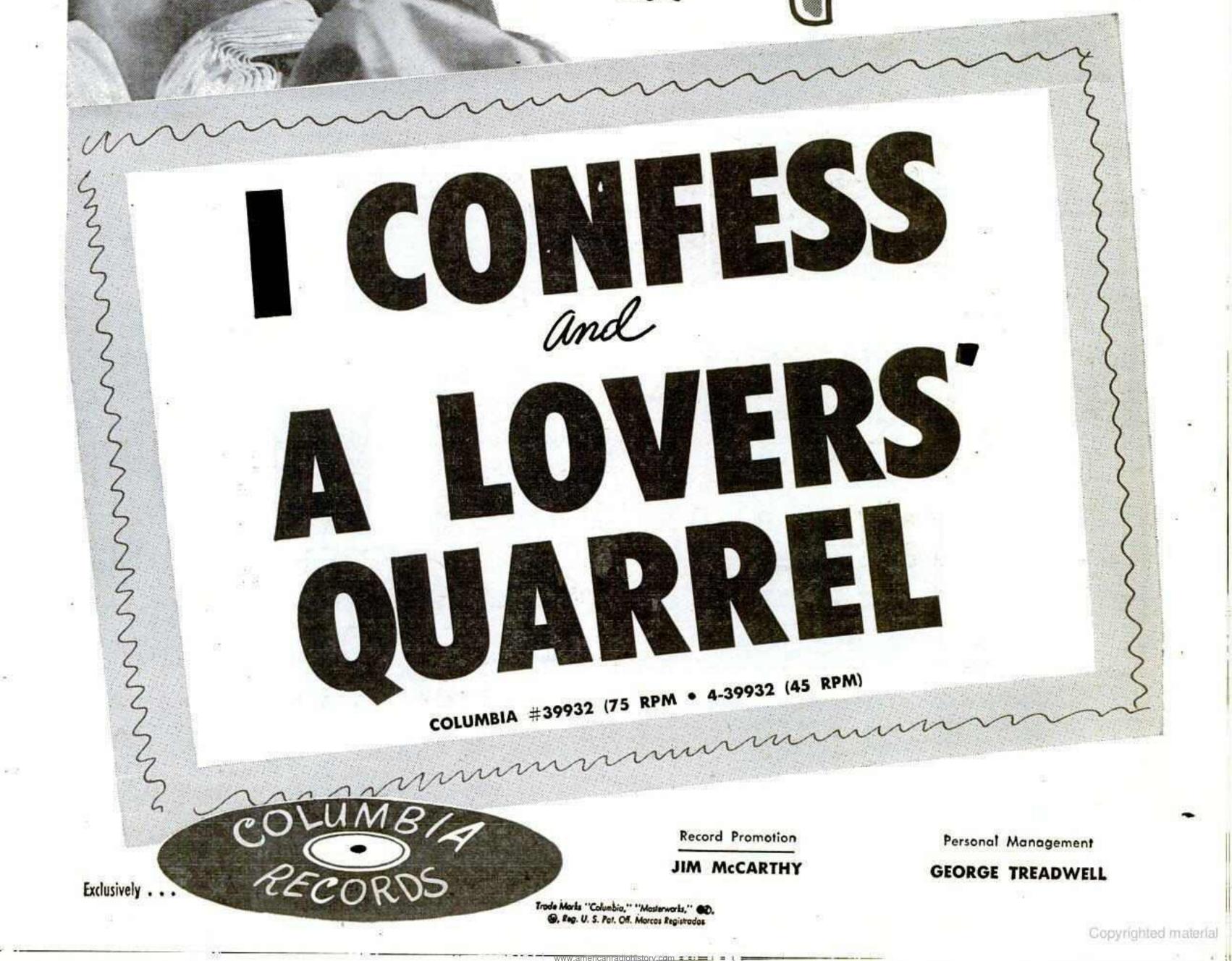


ANNUAL MUSIC-RECORD PROGRAMING GUIDE

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singing



ANNUAL MUSIC-RECORD PROGRAMING GUIDE

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THE BILLBOARD • FEBRUARY 28, 1953



ANNUAL MUSIC-RECORD PROGRAMING GUIDE

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Jon

"HOT DOG RAG" MERCURY 70110 • 70110X45

BEST SELLERS

THE GAYLORDS **TELL ME YOU'RE MINE** Aye, Aye, Aye MERCURY 70067 • 70067X45

PATTI PAGE THE DOGGIE IN THE WINDOW

My Jealous Eyes MERCURY 70070 • 70070X45

GEORGIA GIBBS SEVEN LONELY DAYS If You Take My Heart Away MERCURY 70095 • 70095X45

RALPH MARTERIE PRETEND After Midnight MERCURY 70045 • 70045X45

RUSTY DRAPER NO HELP WANTED Texarkana Baby MERCURY 70077 • 70077X45

ARTIE WAYNE RACHEL **Tonight Or Never** MERCURY 70090 • 70090X45

EDDY HOWARD I'LL GO ON ALONE Now I Lay Me Down To Dream MERCURY 70072 • 70072X45

BOBBY WAYNE GONE The Mexican Maidens MERCURY 70073 • 70073X45

VIC DAMONE SUGAR Amor MERCURY 70054 • 70054X45

RECORDS

MARY SMALL SUDDENLY Just Like That MERCURY 70106 • 70106X45

JIMMY DARRO SERENADE OF THE MANDOLINS Pity Me MERCURY 70098 • 70098X45

DORIS DREW SINCE YOU WENT AWAY Today Is The Tomorrow MERCURY 70113 • 70113X45

FRANK PANE ACE IN THE HOLE When I Lost You MERCURY 70111 • 70111X45



LEAVE THAT LIAR ALONE

MERCURY 70109 • 70109X45

THE CARLISLES

Knothole

NEW RELEASES

BILLY WILLIAMS POUR ME A GLASS OF TEARDROPS It's A Miracle MERCURY 70094 • 70094X45

LOLA AMECHE CAN'T GET OFF THE TRACK Honey, Honey, Honey MERCURY 70088 • 70088X45

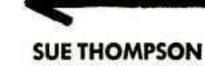
SUE THOMPSON TAKE CARE MY LOVE The Things I Might Have Been MERCURY 70084 • 70084X45

TINY HILL DEW DEW DEWY DEWY I'm Alone Because MERCURY 70079 • 70079X45

JOHNNY HORTON

Tennessee Jive

*



SAY IT WITH YOUR HEART You And Me MERCURY 70089 • 70089X45

RED INGLE DON'T LET THE STARS GET IN YOUR EYES Why Don't You Believe Me MERCURY 70085 • 70085X45

LYNN FRANKLIN DEED I DO Don't Worry 'Bout Me MERCURY 70082 • 70082X45

BILL BAILEY JOHN HENRY I Was A Fool MERCURY 70080 • 70080X45

LULU BELLE & SCOTTY THE MANSION YOU STOLE WALK ME BY THE RIVER That's Only Half Of It MERCURY 70100 • 70100X45 MERCURY 70092 • 70092X45

CARMEN TAYLOR I'M COMIN' BACK Lookin' For You

MERCURY 70105 • 70105X45

DOUGLAS DUKE TRIO MAMBO AT THE MEADOWBROOK Little Old Lady MERCURY 70093 • 70093X45

RHYTHM AND BLUES

ARNETT COBB CONGRATULATIONS TO SOMEONE Poor Butterfly MERCURY 70101 • 70101X45

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA





bara Graves. Evans, who re-

test to re-name his show. . . Rex Dale, WCKY, Cincinnati, has extended his "Platter Premiere" to a full hour, during which distributors are given free time to present their new releases in person. The new tune voted mostly likely to succeed is given the "Honor Spot" the following week. . . . Jack Garrett, WGBC, Vicksburg, Miss., was instrumental in getting Ralph Flanagan and ork to come to town, the first name band ever to be booked there strictly for a dance. . Roger Clark, WNOE, Norfolk, has clinched sponsorship by the Home Furniture Company for his whole show for a year, six hours daily, seven nights a George Simpson, WJNO, West Palm Beach, Fla., has started a new late-evening daily disk show featuring pops and jazz. Ray Rayner. WOOD, Grand Rapids, Mich., has added an afternoon session, "Disks and Dollars," to his morning chores. . . . Lou Barile, WKAL, Rome, N. Y., is mailing out card ballots for his fourth annual popularity poll. Bob E. Lloyd has moved to WAVZ, New Haven, Conn., where he is all-morning man, Norm Geordan, formerly with WTHI, Terre Haute, Ind., is now with WFMJ-TV. Youngstown, O.

Weeks on

20

21

9

3

29

25

3

ton, La., uses a mystery singer gimmick on his Saturday show, which, besides pulling mail, is boosting sales of the mystery singers' disks at local dealers. . . Charles Glass, WJDA, Quincy, Mass., plays new records chosen as best future possibility for a full week to get results and feelers from listeners.... Norm Prescott and Alan Dary, WORL, Boston, have launched a contest on Pat Hall's "Way Out Thar in the West." The listener writing best letter on why this disk is the world's worst will receive an expense paid trip to New York and a date with Pat Hall. Winner must have sent in correct lyrics of the tune. First spin on WORL brought in 1,400 letters, it is reported: ... Jox, please send me your

ideas on TV programing for



Popular Record Reviews

• Continued from page 76

action with exposure. (All That I'm Asking)

Sympathy 76

The Rene ork does a very effective job with the appealing song, stressing fiddles and a guitar in the lush arrangement. Johnny Parker warbles the tune with sincerity. Side looks headed for many spins.

JEANNE GAYLE

I'll Be Hanging Around....76

Jeanne Gayle, who's style here is very reminiscent of Mildred Bailey, has a good waxing this side too. The attractive tune receives a first-rate performance from the thrush and the ork arrangement is listenable. Jocks should hand this a raft of spins.

MICKEY KATZ

Don't Let the Schmaltz

Get in Your Eyes....74 Hectic re-work of "Stars" is full of chuckles for those who dig the lyrics. Big-city juke and jock play can be expected.

NEAL HEFTI ORK

Uncle Jim....74

The band swings out rhythmically on another Hefti original. A good instrumental.

GEORGIA CARR

- RONDO 301 Cute rhythm ditty could get some action if its sufficiently exposed. The group does it well, too. Each Time You Leave....72
- Stokes and the boy team up for another good reading. This time the material is a strong ballad item.

JOHNNY DESMOND

Thanks for Letting Me Know....69 Johnny Desmond gives a sincere read-

ing to this ballad of disappointed love. Ork backing by Eddie Ballatine is tasteful.

JUNE HUTTON-AXEL STORDAHL ORK

Same Comment.

NEAL HEFTI ORK

CHARLIE SPIVAK ORK

- The Army's Always There.....69 A marching song delivered with martial enthusiasm and spirit by Charlie Spivak ork. A gang vocal by the ensemble is impressive.

PAULETTE SISTERS-JIMMY CARROLL ORK

Jazz

ANNUAL MUSIC-RECORD PROGRAMING GUIDE .

BUDDY MORENO

AND HIS ORCHESTRA

With their Sensational Recording of

"LET'S GO DOWN TO THE TAVERN"

ON CHESS RECORD #1535

B/W 'ONE DOZEN ROSES''

Chick Street Chick Street St.

Management:

MCA

Copyrighted material

in the

her warm style nicely with this cutting. The ork strings sing behind her. Spins are in store,

JAN GARBER ORK

My Jealous Eyes.....73

Latin style ditty is read smoothly by the ork, with Thelma Gracen showing up nicely in the warble department.

KENNY ROBERTS-THE PINETOPPERS

Hush Popples....71

Routine Roberts wax will please his country fans.

LIZA MORROW

There's Nothing to Sing

the Blues About Blues....74

Thrush gives the blues a big performance. Entry might do some juke business.

LIZA KIRK

Catch Me if You Can 74

Over a super-speed beat, Miss Kirk sings a sort of nonsense lyric. It all adds up to a listenable novelty that should attract some deejay attention.

I Love the Lord....72 Southern Sons exhibit vocal range and flexibility in their interpretation of this spiritual.

PAULETTE SISTERS

- Never Smile at a Crocodile....72 More "Peter Pan" material—but not as strong on the top side. Gals and ork once again come up with a disk which holds interest thruout.

JUDY LYNN

She Looks....73

Good coverage on the Frances Faye disking with slightly, but very slightly,



THE LESTER YOUNG QUINTET

There'll Never Be Another You.......78 MERCURY 89027—The Lester Young quintet, with Pres, Peterson, J. C. Heard, Brown and Kessel, turn in a lovely instrumental reading of the oldie. Pres solos thruout in his own special style, and Peterson's piano comes thru brightly. A good side. Almost Like Being in Love.....76 The boys do an effective job on another standard with Pres again in the featured slot. Flip is more attractive.

THE STAN GETZ QUINTET

closely behind him. It's a listenable platter for the cool tenorman's followers.

Spiritual

Continued from page 76

At the Cross....73 Restrained backing, solid vocal ensemble work, and a lead singer with individuality on her vocal equipment combine to make a good side.

ARGO GOSPEL SINGERS

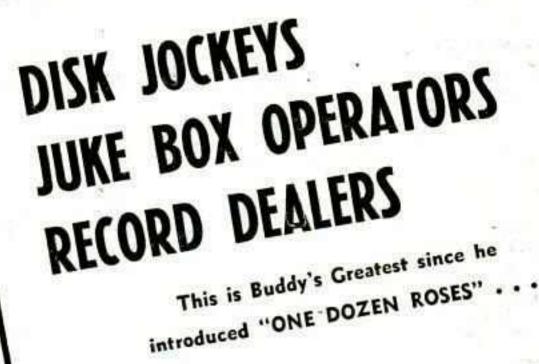
Jesus Will Make Things Alright....72 A quieter side than the flip. The spiritual is given a relatively restrained treatment by the Argo Singers.

RADIO: WBBM-CBS CHICAGO

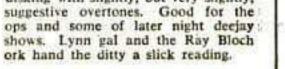
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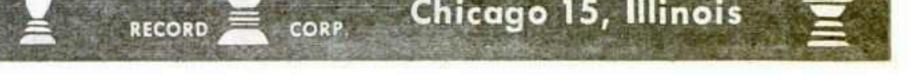
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750 E. 49th Street





ANNUAL MUSIC-RECORD PROGRAMING GUIDE

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Thanks D. J.'s from OF AMERICAN FOLK SONG W All March March March March March 11. 1 ۲ -(Old Cold Tater) --5 -1.1.1.1.1.1.1.1. 6 10 1. 0 1. •/ 0

THE BILLBOARD . FEBRUARY 28, 1953

The Billboard's Music Popularity Charts

TOP C&W RECORDS

. . . for Week Ending February 21

National Best Sellers

Thi		Last	Weeks on Chart
1.	KAW-LIGA—Hank Williams Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP	. 1	2
2.	EDDY'S SONG-E. Arnold Condemned Without Trial-V(78)20-5108; (45)47-5108-BMI	2	6
3.	DEATH OF HANK WILLIAMS_J. Cardwell Two Arms-King(78)20-1172; (45)45-1172-BMI	4	3
3.	YOUR CHEATIN' HEART_H. Williams Kaw-Liga-M-G-M(78)11416; (45)K-11416-BMI	7	2
5.	Gal Who Invented Kissing-V(78)20-5034; (45)47-5034-ASCAP	6	6
6.	JAMBALAYA—Hank Williams Window Shopping—M-G-M(78)11283; (45)K-11283—BMI	3	28
7.	I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams I Could Never Be Ashamed of You— M-G-M(78)11366; (45)K-11366—ASCAP	5	9
8.	NO HELP WANTED-Carlisles	8	5
9.	I'LL GO ON ALONE-W. Pierce That's Me Without You-Dec(78)28534; (45)9-28534-BMI		3
0.	DON'T LET THE STARS GET IN YOUR EYES- Slim Willet. Hadacol Corners-Four Star(78)1614; (45)45-1614-BMI	1	15

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throout the



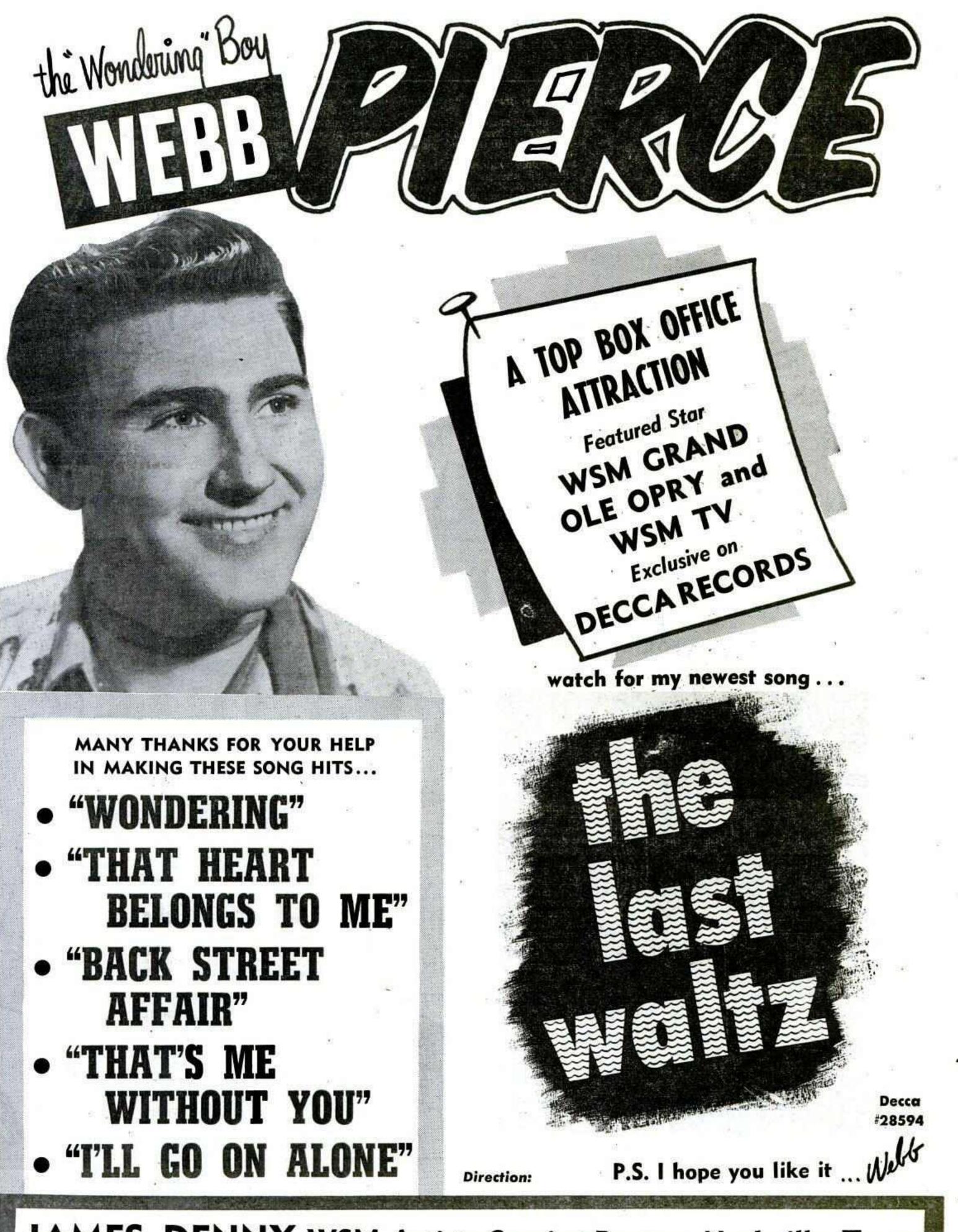
AND	FORA	This among disk jockeys who specialize in country and western Week records.
AND	TURA	1. NO HELP WANTED—Carlisles
	GREAT YEAR	2. KAW-LIGA—Hank Williams 4 2 M-G-M(78)11416; (45)K-11416—ASCAP
R 20	• Top Grosses Fairs, Theaters,	3. I'LL GO ON ALONE-M. Robbins
	Auditoriums and Arenas	4. THAT'S ME WITHOUT YOU—W. Pierce
· · (-2/-		5. BACK STREET AFFAIR—W. Pierce
	Top Selling Columbia	6. GOIN' STEADY—F. Young
	Records	6. EDDY'S SONG-E. Arnold
	Featured Star W S M Grand	8. JAMBALAYA—Hank Williams
State and a state of the state	Ole Opry and WSM-TV	9. DON'T LET THE STARS GET IN YOUR EYES- S. Willett
Current Releases	one opry and romiti	10. DEATH OF HI.NK WILLIAMS—J. Cardwell
YOU DON'T HAVE LOVE AT ALL TAKE UP THY CROSS	NOW TOURING	10. KEEP IT A SECRET—Slim Whitman
LOLA LEE WAITRESS, WAITRESS	OKLAHOMA, TEXAS, N. MEXICO, ARIZONA & CALIFORNIA	Most Played in Juke Boxes
WEDDING BELL		Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.Weeks Weeks
WALTZ	A start Reality Parts	1. KAW-LIGA—Hank Williams
		2. DON'T LET THE STARS GET IN YOUR EYES— S. Willet
NO TEARS IN	and a brand new	3. EDDY'S SONG-E. Arnold 2 3 V(78)20-5108; (45)47-5108-BMI
HEAVEN	Sacred Release	4. I LET THE STARS GET IN MY EYES-G. Hill 1 8 Dec(78)28473; (45)9-28473-BMI
		4. YOUR CHEATIN' HEART_H. Williams 1 M-G-M(78)11416; (45)K-11416-BMI
For Available dates with "Mr. Personality"	. TAKE MY HAND, PRECIOUS LORD	6. NO HELP WANTED—Carlisles
- "Little" Jimmy Dickens and His Country Boys -	I SHALL NOT BE MOVED	7. I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams
	Columbia 21068-S	8. BACK STREET AFFAIR—W. Pierce 6 22 Dec(78)28369; (45)9-28369—BMI
CONTACT DEWEY MOUL	CONI Exclusive	9. KEEP IT A SECRET-S. Whitman



ANNUAL MUSIC-RECORD PROGRAMING GUIDE

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THANKS, DISK JOCKEYS, FOR MAKING 1952 MY BIGGEST YEAR IN SHOW BUSINESS



JAMES DENNY WSM Artists Service Bureau, Nashville, Tenn.





Featured Star

WSM GRAND OLE OPRY and WSM-TV

Contact:





and his Rainbow Ranch Boys



Still rounding up the Hits!

THE BILLBOARD . FEBRUARY 28, 1953

TOP C&W RECORDS

. . . for Week Ending February 21

This Week's Territorial Best Sellers to Watch

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

Nashville-Memphis.... A LOVER'S QUARREL

Memphis....OOGLIE OOGLIE OOGLIE TOKYO BOOGIE M. Mullican, King 1164 Cincinnati

Memphis

Nashville I'M PAYING FOR THAT BACK STREET AFFAIR K. Wells, Decca 28578

Cincinnati....PLAYIN' DOMINOES AND SHOOTIN' DICE J. Dolan, Capitol 2367

Territorial Best Sellers

Cincinnati

Dallas-Ft. Worth

- 1. Kaw-Liga H. Williams, M-G-M
- 2. Death of Hank Williams J. Cardwell, King
- 3. Eddy's Song E. Arnold, Victor
- 4. Keep It a Secret S. Whitman, Imperial
- 5. Let Me Know S. McDonald, Capitol
- 6. I'll Go On Alone W. Pierce, Decca
- 7. No Help Wanted Carlisles, Mercury
- 8. Your Cheatin' Heart H. Williams, M-G-M

- 1. Kaw-Liga H. Williams, M-G-M
- 2. No Help Wanted Carlisles, Mercury
- 3. Your Cheatin' Heart H. Williams, M-G-M
- 4. I Don't Know Tennessee Ernie, Capitol
- 5. Don't Let the Stars Get in Your Eyes S. McDonald, Capitol
- 6. I'll Go On Alone M. Robbins, Columbia
- 7. Bumming Around J. Dean, Four Star

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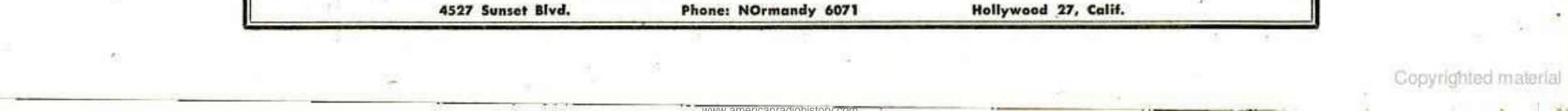


 8. Your Cheann' Heart H. Williams, M-G-M 9. I'm Paying for That Back Street Affair K. Wells, Decca 10. Playing Dominoes and Shooting Dice J. Dolan, Capitol Houston 1. Kaw-Liga H. Williams, M-G-M 	 8. Let Me Know S. McDonald, Capitol 9. Fool Such as I H. Snow, Victor 10. I'm Paying for That Back Street Affair K. Wells, Decca Nashville 1. Kaw-Liga H. Williams, M-G-M
 Your Cheatin' Heart H. Williams, M-G-M Bumming Around J. Dean, Four Star 	 I'm Paying for That Back Street Affair K. Wells, Decca Your Cheatin' Heart
4. Don't Let the Stars Get in	H. Williams, M-G-M
Your Eyes	4. I'll Go On Alone
S. Willet, Four Star	W. Pierce, Decca
5. Let Me Know	5. A Lover's Quarrel
S. Willet, Four Star	G. Morgan, Columbia
 I'll Never Get Out of This World Alive H. Williams, M-G-M 	 6. No Help Wanted Carlisles, Mercury 7. Don't Let the Stars Get in
7. Eddy's Song	Your Eyes
E. Arnold, Victor	L. Price, Columbia
8. No Help Wanted	 Things I Might Have Been
Carlisles, Mercury	K. Wells, Decca
9. Goin' Steady	9. Honeymoon on a Rocket Ship
F. Young, Capitol	H. Snow, Victor
 I Could Never Be Ashamed of You H. Williams, M-G-M 	10. Condemned Without Trial E. Arnold, Victor
New Orleans	Memphis
1. Your Cheatin' Heart	1. Kaw-Liga
H. Williams, M-G-M	H. Williams, M-G-M
2. Jambalaya	2. Death of Hank Williams
H. Williams, M-G-M	J. Cardwell, King
3. Kaw-Liga	 I Don't Know
H. Williams, M-G-M	Tennessee Ernie, Capitol Honeymoon on a Rocket Ship
 I'm an Old, Old Man	H. Snow, Victor
Lefty Frizzell, Columbia	5. A Lover's Quarrel
5. Goin' Steady	G. Morgan, Columbia
F. Young, Capitol	6. Let Me Know
 Death of Hank Williams J. Cardwell, King 	S. McDonald, Capitol 7. I'm Paying for That Back
7. Don't Let the Stars Get in Your Eyes S. 'Villet, Four Star	Street Affair K. Wells, Decca
8. Fool Such as I H. Snow, Victor	9. No Help Wanted Carlisles, Mercury 9. Mr. Longhy Heart Is Bunning
9. Eddy's Song E. Arnold, Victor	9. My Lonely Heart Is Running Wild C. Smith, Columbia

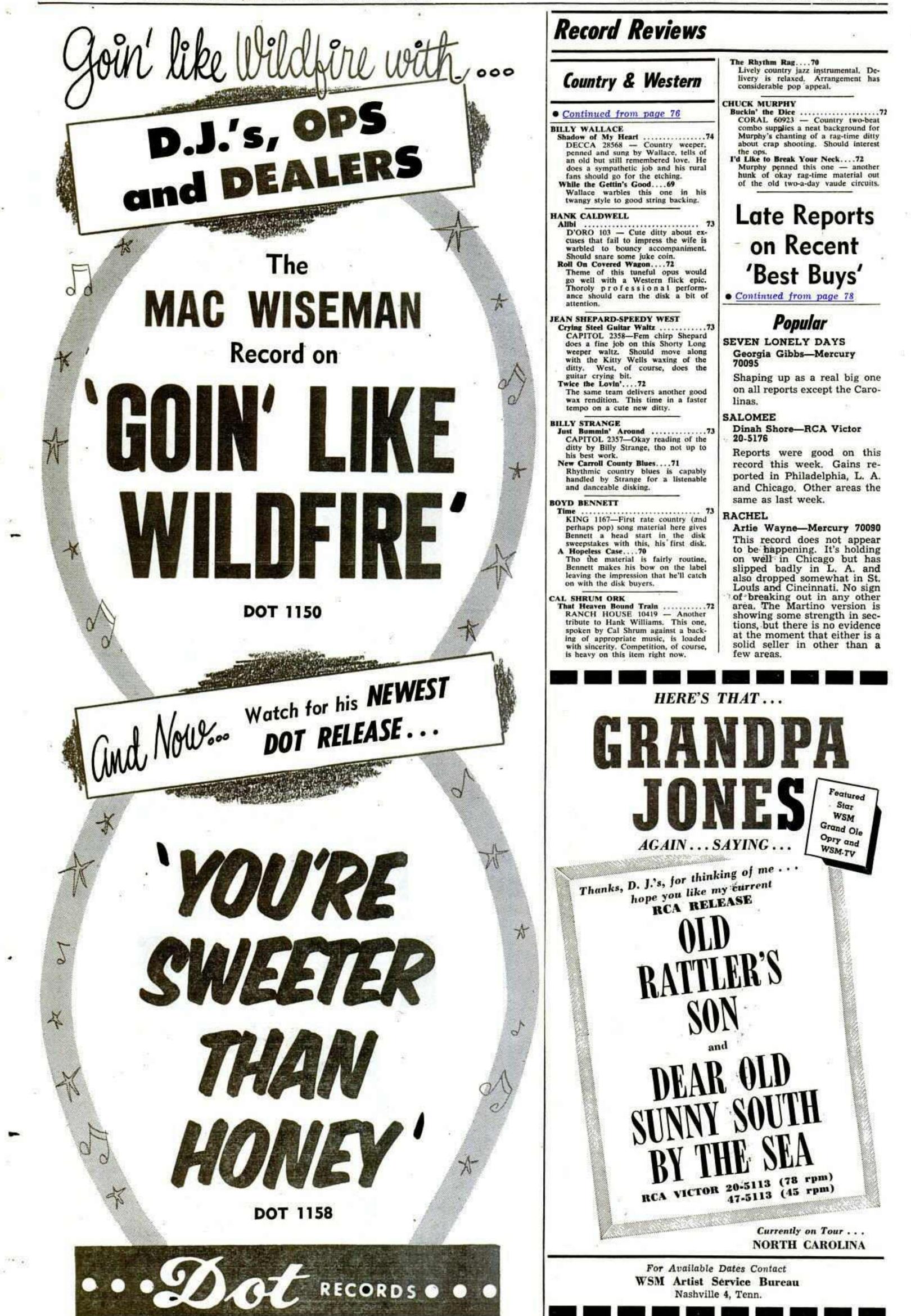


G. Morgan, Columbia 21070





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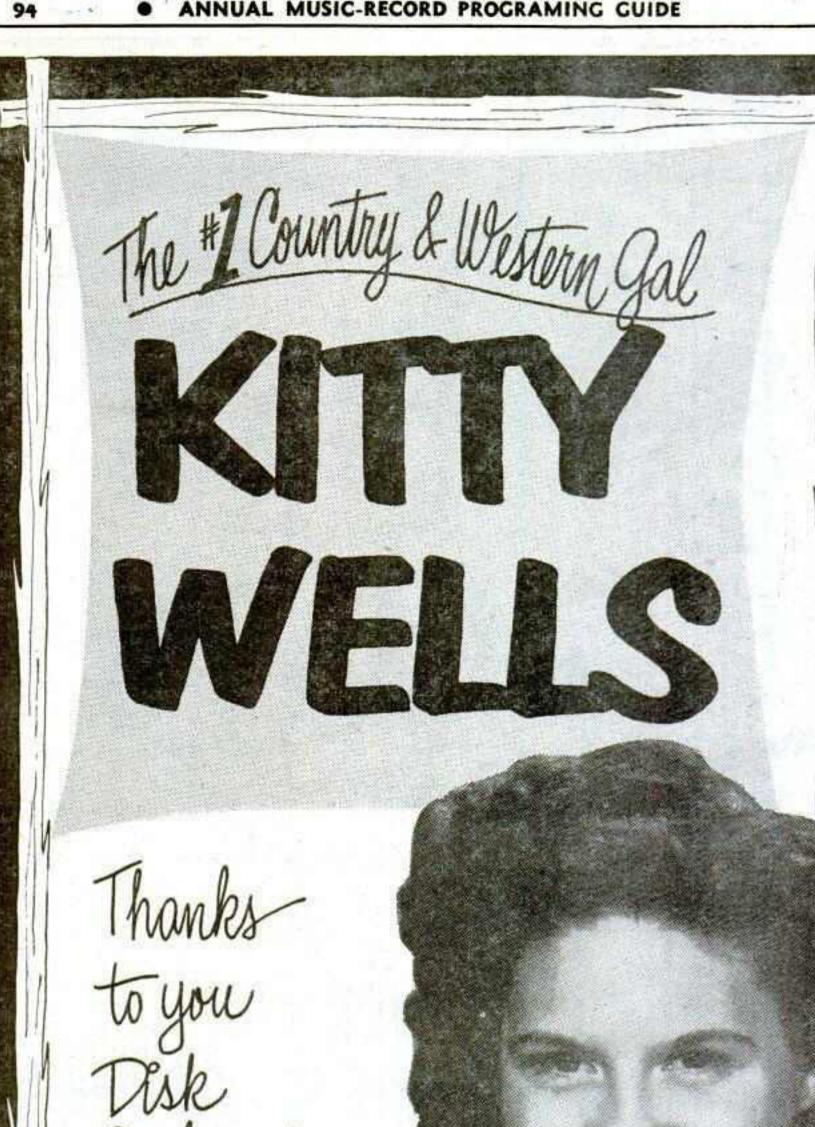






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FOLK TALENT AND TUNES

THE BILLBOARD . FEBRUARY 28, 1953

- By JOHNNY SIPPEL-

Artists' Activities Casino Theater, Toronto, and heads south, doing one-nighters did the first guest shot. He is thru March 15. Ritter may also just out of khaki. . . . The WSM, thru March 15. Ritter may also just out of khaki. . . . The WSM, do some concert appearances fol- Nashville, troupe, which will tour lowing the Southern swing. . . . Don Pierce, of 4 Star, reports that including Ernie Tubb and his Jimmy Dean is doing radio, TV Texas Troubadors and Hank Snow and nitery work thru the Washington, D. C., area. . . Pete Graves, writer of "Bummin' Around," is centering in Lancaster, Calif., where he has almost forsaken personals in favor of The junket will last 28 days, with songwriting. . . . T Tex Tyler is preparing for a long road tour "The Brain" Matticks will join preparing for a long road tour under the aegis of Buck Smith, owner of the Rogue Valley Ball-room, Medford, Ore. . . . Cactus Pryor, the KTBC, Austin, d.j., and is boys in Hawaii and wake Island. "The Brain" Matticks will join Hank Snow as right hand man and chauffeur, following Snow's return from Korea about April 1. . . . Tim Spencer, the rustic muprogram director, is back making disks. His newie for 4 Star is manager of International Sacred "Don't Let the Stars Get in Your Records, Hollywood. . . . Pee Wee Eyes No. 2." . . . Slim Willet is in Hollywood, huddling with 4 Star ically injured in a motorcycle acexecs. He picked up a big royalty check for his first payment on "Stars." Willet is also involved in making some TV film Joe Cotton's Rhythm Ranch, Atshorts for a company in Texas, backed by a group of oilmen. Willet was tested for a short at Paramount during his stay here. His adhered to a maximum of six to KRBC, Abilene, Tex., show is now eight men. Idea is biggest puller being taped for five other stations. Ann and Hughie Jones, KVAN, Vancouver, Wash., have five one-nighters they are promoting on the singer-writer.

Jimmy Short (4 Star) is still working out of WMBD, Silver Springs, Md. . . Big Jim De-Noone, the d.j.-singer at KDON, Salinas, Calif., now has his own band playing dates in his area.... Wayne Raney (King) is now a part of the Lefty Frizzell troupe. Frizzell's show did a record 2,300 admissions at the Community Building, Lamar, Colo., February 14, at \$1.50 per. They did a ca-pacity business of 800 at the Westerner Ballroom, Pueblo, Colo., February 12, with several hundred turned away. . . . Dot Pruss-man reports that Bill Bailey's new

Jane Johnson, the Polk County Tex Ritter closed a week at the asino Theater, Toronto, and eads south, doing one-nighters did the Boys (Kelly Shanks and Randy Barnett), Lucky Caroline and others. Billy Holmes, Salty's son, the Orient's military installations, and his band, will arrive in Tokyo about March 4, after which the group will be divided into two units, each of which will enter-

cident in Louisville recently.

Jimmy Smith (Victor) has tried a different idea in returning to lanta. He decided to use a 10piece dance crew, where previously most country dance bands have

FIVE YEARS AGO THIS WEEK

Bob Atcher returned to WBBM, Chicago, after four weeks in the hospital. . . . Carl Story was working at the New Liberty, Fort Worth night club. . . . The Georgia Crackers, WHKC, Columbus, O., got their first release on Victor. . . . Donnett Hit plat-ters inked Al Rogers and Cowboy Dallas Turner. . . . George Morgan was doing so-los at WWST, Wooster, O. . . . Tex Ritter and his wife, Dorothy, were playing thru Texas with a band that included: Slim Andrews, comedy; Bill Callahan, bass, and Paul Buskirk, mandolin. . . . Jolly Joyce, Philadelphia agent, in conjunction with Tom Park-er, was touring Eddy Arnold thru the East. . . . Ed Dodelin, Victor country sales staffer, reported Eddy- Arnold sold 2,700,000 disks in 1947, with the Sons of the Pioneers in show position on the annual sales chart.

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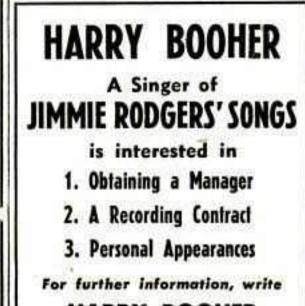
For available dates contact-FRANKIE MORE 631 Murfreesboro Road Nashville, Tenn. Phone 6-2215



in his history. . . . The Beaver Valley Sweethearts, Homer and Jethro and Capt. Stubby and the Buccaneers are doing a nationwide series of dates for Ralston's cereal. They hype sales meetings in various areas. . . . Video Records has been started in Atlanta by Mike Chotas. First artists are the Logan Sisters.... Curley Har-ris, co-writer of "The One I Can't Forget," has left Slim Whitman to join Tommy Trent, also at KWKH, Shreveport.

Disk Jockey Doings

Peanut Faircloth, WRDW, Augusta. Ga., reports that Ed Fowler's monthly all-night sings there are drawing capacity. . . . Tommy Sutton is now doing 20 hours of oatunes per week at WING, Dayton, O. Sutton is also producing a new show, "Dayton Barn Dance," which features Jimmy Skinner and traveling guestars. . . John Calhoun. WFLO, Farmville, Va., has added a half-hour to his daily show.... Bill Cooper. WTJH, East Point, Ga., reports that the all-gospel and h.b. disk sked of the station is pulling lots of mail. . . . Joe Morris and his Silver Dew Boys, (Continued on page 95)





Popular Record Reviews

Continued from page 85

tion of this cute entry. Stan Freeman helps out at the piano and the side could attract some juke coin.

LYN AVALON

SKYLARK 549-Slick jazz combo is well-suited to the bop-talk ditty which could get plays. Fem Avalon handles the material nicely. An okay side. Let Me Hear You Say I Love You....63 This one is for musicians too.

DEAN MARTIN

Little Did We Know72 CAPITOL 2378-Martin performs the new tune in his own sleepyish style, with the Dick Stabile ork backing him neatly. His fans will enjoy. There's My Lover 70 Okay rendition of a new ballad by

the crooning half of Martin and Lewis, with the ork supporting quictly.

FOUR CHICKS AND CHUCK

High School72 JUBILEE 6031-Melody of this new ditty is pretty, and the lyrics recall with nostalgia happy days at school. The group performs it pleasantly and the side might earn some attention from recent grads. Chloe....68

Reading of the oldie features a good beat, with the vocal combo backed easily by organ and rhythm.

- CAPT. STUBBY-THE BUCCANEERS Forever With You.71 RONDO 302-The combo comes thru with a smooth reading of an attractive waltz ballad which should create some interest and sales. Ops could use this.
- I'll Never Tell.....71 Another smooth reading of a nice ballad. Tiny Stokes is the chanter on this side.

TOMMY FAIRCLOW

- RONDO 247-The Cole Porter ballad is done smartly by Fairclow in an organ solo reminiscent of the work which Ken Griffin used to do for this same label. The market for this kind of wax is always there.
- Have You Ever Been Lonely 70 More of the same on another fine oldic.

CHARLIE SPIVAK ORK

familiar cloth is capably done by Spivak, with Joe Tucker handling the vocal on the ordinary lyrics.

FREDDY MARTELL Everything Is Gone65 JUBILEE 6030-Weird vocal opening

- could attract attention to this one, tho it's doubtful. Once the reading settles down, Martell sounds capable and the ditty isn't bad either.
- River Don't Be Angry....65 Pretentious hunk of material doesn't do much for Martell, tho the George Siravo orking is first rate.

JOE ALLEGRO

- Take Care, My Love65 V 20-5179 - Attractive tune is sung adequately by Allegro over quiet ork support. A faster tempo would have helped the cutting.
- Bit by Bit. . 60

The warbler tries hard on this side, but his performance is unimpressive.

FRANK AMATO

- vocal style strongly reminiscent of Don Howard, who brought national prominence to the label. He does project a mood of sorts in this okay weeper ballad.
- Sorrento.....59

The beautiful old melody is indifferently sung by Amato.

LEE MORGAN

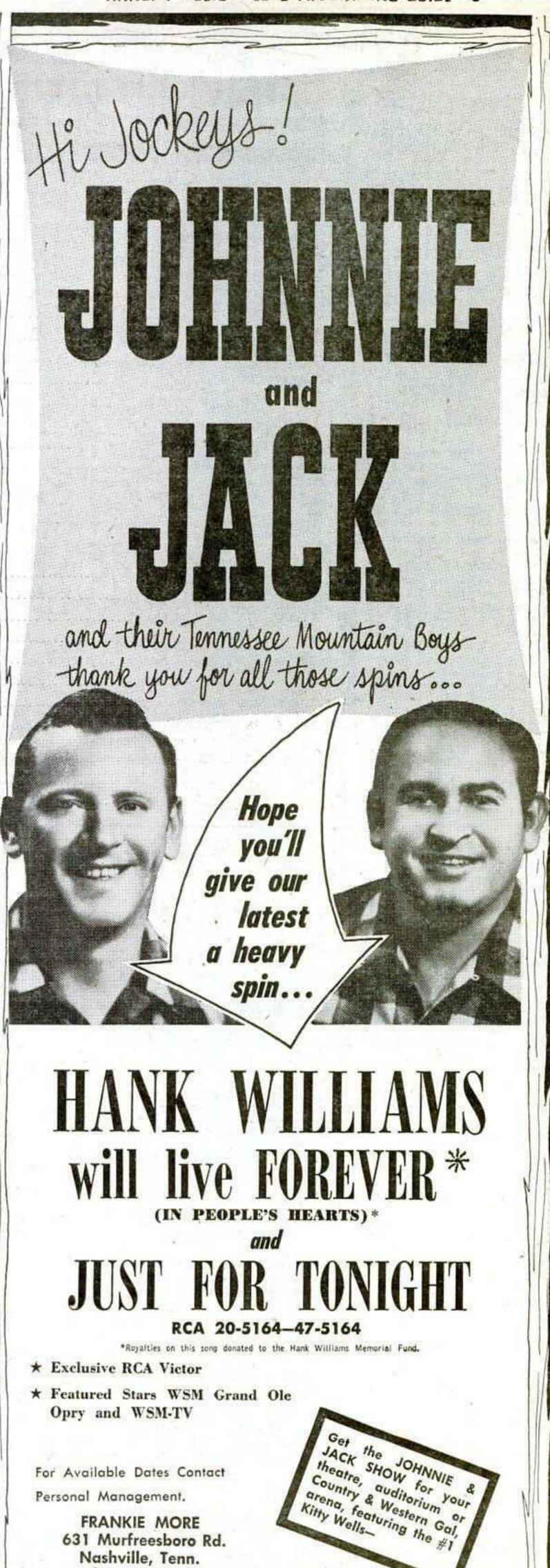
CLOUD 1019-Pretty, romantic item is yodeled sweetly by the thrush for a listenable side.

- Just Another Line..... 59 Another okay waxing, this featuring
- a bouncy beat by the ork.

THE MASKED SINGER

- Bravo 60 A.T.V 8152 - The new Philadelphia label debuts with the Masked Singer, who sounds a bit like a low register Tony Bennett, doing an adequate job on the pleasant ballad. Audience sounds at start and finish of disk, plus Masked Singer gimmix may help side a bit, tho the performance is unimpressive.
- Only for You.....55
 - The Masked Singer turns in a so-so performance on this new opus over a mediocre chorus backing. It's difficult to foresee any action on these sides outside of Philadelphia.

ANNUAL MUSIC-PECORD PROGRAMING GUIDE



timental Trumpet....67 Attractive instrumental gives Spivak a chance to deliver one of his sweet trumpet solos.

FRANK NARI

TRIPLE A 2507-It's gonna get confusing if any more ditties titled "I Believe" hit the current market. This makes No. 3. Nari pipes the sentimental opus ably, tho. Baby Doll.....58

Attempt at cuteness fails to come off in a disk distinguished only by the okay ork beat.

Album and LP Reviews

Popular

SWEETHEARTS 75

Archie Bleyer Ork: Marion Marlowe and Frank Parker (1-10") Columbia (33) CL 6241

This 10-inch LP contains eight love songs, most of them well - known standards. They are all excellent vehicles for the charming voices of Marion Marlowe and Frank Parker. The singers, who have been enjoying much popularity on the Arthur Godfrey television program, should find a ready sale on wax at this time. The album, by the way, has been very well engineered as to sound and the backing of Archie Bleyer's orchestra comes thru with tasteful clarity.

GARDEN OF WALTZES72

Jan Garber Ork (1-10")

Capitol (33) H 365

This 10-inch long-play disk is made up of eight waltz instrumentals, styled strictly for dancing. It's a nice album for station programing and for home parties. The tunes are standards, of the type which have great nostalgic value for many people. In the grooves are "When It's Springtime in the Rockies," "Jeannine, I Dream of Lilac Time," "A Beautiful Lady in Blue," "The Skater's Waltz," "Ten-nessee Waltz," "Carolina Moon," "Mexicalli Rose" and "Chiribiribin."

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Continued from page 94

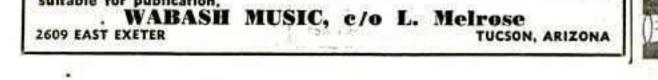
WKDK, Newberry, S. C., played for a Newberry College prom January 31.

Smokey Smith, KRNT, Des Moines, reports that Dusty Owens, leader of the Rodeo Boys, WHO, Des Moines, has opened his own country disk shop, with Mrs. Owens as manager. . . . Sheriff Tex Davis, WLOW, Norfolk, pro-moted his first date January 27 at the auditorium, with Ken Marvin, Del Wood, Sammy Bland, Doug Bass and Red Garrett drawing 2,500. Their next show was skedded February 8. . . . Jimmy Fisher is the new d.j. at KEBE, Jacksonville, Fla. . . . Red Sparks has returned to WFOM, Marietta, Ga., after a two-year absence. . . Leon Sanders, KDET, Center, Tex., staged a mail pull contest with Jack Bell, the station's pop jockey, and won a free steak din-ner. Bell, the loser, will go barener. Bell, the loser, will go bare-footed and in overalls. . . . Dave Davis, KRMG, Tulsa, is the re-placement for Johnny Martin. . . . Red Jones, KVET, Austin, Tex., reports that Tommy Trent is the new d.j. at KTHS, Little Rock, doing two hours daily. . . Ted Kirby has moved from WCOB, Fort Payne, Ala., to WFPA, Fort Payne, Lute Williamson, Payne. . . Lute Williamson, WHYN, Holyoke, Mass., is leaving New England to try his hand on the West Coast. He is making the junket with Chuck Branham, songwriter and steel man.



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ANNUAL MUSIC-RECORD PROGRAMING GUIDE



RHYTHM & BLUES NOTES By BOB ROLONTZ

The Billboard Disk Jockey Poll, the results of which are printed opens in Washington. First group in this issue, reveal some inter- in is Johnny Hodges and his trio. esting facts about the percentage Club is owned by Paul Menn, growth of r.&b. programs on the who formerly owned the Club air and the number of hours that Bengasi. . . Eddie Boyd and r.&b. disks are played by stations Little Walter will be at the Royal across the country. In this category, 25 per cent of stations reported that they are playing more string of one-nighters thru Texas r.&b. disks now than a year ago; 59 per cent that they are playing start on a Ralph Weinberg tour the same amount as last year, and thru the South with either the 15 per cent report a decrease. Paul Williams ork or the Griffin That there is still room for much Brothers on March 16 thru April more r.&b. programing is evident 6. . . . Amos Milburn opens on by the replies to the number of March 23 at Pep's in Philadelphia. hours devoted to such disks per week as against popular, c.&w., etc. R.&b. disks are played a total of 2.5 hours per week by all stations. Pop records are first, with 31 hours per week; c.&w. second, with 11.5 hours per week; classical third, with 4 hours per

group that will play Stuyvesant Casino, New York, April 3 and 5; Town Hall, New York, April 4, and then will play eight weeks of Loot the Camden diskery. Talent locations in the East, opening at the Rendezvous in Philadelphia on April 8. The Gale Agency, which books Bechet, will build a big show around him. His group

nighters thru the East. He will appear with his ork in Alexandria, Va., on March 6 and 7. . . . Gene Ammons and his ork will be in Baltimore at the Comedy Club the week of March 7. Joe Holliday follows him with his combo on March 9. . . Arthur

Peacock, Atlanta, March 20 to 23. . . . Fats Domino concludes a on March 20. . . . The Orioles will

A new spot, the Club Afrique,

Victor Inking **R&B** Artists

HOLLYWOOD, Feb. 21 .- Tho Jack Lewis, young manager and buyer for California Music, one-Sidney Bechet returns from a stop record outlet here, could not triumphant tour of Paris March be reached at press time, it was 23. He is organizing a small learned that he is actively inking signed by Lewis includes the Robins, five-voice vocal group with Savoy previous to going into the service two years ago; Boots Brown, whose disking of "Block Buster" has showed signs of making it; Milton Trenier, kid brother of the Trenier Twins, Columbia warblers, and Shorty Rogers, jazz trumpet man and arranger, who will cut bop albums for Victor.

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Bells of Joy

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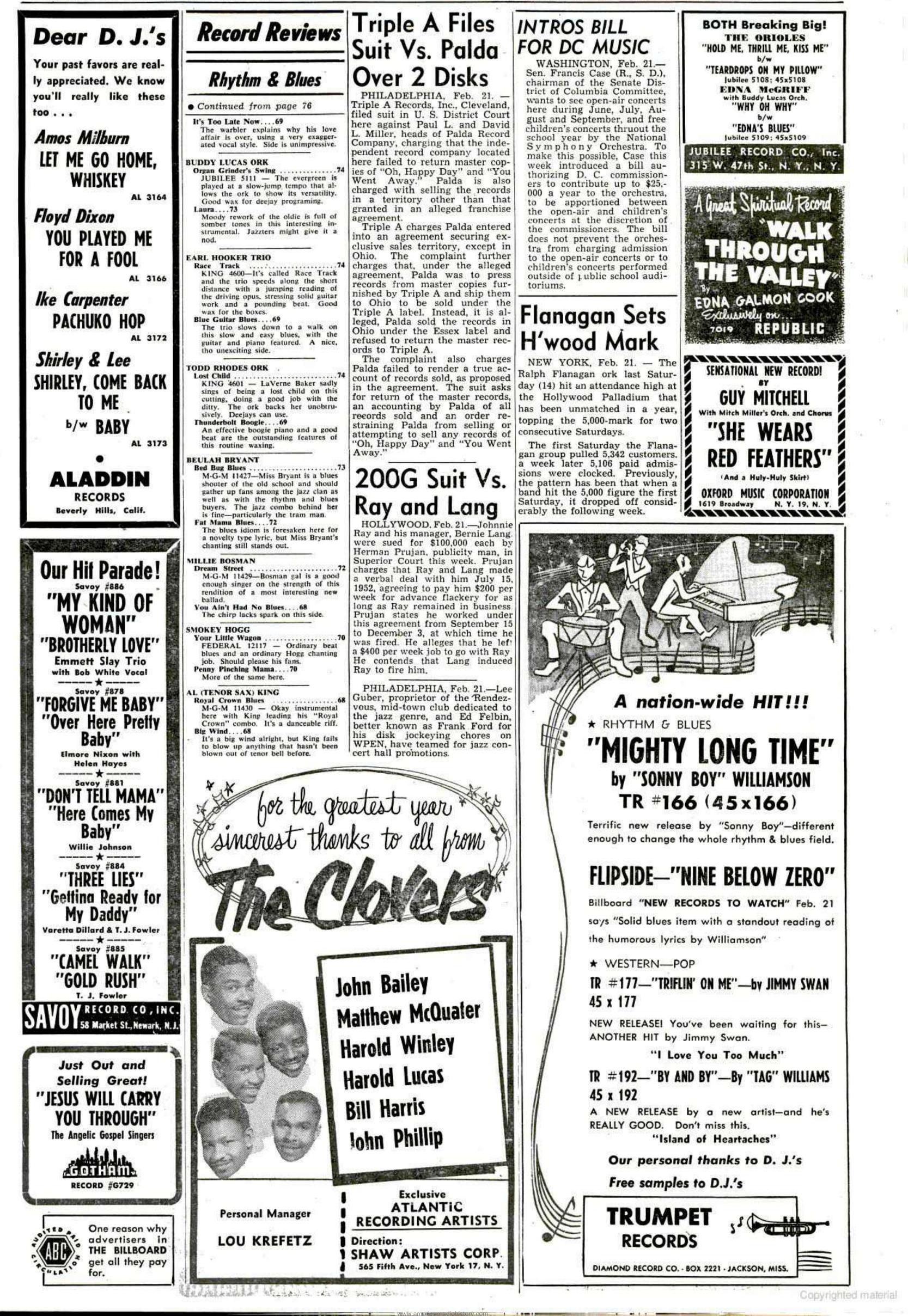
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THE BILLBOARD . FEBRUARY 28, 1953





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THE BILLBOARD . FEBRUARY 28, 1953

1953 ARTIST BIOGRAPHY SECTION

• Cor'inued from page 68

Yours (Lon); Again (Lon); Forget Me Not (Lon) Contact for Added Information: Walt McGuire, London Gramaphone, 521-39 W 25th St., New York City

LYNN, VERA Birthplace: East Ham., London Birthday: March 20 Hobbies: Gardening, Cooking, Sewing Record Label: London Top Records: Auf Weiderschn (Lon); Yours (Lon): The Homing Waltz (Lon); Forget Me Not (Lon) Theme Song: We'll Meet Again Contact for Added Information: Leslie Macdonnell Esq., Piccadilly Circus, London. S W 1. England

McGUIRE SISTERS (Christine, Phyllis, Dorothyi Birthplace: Middletown, Ohio Birthday: Christine, July 30; Phyllis, Feb. 14: Dorothy, Feb. 13 Hobbies: Christine-cooking: Phyllis-tennis; Dorothy-skating Record Label: Corat Top Records: Picking Sweethearts (Coral) **Contact for Added Information: McGuire** Sisters. Coral Records, 48 West Fifty-

Seventh St., New York, N. Y.

MeLAURIN, BETTE

Birthplace: Winston-Salem. No. Carolina Record I abel: Coral

Former Label: Derby

- Top Records: My Heart Belongs to Only You (Derby); My Dreams of You (Coral)
- Contact In: Added Information: Bette McLaurin, Coral Records, 48 West Fifty-Seventh St., New York, N. Y

MacKENZIE, GISELE

Birthplace: Winnipeg. Canada Birthday: January 10

Habbies: Cooking

- Record Label: Capito
- Top Records: Adios (Cap), Don't Let the Stars Get in Your Eyes (Cap); Gone (Cap): Le Fiacre (Cap)
- Contact for Added Information: Music Corporation of America, 598 Madison Ave., New York, N Y.

MacRAE, GORDON

Birtholace: East Orange, New Jersey Birthday: March 12 Hobbies: Golf. Aviation **Record Label:** Capitol Top Records: So In Love (Cap); Whispering Hope (Cap); Body and Soul (Cap); How Do You Speak to an Angel? (Cap) Contact for Added Information: Music Corporation of America, 598 Madison Avenue, New York, N Y.

Greig Piano Concerto (V); April in Portugal (V) Contact for Added Information: RCA Victor, 630 Fifth Ave., New York City

MARTIN, TONY Birthplace: Oakland, Calif. Birthday: December 25 Record Label: RCA Victor Top Records: There's No Tomorrow (V); In Your Arms (V); I Get Ideas (V); Begin the Beguine (V) Contact for Added Information: Business Administration Co., 360 N Camden Drive, Beverly Hills, Calif



Billy May-=3 Swing Band, The Billboard 1952 Band Buyer's Poll. #3 Band. The Billboard 1953 Disk Jockey Poll

MAY. BILLY

- Birthplace: Pittsburgh, Pennsylvania Birthday: November 10 Hobbies: Model railroads, Cooking **Record Label:** Capitol Top Records: All of Me (Cap); When 1 Take My Sugar to Tea (Cap); My Silent Love (Cap): Cute Piece of Property (Cap)
- Theme Song: Lean Baby Contact for Added Information: Carlos Gastel, 8745 Sunset Boulevard, Hollywood, Calif

MERCER, JOHNNY

(Cap)

Birthplace: Savannah, Georgia Birthday: November 18 Hobbies: Experiment with paints, Golf Record Label: Capitol Top Records: Strip Polka (Cap): Accentuate the Positive (Cap); Atcheson, Topeka & Santa Fe (Cap); Sugar Blues

ca); Too Young (Decca); So Tired (Decca); Somebody Else is Taking My Place (Decca)

Contact for Added Information: Russ Morgan, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.



Buddy Morrow-=2 Most Promising Band, The Billboard 1952 Band Buver's Poll

MORROW, BUDDY

Birthplace: New Haven, Connecticut **Birthday:** February 8 Hobbles: Golf, Model trains Record Label: RCA Victor Top Records: Got You On My Mind (V); Greyhound (V); Night Train (V); Don't Know (V) Contact for Added Information: Herb

Hendler, 2908 RKO Bldg., New York, N.Y

MORSE, ELLA MAE Birthplace: Dallas, Texas Record Label: Capitol Top Records: Cow Cow Boogie, (Cap); Blacksmith Blues (Cap); House of Blue Lights (Cap); Mister Five by Five (Cap) Theme Song: Cow Cow Boogie Contact for Added Information: William Morris Agency, 1740 Broadway, New

York. N. Y. MURRAY, EDITH Birthplace: Chicago, Illinois Birthday: August 28 Hobbles: Song Writing Record Label: Coral Top Records: | Love You Much Too Much (Coral) Contact for Added Information: Edith

Murray, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

O'CONNELL, HELEN Birthplace: Lima, Ohio Birthday: May 23

Record Label: Capitot

RAY, JOHNNIE

Birthplace: Portland, Oregon Birthday: January 10 **Record Label:** Columbia Former Label: Okeh Top Records: Cry (Okch); Little White Cloud (Col); Full Time Job (Col) **Contact for Added Information: Bernie** Lang, 1650 Broadway, New York, N. Y.

REMO, KEN Birthplace: Brooklyn, New York Birthday: December 19 Hobbies: Travelling, Collecting rare coins Record Label: M-G-M Former Label: Columbia Top Records: Mexico (M-G-M); My Heart Is a Kingdom (M-G-M); Pal Joey Album (Col) Theme Song: Mexico Contact for Added Information: Maggy Fisher, 347 East 52d St., New York, N. Y.

RENE, HENRI Birthplace: New York, N. Y. **Birthday:** December 29 Hobbies: Golf **Record Label: RCA Victor** Top Records: Byc Byc Blues (V); Intermezzo (V); Pretend (V) Contact for Added Information: RCA Victor, 630 Fifth Ave., New York 20, N. Y.

REYNOLDS, DEBBIE

Birthplace: El Paso, Texas Birthday: April 1 Hobbies: Bowling, Sports, Dancing Record Label: M-G-M Top Records: Aba Daba Honeymoon (M-G-M); Am I in Love (M-G-M); Opps! (M-G-M); What Good is a Gal Without a Guy (M-G-M) Contact for Added Information: Jesse Kay, M-G-M Studios, Culver City, Calif.

ROS, EDMUNDO

Birthplace: Venezula, South America Birthday: December 7 **Hobbies:** Cooking Record Label: London Top Records: Wedding Samba (Lon); Scottish Samba (Lon); Tico Tico (Lon); No Can Do (Lon) Theme Song: Cuban Love Song Contact for Added Information: Leslie

Macdonnell Esq., Piccadilly House, Piccadilly Circus, London, S. W. 1, England

ROZA, LITA Birthplace: Liverpool, Lancashire, England Birthday: March 14 Hobbies: Cooking, Swimming, Music Record Label: London Top Records: Half as Much (Lon); High Noon (Lon); Allen Town Jail (Lon); Stars Fell on Alabama (Lon) Contact for Added Information: Ted Heath Esq., 23 Albermarle St., London, W. I, England

Top Records: Sweet Violets (V); Blues in Advance (V); The Old Soft Shoe (V); Buttons and Bows (V) **Contact for Added Information: Rogers** & Cowan (Warren Cowan), 22 North Canon, Beverly Hills, Calif.



Jeri Southern-#3 Most Promising Female Vocalist. The Billboard 1953 Disk Jockey Poll.

SOUTHERN, JERI

Birthplace: Royal, Nebraska

Birthday: August 5

- **Record Label:** Decca
- Top Records: You Better Go Now (Decca); I Thought of You Last Night (Decca); A Mighty Pretty Waltz (Decca); Give Me Time (Decca)
- Contact for Added Information: Jeri Southern, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

SQUADRONAIRES, The

Birthplace: Erith, Kent Hobbles: Gardening, Horseback riding

Record Label: London

Top Records: Mistakes (Lon); Slow and Easy (Lon); Riot in Rio (Lon); Among My Souvenirs (Lon)

Theme Song: There's Something in the Air Contact for Added Information: Robert Luff Agency, 294 Earls Court Road, Kensington, S. W. 5, England



MADDOX, JOHNNY Birthplace: Gallatin, Tennessee **Birthday:** August 4 Hobbies: Collectin, old records, sheet music and piano rolls Record Label: Dot Top Records: San Antonio Rose (Dot); Coconut Grove (Dot); Johnny Maddox Special (Dot); In the Mood (Dot) Contact for Added Information: Al Bennett, Dot Records, Inc., Main St., Gallatin Tean

MANTOVANI

Birthplace: Venice. Italy

Birthday: November 15 Hobbies: Fast cars, Photography

Record Label: London

Top Records: Charmaine (Lon); Some

- Enchanted Evening (Lon); White Christmas (Lon); Dear Love, My Love (Lon) Theme Song: Charmaine
- Contact for Added Information: The Decca Record Company Ltd., 1-3 Brixton Road. London, S. W. 9, England

MARTERIE, RALPH

Birthplace: Accerta, Italy Birthday: December 24 Hobbies: Fishing, Golf **Record Label: Mercury** Top Records: Pretend (Mer); September Song (Mer); Tenderly (Mer); Trumpeters Lullaby (Mer) Theme Song: Trumpeters Lullaby Contact for Added Information: Kenny Myers, Mercury Record Corp., Chicago,"

MARTIN, DEAN Birthplace: Steubenville, Ohio Birthday: June 7 **Record Label:** Capitol Top Records: I'll Always Love You (Cap); O Marie (Cap); You Belong to Me (Cap) Contact for Added Information: Music Corporation of America, 598 Madison Ave., New York, N. Y.



Al Martino-#1 Most Promising Male Vocalist, The Billboard 1953 Disk Jockey Poll.

MARTIN, FREDDY Birthplace: Cleveland, Ohio Birthday: December 9 Hobbies: Raising Horses, Photography

MILLER, EDDIE (PIANO) Birthplace: Manchester. England Birthday: July 16 Hobbies: Breeding Dogs Record Label: RCA Victor Top Records: Why Worry (V); Saturday Rag (V); Me and My Piano (V); Contact for Added Information: Eddie

White, White Way Music, 1619 Broadway, New York City



Mills Brothers-= 1 Small Singing Group, The Billboard 1953 Disk lockey Poll.

MILLS BROTHERS (John, Herbert, Donald, Harry)

Birthday: John, Feb. 11; Herbert, April 2; Donald, April 29; Harry, August 19 **Record Label:** Decca

Top Records: Glow-Worm (Decca); Paper Doll (Decca); You Always Hurt the One You Love (Decca): Dream. Dream. Dream (Decca)

Contact for Added Information: Mills Brothers, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

MITCHELL, GUY

Birthplace: Detroit, Michigan Hobbies: Horseback Riding **Record Label:** Columbia Top Records: My Heart Cries tor You (Col); Pittsburgh, Penn. (Col) Contact for Added Information: Marvin Drager. 424 Madison Ave., New York

MONROE, VAUGHN

City

Birthplace: Akron, Ohio Birthday: October 7 Hobbies: Model trains, Photography **Record Label: RCA Victor** Top Records: Ballerina (V); Riders in the Sky (V); There I Said It Again (V); Racing With the Moon (V) Theme Song: Racing With the Moon Contact for Added Information: Willard Alexander, 30 Rockefeller Plaza, New York, N. Y.

MORGAN, MARION

Birthplace: Detroit, Michigan Birthday: December 14 Hobbies: Refinishing Furniture and House Painting, Golf Record Label: -G-M Former Labels: Decca, Columbia Top Records: I Gotta Right to Sing the Blues (M-G-M); Ain-tcha Glad (M-G-M); Lonely Little Robin (M-G-M); Where in the World Is Love (M-G-M)

Theme Song: Always Contact for Added Information: Sid Beller, 2101/2 S. Poinsettia Place, Hollywood 36, Calif.

MORGAN, RUSS **Birthplace:** Scranton, Pennsylvania Top Records: Slow Poke (Cap); Green Eyes (Dec); Arthur Murray Taught Me Dancing (Dec)

Contact for Added Information: William Morris. 1740 Broadway, New York, NY

PAGE, PATTI Birthplace: Tulsa, Oklahoma Birthday: November 15 **Hobbies:** Painting Record Label: Mercury

Top Records: Tennessee Waltz (Mer); I Went to Your Wedding (Mer); All My Love (Mer); Mockin' Bird Hill (Mer) Theme Song: Tennessee Waltz Contact for Added Information: Kappi lordan, New York, N. Y.



Les Paul & Mary Ford-#3 Pop Album, The Billboard 1953 Disk lockey Poll

PAUL, LES and MARY FORD **Record Label:** Capitol

Top Records: How High the Moon (Cap); Mocking Bird Hill (Cap); World Is Waiting for the Sunrise (Cap); Tiger Rag (Cap) Contact for Added Information: Gray

Gordon, Les Paul Enterprises, 342 Madison Ave., New York, N. Y.

PETTY, FRANK (Frank Petty Trio) Birthplace: Chelsea, Massachusetts Birthday: January 12 Hobbies: Firefighting, Photography, Golf Record Label: M-G-M Former Labels: Coral, Universal, Back Bay Top Records: Pino Pantaloni (Coral); Hearts Win, You Lose (Back Bay-

Universal); Rain (M-G-M); At Sundown (M-G-M) Theme Song: Rain

Contact for Added Information: Frank Petty, 206 Reservoir Ave., Revere 51, Mass.

PHILLIPS, TEDDY

Birthplace: Chicago, Illinois Hobbles: Arranging music, Sports **Record Label: King** Former Label: Tower Top Records: Charlie My Boy (Tower); Wishin' (King); Sunshine and Flowers (King)



SAUTER, EDDIE Birthplace: Nyack, .ew York Birthday: December 2 **Hobbles:** Arranging Record Label: RCA Victor Top Records: Doodletown Fifers (V); Midnight Sleigh Ride (V); Nina Never

Knew (V); Rain (V) Contact for Added Information: Willard Alexander (Irv Dinken), 30 Rockefeller Plaza, New York, N. Y.



George Shearing-#1 Small Instrumental Group, The Billboard 1953 Disk Jockey Poll.

SHEARING, GEORGE **Bithplace:** London, England

Birthday: August 13 Hobbies: Walking, Rowing, Reading.

Music (Classical)

Record Label: M-G-M Former Labels: London, Discovery, Savoy,

English Decca. H.M.V. Top Records: September in the Rain (M-G-M); When Lights Are Low (M-G-M); Lullaby of Birdland (M-G-M);

Love, Your Spell Is Everywhere (M-G-M)

Theme Song: September in the Rain

Contact for Added Information: Mrs. B. G. Shearing, Shaw Artist Corp., 505 Fifth Ave., New York, N. Y.



Io Stafford-#1 Female Vocalist, The Billboard 1953 Disk Jockey Poll.

SHELTON, ANNE

Birthplace: Dulwich, London Birthday: November 10 Hobbies: Stamp Collecting Record Label: London Top Records: Lilli Marlene (Lon); The Wedding of Lilli Marlene (Lon); Won-

derful One (Lon); I Remember the Cornfields (Lon)

Contact for Added Information: The Decca Record Company Ltd., 1-3 Brixton Road, London, S. W. 9, England

SHORE, DINAH

Three Suns — #2 Small Instrumental Group, The Billboard 1953 Disk Jockey Poll.

STARR, KAY

Birthplace: Dougherty, Oklahoma

Birthday: July 21

Hobbies: Fashion designing

Record Label: Capitol

Top Records: Wheel of Fortune (Cap); Bonaparte's Retreat (Cap); Side by Side (Cap); Wabash Connon Ball (Cap) Contact for Added Information: Hal

Stanley, 1263 S. Beverly Glenn Drive, Los Angeles, Calif.

STEWARD, CLIFF

Birthplace: Newport, Rhode Island

Birthday: October 10

Hobbies: Flying, Swimming

Record Label: Coral

Top Records: Abba Dabba Honcymoon (Coral)

Contact for Added Information: Cliff Steward, Coral Records, 48 West Fifty-Seventh St., New York, N. Y.

STEWART, SANDY

Birthplace: Philadelphia, Pennsylvania **Birthday: January 20** Hobbies: Dancing **Record Label:** Okeh Former Label: Gotham Top Records: Since You Went Away (Okch) Contact for Added Information: Okeh

Records, 799 Seventh Ave., New York, N. Y.

TALENT, ZIGGY

Birthplace: Manchester, New Hampshire Birthday: June 25

Hobbies: Weight Lifting, Swimming

Record Label: Decca

Top Records: I'm Wired for Lovin' (Dec-

Contact for Added Information: Ziggy Talent, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

FERRY, PAT

Birthplace: Old Forge, Pennsylvania Birthday: September 8 Hobbies: Photography **Record Label:** Derby Former Labels: Decca, London, Signature Top Records: April Fool (Derby); Only Fools (Decca); The World is Mine Tonight (Decca); Room Full of Roses (Signature) Contact for Added Information: Johnny

Brown, Spotlight Attractions, 1697 Broadway, New York, N. Y.

TODD, DICK

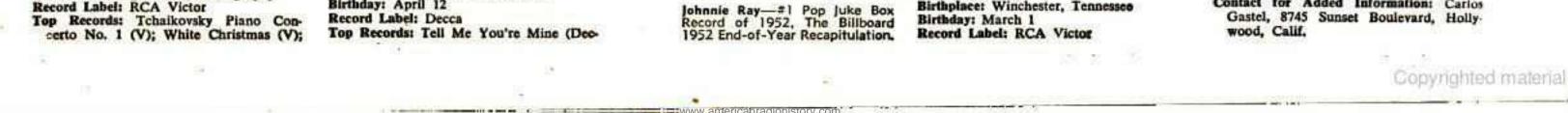
Birthplace: Montreal, Canada **Hobbies:** Sports **Record Label:** Decca Top Records: Oh Happy Day (Decca); Waiting in the Lobby of Your Heart (Decca); Someone to Kiss Your Tears Away (Decca) Contact for Added Information: Dick

Todd, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

TORME, MEL

Birthplace: Chicago, Illinois Birthday: September 13 Record Label: Capitol Top Records: Blue Moon (Cap): Again

(Cap); County Fair (Musicraft)



TURZY, JANE

Birthplace: Kokomo, Indiana

Record Label: Decca

- Top Records: Pretty Eyed Baby (Decca); Good Morning Mr. Echo (Decca); Bing Bong Bing (Decca); I Like It (Decca)
- Contact for Added Information: Jane Turzy, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

VALLI, JUNE

Birthplace: Bronx, New York Birthday: June 30 Hobbies: Horseback riding, Knitting, Cooking, Sewing

Record Label: RCA Victor

Top Records: Strange Sensation (V); A Shoulder to Weep On (V); Mighty Lonesome Feeling (V)

Contact for Added Information: RCA Victor, 630 Fifth Ave., New York, N. Y.

WARING, FRED

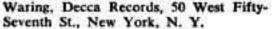
Birthday: June 9

Record Label: Decca

Top Records: Whiffen-Poof Song (Decca); 'Twas the Night Before Christmas (Decca); Dry Bones (Decca); Tulips and Heather (Decca)

Theme Song: Slepp

Contact for Added Information: Fred



WAYNE, BOBBY Birthplace: Boston, Massachusetts

Hobbbies: Baseball, Golf, Fishing **Record Label: Mercury**

Former Label: London

Top Records: Always You (London); Wheel of Fortune (Mer); Mother at Thy Feet (London); Belle, Belle, My Liberty Belle (Mer)

Theme Song: Always You Contact for Added Information: Kenny

Myers, Mercury Record Corp., Chicago,

WEAVERS, The (Lee Hayes, Pete Segar, Fred Hellerman, Ronnie Hellerman)

Birthplace: Pete, Manhattan, N. Y .: Lee, Arkansas; Fred, Brooklyn, N. Y. **Record Label:** Decca

Top Records: Tzena, Tzena, Tzena (Decca); So Long (Decca); On Top of Old

Smokey (Decca); Wimoweh (Decca) Contact for Added Information: The Weavers, Decca Records, 50 West Fifty-

Seventh St., New York, N. Y.

WELK, LAWRENCE Birthplace: Strasburg, North Dakota

Birthday: March 11 **Record Label:** Coral Top Records: Oh Happy Day (Coral) Contact for Added Information: Lawrence Welk, Coral Records, 48 West Fifty-

Seventh St., New York, N. Y.

WHITING, MARGARET

Birthplace: Detroit, Michigan **Birthday:** July 22 Hobbies: Reading Record Label: Capitol Top Records: It Might As Well Be Spring (Cap); Tree in the Meadow (Cap); Moonlight in Vermont (Cap); My Ideal (Cap)

Contact for Added Information: Music Corporation of America, 598 Madison Ave., New York, N. Y.

WIGGINS, ROY Birthplace: Nashville, Tennessee Birthday: March 5 **Record Label: Dot** Contact for Added Information: Al Bennett, Dot Records, Gallatin, Tenn.

WINCHELL, DANNY Birthplace: Brooklyn, New York Birthday: September 11

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

Hobbbies: Fishing, Jazz record collector Record Label: M-G-M

Top Records: Carolina in the Morning (M-G-M); There Goes My Heart (M-G-M)

Contact for Added Information: Marvin Worth, 127 West 43d St., New York, N. Y.

WINTERHALTER, HUGO

Birthplace: Wilkes-Barre, Pennsylvania **Birthday: August 15 Hobbies:** Music Record Label: RCA Victor Top Records: Blue Violins (V); Vanessa (V); Blue Tango (V); Count Every Star (\mathbf{V}) Contact for Added Information: RCA Vic-

tor, 630 Fifth Ave., New York 20, N. Y.

WYMAN, JANE

Record Label: Decca Top Records: In the Cool, Cool, Cool of the Evening (Decca); Zing a Little Zong (Decca); I Love That Feelin' (Decca); He's Just Crazy for Me (Decca) Contact for Added Information: Jane Wyman, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

YOUNG, JIMMY Birthplace: Cinderford, Gloucestershire Birthday: September 21

Hobbies: Physical culture, Tennis, Rugget **Record Label:** London

101

Former Label: Polygon

Top Records: Too Young. (Polygon); Moon Above Malaya (Lon); Faith Cna Move Mountains (Lon); Because of You (Polygon)

Theme Song: Too Young

Contact for Added Information: Jack Worrow Esq., 270 Elgin Ave., W. 9, Cinderford, Gloucestershire, England

YOUNG, VICTOR

Birthplace: Chicago, Illinois

Birthday: August 8

Record Label: Decca

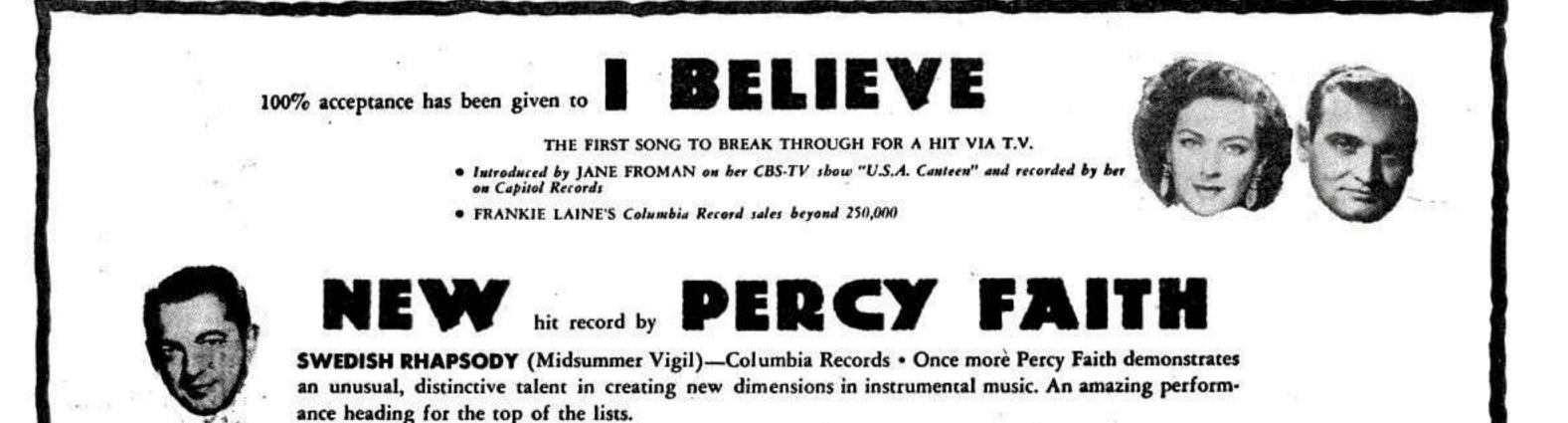
Top Records: La Vie En Rose (Decca); Love Letters (Decca); Spellbound (Decca); Pearls on Velvet (Decca)

Contact for Added Information: Victor Young, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

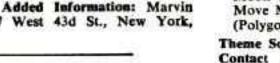
ZABACH, FLORIAN

Record Label: Decca

- Top Records: The Hot Canary (Decca); Tea for Two (Decca); The Waltzing Cat (Decca); Gypsy Fiddler (Decca)
- Contact for Added Information: Florian Zabach, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.



From NASHVILLE to TIN PAN ALLEY



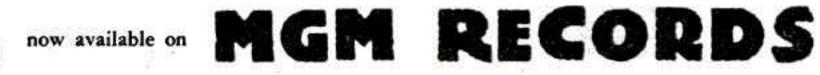
Recorded by DON CHERRY, Decca • SARAH VAUGHAN, Columbia • GEORGE MORGAN, Columbia







Original film soundtrack Samba, a Washington, D. C. sensation via MILTON GRANT, W.O.L.-Spinning SILVANA MANGANO version of



I.F.E. Releasing Corp. Picture "Anna" starring Silvana Mangano and Vittorio Gassman vacks up top box-office marks in 7 test showings. FLASH! PAUL WESTON Columbia Record being rushed out this week! FLASH! DICK HAYMAN Mercury Record on release!

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I'M MAKING UP FOR LOST TIME-LEROY HOLMES, MGM . WOODY HERMAN New Third Herd, Mars OO-SHOO-BE-DOO-BE-DIZZY GILLESPIE-DEE GEE PACHUKO HOP-CHUCK HIGGINS, Combo Records-a West Coast Rhythm and Blues Hit BUCK DANCE-WOODY HERMAN New Third Herd, Mars-New Hit Release!

MARAIS_MIRANDA_MITCH MILLER Create Excitement on Columbia Records



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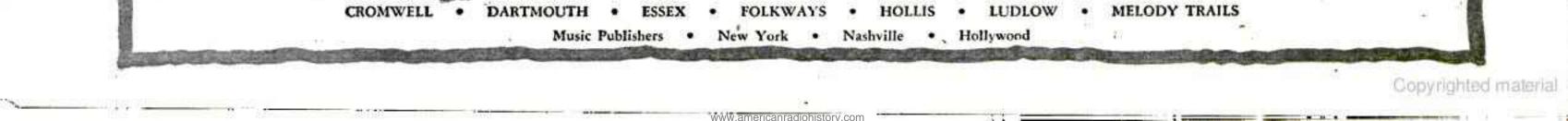


b/w DOWN IN THE VALLEY

African Marriage

New Release by THE WEAVERS, who have sold 5,000,000 Decca Records in 28 months

Watch for TONY BENNETT'S next Columbia Record Release-I'M THE KING OF BROKEN HEARTS



ANNUAL MUSIC-RECORD PROGRAMING GUIDE 102

Rhythm & Blues Recording Artists

ACE, JOHNNY

Birthplace: Memphis, Tennessee Record Label: Duke

Top Records: My Song (Duke); Cross My Heart (Duke); Angel (Duke); Follow the Rule (Duke)

Contact for Added Information: Miss Evelyn J. Johnson, Buffalo Booking Agency, 4104 Lyons Ave., Houston, Tex.

ADAMS, MARIE

Birthplace: Tyler, Texas Record Label: Peacock

- Top Records: I'm Gonna Play the Honky Tonks (Peacock); He's My Man (Peacock); Alone (Peacock); My Song (Peacock)
- Contact for Added Information: Miss Evelyn J. Johnson, Buffalo Booking Agency, 4104 Lyons Ave., Houston, Tex.

ARCHIBALD

Birthplace: New Orleans, Louisana Birthday: October 23 Record Label: Imperial

- Top Records: Stack-A-Lee (Imperial); Ballin' With Archie (Imperial); She's Scattered Everywhere (Imperial); Early Morning. Blues (Imperial)
- Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

BARTHOLOMEW, DAVE

Birthplace: New Orleans, Louisiana -Birthday: March 10 **Record Label:** Imperial Former Labels: Decca, King Top Records: Ah, Cubanas (Imperial); Who Drank My Beer While I Was in the Rear (Imperial); Messy Bessie (Imperial) Contact for Added Information: Lew

Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

BOOKER, BEE

Birthplace: New Orleans, Louisana Birthday: May 8 Record Label: Imperial Top Records: No Mon, No Hon (Imperial) Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

BOSTIC, EARL

Birthplace: Tulsa, Oklahoma Hobbies: Swimming, bicycling Record Label: King Former Labels: Majestic, Gotham Top Records: Temptation (King); I Can't Give You Anything But Love (King); Flamingo (King); 845 Stomp (Gotham) Theme Song: Away

BROWN, CLARENCE (GATEMOUTH) Birthday: September 13 Birthday: April 18 **Record Label:** Peacock Former Label: Aladdin Top Records: Boogie Rambler (Peacock); Dirty Work at the Crossroads (Peacock); My Time Is Expensive (Peacock); I've

Been Mistreated (Peacock) Contact for Added Information: Miss Evelyn Johnson, Buffalo Booking Agency, 4104 Lyons Ave., Houston, Tex.



Ruth Brown-== 3 RGB Record of 1952, The Billboard 1952 End-of-Year Recapitulation.

BROWN, RUTH Birthplace: Portsmouth, Virginia Birthday: January 12 **Hobbies:** Photography **Record Label:** Atlantic Top Records: So Long (Atlantic); Teardrops in My Eyes (Atlantic); Daddy-Daddy (Atlantic); 5-10-15 Hours (At-

lantic) Contact for Added Information: W. Jack Walker, Shaw Artists Corp., 565 Fifth Ave., New York 17, New York

BUBBER, LITTLE

Birthplace: Thibaux, Louisiana **Birthday: January 9 Record Label:** Imperial Top Records: High Class Woman (Imperial) Contact for Added Information: Lew

Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

BUCKNER, MILT

Birthplace: St. Louis, Missourl **Birthday:** July 10 Hobbies: Golf, Crossword puzzles Record Label: M-G-M Former Labels: Savoy, Decca Top Records: Buck's Bop (M-G-M); Mr. Blues (M-G-M); Oupe Doop (M-G-M); Red Red Wine (M-G-M) Contact for Added Information: W. Jack

Walker, Shaw Artists Corp., 565 Fifth Avenue, New York 17, N. Y.

CALLENDER, RED

Birthplace: Richmond, Virginia Birthday: March 6 Hobbbles: Composing, Arranging, Flying, COOPER, DOLLY Birthplace: Savannah, Georgia Birthday: February 6 Hobbies: Animals, Raising pets **Record Label: Savoy** Top Records: Is It True (Savoy); Believe In Me (Savoy) Theme Song: If I Had My Way Contact for Added Information: Lee Magid, 1650 Broadway, New York, N. Y.

COSTA, JOE

Birthplace: New York City, N. Y. Birthday: October 21 Hobbies: Record collecting **Record Label: RCA Victor** Top Records: All the Things You Are (V): Midnight (V) Contact for Added Information: MCA, 598 Madison Ave., New York, N. Y.

CRUDUP, BIG BOY Birthplace: Fotest, Mississippi Birthday: August 24 Hobbies: Singing, Swimming, Fishing **Record Label: RCA Victor** Top Records: I'm Gonna Dig Myself a Hole (V); Mr. So and So (V); Worried 'Bout You Baby (V) Contact for Added Information: RCA Victor, 630 Fifth Ave., New York, N. Y.

DAVIS, WALTER Birthplace: Grenada, Mississippi Birthday: March 1 Hobbles: Hunting Record Label: RCA Victor Top Records: Tears Came Rollin' Down (V) Contact for Added Information: Hotel

Calumet, St. Louis, Mo.

DAY, MARGIE Birthplace: Norfolk, Virginia Birthday: June 16 Record Label: Dot Top Records: Pretty Baby (Dot); Little Red Rooster (Dot); I'm Gonna Jump in the River (Dot); Stormy Night (Dot) Contact for Added Information: Shaw Artist, Inc., New York, N. Y.

DILLARD, VARETTA Birthplace: New York City, New York Birthday: February 3 Hobbles: Singing, Typing, Stenography Record Label: Savoy Top Records: Easy-Easy Baby (Savoy); Them There Eyes (Savoy); I'm Yours (Savoy); Hurry Up (Savoy) Theme Song: Gettin' Ready for My Daddy Tonight Contact for Added Information: Lee

Magid, 1650 Broadway, New York, N. Y.

DIXON, FLOYD

Birthplace: Marshall, Texas **Birthday:** February 8 Hobbies: Bowling, Fishing, Skating **Record Label:** Aladdin Former Labels: Modern, Supreme Top Records: Call Operator 210 (Aladdin);

Telephone Blues (Aladdin); Dallas Blues (Modern); Broken Hearted (Supreme) Contact for Added Information: W. Jack Walker, Shaw Artists Corp., 656 Fifth Ave., New York 17, N. Y.

THE BILLBOARD . FEBRUARY 28, 1953

Contact for Added Information: Steve Gibson, 4016 Marlborough Place N. W., Washington, D. C.

GORDON, ROSCOE

Birthplace: Memphis Tennessee Birthday: May 12 **Record Label: RPM Records** Top Records: No More Doggin' (RPM); Booted (RPM); New Orleans Woman (RPM); Saddle the Cow (RPM) Contact for Added Information: Saul Bihari, RPM Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

GORDON, STOMP

Birthplace: Columbus, Ohio Birthday: February 10 Record Label: Decca Top Records: Damp Rag (Dec); Oh, Yes (Dec) Contact for Added Information: Stomp Gordon, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

GREY, AL

Birthplace: Pottstown, Pennsylvania Birthday: June 6 **Record Label:** Peacock Former Labels: Decca, M-G-M Top Records: Trombone Interlude (Peacock): Under and Over Contact for Added Information: Miss Evelyn J. Johnson, Buffalo Booking Agency, 4104 Lyons Ave., Houston, Tex.

GREER, JOHN

Birthplace: Hot Springs, Arkansas Birthday: November 21 Hobbles: Fishing, Golf Record Label: RCA Victor Top Records: Woman is a Five Letter Word (V); Strong Red Whiskey (V); I Need You (V); Since You Went Away From Mc (V) Contact for Added Information: John Greer, 94 Lasalle St., New York, N. Y.

GRIFFIN BROTHERS (James & Edward) Birthplace: Norfolk, Virginia Birthday: James, August 17; Edward July

11 **Record Label: Dot** Top Records: Weepin' and Cryin' (Dot); Tra La La (Dot); Hoppin' (Dot); Shuffle

- Bug (Dot) Theme Song: Hoppin'
- Contact for Added Information: Shaw Artist, Inc., New York, N. Y.

HALL, RENE

Birthplace: St. Louis, Missouri Birthday: September 22 **Hobbles:** Repairing radios Record Label: RCA Victor Top Records: Let's Turn the Lights Down Low (V); Peace of Mind (V) Contact for Added Information: Joe Thomas, 41 West Forty-Seventh St., New York, N. Y.

HARRIS, LES

Birthplace: Los Angeles, California Birthday: October 31 RCA Victor Hobbles: Swimimng, Riding Top Records: L'Amour, Toujours, L'Amour (V); Ah Sweet Mystery of Life (V); Margie (V)

HOGG, SMOKEY Birthplace: Dallas, Texas Birthday: June 23

Record Label: Modern

- Top Records: Little School Girl (Modern); Baby Don't You Tear My Clothes (Modern); Anytime Is the Right Time (Modern); Little Car Blues (Modern)
- Contact for Added Information: Saul Bihari, Modern Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

HOOKER, JOHN LEE

Birthplace: Birmingham, Alabama Birthday: May 3 Record Label: Modern Top Records: Boogle Chillen (Modern); I'm in the Mood (Modern); Crawlin'

- King Snake (Modern); Cold Chills All Over Me (Modern) Contact for Added Information: Saul
- Biharl, Modern Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

HOPE, LYNN

Birthplace: Birmingham, Alabama

Birthday: September 26

- Hobbles: Travel
- Record Label: Aladdin Former Label: Premium

- Top Records: Tenderly (Premium); Blue Moon (Aladdin); Move It (Aladdin); Hop, Skip and Jump (Aladdin)
- Contact for Added Information: Billy Shaw, Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

JACKSON, BULL MOOSE

Birthplace: Cleveland, Ohio Hobbies: Baseball, Collecting road maps Record Label: King

Top Records: I Love You, Yes I Do (King); All My Love Belongs to You (King); I Can't Go On Without You (King); Bowlegged Woman (King)

JACKSON, LIL' SON

Birthplace: Dallas, Texas

Birthday: March 12

- Record Label: Imperial
- Top Records: Rockin' and Rollin' (Imperial); Big Gun Blues (Imperial); Rockin' and Rollin' No. 2 (Imperial); Stop for the Red Light (Imperial)
- Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood 28, Calif.

JAMES, ELMO

Birthplace: Canton, Mississippi

Birthday: July 25

- Record Label: Metcor
- Former Label: Trumpet
- Top Records: I Believe (Metcor); Dust My Broom (Meteor); I Held My Baby Last Night (Meteor) Contact for Added Information: Lester
- Bihari, Meteor Records, 1746 Chelsea Ave., Memphis, Tenn.

JAMES, GEORGE Birthplace: Beggs, Calif. Birthday: December 7 Hobbies: Making 16-mm. movies Record Label: RCA Victor Top Records: Don't Blame Me (V); Forgive Me (V)

Contact for Added Information: Dick Boone, Universal Attractions, New York, N. Y.

BRADEN, THOMAS (Four Blazes) Birthplace: Chattanooga, Tennessee Birthday: March 17 **Hobbies:** Boxing **Record Label: United**

Top Records: Mary Jo (United); Rug Cutter (United); Please Send Her Back to Me

Theme Song: Tea for Two Contact for Added Information: Lewis C.

Simpkins, United Record Co., Chicago, Illinois

BRADSHAW, TINY

Birthplace: Youngstown, Ohio Hobbies: Accounting, Cars, Clothes Record Label: King Former Label: Savoy Top Records: Well, Oh, Well (King); Gravy Train (King); Soft (King)

BROOKS, BOBBY

Birthplace: Los Angeles, California Hobbies: Hunting, Fishing Record Label: RCA Victor Top Records: Lies (V); Give Your Love to Me (V) Contact for Added Information: Jo

Greene, Malabar Music, 6365 Selma, Hollywood, Calif.

BROWN, CHARLES

Birthplace: Texas City, Texas Birthday: September 13 Hobbles: Hunting, Fishing

Record Label: Aladdin

- Top Records: Black Night (Aladdin); Trouble, Blues (Aladdin); Drifting Blues (Aladdin); I'll Always Be in Love With You (Aladdin)
- Contact for Added Information: Billy Shaw, Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

Decca 28577

Ballets, Playing in Symphony orchestras Record Label: RCA Victor Top Records: Perdido (V); Midnight With

Sampson (V); Cravin' Company (V) Contact for Added Information: Jo Greene, Malabar Music, 6365 Selma, Hollywood, Calif.

CHARLES, RAY Birthplace: Albany, Georgia

Birthday: September 23 Record Label: Atlantic Former Label: Swingtime Top Records: Jumpin' in the Morning (Atlantic); Kiss Mc, Baby (Swingtime); Baby Let Me Hold Your Hand (Swingtime); Honey, Honey (Swingtime) Contact for Added Information: W. Jack Walker, Shaw Artists Corp., 565 Fifth Avenue, New York 17, N. Y.

CHURCHILL, SAVANNAH Birthplace: New Orleans, Louisiana Birthday: August 21

Record Label: RCA Victor Top Records: Sin (V); In Spite of Everything You Do (V); Walking By the River (V) Contact for Added Information: Gale Inc.,

48 West Forty-Eight Street, New York, New York

CLOVERS, THE (Harold Winley, Mathew McQuater, Harold Locas, Bill Harris, John Bailey (John Phillips)

Birthplace: Washington, D. C. Hobbles: Fishing, Basketball, Football **Record Label: Atlantic** Top Records: Mint Julep (Atlantic); Don't You Know I Love You (Atlantic); Fool, Fool, Fool (Atlantic); Hey, Miss Fannie

(Atlantic) Contact for Added Information: Louis H. Krefetz, 234 West Fifty-Sixth St., New York, N. Y.

on SESAC with

Richard Maltby

Orchestra



DOMINO, FATS Birthplace: New Orleans, Louisiana Birthday: June 15 **Record Label:** Imperial Top Records: Goin' Home (Imperial); Fat Man (Imperial); How Long (Imperial); Tired of Crying (Imperial) Contact for Added Information: Billy Shaw, Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

FIVE KEYS, THE

Birthplace: Newport News, Virginia **Record Label:** Aladdin

Top Records: The Glory of Love (Aladdin); How Long (Aladdin); Be Anything But Be Mine (Aladdin); Serve Another Round (Aladdin) Contact for Added Information: Isaac Burden, Jefferson Theater, 632 Twenty-Fifth St., Newport News, Va.

FOREST, EARL L.

Birthplace: Memphis, Tennessee Birthday: December 1 **Record Label:** Duke Top Records: Whoopin' and Hollerin' (Duke); Baby, Baby (Duke) Contact for Added Information: Miss Evelyn J. Johnson, Buffalo Booking Agency, 4104 Lyons Ave., Houston, Tex.

FORREST, JIMMY

Birthplace: St. Louis, Missouri **Birthday:** January 24 Hobbies: Baseball, Football, Swimming **Record Label: United** Former Label: Town & Country Top Records: Night Train (United); Big Dip (United); Bolo Blues (United); Hey, Mrs. Jones (United) Theme Song: Night Train Contact for Added Information: Lewis C. Simpkins. United Record Co., Chicago, ш.

FOUR TUNES (William H. Best, James E. Nabble, James B. Gordon, Danny Owens)

Birthplace: Wilmington, N. C., Tampa, Fla., Dover, Okla., Newark, N. J. Birthday: June 6, April 21, May 5, Feb.20 Hobbies: Radio, Photography, collecting odd trinkets, Painting Record Label: RCA Victor Top Records: I'll See You In My Dreams

(V); Come What May (V); Early in the Morning (V); Let's Give Love Another Chance (V)

Contact for Added Information: Jolly Joyce, 611 Earle Theater Bldg., Philadelphia, Pa.

FOWLER, T. J. Birthplace: Detroit, Michigan Hobbles: Plano arranging, Golf **Record Label: Savoy** Former Label: National Top Records: Back-Biter (Savoy); What's the Matter Now? (National); Night Crawler (Savoy); T. J.'s Boogie (National) Theme Song: Fowler's Boogie Contact for Added Information: Billy Shaw, Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

GIBSON, STEVE Birthplace: Los Angeles, California Contact for Added Information: Joe Thomas, 41 West Forty-Seventh St., New York, N. Y.

HARRIS, "PEPPERMINT" Birthplace: Texarkana, Arkansas Hobbies: Composing music Record Label: Aladdin Former Label: Sittin' In Top Records: I Got Loaded (Aladdin); I Cry for My Baby (Aladdin); I Sure Do Miss My Baby (Aladdin) Theme Song: I Got Loaded Contact for Added Information: Edward Mesner, Aladdin Records, 451 N. Canon Drive, Beverly Hills, Calif.

HARTMAN, JOHNNY

Birthplace: Chicago, Illinois Birthday: July 3 Record Label: RCA Victor Top Records: Wild Mambo (V); I Ran All the Way Home (V); Wheel of Fortune (V); Lift Every Voice and Sing (V) Contact for Added Information: Johnny Hartman, 7 West One Hundred Eighth St., New York, N. Y.

HAWKINS, ERSKINE Birthplace: Birmingham, Ala. Birthday: July 26 Hobbles: Songwriting **Record Label: King** Former Label: Victor Top Records: Tuxedo Junction (V); Tippin' In (V); I've Got a Right to Cry (V); After Hours (V) Contact for Added Information: Gale Agency, 48 West Forty-Eighth St., New

York 19, N. Y.

HAWKINS, ROY Birthplace: Oakland, California Birthday: April 10 Record Label: Modern Records Top Records: Why Do Things Happen to Me (Modern); The Thrill Is Gone (Modern); Would You (Modern); Bad Luck is Falling (Modern) Contact for Added Information: Saul Bihari, Modern Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

HAYES, TAMARA Birthplace: La Jolla, California Birthday: October 21 Hobbies: Cooking and Sewing Record Label: RCA Victor Top Records: I Miss You Sr (V); You Belong to Me (V) Contact for Added Information: RCA Victor, 630 Fifth Ave., New York, N. Y.

MR. SAD HEAD Birthplace: Rocky Mount, North Carolina Birthday: December 2 Hobbies: Playing records Record Label: RCA Victor Top Records: Sad Head Blues (V); Mumbles Blues (V) Contact for Added Information: Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

HODGES, JOHNNY Birthplace: Cambridge, Massachusetts Birthday: July 25 Hobbies: Baseball **Record Label: Mercury**

Contact for Added Information: Joe Thomas, 41 West 47th St., New York, N. Y.

JOHNSON, LONNIE

Birthplace: New Orleans, Louisiana Record Label: King Former Labels: Okeh, Decca, Victor Top Records: Tomorrow Night (King); Jelly Roll Baker (V); Rocks in My Bed (V); Pleasing You (King)

JOHNSON, ROCK HEART

Birthplace: Houston, Texas Hobbles: Football, Baseball **Record Label: RCA Victor** Top Records: Evilest Woman in Town (V); Black Spider (V)

Contact for Added Information: Jo Greene, Malabar Music, 6365 Selma, Hollywood, Calif.

JONES, INEZ

Birthplace: Dallas, Texas **Hobbles:** Interior Decoration

Record Label: RCA Victor

Top Records: I Want a Man to Gimme Some Luck (V); Take a Back Seat Mister Jackson (V)

Contact for Added Information: Jo Greene, Malabar Music, 6365 Selma, Hollywood, Calif.

IONES, MARI (Johnny Moore's 3 Blazers) Birthplace: Los Angeles, California Birthday: March 12 Record Label: Modern Top Records: Johnny, Johnny (Modern);

My Song (Modern) Contact for Added Information: Saul Bihari, Modern Records, 257 No. Rob-

ertson Bivd., Beverly Hills, Calif.

KING, B. B. Birthplace: Indiola, Mississippi

Birthday: September 14

Hobbies: Music

Record Label: RPM

Top Records: You Know I Love You (RPM); 3 o'Clock Blues (RPM); Story From My Heart and Soul (RPM); She Don't Move Me No More (RPM)

Contact for Added Information: Saul Bihari, RPM Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

LEE, JIMMY and ARTIS Birthplace: Texarkana, Texas Birthday: May 3 Record Label: Modern Top Records: My Heart's Desire (Modern): Let's Talk It Over Baby (Modern)

Contact for Added Information: Saul Bihari, Modern Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

LEWIS, SMILEY Birthplace: New Orleans, Louisiana

Birthday: July 8

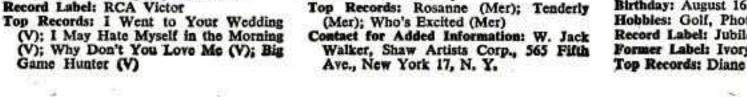
Record Label: Imperial

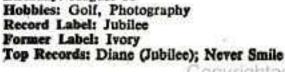
Top Records: Gumbo Blues (Imperial); Lillie Mae (Imperial); Bee's Boogie (Imperial); If You Ever Loved a Woman (Imperial)

Contact for Added Information: Billy Shaw, Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

LUCAS, ALONZA (Buddy) Birthplace: Rackville, Alabama









Again (Jubilee); You Belong to Me (Jubilee); Laura (Jubilee) Theme Song: Big Bertha

Contact for Added Information: Jerry Blaine, 315 West Forty-Seventh St., New York, N. Y.

MAXWELL, DAVIS

Birthplace: Independence, Kansas **Hobbles:** Fishing and Hunting Record Label: Aladdin

Former Label: Swingtime

- Top Records: The Blue Tango (Aladdin);
- Charmaine (Aladdin); The Blue Shuffle (Aladdin); I'll Always Be in Love With You (Aladdin)

Contact for Added Information: Edward Mesner, Aladdin Records, 451 N. Canon Drive, Beverly Hills, Calif.

McGRIFF, EDNA

Birthplace: New York, New York Birthday: December 16 Hobbles: Skating, TV, Swimming **Record Label:** Jubilee Top Records: Heavenly Father (Jubilee); My Baby's Coming Home (Jubilee) Contact for Added Information: W. Jack Walker, Shaw Artists Corp., 565 Fifth Ave., New York 17, N. Y.

MILBURN, AMOS

Birthplace: Houston, Texas Record Label: Aladdin

- Top Records: Bad, Bad Whiskey (Aladdin); Chicken-Shack Boogie (Aladdin); Bewildered (Aladdin); After Midnight (Aladdin) Contact for Added Information: Billy
- Shaw, Shaw Artists Corp., 565 Fifth Ave., New York, N. Y.

MILLINDER, LUCKY Birthplace: Anniston, Alabama **Record Label: King**

Former Labels: Decca, Victor Top Records: Who Threw the Whiskey in the Well (Decca); Let It Roll (Decca); I'm Waiting Just for You (King); D Natural Blues (Victor)

Contact for Added Information: Lucky Millinder Music, 306 Lenox Ave., New York, N. Y.

MORRIS, JOE

Birthplace: Montgomery, Alabama Birthday: March 21 Hobbles: Composing music, Golf **Record Label:** Atlantic Former Labels: Decca, Manor, Aladdin Top Records: Anytime, Anyplace, Anywhere (Atlantic); Don't Take Your Love Away (Atlantic); Beans and Cornbread (Atlantic); The Applejack (Atlantic) Theme Song: Lowe Groovin' Contact for Added Information: Jack

Walker, Atlantic Recording Corp., 234 West Fifty-Sixth St., New York, N. Y.

NELSON, JIMMY Birthplace: Oakland, California Birthday: March 12 **Record Label: RPM** Top Records: T-99 Blues (RPM); Fine Little Honey Dripper (RPM); Big Eyed Brown Eyed Girl of Mine (RPM); Right Around the Corner (RPM) Contact for Added Information: Saul Bihari, RPM Records, 257 No. Robertson Blvd., Beverly Hills, Calif.

Boogie (V); Diggin' the Boogie (V) **Contact for Added Information: RCA** Victor, 630 Fifth Ave., New York, N. Y.

PRINCE, BOBBY (Formerly Charles Gonzales)

Birthplace: Chicago, Illinois

Birthday: April 19 Record Label: Chance Former Label: Gotham

Top Records: Tell Me Why, Why, Why

- (Chance); I Want to Hold You (Chance); Hi Ho Silver (Gotham) Contact for Added Information: Ewart
- Abner, Chance Records, Inc., 1225 East Forty-Seventh St., Chicago, Ill.

RHODES, TODD Birthplace: Hopkinsville, Kentucky Record Label: King Former Label: Sensation Top Records: Bellboy Boogie (Sensation-King); Pot Likker (King); Blues for the Red Boy (King); Rocket 69 (King)

RIDGLEY, TOMMY Bithplace: New Orleans, Louisiana Birthday: December 2 **Record Label:** Imperial Top Records: Boogie Woogie Mam (Imperial); Lavinia (Imperial); Looped (Imperial); Nobody Cares (Imperial) Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

RUSHING, JIMMIE Birthplace: Oklahoma City, Oklahoma Hobbies: All outdoor sports **Record Label: King** Former Labels: Decca, Victor Top Records: Good Morning Blues; I Want a Little Girl; Goin' to Chicago Contact for Added Information: Jimmie Rushing, 251 W. 138 St., New York, N. Y.

SEARS, AL Birthplace: Macomb, Illinois

Birthday: February 22 Hobbbles: Golf, Chess Record Label: RCA Victor Top Records: Huffin' and Puffin' (V) Contact for Added Information: Al Sears, 441 W. 151 St., New York, N. Y.

SELLERS, JOHNNY

Birthplace: New York, New York Hobbies: Recordings **Record Label:** Chance Former Labels: Decca, King Top Records: Right Kind Loving (King); Rock Me In Cradle (Chance); Mighty Lonesome (Chance) Contact for Added Information: Ewart Abner, Chance Records, Inc., 1225. East 47th St., Chicago, Ill.

SHIRLEY and LEE (The Sweethearts of the Blues)

Birthplace: New Orleans, Louisiana Record Label: Aladdin Top Records: I'm Gone (Aladdin) Contact for Added Information: Edward Mesner, Aladdin Records, 451 N. Canon Drive, Beverly Hills, Calif.

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

Yodel Blues (V); It Wasn't God Who Made Honky Tonk Angels (V) Contact for Added Information :: Rosalie Allen, 16 Revere Road, Port Washington, N. Y.

ALLEN, REX

Birthplace: Willcox, Arizonia Birthday: December 31 **Record Label:** Decca Former Label: Mercury Top Records: Jambalaya; Till the Well Runs Dry; Ragtime Melody; As Long as the River Flows Contact for Added Information: Rex Allen, Decca Records, 50 West Fifty-

Seventh St., New York, N. Y.



Eddy Arnold—#2 CGW Artist, The Billboard 1953 CGW Disk Jockey Poll. #3 CGW Juke Box Récord of 1952, The Billboard 1952 End-of-Year Recapitulation.

ARNOLD, EDDY Birthplace: Henderson, Tennessee Top Records: Bouquet of Roses (V); I'll Hold You in My Heart (V); Anytime (V); Just a Little Lovin' (V) Contact for Added Information: Tom

Top Records: Birth of the Blues (V): Rainbow (V); Gallopin' Guitar (V) Contact for Added Information: Chet

BEAVER VALLEY SWEETHEARTS

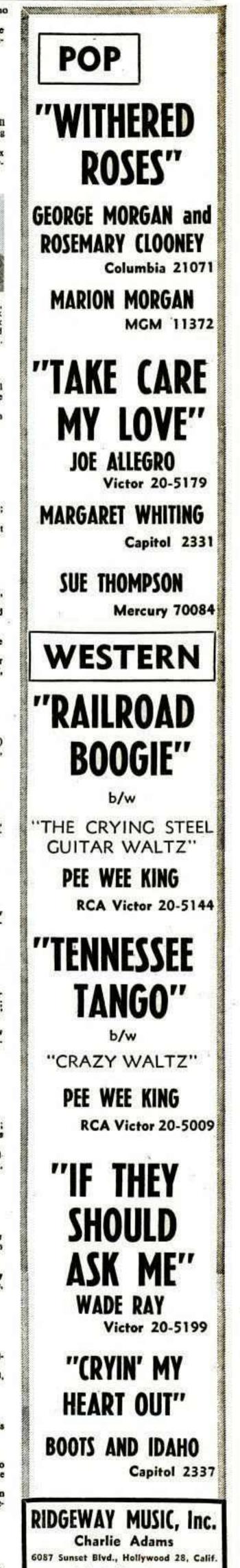
Colleen and Donna Birthplace: Emporium, Pennsylvania Birthday: Colleen, February 27; Donna, November 11 Hobbles: Collecting Old Silver Dollars and Crocheting

Top Records: Billy Buck (V); One for the Wonder (V); Whistle My Love (V)

Valley Sweethearts, 13240 Avenue F. Chicago 33, Ill.

BELL, LEE

Birthday: December 27 **Record Label: RCA Victor** Top Records: I Get the Biggest Thrill (V) Contact for Added Information: Jim Beck



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TIMMONS, TERRY Birthplace: Charleston, West Virginia Birthday: April 12 Hobbles: Art, Cooking Record Label: RCA Victor Top-Records: Got Nobody to Love (V); All Night Long (VJ; Daddy Be Good to Me (V) Contact for Added Information: Floyd

Hunt, Premium Music, 2326 S. Michigan Ave., Chicago, Ill.

TURNER, JOE

Birthplace: Kansas City, Missouri **Record Label:** Atlantic Former Label: Aladdin Top Records: Chains of Love (Atlantic); I Still Love You (Atlantic); Back Breaking Blues (Aladdin) Contact for Added Information: W. Jack

Walker, Shaw Artists Corp., 565 Fifth Ave., New York 17, N. Y.



Little Walter-#1 RGB Juke Box Record of 1952, The Billboard 1952 End-of-Year Recapitulation.

WALKER, T-BONE

Birthplace: Los Angeles, California Birthday: April 4 Record Label: Imperial Top Records: The Hustle Is On (Imperial); Cold, Cold Feeling (Imperial); Get These Blues Off Me (Imperial); Lollie Lou (Imperial) Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hol-

lywood Blvd., Hollywood 28, Calif.

WEERTZ, LOU

Birthplace: Omaha, Nebraska **Birthday:** October 1 Hobbies: Boxing, Photography Record Label: M-G-M Contact for Added Information: Bobby

Brenner, MCA, 598 Madison Ave., New York, N. Y.

WILEY, CORNELL (Dozier Boys) Birthplace: Chicago, Illinois Birthday: September 1 Hobbies: Cooking, Football **Record Label: United** Former Labels: Chess and Okeh Top Records: Big Time Baby (Chess) St. Louis Blues (Chess); Pretty Eyes (Chess) Traveling Mood (Chess) Theme Song: Drift Along Contact for Added Information: Lewis C. Simpkins, United Record Co., Chicago, III.

WILLIAMS, PAUL sirthplace: Louisberg, Tennessee Birthday: July 13 Hobblest Photography, Swimming Record Label: Mercury Former Label: Savoy Top Records: Hucklebuck (Savoy); 35-30 (Savoy); Twister (Savoy); Hastin' Street Bounce (Savoy) Contact for Added Information: W. Jack Walker, Shaw Artists Corp., 565 Fifth Ave., New York 17, N. Y.

Record Label: RCA Victor

Contact for Added Information: Beaver

Birthplace: Fred, Texas

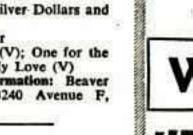
ATKINS, CHET **Birthday:** June 20 Hobbles: Music **Record Label: Victor** Former Label: Bullet

Record Label: RCA Victor

Parker, Box 417, Madison, Tenn.

Birthplace: Luttrell, Tennessee

Atkins, WSM, Nashville, Tenn.



NEWSOME, CHUBBY Birthplace: New York, New York Hobbles: Sewing, Writing Blues **Record Label:** Chance Former Label: King Top Records: Great Day in the Morning (Chance); Hip Shaker (King) Contact for Added Information: Ewart Abner, Chance Records, Inc., 1225 East Forty-Seventh St., Chicago, Ill.

PEACOCK, BURME Birthplace: Columbia, Tennessee Birthday: June 2 Hobbies: Jamming with other musiciana **Record Label: King** Top Records: Jealousy (King)



Lloyd Price—#1 R&B Retail Rec-ord of 1952, The Billboard 1952 End-of-Year Recapitulation.

PIANO RED Birthplace: Hampton, Georgia Birthday: October 19 Record Label: RCA Victor Top Records: Rockin' With Red (V); Count the Days I'm Gone (V); Sales Tax

SMITH, MELVIN Birthplace: Jasper County, Georgia Birthday: March 19 **Hobbles:** Bowling Record Label: RCA Victor Top Records: Looped (V); Baby I'll Be There (V); Sarah Kelly (V) Contact for Added Information: Joe Thomas, 41 West 47th St., New York, N. Y.

SMITH, TALMADGE (Tab) Birthplace: Kinston, North Carolina Birthday: October 1 Hobbies: Basketball, Songwriting **Record Label: United** Former Labels: Decca, Atlantic, Premium Top Records: Because of You (United); I'll Live True to You (Decca); Sin (United); Boogie Joogie (United) Theme Song: Spider Rock

Contact for Added Information: Lewis C. Simpkins, United Record Co., Chicago,

TAMPA RED

Record Label: RCA Victor Top Records: Come On In if You're Coming (V); But I Forgive You (V); Look a There, Look a There (V); Too Late Too Long (V) Contact for Added Information: Hudson

Whittaker, 3432 South State St., Chicago, Ill.

THOMPSON, SONNY

Birthplace: Chicago, Illinois Hobbles: Playing classical music, Baseball Record Label: King Former Label: Miracle Top Records : Long Gone (Miracle-King); Mellow Blues (King); I'll Drown in My Tears (King); Let's Call It a Day (King)

Contact for Added Information: Universal Attractions, 347 Madison Ave., New York, N. Y.

WILLIAMSON, JAMES Birthplace: Chicago, Illinois **Birhday: March 24 Record Label:** Chance Top Records: Farmers Blues (Chance) Contact for Added Information: Ewart Abner, Chance Records, Inc., 1225 East

47th St., Chicago, Ill.

WITHERSPOON, JIMMIE Birthplace: Gurdon, Arkansas

Hobblest Boxing, Football Record Label: King Former Labels: Supreme, Swingtime, Modern Top Records: Ain't Nobody's Business (Supreme); How Long (Swingtime); No Roller (Modern) Contact for Added Information: Jimmie

Witherspoon, 223 West Second St., Los Angeles, Calif.

WOODS, SONNY (The Royals) Birthplace: Winston Salem, North Carolina

Hobbles: Baseball, Swimming, Skating Record Label: King Top Records: Moonrise (Federal); Every Beat of My Hear (Federal); A Love in My Heart (Federal)

Contact for Added Information: Sonny Woods, 260 Alfred St., Detroit, Mich.

WRIGHT, BILLY

Birthplace: Atlanta, Georgia Birthday: September 12 **Hobbies:** Dancing Record Label: Savoy Top Records: Blues for My Baby (Savoy); Stacked Deck (Savoy); Keep Your Hands On Your Heart (Savoy); Hey. Little Girl (Savoy) Theme Song: Let's Rock Til' Dawn Contact for Addded Information: Lee

Magid, 1650, Broadway, New York, N.Y

Country & Western Recording Artists

ACUFF, ROY Birthplace: Maynardville, Tennessee Birthday: September 15 Record Label: Capitol Former Label: Columbia Top Records: Wabash Cannon Ball (Col); The Great Speckle Bird (Col); The Precious Jewel (Col); Night Train to Memphis (Col)

Contact for Added Information: Ford Rush, Clarksville, Tenn.

ALLEN, ROSALIE Birthplace: Old Forge, Pennsylvania 1914 Forest Ave., Dallas, Texas

BENNETT, BOYD Birthplace: Muscle Shoals, Alabama Birthday: December 7 Record Label: King Contact for Added Information: Bob Ellis, King Record Co., 1540 Brewster, Cincinnati, Ohio

BILL, JOE

Birthplace: Dallas, Texas Birthday: September 1 Record Label: Imperial Records Top Records: Poison Pie (Imperial) Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

BRIGGS, BILLY Birthplace: Amarillo, Texas Birthday: July 10 Record Label: Impc-ial Top Records: Chew Tobacco Rag (Imperial); Alarm Clock Boogie (Imperial); Coyote Song (Imperial); Coffee Sippin' Blues (Imperial)

Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

BYRD, JERRY

Birthplace: Lima, Ohio Birthday: March 9 Hobbies: Hunting, Fishing **Record Label: Mercury** Top Records: Steel Guitar Rag (Mer); Steelin the Blues (Mer); Harbor Lights (Mer); Limehouse Blues (Mer) Contact for Added Information: D. Kilpatrick, Mercury Records, 311 Hill Bldg. 804 Church St., Nashville, Tenn.

BYRD, JERRY

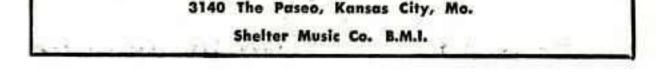
Birthplace: Lima, Ohio Hobbles: Fly Fishing Record Label: Mercury Top Records: South (Mer); Steel Guitar Rag (Mer); Beyond the Reef (Mer); Pan Handle Rag (Mer) Theme Song: Byrd's Expedition Contact for Added Information: Jerry Byrd, Radio Statio WSM, Nashville, Tenn.

CARDWELL, JACK Birthplace: Georgiana, Alabama Birthday: November 9 Record Label: King Top Records: T'e Death of Hank Williams (King) Contact for Added Information: WKAB, Mobile, Ala.

CARISLES, THE (Bill Carisles) Birthplace: Kentucky Hobbles: Fly Fishing and playing with his children Record Label: Mercury Former Labelt King Top Records: No Help Wanted (Mer), Too Old to Cut the Mustard (Mer); Rattle Snake Daddy (King)

Contact for Added Information: Tillman Franks, Radio Station KWKH, Shreveport, La.

CARROLL COUNTY BOYS, The Birthplace: Jackson, Mississippi Birthday: February 10 **Record Label:** Flair Records Top Records: Carroll County Blues (Flair);



O. K. – D. J.

DEALERS AND OPERATORS, TOO

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Two great pop sides

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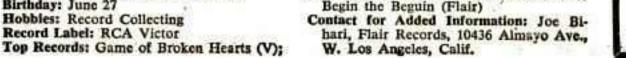
"OZARK BLUES"

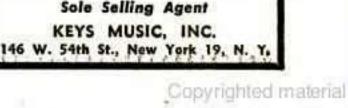
JIMMY GREASON'S LATEST TUNES

SUNG BY THE RISING NEW RECORDING ARTIST

LEO LANE

CENTRAL RECORDS





ANNUAL MUSIC-RECORD PROGRAMING GUIDE

CHILDRE, LEW Birthplace: Opp, Alabama Birthday: April 29 Hobbies: Fishing, Hunting, Loafing Record Label: Mercury Top Records: The Elevated Train (Mer); Everybody's Fishin' (Mer); Hog Calling Blues (Mer); Fog on the Rio Grande (Mer)

Contact for Added Information: Lew Childre, WSM, Nashville, Tenn.



Spade Cooley - #3 CGW Band, The Billboard 1953 CGW Disk Jockey Poll.

COOLEY, SPADE

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Birthplace: Pack Saddle Creek, Oklahoma Birthday: December 17 **Record Label:** Decca

Top Records: Canmen's Boogie (Decca); Crazy 'Cause I Love You (Decca); Chew Tobacco Rag (Decca); The Cow-Boy Waltz (Decca) Contact for Added Information: Spade Cooley, Decca Records, 50 West Fifty-

Seventh St., New York, N. Y.

COPAS, COWBOY

Birthplace: Muskogee, Oklahoma Birthday: July 15 Hobbies: Golf, Fishing, Horseback Riding Record Label: King Top Records: Filipino Baby (King); Signed Sealed and Delivered (King); Tennessee Waltz (King); Tragic Romance (King) **Contact for Added Information: Cowboy** Copas, WSM, Nashville, Tenn.

COPAS, KATHY

Birthplace: Cincinnati, Ohio

Birthday: August 1

- Hobbies: Randy Hughes **Record Label: King**
- Top Records: Copy Cat (King); I Never Want to See You Cry (King); I Love You My Darling (King); Strange Little
- Girl (King) Contact for Added Information: A. V.

.

Bamford, Nashville, Tenn.

DELMORE BROTHERS

- Birthplace: Elkmont, Alabama Hobbies: Fishing, Hunting
- Record Label: King
- Former Labels: Columbia, Victor, Bluebird, Decca
- Top Records: Freight Train Boogie (King); Hillbilly Boogie (King); Blues Stay Away From Me (King)

DICKENS, JIMMY

Birthplace: Bolt, West Virginia Hobbies: Riding, Hunting **Record Label:** Columbia

Allan, Intro Records, 451 N. Canon Drive, Beverly Hills, Calif.

EVANS, DALE

Birthplace: Uvalde, Texas Hobbies: Cooking, Sewing, Hunting and Fishing

Record Label: RCA Victor Top Records: Fuzzy Wuzzy (V); Thirty Two Feet-Eight Little Tails (V); Hazy Mountain (V); You've Got a Rope Around My Heart (V)

Contact for Added Information: W. Arthur Rush, 1418 N. Highland Ave., Hollywood, Calif.



Red Foley-=3 CGW Artist. The Billboard 1953 CGW Disk Jockey Poll.

FOLEY, RED

Birthplace: Berea, Kentucky Birthday: June 17 Hobbies: Music, Golf **Record Label: Decca** Top Records: Smoke Water (Decca); Chattanooga (Decca): Tennessee Saturday Night (Decca); Peace in the Valley

(Decca) Theme Song: Tennessee Border Contact for Added Information: Red

Foley, WSM, Nashville, Tenn.

GABBARD, RUSTY

Birthplace: Parrott, Kentucky Birthday: May 20 Hobbies: Hunting, Golf Record Label: M-G-M Top Records: The High Cost of Living (M-G-M); You Can't Pick All the Roses (M-G-M); My Next Gal (M-G-M); I'm Going That Way (M-G-M) Theme Song: Pretty Penny Contact for Added Information: Fred Rose, 2510 Franklin Rd., Nashville, Tenn.

GORDON, CURTIS Birthplace: Moultrie, Georgia Birthday: July 27 Hobbies: Horses, Records and Songs Record Label: RCA Victor Top Records: The Greatest Sin (V) Contact for Added Information: RCA Victor, 630 Fifth Ave., New York, N. Y.

HARRIS, RAY

Birthplace: Shreveport, Louisiana Birthday: February 12 **Record Label:** Flair Records Top Records: South of San Antonio (Flair); No Home for My Heart (Flair) Contact for Added Information: Joe BiHORTON, JOHNNY Birthplace: Tyler, Texas Hobbles: Fishing **Record Label: Mercury** Former Record: Abbott Top Records: Child's Side of Life (Mer); First Train Headin' South (Mer); This Won't Be the First Time (Mer) Contact for Added Information: Johnny Horton, KWKH, Shreveport, La.

HUGHES, RANDY

Birthplace: Murfreesboro, Tennessee Birthday: September 11 Hobbles: Hunting, Fishing Record Label: Tennessee Top Records: God Please Protect America (Tenn); Guilty Conscience (Tenn); Country Rose (Tenn); When Elephants Roost in Trees (Tenn) Theme Song: Country Rose Contact for Added Information: Moon Mullican or Cowboy Copas, Nashville, Tenn.

INMAN, AUTRY Birthplace: Florence, Alabama Birthday: January 6 Hobbies: Hunting, Fishing **Record Label:** Decca Top Records: Let's Take the Long Way Home (Decca); Who Do You Love (Decca); Does Your Sweetheart Seem Different Lately (Decca) Contact for Added Information: Autry Inman. Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

JOHNNIE and JACK

Birthplace: Johnnie, Wilson County, Tenn.; Jack, Columbia, Tenn. Birthday: Johnnie, May 13; Jack, May 13 Hobbles: Johnnie, Fishing and Hunting; Jack, Fishing and Baseball Record Label: RCA Victor Top Records: Cryin' Heart Blues (V); Humming Bird (V); Slow Poison (V); You Tried to Ruin My Name (V) Contact for Added Information: Johnnie Wright, 1313 Pennock Ave., Nashville, Tenn.

JONES, ANN

Birthplace: Hutchinson, Kansas **Hobbles:** Fishing **Record Label: King** Former Label: Capitol Top Records: Give Me a Hundred Reasons (Cap); Too Old to Cut the Mustard (King)

JONES, GRANDPA

Birthplace: Niagra, Kentucky Birthday: October 20 Hobbies: Hunting, Gun Collecting, Cartridge Handloading, Woodworking Record Label: RCA Victor Top Records: Retreat (V); TV Blues (V); The Closer to the Bone (V); I'm No Communist (V) Contact for Added Information: Grandpa

Jones, Station WSM, Nashville, Tenn.

JONES, LOUIS M.

Birthplace: Niagra, Kentucky Birthday: October 13 Hobbies: Hunting, Target Shooting Record Label: RCA Victor Former Label: King Top Records: Old Rattler (King); Eight More Miles to Louisville (King); Mountain Dew (King) Contact for Added Information: Norm Riley, WSM, Nashville, Tenn.

THE BILLBOARD . FEBRUARY 28, 1953

Top Records: You Broke Your Promise (V): I'm Left Alone (V) Contact for Added Information: Ezra Cline, 801 E. Main St., Oak Hill, West Virginia

LOU, ANNIE and DANNY DILL Birthplace: Annie, Bradford, Tenn.; Danny

Huntingdon, Tenn. Birthday: Annie, July 27; Danny, Sept. 19 Hobbies: Making home movies **Record Label: RCA Victor** Former Label: Bullet Top Records: My Life With You (V); You're Always Brand New (V) Contact for Added Information: Bill Mc-Daniel, WSM, Nashville, Tenn.

LULUBELLE and SCOTTY

Birthplace: North Carolina Hobbies: Homemaker, Song Writer and parents Record Label: Mercury Former Labels: Decca, London Top Records: Have I Told You Lately That I Love You (Lon); I'm No Communist (Mer); Imagination (Mer); A-Round the Corner (Mer) Theme Song: Have I Told You Lately That I Love You Contact for Added Information: Lulubelle and Scotty Wiseman, Radio Station WLS, Washington Ave., Chicago, Ill. LONZO and OSCAR Birthplace: Edmonton, Kentucky Birthday: Oscar, Jan. 9; Lonzo, July 7 Hobbies: Fishing, Hunting Record Label: Decca Former Labels: Victor, Capitol

Top Records: I'm My Own Grandpa (Decca); Moving on No. 2 (Decca); I Courted the Sunshine (Decca); Lets Live a Little No. 2 (Decca) Theme Song: Surely Is a Train Contact for Added Information: Lonzo and Oscar, 3601 Brush Hill Road, Nashville, Tenn.

McDONALD, "RUSTY" Birthplace: Norge, Oklahoma Record Label: Intro Former Label: M-G-M Top Records: Faded Love (M-G-M); Postage Due (Intro); Goodnight, Broken Heart (Intro); Black Angel Heart (Intro) Contact for Added Information: Boyd Whitney, Radio Station KTRM, Beaumont, Texas

MACK, BILL

Birthplace: Wichita Falls, Texas Birthday: April 1 Record Label: Imperial Records Top Records: Wedding Blues (Imperial); Mama, Don't Lock the Door (Imperial); It's Your Turn to Cry (Imperial); I'm Misssin' Lots of Lovin' (Imperial) Contact for Added Information: Lew Chudd, Imperial Record Co., 6425 Hollywood Blvd., Hollywood 28, Calif.

MANN, KITTY

Birthplace: Tallassee, Alabama Hobbies: Swimming, Boating, Dancing and Helping people

O'Connor, 1694 Broadway, New York, N. Y.

Contact for Added Information: Johnny

MOODY, CLYDE

Hobbies: Radio Ham

Record Label: RCA Victor

Birthplace: Cherokee, North Carolina

Record Label: King Top Records: Shenandoah Waltz (King);

Carolina Waltz (King); Waltz of the Wind (King) Contact for Added Information: Radio

Station WDVA, Danville, Va.

MORGAN, GEORGE

Birthplace: Waverly, Tenn. **Birthday:** June 28 Hobbies: Baseball, Drawing, Hunting, Fish-

ing **Record Label:** Columbia

Top Records: Candy Kisses (Col); Almost (Col); Roomful of Roses (Col); Cry

· Baby Heart (Col)

Theme Song: Candy Kisses

Contact for Added Information: Robert Ross, 1200 Richmond Dr., Nashville, Tenn.

MULLICAN, MOON

Birthplace: Polk County, Texas Hobbies: Fishing and Hunting Record Label: King Top Records: Sweeter Than the Flowers (King); I'll Sail My Ship Alone (King); Jole Blon (King); Mona Lisa (King) Contact for Added Information: Station WSM, Nashville, Tenn.

NOLAN, BOB

Birthplace: Portland, Oregon Birthday: April 1 Hobbies: Sailing and Fishing Record Label: RCA Victor Top Records: The Mystery of His Way (V) Contact for Added Information: Ed Gray, 9134 Sunset Blvd., Hollywood, Calif.

O'DELL, DOYE

Birthplace: Plainview, Texas Hobbies: Fishing

- Record Label: Intro
- Former Label: Exclusive Records
- Top Records: Dear Okie (Exclusive); Ole
- Shep (Exclusive); Diesel Smoke (Intro); Man Behind the Throttle (Intro)
- Contact for Added Information: Fleming
- Allan, Intro Records, 451 N. Canon Drive, Beverly Hills, Calif.

OSBORNE, JIMMIE

Birthplace: Winchester, Kentucky Hobbies: Baseball, Horseback Riding **Record Label: King** Top Records: The Death of Kathy Fiscus

(King); Mom Is Dying Tonight (King); Tears of St. Ann (King); God Protect America (King) Contact for Added Information: Station

WKLO, Louisville, Kentucky

PAUL and ROY, (The Tennessee River Boys) Birthplace: Tennessee

Hobbies: Song writing and handicraft

Top Records: Old Cold Tater (Col); A'Sleepin' at the Foot of the Bed (Col); Country Boy (Col); Bessie the Heifer (Col)

Theme Song: Old Cold Tater

Contact for Added Information: Dewey Mousson, 4520 Post Road, Nashville, Tenn.

DUNCAN, TOMMY

Birthplace: Hillsboro, Texas Hobbies: His ranch at Pacoima, Calif. Record Label: Intro. Former Labels: Columbia, Capitol

Top Records: San Antonio Rose (Col); I Ain't Got Nobody (Col); Sick, Sober and Sorry (Intro); Who Drank My Beer (Intro)

Contact for Added Information: Fleming

TEMPO ONLY TEMPO Can Give You BEN LIGHT at His Best "Benny's Boogie," "Love Tales," "I'm Confessin'," "Pretty Baby," "If I Had My Way," "I'm Yours," "Wagon Wheels," "Three Little Words" on His New 10" LP. MTT 2214 DEN PO **RECORD CO. OF AMERICA** \$540 Sunset Blvd., Hollywood 46, California You'll Like "IT SEEMS LIKE A DREAM"-#102 THE GARDEN BALL"_#101

featuring Bud Sloan on the pipe organ MECCA RECORDS 905 Third Ave. Seattle 4, Wash.

hari, Flair Records. 10436 Almayo Ave., W. Los Angeles, Calif.

HAZELWOOD, EDDIE Birthplace: Charlotte, North Carolina Birthday: March 14 Hobbies: Composing Hillbilly Tunes **Record Label: Intro** Top Records: Bad News Travels Fast (Intro); You've Got a Green Light

(Intro) Contact for Added Information: Fleming Allan, Intro Records, 451 N. Canon Drive, Beverly Hills, Calif.

HILL, EDDIE Birthplace: Etowah, Tennessee Birthday: July 4 Hobbies: Fishing, Tinkering with his fast automobiles Record Label: Mercury Former Label: Decca

Top Records: Hot Guitar (Mer): Fireball Eight (Mer); Stolen Love (Mer); Baby My Heart (Mer) Theme Song: Fat Man Rag Contact for Added Information: Eddie

Hill, Radio Station WSM, Nashville, Tenn.

HILL, GOLDIE

Birthplace: Karnes City, Texas **Record Label:** Decca Top Records: I Let the Stars Get in My Eyes (Decca); Don't Send No More Roses (Decca) Contact for Added Information: Goldie Hill, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.

HOMER and JETHROE

Birthplace: Knoxville, Tennessee Birthday: Homer, July 22; Jethroe, March 10

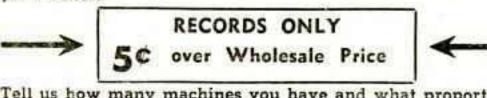
Hobbles: Homer, Fishing and relaxing: Jethroe, Baseball

Record Label: RCA Victor Top Records: Li'l Old Kiss of Fire (V); Jam-Bowl-Liar (V); I'm Movin' On, No. 2 (V); Cold Heart, No. 2 (V) Contact for Added Information: Homer

Haynes, 51 Datz St., Hammond, Ind.

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KEMP, HOWDY

Birthplace: Shelby, Ohio **Hobbies:** Hunting **Record Label: King** Contact for Added Information: Howdy Kemp, 3444 E. Taylor St., Phoenix, Ariz.



Pee Wee King-#1 CGW Band, The Billboard 1953 CGW Disk Jockey Poll,

KING, PEE WEE Birthplace: Milwaukee, Wis, Birthday: February 18 Hobbies: Trick Horses, Air Travel, Boating Record Label: RCA Victor Top Records: Slow Poke (V); Tennessee Waltz (V), Busybody (V); Silver and Gold (V) Contact for Added Information: Pee Wee

King. 307 Vaughn Bldg., Louisville, Ky.

Birthplace: Greeley, Colorado Top Records: Five Star President (V) Contact for Added Information: RCA Victor, 630 Fifth Ave., New York 20, N.-Y. 1

KIRK, RED

Hobbies: Fishing and Hunting Record Label: Mercury Blues (Mer) Theme Song: Lose Your Blues Kirk Radio Station, Bristol, Tenn. LINDSAY, MERL Birthplace: Oklahoma tion park Record Label: Mercury Mansions (Mcr) City, Oklahoma LONE PINE and BETTY CODY Record Label: RCA Victor I Do, No I Don't (V) tor, 630 Fifth Ave., New York, N. Y. Record Label: King

Contact for Added Information: Kitty Mann, East Tallassee, Ala., Box 316

MARTIN, GRADY

Birthplace: Lewisburg, Tennessee **Birthday: January 17** Hobbies: Hunting, Golf **Record Label:** Decca

Top Records: Stardust (Decca); Beer Barrel Polka (Decca); Night and Day (Decca); Just a Little Lovin' (Decca) Contact for Added Information: Bill Mor-

gan, WSM, Nashville, Tenn.

MARTIN, JIMMY and BOB OSBORNE and The Sunny Mountain Boys Birthplace: Sneedville, Tennessee Hobbies: Music Record Label: King Top Records: She's Just a Cute Thing

- (King); My Lonely Heart (King); Blue Eyed Darlin' (King); You'll Never Be the Same (King) Theme Song: Sunny Mountain Serenade
- Contact for Added Information: Jimmy Martin, WSM, Nashville, Tenn,

MARVIN, KEN

Birthplace: Cordova, Alabama **Birthday:** June 24 Hobbles: Golf, Fishing and Traveling Record Label: RCA Victor Top Records: When I Stop Loving You (V); I Don't Care if You Go a Little Further (V); Uh-Huh Honey (V) Contact for Added Information: Ken Marvin, Station WSM, Nashville, Tenn.

MASTERS FAMILY, The

Birthplace: Knoxville, Tennessee Hobbies: Fishing Record Label: Columbia Former Label: Mercury Top Records: Glory Land March (Col); Hand Me Down My Silver Trumpet (Col); When the Wagon was New (Col); Let the Spirit Descend (Col) Contact for Added Information: J. M. Masters, WROL, Knoxville, Tenn.

MEEHAN, DON Birthplace: Beaumont, Texas Birthday: June 16

Record Label: Mercury Top Records: You've Been Cheatin' On

Me Darling (Mer); Only Pretending (Mer); You Made the Break (Mer) Theme Song: Only Pretending Contact for Added Information: Paul and Roy, 4303 Delaware Ave., Nashville,

Tenn.

PENNY, HANK

Birthplace: Birmingham, Alabama Birthday: September 18

Hobbies: Record Collecting, Books and Literature on Horse Racing, Joke Books **Record Label: RCA Victor**

Top Records: You're Bound to Look Like a Monkey (V); Hadacillin Boogle (V); Makin' Love Tennessee Style (V)

Contact for Added Information: H. Earnes Bishop, 139 South Beverly Drive, Beverly Hills, Calif.

PIERCE, WEBB

Birthplace: West Monroe, Louisiana

Birthday: August 8

Hobbies: Writing songs

Record Label: Decca

Top Records: Wondering (Decca); Back

Street Affair (Decca); That Heart Be-· longs to Me (Decca); That's Me Without You (Decca)

Theme Song: Wondering

Contact for Added Information: James Denny, WSM Grand Ole Opry, Nashville, Tenn.



Ray Price - #3 Most Promising GW Artist, The Billboard 1953 C&W Disk Jockey Poll.



KIRK, EDDIF Birthday: March 21

Hobbles: Flying Record Label: RCA Victor

POTTER, DALE

Birthplace: Puxico, Missouri Birthday: April 28 Hobbles: Fishing, Boxing, Wrestling-Record Label: RCA Victor Top Records: Fiddle Sticks (V); Fiddle Patch (V) Contact for Added Information: Steve Shoals, RCA Victor, 630 Fifth Ave., New York, N. Y.

RANEY, WAYNE

- Birthplace: Wolf Bayou, Arkansas
- Birthday: August 17 Hobbles: Song Writing and Traveling
- Record Label: King
- Top Records: Why Don't You Haul Off and Love Me (King); Lost John Boogie (King); Jack and Jill Boogie (King); Lonesome Wind Blues (King)

RAY, WADE

- Birthplace: Evansville, Indiana
- Birthday: April 6
- Hobbies: Collecting Records, Data on Old Violins, Fishing and Hunting

Record Label: RCA Victor

- Top Records: Are You for It (V); I Was Just Walkin' Out the Door (V); One Woman Man (V); The Things I Might Have Been (V)
- Contact for Added Information: Wade Ray, 464 N. Hobart Ave., Los Angeles, Calif.

RENO, DON

- Birthplace: Spartanburg, South Carolina Hobbies: Fishing and Baseball Record Label: King
- Top Records: I'm Using My Bible for a Road Map (King) Contact for Added Information: Station
- WORD, Spartanburg, S. C.

RITTER, TEX

Birthplace: Panola County, Texas Birthday: January 12 **Hobbies:** Prospecting **Record Label:** Capitol Top Records: High Noon (Cap); Rye

Whiskey (Cap); Jealous Heart (Cap); Deck of Cards (Cap)

ROBBINS, MARTY

Birthplace: Glendale, Arizona Birthday: September 26 Hobbies: Motorcycle riding, Hot rod building Record Label: Columbia

- Top Records: I'll Go On Alone (Col); Crying 'Cause I Love You (Col); Love Me or Leave Me Alone (Col); Tomorrow You'll Be Gone (Gol)
- Contact for Added Information: Harry Stone, WSM, Nashville, Tenn.

ROGERS, ROY

Birthplace: Cincinnati, Ohio Birthday: November 5 Hobbies: Hunting and Fishing Record Label: RCA Victor Top Records: Blue Shadows on the Trail (V); Daddy's Little Cowboy (V); Buf-

SNOW, HANK

Birthplace: Liverpool, N. S., Canada Birthday: May 9 Hobbles: Collecting match covers **Record Label: RCA Victor** Top Records: Fool Such as I (V); The Gal Who Invented Kissin' (V); Ladies' Man (V); I'm Moving On (V)

- Theme Song: I'm Moving On **Contact for Added Information: Hubert** Long, 1537 McGavock Pike, Nashville, Tenn.
- STORY, CARL (and His Ramblin' Mountaineers)

Birthplace: Lenoir, North Carolina Hobbles: Eating and Bird Hunting **Record Label: Mercury** Top Records: My Lord Keeps a Record (Mer); From the Manger to the Cross (Mer); New Jerusalem Way (Mer); Keep On the Firing Line (Mer) Contact for Added Information: Carl Story, WAYS, Charlotte, N. C.

SOSEBEE, TOMMY

Birthplace: Duncan, South Carolina Birthday: May 23 **Hobbies:** Golf Record Label: Coral Former Labels: Apollo, Victor Top Records: Take Me Lord (Coral); You're Always Brand New (Coral) Theme Song: Steel Guitar Rag Contact for Added Information: Tommy Sosebee, WSM, Nashville, Tenn.

TENNESSEE ERNIE

Birthplace: Bristol, Tennessee **Birthplace: February 13** Hobbies: Horses, Hunting and Fishing Record Label: Capitol Top Records: Mule Train (Cap); I'll Never Be Free (Cap); Shotgun Boogie (Cap); Blackberry Boogie (Cap) Contact for Added Infrmation: Cliffie Stone, 4720 Ledge Ave., North Hollywood, Calif.

THOMASON, JIMMY

Birthplace: Waco, Texas Birthday: October 7 Hobbies: Football, Baseball and Fishing **Record Label: King** Contact for Added Information: Station KAFY, Bakersfield, Calif.



Hank Thompson +- =3 CGW Artist, The Billboard 1952 Juke Box Operator Poll. #1 CGW Record of 1952, The Billboard 1952 End-of-Year Recapitulation.

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

Rhythm & Blues Territorial Best Sellers

Continued from page 98

Detroit

- 2. Yes, I Know L. Hayes, Recorded in
- Hollywood
- 3. Soft T. Bradshaw, King
- 4. Person to Person E. Vinson, King
- 5. I Don't Know W. Mabon, Chess
- 6. (Mama) He Treats Your **Daughter Mean** Ruth Brown, Atlantic
- 7. Baby, I'm Doing It A. Allen, King
- 8. Dream Girl Jesse & Marvin, Specialty
- 9. Let Me Go Home Whiskey A. Milburn, Aladdin
- 10. My Kind of Woman E. Slay Trio, Savoy

St. Louis

- 1. Baby, Don't Do It Five Royales, Apollo
- 2. (Mama) He Treats Your **Daughter Mean**
- Ruth Brown, Atlantic 3. Yes, I Know
- L. Hayes, Recorded in Hollywood
- 4. Dream Girl Jesse & Marvin, Specialty
- 5. I Don't Know W. Mabon, Chess
- 6. Cross My Heart
- J. Ace, Duke
- 7. I'm Gone
- Shirley & Lee, Aladdin 8. Bells
- Dominoes, Federal
- 9. Train, Train, Train D. Overbea, Checker 10. Woke Up This Morning
 - B. B. King, RPM

Atlanta

105

- 1. (Mama) He Treats Your Daughter Mean Ruth Brown, Atlantic 2. Baby, Don't Do It Five Royales, Apollo 3. I Don't Know W. Mabon, Chess 4. I Believe E. James, Meteor 5. Mean Old World Little Walter, Checker 6. Juke Little Walter, Checker
- 7. Let Me Go Home Whiskey A. Milburn, Aladdin
- 8. Cross My Heart J. Ace, Duke
- 9. Sad Hours Little Walter, Checker
- 10. Soft T. Bradshaw, King

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and "LINGER LONGER"

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Hank Williams-== 2 CGW Artist. The Billboard 1952 Juke Box Operator Poll, #1 CGW Artist, The Billboard 1953 CGW Disk lockey Poll.

WILLIAMS, HANK

WIGGINS, CURLY Birthplace: San Jose, California Record Label: Intro Top Records: Tumbleweed Heart (Intor); I Wish You All the Luck in the World

WARREN, TOMMY

Birthday: October 28

Roses (Cap)

WELLS, KITTY

Birthday: August 30

Record Label: Decca

WHITMAN, SLIM

Birthday: February 10

Record Label: Imperial

Birthplace: Tampa, Florida

Former Label: RCA Victor

Record Label: Columbia

Birthplace: Nashville, Tennessee

Hobbies: Fishing and Hunting

Top Records: Do You Care For Me (Col);

Theme Song: Do You Care for Me

Warren, WSM, Nashville, Tenn.

Birthplace: Nashville, Tennessee

Our Backstreet Affair (Decca)

Seventh St., New York, N. Y.

I'm Just in Time to Be Too Late (Col);

That's for Sure (Cap); I'm Sending You

Contact for Added Information: Tommy

Top Records: It Wasn't God Who Made

Hoky Tonk Angels (Decca); A Wed-

ding Ring Ago (Decca); The Things I

Might Have BEEN (Decca); Paying for

Wells, Decca Records, 50 West Fifty-

Contact for Added Information: Kitty

Top Records: Indian Love Call (Imperial);

By the Waters of the Minnetonka (Im-

perial); Love Song of the Waterfall (Im-

Makela, P. O. Box 2336, Dallas, Texas

perial); Keep It a Secret (Imperial)

Contact for Added Information: O. K.

- (Intro) Theme Song: I Wish You All the Luck in the World
 - Contact for Added Information: Axel Johnson, 12403 Landale, Studio City, California





falo Billy (V); Frosty the Snowman (V) Contact for Added Information: W. Arthur Rush, 1418 N. Highland Ave., Hollywood, Calif.

SCARBERRY, JOE (Huckleberry)

Birthplace: Electra, Texas Birthday: March 2 Hobbies: Hunting, Fishing Record Label: M-G-M Top Records: Life's a Headache (M-G-M); Driftwood (M-G-M); Lonely Groom (M-G-M); The Stars in Your Eyes (M-G-M) Contact for Added Information: Fred Rose-Acuff, Rose Publishing Co., Nashville, Tenn.

SELPH, JIMMY

Birthplace: Macon, Georgia Birthday: July 7 Hobbies: Fishing, Hunting Record Label: Cpaitol Top Records: I'm Just Plain Lonesome (Cap); Empty Arms and Broken Heart (Cap); Easy to Please (Cap); I'm Writing You Darling Thru Tears (Cap) Theme Song: Easy to Please

Contact for Added Information: Jim Denny, WSM, Nashville, Tenn,

SHINER, MERVIN

Birthplace: Bethlehem, Pennsylvania Birthday: February 20 Hobbies: Horseback riding, Sports fan

Record Label: Decca

Top Records: Peter Cottontail (Decca); Beloved Be Faithful (Decca); Almost (Decca); Me Without You (Decca)

Contact for Added Information: Mervin Shiner, Decca Records, 50 West Fifty-Seventh St., New York, N. Y.



Poll. =2 CGW Record of 1952. The Billboard 1952 End-of-Year Recapitulation.

SMITH, CARL

Birthplace: Maynardsville, Tennessee Birthday: March 15

Birthplace: Atlanta, Georgia **Birthday: April 8** Hobbies: Speedboats Record Label: RCA Victor

THOMPSON, HANK

Birthplace: Waco, Texas Birthday: September 3 Hobbies: Hunting, Fishing and Roping Record Label: Capitol Top Records: Humpty Dumpty Heart (Cap); Wild Side of Life (Cap); Waitin' in the Lobby of Your Heart (Cap); Green Light (Cap)

THOMPSON, SUF

Birthplace: Nevada, Missouri Hobbies: Daughter Julie and new sports car MG, New Valley Home and Garden Record Label: Mercury Top Records: You Belong to Me (Mer); If You Want Some Lovin' (Mer); I Was Just Walkin' Out the Door (Mer); The

Things I Might Have Been (Mer)

Contact for Added Information: Sue Thompson, KT-TV, Hollywood, Calif,

FUBB, ERNEST

Birthplace: Crisp. Texas Birthday: February 9 Hobbies: Horseback riding, Photography. Collecting records **Record Label:** Decca Former Label: RCA Victor Top Records: Walking the Floor Over You (Decca); You Nearly Lose Your Mind

(Decca); Try Me One More Time (Decca); Sodier's Last Letter (Decca) Theme Song: Walking the Floot Over You

Contact for Added Information: Bill Mc-Daniels WSM's Grand Ole Opry, Nashville. Tenn.

WAGONER, PORTER

Birthplace: West Plains, Missouri Birthday: August 12 Hobbies: Fishing and Hunting **Record Label: RCA Victor** Top Records: Settin' the Woods on Fire (V); Takin' Chances (V) Contact for Added Information: E. E. Simon, Radrozork Enterprises, 606 SL Louis St., Springfield, Mo.

WAKELY, JIMMY

Birthplace: Mincola, Arkansas Birthday: February 16 Hobbies: Entertaining **Record Label: Capitol** Top Records: I Love You So Much It Hurts Me (Cap); One Has My Name (Cap); Slipping Around (Cap)

WALKER, CHARLIE

Flock of Memories (Imperial)

lywood Blvd., Hollywood 28, Calif.

perial)

Birthplace: On farm near Georgia and Alabama line Birthday: September 17

Record Label: M-G-M Top Records: Jambalya (M-G-M); Setting the Woods on Fire (M-G-M); Cold, Cold Heart (M-G-M): Your Cheating Heart (M-G-M)

Contact for Added Information: Sol Handwerger, M-G-M Records, 701 Seventh Ave., New York, N. Y.



Bob Wills-=2 CGW Band, The Billboard 1953 CGW Disk Jockey Poll

WILLIAMSON, BOBBY Birthplace: Kemp, Texas Birthday: May 16 Hobbies: Hunting and Fishing Record Label: RCA Victor Top Records: There's No Escape (V): Recipe for Love (V); Can't Help Wonderin' (V) Contact for Added Information: Bobbby

Williamson, 3919 Lawnview, Dallas, Texas

WISEMAN, MAC Birthplace: Bristol, Virginia Birthday: March 3 Record Label: Dot Top Records: Four Walls Around Me

(Dot); I Still Write Your Name in the Sand (Dot); Going Like Wildfire (Dot) Theme Song: 'Tis Sweet to Be Remembered

nett, Dot Records, Gallatin, Tenn.



Charlotte

- 1. (Mama) He Treats Your Daughter Mean
- Ruth Brown, Atlantic 2. Baby. Don't Do It
- Five Royales, Apollo 3. I Don t Kr.ow
- W. Mabon, Chess
- 4. Yes, I Know L. Hayes, Recorded in Hollywood
- 5. Let Me Go Home Whiskey A. Milburn, Aladdin
- 6. Soft
- T. Bradshaw, King 7. You Know I Love You
- B. B. King, RPM 8. Hey, Miss Fannie
- Clover, Atlantic
- 9. Port of Rico
- I. Jacquet, Mercury

10. My Song J. Ace, Duke

Washington-Baltimore

- 1. (Mama) He Treats Your Daughter Mean
- Ruth Brown, Atlantic 2. Baby, Don't Do It
- Five Royales, Apollo
- 3. Dream Girl Jesse & Marvin, Specialty
- 4. I Don't Know
- W. Mabon, Chess 5. Cross My Heart J. Ace, Duke
- 6. Yes, I Know L. Hayes, Recorded in Hollywood
- 7. Soft
- T. Bradshaw, King
- 8. Let Me Go Home Whiskey A. Milburn, Aladdin
- 9. Crawlin'
- Clovers, Atlantic
- 10. Bells
 - Dominoes, Federal





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(Dot) 'Tis Sweet to Be Remembered

Contact for Added Information: Al Ben-

NIGHT CLUBS-VAUDE

SHOWFOLK'S TAXES-III Law on Self-Employeds, Sales, Income Abroad

By LEWIS C. LEBISH New York Attorney, Certifed Public

106

Accountant and Tax Consultant

(The last of three articles on taxes affecting show business personnel.)

This new provision in the tax law has been taken advantage of by many people in show business. It has become rather common to learn that a certain personality is touring Europe and will not return until he or she can take advantage of this tax relief provision.

A special provision has now been provided for the relief of American citizens who earn income abroad. If you have become a bona fide foreign resident for an uninterrupted period which includes an entire taxable year, you can exclude all of the income earned during this period. For example, if you become a bona fide foreign resident on September 15, 1951, and continue to remain as a foreign resident thru December 31, 1952, the income earned during this entire period would be exempt. The prior law would only have allowed you to exclude the 1952 income and not any of the income earned in 1951. Another provision provides for the elimination of the exclusion of the year c. return. For example, under the prior law, if you became a bona fide foreign resident on December 31, 1951, and remain as such until May 15, 1953, you would only have been able to exclude your 1952 income and not any part of your 1953 income. The new law allows you to exclude government and taxpayers over the income for the entire period.

It also provides for an exclusion of income of a taxpayer who remains in foreign countries for at least 510 full days during 18 consecutive months regardless of whether or not the person becomes a bona fide resident of a foreign country or countries.

same applies where a new residence is purchased within a year prior to the sale of the taxpayer's principal residence. The new residence, however, must be used as such by the taxpayer within the period specified by law.

The only exception is in the case of a newly constructed residence. If the construction is started within a year after the sale of the old residence, and the new residence is used as such within 18 months after the sale of the old residence, the new provisions apply to all expenditures made within one year prior and 18 mor ths after the sale. Example: the old residence cost \$20,000 and was sold for \$25,000. The new residence was purchased for \$30.000 within the prescribed period. No gain is recognized, and the adjusted basis of the new residence is \$25,000 (\$30,000 minus \$5,000). If the new residence had cost \$24,000, then there would be a taxable gain of \$1,000. It should of machinery of which he has litbe noted that the new provisions the or no knowledge. will apply even the you are not living in your old residence on the date of its sale. You can get nig deductions should have rerelief even tho you moved into ceipts, bills or canceled checks to your new residence and rented back up the expenditures claimed the old one temporarily before its sale. You can also get relief has been fairly liberal in allowing even tho you rent out the new residence temporarily before you occupy it as your principal residence.

Family Partnerships

Prior to the enactment of the 1951 Revenue Act, there was much controversy between the family partnerships. Under the new law, any person with a capital interest in a family partnership must be recognized as a partner by the government for tax purposes even tho the capital interest was received thru a gift or purchase by another partner. The motive behind the transfer is These new provisions apply for of no consequence. The only test is whether or not the person who receives the gift or buys an interest actually owns the partnership interest which was given or sold to him. The previous test as to whether the new partner performed any services to the partnership, or whether there were any other benefits, business or tax-wise, by this transfer are entirely immaterial. The family partnership amendment applies only to a partner's taxable years beginning after 1950. Distribution of Employee Trusts The new law provides for the treatment as a long-term capital gain of any distributions paid to an employee separated from his employer where the total distribution under an employee's trust is paid within one taxable year. This amendment affects any distributions made after 1950. This is an important provision

THE BILLBOARD

emptions are lawyers, certified public accountants, doctors, dentists and other professional people. The rate of tax is 21/: of net earnings from a business or profession if the total net earnings are over \$400. This rate is applied only to the first \$3,600 of net earnings in the taxable year. The maximum self-employment tax that can be paid is \$81. If the taxpayer also had income from employment from which 11/2 per cent Social Security had been deducted, the amount of such wages is deducted from the \$3,600 ceiling. This self-employment tax entitled the taxpayer to old-age and survivor insurance benefits under the Social Security Act.

Comments

Only the highlights of the changes affecting individual taxpayers have been discussed. But there are numerous other changes which may or may not benefit your tax position. It is highly recommended that you get competent advice before preparing your tax return. The average entertainer or any person in the entertainment field who tries to prepare his own return without competent advice may discover to his sorrow that the new tax law is really a complicated piece

Keep your receipts. It is highly recommended that anyone claimas a deduction. The government "reasonably" estimated expenses for entertainers. It should be borne in mind, however, that this is a very dangerous way of filing a return, because you are taking a chance that a substantial portion of your estimated expenses might be disallowed on examination by a government agent.

In the past few years the government has hired more tax examiners, and the percentage of returns being examined has been greatly increased. With respect to examination of entertainers' tax returns, the government has been very strict in the allowance of costumes used by entertainers. Costumes are allowable deduc-

Burlesque Bits

By

girl. Also a Chuck Gregory graduate from two years of work at the Rialto, Chicago, she looks to be a headline possibility for next season. . . . The Empress, Milwaukee, is the first house to discontinue flesh shows for the season. . . . Bob Winkler has transformed from a straight man to a comic. . . . Harry Oakene, manager of the Hudson, Union City, N. J., and a member of Humboldt prexy, and Joe Burns, general Lodge of Masons, No. 512, played host to a theater party of 300 fellow members on February 17. The latest cast at the El Rey, Oakland, Calif., has Bruce (Boop) Brooks, from the Last Chance nitery in Anchorage, Alaska; Jimmy (Bumps) Wallace, from the Liberty, Stockton, Calif.; Eddie 'leywood, from the Howard, Boston; Ruby Reed, from the Downtown Theater, San Francisco; Fifi D'Aubrey, from the 150 Club, San Francisco; Neva Starr, Toranto, Tagori Gari, Dale Summers, Gypsy Russell, Ginger Duval, Legs Desire and Suzy Gates. Tempest Storm was the feature to help observe and celebrate the third anniversary of Pete DeCenzie's ownership regime during which he served punch and birthday cake to patrons, along with autographed photos of Miss Storm. A recent closing was Don Lynn, straight man. . . . Helen Clarkson, wife of the late Hook Lewin, was a New York visitor, hosted by Mr. and Mrs. Jack Howard, and returned to Rochester, N. Y., where she is in charge of a department in a Woolworth store. . . Lou Miller's new "International Strip Feature Parade," now touring Hirst circuit houses, includes as principals Amy Fong, representing China; Naomi (Dusk), France, and Bon-

principal with the Rosen-Wink-

ler-Selig unit, is a former show

nie Bell, Italy. Gypsy Rose Lee is co-starred with Paulette Goddard in the pic "Babes in Bagdad." . . . Jack

Vi Vickers, a first-time strip closed two weeks at the Sunset Gardens, Chicago, and opened for another fortnight at the Follies Theater, same city, thru Milt Schuster. . . Roy P. Hudson, script writer and general press agent, is doing publicity work for radio and TV stations in Jamestown and Buffalo, N. Y., and Erie, Pa. . . . Mickey Owens is now associated with B and M Talent Service, Inc., with headquarters in Bridgeport, Conn., the execs of which are Arthur R. McNeil, manager. The New York office is in the Columbia Broadcasting System Building. . . . Eddie Sko-lack's President-Follies, San Francisco, has for its current personell Rita Ravell, feature: Cathy Carver (Mrs. Skolack), producer; Penay Redwing, Marge Sullivan, Cherie Lee, Gloria Mitchell and Lorena Merrill, principal women; Joe Hammond and Charles Fritcher, comics; Tony La Cicero, straight man; Charlie Dring Trio, ork, and Elner Langmaid, electrician. Miss Carver also does vocals and straights.

Orville Gardner, manager of the Fox Theater, Harold Clamage's burly house in Indianapolis, in a phone call to The Billboard reports that Wilma Owens and Nada Alexander, Fox chorines, who were injured in an auto crash several weeks ago, are still in a critical condition in General Hospital, Indianapolis. Gardner urges friends to drop them a line. He reports, too, that he is heading up a hospital fund for the two girls to which friends have been contributing liberally.

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taxable years beginning after 1950.

Sale of Residence

The new law provides that where an individual sells his principal residence and follows this sale within a period of a year by the purchase of a new residence, he will pay no immediate tax on any gain from the sale of the old residence, provided he received less on this sale than he paid for the new residence. The



127 N. Dearborn St.

Chicago 2, III.

to people employed by some of the major booking agencies who firm.

Most of the major booking offices have instituted pension trust plans which provide employee benefits after a certain period of years. The distributions received from these pension trusts by these employees upon separation from the employer then becomes a capital gain which is limited to a 26 fact that he has been doing a per cent tax.

Net Operating Loss Carry-Overs The new law provides that net operating losses for the years 1948 and 1949 can be carried forward three years instead of two years. This new section is intended to grant relief due to the change made by the 1950 Act permitting a one-year carry-back and a fiveyear carry-over of net operating losses instead of the former twoyear carry-back and two-year carry-over provisions.

Self-Employment Tax

In addition to your personal income tax there is also a federal tax on self-employment, which is added to the income tax liability as shown on page one of form 1040. Practically everyone in the employed is subject to the selfemployment tax. The only ex-



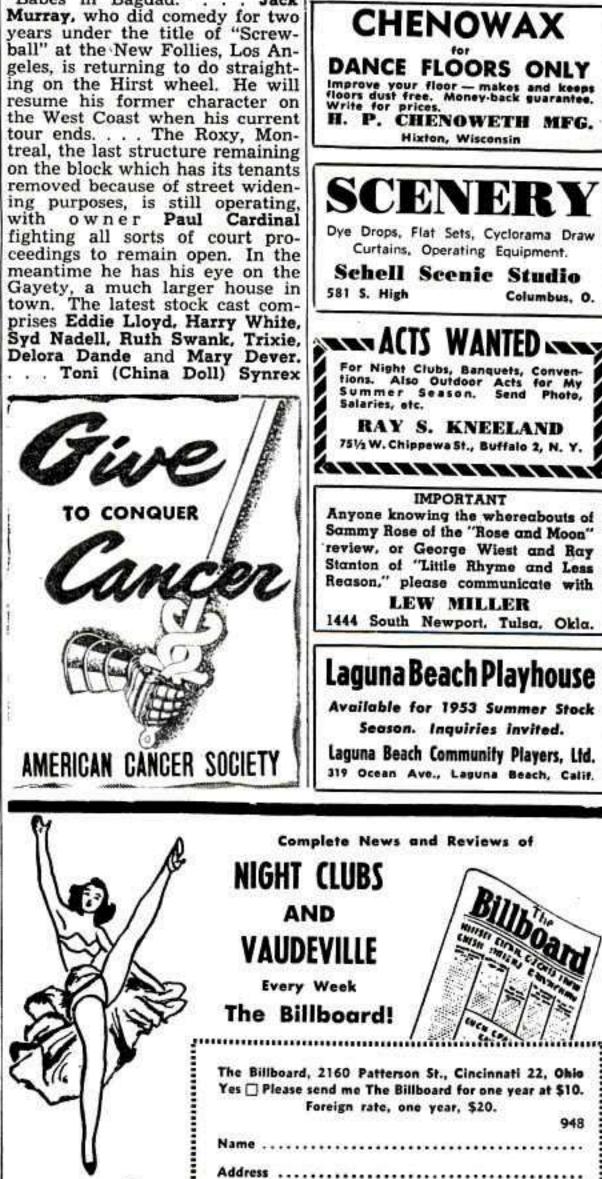
tions. However, in order to be claimed as a deduction, it must be of a type that cannot be used for general or street wear. You (Continued on page 109)

Hocus Pocus of Magic and Magi

By BILL SACHS-

DELL O'DELL and Charles Carrer have taken over Percy Abbott's Hollywood magic emporium, with the veteran George Boston continuing as manager. Steiner and Kershaw, billed as "the only hypnotist team in the world," covering a lot of

ground, opened February 16 at the Top Hat Club, Montreal. . . . The Great Morton, hyp, has just closed a week's stand at the Grand Opera House, London, Ont., and have become separated from the early in March begins a third return engagement at the Seville Theater, Montreal. . . . To revive for a second the recent who-wasfirst-with-the-drink-magic feud between Jay Palmer and Charles Hoffman, Count Maurice shoots us his four-page herald, with the admonishment that we read it. He wants to call attention to the magic mixologist turn for a long time, too. So, let's let it lay right there. . . . And what's become of Gloria Jerome, luscious trixster who made the nation's major niteries until she dropped suddenly out of the magic picture several years ago? She was the daughter of the late Great Jerome, who toured the Texas country for many years with his own mystery show. . . . George Marquis and Company continue to trek the Deep South with their midnight spook opry. . . S. David Walker, mentalist-magician, played a return at the Radio City Theater, Minneapolis, February 14, with a "gambling expose" in connection with a promotion stunt for the forthcoming flicker, "Mississippi Gambler." He also showed the entertainment field who is self- house a week previous with the same stint. . . . Faustino, a native of Brazil, recently arrived in this country to join Lady Francis in



RINKS & SKATERS

FEBRUARY 28, 1953

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Communications to 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

107

Roadshow Rep

from Hinesburg, Va., where he Bunzell and Jack Wahlin. . . . successfully presented a number George Spicer is in St. Petersof amateur promotions recently. He also has promoted two hobby cuperating from a bout with the shows and has an indoor fair flu. . . . W. W. Waxmire advises on the books for a later showing. Following that he heads for Eastern Canada in the spring to make some towns in Quebec which he played last season to good results. . "Come on with the tent minstrels, but bring on some show," M. M. (Shorty) Wallace advises from Gulfport, Miss. "Give 'em putting in the winter there after some new faces and organ music a good fall in Southwestern Wash- nual March of Dimes benefit and less boogie and the people ington with his novelty show. show, was pronounced a great will flock to your show. Also Harris advises that he tried some success, by Al Campana, rink let them know you're coming. A schools in the late fall in that manager. half-sheet in town won't inform sector but they were no good bethe natives that you're on your cause the weather was too cold. way. Why not stage a concert Walter Tyron, busking show perdown town at noontime? I've only former, is in Seattle with Harris

HAROLD W. GARRETT letters from Wendell, Idaho, that he has been playing school shows in that sector but that results have been off because of the cold weather. "I was pleased to learn that some of the Negro tent minstrels will go out this season. However, in this section of the country tents wouldn't get any place because the jumps are too long. The fault of the tent rep and vaude show is of their own ater, San Antonio, has been transmaking. It's a case of poor shows ferred to the Dallas home office and costly overhead. I have made of Claude Ezell & Associates more money with a one+man unit where he will assist in the cirin three years than I ever saw in all the 20 years I trailed small cuit's booking operations. Suc-ceeding Cox is Dan Goodwin, tent-rep shows in the Midwest manager of the Fredericksburg and wound up with popcorn for Road Drive-In for the past two wages. I have worked hard and a half years. Goodwin, in had to do some selling but it has turn, is succeeded by Frank 100 tuxedoes for one of the male skaters closing Thursday (29). paid off in this Far West country. Whisenant, former manager of numbers in the show, and bought I'm going to Pendleton, Ore., Surf Drive-In, Port Arthur. . . . A new costumes for all girl num- the benefit, which repeated the soon and will vacation there for drive-in theater is included in the bers. Local skating champs put show staged in November, drew

A LBERT D. ANDREWS is mov-ing into Northern New York Burgett: Kurt, Evelyn and Karen burg, Fla., vacationing and refrom Austin, Tex., that he may try some outdoor dates later with med and other items. He'll work from a new truck on which he took delivery recently.

off. Most of the success is in the flack billing. You can't bill a Eddie Clark, of Dallas with the following in answer to a

(Continued on page 108)

Drivin' Round The Drive-Ins

CONELY G. COX, former manager of the Trail Drive-In Thea month before taking on my Southwestern route. Where is show?" Denote the formulation of the one o

theater owner with some

holdings in the open-air field, is

taking over drive-in theaters in

Vineland and Bridgeton in South-

Fibre Wheels

50c extro

DOUBLE DUTY 'Dimes' Show **On Tele Also** Hypos Skating

CLEVELAND, Feb. 21.-Altho up against stiff competition (Jimmy Durante and Jackie Gleason on two Cleveland TV stations and a local showing of "Ice Follies" at **D**^{AN} HARRIS, solo performer, writes from Seattle that he is putting in the winter there after "Roll-a-Revels," Skateland's an-

> Prime purpose of the show was to raise funds for the "Dimes" campaign, but in the TV show, which was sponsored by the rink and Cleveland Skate Company over WXEL, Cleveland, rink officials saw a good chance to reach the non-skating audience in their homes to show those people the high caliber roller skating has attained. That the show stimuated himself. skating activity here is proved by

the fact that the following day people phoned the rink almost constantly, seeking lesson book-

ings. Both press and radio cooperated from the publicity standpoint in making the show a success, with Paul R. Svec, rink publicity and promotion manager, handling details. That the publicity campaign was successful is indicated in the total attendance figure of 2,770 persons who saw the show at the rink the night of January 31, February 1 at a matinee and on Monday (2) night.

Campana spared no expense in formance, "Swing in Rhythm," staging the show. He purchased three-night extravaganza by club

Proposal Made by J-A; March 7 Vote Deadline

Werner.

Ice skaters-Hobey Baker, Nor-

Lamb, Everett McGowan, Joseph

WE BUY AND SELL

all kinds of secondhand Roller Skates

MADAME RENEE'S

BONNY SKATING TIGHTS, \$11.00 doz.

NEW YORK, Feb. 21.—Nomi-nations for a "Skating Hall of Fame," proposed several weeks ago by skate scribe Bill Love, of Tommy Lane, Norman Latin, Betthe New York Journal-American, ty Lytle, Jerry Nista, Gloria Nord, will close on March 7, the column- Nancy Lee Parker, Perry Rawist revealed this week. Shortly son, Earl Reynolds, Earl Van after that date the names of all Horn and Gladys and George candidates will be submitted to a 'Hall of Fame" committee, with

SKATERS' HALL OF FAME

the request that six roller and six val Baptie, Lloyd (Skippy) Baxice skaters be named the first ter, Ray Blum, Dick Button, Eve-year. The plan is to add one name, lyn Chandler, Fritz Dietl, Jackfollowing the same method of son Haines, Sonja Henie, Irving nominating and voting, in each of Jaffee, Charlie Jewtra, John Johnthe two branches every year ston, Phillip Kearney, Gladys thereafter.

It all started when Love, who K. Savage, the Shipstads and is a member of the New York Johnson, Freddie Trenkler, Wil-Bowling Association's "Hall of liam Warren. (Also Charlotte Fame" committee, wrote a lead and Barabara Ann Scott, if it is suggesting that various segments decided to include non-citizens of of the roller and ice sports combine to institute a similar "hall" to honor skaters. Reader response was so great that the columnist decided to go ahead with the plan

Nominations may be made directly to Bill Love, New York Journal-American, 220 South Street, New York 15, N. Y. Here are the skaters already proposed: Roller skaters: Laurene Ansel-

SPECIAL LADIES' CLOSED-TOE SHOES WITH WOOD WHEELS, \$10.50 a pair While they last! my, Walter Bickmeyer, Jack and All merchandise guaranteed. Write for complete price list. 1/3 down, balance C.O.D. **Oaks Benefit** JACK ADAMS & SON, INC. 1471 Boston Rd. Bronx 60, N. Y. DAyton 9-3403 Near Capacity ************* CURVECREST **RINK-COTE** PORTLAND, Ore., Feb. 21 .--Oaks Rink drew near-capacity The skating surface for wood and masonite floors. The ultimate in cleanhouses for its return benefit perliness and traction. PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself. Dean Songer, rink manager, said

the United States.)

plays for sponsors and also does til next term in federal court at of February S some school engagements. . . Austin. The continuance came Crawford Eagle is in Ward 2 when Atty. John Cofer, represent-Crawford Eagle is in Ward 2 A. W., Veterans' Administration Hospital, Los Angeles, recover-ing from an operation for the removal of his vocal chords. Vet-erans of 32 years in the reperans of 32 years in the rep- tion of the suits so that they can tent show field, Eagle and his be tried as one case. wife, Grace, have had their Van Winkle Marionettes on the road MELVIN FOX. Philadelphia for the past 10 years. Prior to Eagle's admission to the hospital, he and Mrs. Eagle attended a reunion of members of the old Taylor Players. Mr. and Mrs. Moritz Gussman were hosts to R.



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- heavy horsehide brown leather backstay longer wearing, heavy duty double soles soft, sponge rubber lined tongue double stitched longer counter for comfort grained leather insole

- FREE! Write Today for FREE Rink Equipment Catalog

DR. E. M. CROSS reports good Hollywood's major motion picture made such a hit that numerous companies and Eddie Joseph. made such a hit that numerous encores were necessary. So popushow around Hibbing, Minn., drive-in theater owner-operator at har was the show that the rink when the weather permits. Cross Austin, Tex., were continued un- management repeated it the night

national Rollos.

agers.

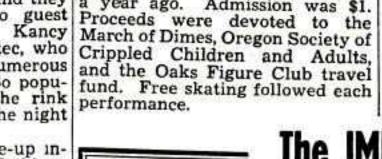
Local skaters in the line-up in-Marilee Olson, Maureen Ahern, Rickey Hannon, Gorgette Grabowski and Peggy Peterlin.

Firemen Benefit Show

At Delaware Skatery

Club Stresses Skating

Pros to Stratford Spot



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ARENAS & AUDITORIUMS

THE BILLBOARD

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NEWS NUGGETS

6 Road Shows Book El Paso in Month EL PASO, Tex., Feb. 21 .- City's "BIGGEST" GROSSES 12G

Liberty Hall here is hosting six FOR SEATTLE STAND road shows this month, Manager C. S. Swan reports. February schedule includes Ballet Theater Company, Blue Barron ork, "Oklahoma!," all earlier; "Kiss Me Kate" (21), Slavenska-Franklin Ballet (26), and "Grand Ole Opry" (21). Mrs. Hallett Johnson is promoting four of them.

OAKLAND, CALIF., EXPO SCHEDULED FOR MARCH ...

OAKLAND, Calif. - Oakland Exposition Building here will house the fifth California International Home Show and Builders' Market Week, March 7-15. Show exhibits cover consumer and builders' products. Western for both February 23 and 24," Home Builders Forum will be in Managing Director William H. the Oakland Auditorium, March 10-11.

Rudy Vallee Set for Expo At Portland

PORTLAND, Ore., Feb. 21.-Rudy Vallee will head the program at the Portland Home Show, April 17-26, in the Portland Ice Arena.

Booking is being handled by Al Learman, of Portland, thru the Music Corporation of America.

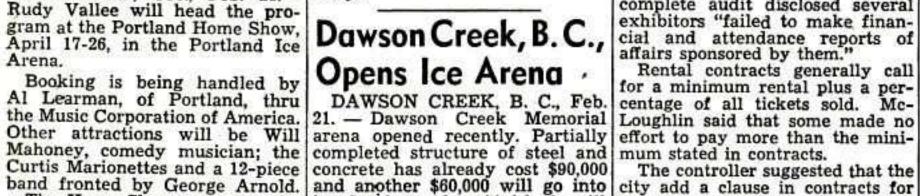
"The SEATTLE, Wash. -Biggest Show," with Nat (King) Cole, Stan Kenton and Louis Jordan, grossed \$12,000 here, the second stop on its current route. Other acts in the package include starred Eddy Arnold and the June Hutton, George Kirby, the Range Rider and topped last Conines and Allen and DeWood. year's attendance. Each of 19 HARTF'D ADVANCE SALE CUES AUTRY HOLDOVER .

HARTFORD, Conn.-The Gene Autry Revue's Bushnell Memorial Auditorium engagement has been extended an extra day because of the unprecedented ticket demand already noted for the February 23 appearances.

"We have now scheduled shows Mortensen stated. Autry and his troupe of 30 people will appear twice daily.

D. C. AUTO EXPO SETS THREE-ACT SHOW . . .

WASHINGTON - National Capital Area Auto Show at the National Guard Armory here gets underway Saturday (21). Singers Georgia Gibbs and Teresa Williams plus the Billy Williams Quartet will make three shows daily.



Ice Arena this year because the be between 2,500 and 3,000. Much lessees to provide a manifest show-U. S. Air Force has leased the of the money was raised by Pacific International Livestock service clubs and the Canadian Exposition building. The 1952 Legion. Building is 265 feet by of tickets.

Equal '52 Top; **Mulls New Site**

HOUSTON, Feb. 21.-Twentysecond Houston Fat Stock Show and Rodeo at Sam Houston Coliseum drew an estimated 250,000 persons, same as last year's es-timate, February 4-15. Rodeo performances was near-capacity.

Belief was that the show would have moved well ahead of last year if space had been available, and this was expected to work in favor of a long-discussed proposal for moving the annual to a larger expo building on property owned by the stock show.

Says Philly Lax **On Convention Rental Controls**

PHILADELPHIA, Feb. 21. -City Controller Stephen E. Mc-Loughlin has stated that the city probably lost thousands of dollars in fees because of failure to establish adequate controls over rental agreements for events in Convention Hall and Commercial Museum. He said that a recently complete audit disclosed several exhibitors "failed to make finan-

cial and attendance reports of affairs sponsored by them." Rental contracts generally call for a minimum rental plus a percentage of all tickets sold. Mc-

band fronted by George Arnold. and another \$60,000 will go into city add a clause in contracts for The Home Show moves to the it. Seating, when finished, will renting of the halls requiring

Houston Crowds PNE Builds Open Arena; **Plans New Coliseum Next**

building program. Included are a 30,000-seat stadium and three exhibit buildings, costing an es-timated \$2,500,000. Outdoor sta-dium will be Canada's largest and is being built for the British which it will be turned over to PNE.

Next on the drawing boards is the plan for a 12,000-seat Coliseum to accommodate upped crowds for hockey, horse shows and other attractions. Present building pro-

'Cycles' Grosses 36G at Regina

REGINA, Sask., Feb. 21. — Making its first appearance here in seven years, "Ice Cycles" drew 15,852 customers to the Stadium during a four-night stand which closed Thursday (12). Gross topped \$36,000.

Event was sponsored by the Regina Exhibition Association with Wa Wa Temple Shrine patrol assisting with the advance sale.

Attendance was as follows: Monday, 3,652; Tuesday, 3,853; Wednesday, 4,014; Thursday, 4,333. Available seats totaled 4,781.

Cash figure was a good 20 per cent better than the exhibition org expected but actual profit was on the slim side because of heavy advance spending on promotion and preparation of the rink. Org is bringing icer back in '54.

VANCOUVER, B. C., Feb. 21.- | gram does not replace any exist-Pacific National Exhibition is ing buildings. PNE Forum will busy with its greatest one-year continue to house the Shrine-PNE Polack circus, "Ice Cycles" and similar events until the Coliseum becomes a reality.

V. Ben Williams, general manager and president of PNE, believes that even the increased Empire Games of 1951, after facilities will be adequate for no more than two years in view of British 'Columbia's population and industry boom.

Toronto Hobby, Auto Expos Win

TORONTO, Feb. 21. - More than 110,000 persons attended the first Canadian International Hobby & Homecraft Show at the Canadian National Exhibition Coliseum, assuring a repeat next year.

National Automotive Show, first of its kind here since the war, drew 70,000 to the CNE grounds. Andrews Sisters and Denny Vaughn orchestra appeared in the show, which had 14 exhibitors, 200 cars and 90,000 square feet of exhibits.

Canadian National Sportsmen's Show, March 13-21, is expected to draw about 200,000 persons to the CNE Coliseum. Expo is a showcase of Canada's big sporting goods industry and is man-aged by Loyal M. Kelly. Attractions will include ostrich races, fishing displays, and more than 100,000 square feet of exhibits.

Insurance Agency Sues Henie Icer

HOLLYWOOD, Feb. 21.-Argonaut Underwriters, Inc., Los Angeles general insurance a recently filed a claim for \$3,486,-.28 against the Sonja Henie Ice Revue, Inc., in Superior Court ments due on workmen's compensation insurance.

show drew 75,152 for 24 130 feet, with an ice area of 200 performances.

by 85 feet.

New Association Links Western Canada Arenas

set up in Western Canada and a Ont., and Victoria, B. C. two-day session, May 30-31, has Maurice E. Hartnett, general been scheduled to form a perma- manager of the Calgary Exhibinent Western Canada Arena tion and Stampede, Ltd., was Association.

seating capacity of 43,000 were cludes James Paul, Edmonton; represented at the original meet- Joseph Dukowski, Victoria; R. H. ing. Others with a total capacity Gillies, Regina, and R. E. Stewart of 21,000 announced they planned Brandon, Man. Secretary is I. to join the permanent group.

Objective is to contract ice shows, water shows, variety entertainment on a circuit basis. The association also would act as a clearing house for information on entertainment and management.

AT LIBERTY As Manager of Auditorium or Arena

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PROMOTERS

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

CALGARY, Alta., Feb. 21.- | Organizational meeting was at-Temporary organization of a new tended by arena reps from 15 association of arenas has been cities between Fort Williams,

named provisional chairman. Arenas and ice rinks with a Temporary board of directors in-W. Parsons.

Vancouver Advance Starts for Hutton

VANCOUVER, B. C., Feb. 21.-Betty Hutton and her International Variety Show are booked into the Georgia Auditorium for two nights and a matinee (25-26) by Famous Artists. Mail sale opened Monday (2) with the house scaled from \$1.75 to a \$5.90 top for nights and matinee \$1.75 to \$4.15 including tax.

Frank Scott's Variety Show, 10 acts, goes each Sunday night at the Pender Auditorium. To stay within the law, no admission charge is made but a collection of donations is made. The show is sponsored by a returned soldiers' organization.

'Holiday On Ice' In Copenhagen

COPENHAGEN, Denmark, Feb. 21.-Richard Stangerup, local promoter and producer, presented the big "Holiday on Ice" revue starring Ria Baran and Paul Falk, at the Forum Friday (13) for a

The audit showed that expenditures at the two halls were \$350,-966, while receipts were only \$151,023, a deficit of \$209,943, Mc-Loughlin said.

'Biggest Show' to **Play Toledo Arena**

TOLEDO, Feb. 21.—"Biggest Show of 1953," starring Frankie Laine, Ella Fitzgerald and Woody Herman and his ork, has been booked to play the Sports Arena here May 2.

Andy Mulligan, Sports Arena manager, says that attendance is picking up steadily at most attractions, and the management is going ahead lining up top-grade talent.

Horace Heidt has been booked for April 18 and the Harlem Globetrotters will return March 27. February is booked solidly. Fol-Ballet Theater: Los Angeles 24-28. Bell, Book and Candle: (National) Washlowing a full week's performance of the Grotto Circus, midget auto races will be brought here for the first time, February 8. Boxing, wrestling, hockey and public skating fill out the calendar.

Attendance at the recent "Holiday on Ice" show was up 6 per cent over 1952, altho the event played one day less than it did the year before.

Philly Arena to Go Live Again

PHILADELPHIA, Feb. 21.-The Philadelphia Arena, which has been without a show attraction since the beginning of the year after a spell with "Ice Ca-pades" and the "Ice Follies," goes live again on February 27 for Gene Autry.

The cowboy star comes in for the one day with his new "Hit Show of 1953," featuring Gail Davis, his screen leading lady. Two performances are set—late offormance for the banefit of the Show of 1953," featuring Gail afternoon for the benefit of the school trade and an evening show. For both shows, children under 12 will be admitted at half price.

Auditorium Managers:

at the Forum Friday (13) for a run of 20 days. The show, which arrived from Kiel, Germany, has been heavily publicized in Denmark and Sweden, as this is the only Scan-dinavian spot at which it will make a stand, its next stop being Antwerp, Belgium.

KNOXVILLE, Feb. 21.—Byron Gosh, operating the Auditorium & Fair Booking Company here, has set a string of sponsored this week for alleged back paydates for the Silver Star Rodeo starting in April and a series for the All-American Indoor Circus in auditoriums.

'Holiday' Into Texas

SAN ANTONIO, Feb. 21.-The 1953 edition of "Holiday on Ice" has been booked for a run here, opening April 4 at Bexar County Coliseum.



ington. Call Me Madam: (Shubert) Chicago. Camino Real: (Shubert) New Haven,

Conn Certain Joy: (Locust Street) Philadelphia. Constant Wife, With Katharine Cornell: (Biltmore) Los Angeles.

Country Girl: (Virginia) Wheeling, W. Va., 24; (Palace) Youngstown, O., 25-26; (Colonial) Akron 27; (Shea's) Erie, Pa., 28. Dial "M" for Murder: (Harris) Chicago.

Farfel Follies: (Parsons) Hartford, Conn. 25-28.

Fasten Your Belt: (Shubert) Boston. Fourposter: (Royal Alexandra) Toronto. Gigi: (Wilbur) Philadelphia. Good Night, Ladies: (Cass) Detroit. Greco, Jose: (Nixon) Pittsburgh. Guys and Dolls: (Shubert) Detroit. I Am a Camera: (Ford's) Baltimore.

I Found April: (Rajah) Reading, Pa., 24; (Playhouse) Wilmington, Del., 25-28. Maid of the Ozarks: (Metropolitan) Provi-

Maid of the Ozarks: (Metropolitan) Providence, R. I.
Mrs. McThing, With Helen Hayes: (Shubert) Philadelphia.
My Three Angels: (Walnut) Philadelphia.
Oklahoma: (Aud.) Shreveport, La., 24; (Aud.) Vicksburg, Miss., 25; (Paramount) Baton Rouge, La., 26-27; (Aud.) Mobile, Ala., 28.

Ala., 28. Paris '90, With Cornella Otis Skinner: (Davidson) Milwaukee 24-28. Point of No Return: (American) St. Louis Shrike, The: (Erlanger) Chicago.

Skating Shows

Ice Cycles of 1953: Sioux City, Ia., 24-28; Rochester, Minn., March 1-3; Sault Ste. Marie, Ont., 5-7. Ice Follies: Boston 24-March 1; Providence,

R. I., 2-8.

Miscellaneous

Roadshow Rep

Continued from page 107

recent query concerning the roster of the Edmond Players: Billy **Rexford**, Connie Matthews, Anne Ross, Dannie Baurac, Dorothy Edmond and Dale Fugua. . . . Elliot Henry has his puppet show working around Rochester, N. Y.

. William Piper wants to know if there has been any activity at Arnold's Park, Ia., the past year. He'd also like to know what has become of Ed and Hazel Lucas. . . Jeffrey Williams writes from Sedalia, Mo., that he'd like to have someone send thru the roster of the Jack Winston Players who appeared under canvas in Iowa in the old days. . . . H. H. Berkman, who is headquartering in Vicksburg, Miss., will try to revive the prewar bill, "The Old South," and play some dates under auspices before starting his fair and celebration season.

DR. MAURICE CARLIN is operating his solo lecture show in Minnesota. . . . In response to a recent query from Harry Greenfield, of Toledo, Charles (Kid) Koster comes thru with the following line-up of artists who were with William H. West's Minstrels during the 1902 season: Percy Maddox, advance agent; Koster, second agent; Sanford B. Rickaby, company manager, and Billy Van, John King, Raymond Teal, Waterbury Brothers and Tenny, Richard Jose, Manual Romain, John B. Rogers and West, performers. . . . Henri Lavine is in Miami recuperating from an illness which caught up with him last fall. . . G. L. Gifford, stroller player, is in Sacramento, but plans to move to Southern Oregon soon.

. Nick Hyam, who recently concluded work on his 11th amateur minstrel promotion, is in Wilmington, Del., planning a Florida vacation.

R. B. (Bob Chambers, who has been in Fresno, Calif., since No-Bafley's, Bill, All Star Minstrels: Decatur, Ala., 24; Sheffield 25; Columbus, Ga., 26; Meridian, Miss., 27; Jackson 28; Vicksburg March 2; Eldorado, Ark., 3; Shreveport, La., 4-5; Beaumont, Tex., 5; Orange T. (Continued on page 109)



FEBRUARY 28, 1953

Showfolk's Taxes

Continued from page 106

must be able to prove that the article is unique, and that it would be impractical or embarrassing to wear this costume anywhere but at performances.

It is highly recommended that the bills for the purchase of these | • Continued from page 2 bill or check in substantiation of the claim.

Other Items

Other very important items of expense generally claimed by enand meal expenditures on the enter into any sort of competiroad. It is of the utmost im- tion?" portance that hotel bills be kept U.S. LAW CRIMPS to be produced when the taxpayer's return is audited. All transportation receipts, such as railroad be kept for the same purpose. If the mileage per day, and gas, oil and other expenses incurred on the road, as in some cases it is impossible to get full receipts for these expenditures.

that in a great many cases it is impossible or impractical to get a receipt in a restaurant or a night club. However, it will aid the taxpayer in substantiating these expenditures if he shows a daily summary, rather than an estimated figure. Almost every stationery store carries small travelers' expense books, which make the daily itemization of all expenditures a fairly convenient, and in this instance, very valuable undertaking.

Misalliance

Continued from page 13

everything has been said, it can in the fouling up of various be discovered that the predatory French stars booked into the everything has been said, it can fem has got her reluctant man, as niteries of Punto del Este, Uruusual, and the hysterical intellec- guay. Since Argentina and Urutual has been taken over by the self-sufficient lady of the trapeze.



costumes be kept. If the bill does try here looked to the advent of not provide a complete description TV as a way to enter into the of the article, write out a com- American market. Retaliation by plete description on a separate the industry to bar from France piece of paper and attach it to the all American pictures if their TV films are banned is the general discussion among Parisian film men. Producers argue that what they want is trade-not aid-and ask, "How can we have trade, if tertainers is transportation, hotel our products are not allowed to

FRENCH ACTS

On the judicial side of the problems bothering the French comes tickets and plane tickets should the influence of the McCarran Act on the importation of acts and the transportation is a car, a daily stars into America. As Felix summary should be kept showing Marouani, William Morris agency rep in Europe, told The Billboard. most name stars who are booked into America go not just for the one booking but for other engagements which may follow. Accord-Similarly, a record should be ing to the McCarran Act an enterkept of expenditures incurred for tainer may only work in the one meals. It is general knowledge job which he originally comes for. This, Mr. Marouani informed us, makes it almost unprofitable for a name to undertake. An example is in the case of Edith Piaf, whose success in The Versailles, New York, led to subsequent bookings thruout America. Someone like Patachou, who was such a success in the Waldorf-Astoria, but was unable to take any other of the engagements offered her while she was in the States. Of course, there is a way out, the name can immigrate into the States. But there are not that many entertainers who are willing to give up their citizenship for the sake of one or two bookings.... Another governmental ruling has resulted guay are feuding, Argentinians have not been allowed to enter Uruguay. And since Argentina's tourist trade makes up the majority of visitors to the Punta del Este clubs, the niteries have just closed down and canceled all acts accordingly.

THE BILLBOARD

an 200 B Sam 1 1 2 3

GENERAL NEWS

The Final Curtain

ASSAIANTE-Alfred,

62, at one time connected with stock at the Palace Theater, Boston, February 12 in Providence. From 1926 to 1930 he owned the Rivoli Theater, Lawrence, Mass., and from 1932 to his retirement in 1940 appeared with Ruby DeRusso Company, presenting Italian plays thru New England. He came to the U.S. from Italy 46 years ago.

BABTY-Earl.

50, formerly with the Hagenbeck-Wallace and Ringling-Barnum circuses, February 18 in a Cedar Rapids, Ia., hospital following a brief illness, His last employment was as motor freight superintendent for a Cedar Rapids transfer company. He had also been superintendent of midway and concessions at All-Iowa Fair, Cedar Rapids, for the past five years.

BRULE-Andre,

74. French producer and actor who created the role of Arsene Lupin on the French stage, February 14 in Neuilly, France. He had appeared at the Sarah Bernhardt and Boulevard theaters in a number of plays before he became direc-tor of the Madeleine Theater. In 1944 he was elected president of the Association of Parisian Theatrical Producers and served as its honory president until his death.

BUSBY-Mrs. Maud,

75, widow of the late Alfred J. Busby, former owner of a Waterloo, Ia., theater and owner of the Busby Poster Company, February 11 in a Waterloo hospital following a stroke. Services February 16 in Waterloo.

BUTLER-L. H. (Whitie), 61. February 13 in St. Luke's Hospital, Kansas City, Mo. Survived by his widow,

Edith; a sister, Mrs. Newt Marland, and his stepmother. Mrs. Louis Butler, of Dempolois, Ala. Burial February 15 in Richmond, Mo.

ARROLL-William A.,

60, who helped organize Radio Station WGKV, Charleston, W. Va., and served as its first president, February 11 in Mountain State Hospital there after a long lilness. At the time of his death he was president of the Flynn Coal & Lumber Company. Surviving are his widow and two daughters.

LEARY-Thomas,

79, father of theatrical publicist Thomas Jr., February 13 in Montreal. Besides his son, who is now with Consolidated Theaters, two daughters survive.

DAVIS-Leonard P.,

61, of a heart attack at his home, Fort Smith, Ark., February 12. Widely known in rep and tent-show circles, Davis' show business career spanned 30 years before he retired in 1941.

GARN-J. C. M. (Gloomy), musician, who toured the country for

"My Sunshine Lady." "Listen to Me" and "My China Doll." He toured for three years with the Howard Thurston show. His last engagement was with the Do-Re's, comedy musical act. Surviving are his widow, Bessie, and a half-sister, Rosina Churchill, Miami, Burial in Princeton, Wis.

GREENOUGH-Frank.

49, orchestra leader for three decades and who headed a USO troupe of entertainers for G.I.'s in Germany in 1945, February 18 in Santa Barbara, Calif., following a long illness. At one time he was planist in the Grauman Theater, Los Angeles. He was a life member of the musicians' union, Survived by his widow, Anona; his mother and two brothers.

HEAPHY-Thomas,

62, radio-TV-stage actor, February 19 at French Hospital, New York, After presenting a number of plays for New York religious groups, he entered the legitimate theater in the '30's. During the long run of the Helen Hayes starrer. "Happy Birthday," he played the role of Dad Malone, In the late war he went on USO tour with "The Front Page." Since then he appeared in some 200 radio and television shows. His wife, Ethel, and a sister, Mrs. Frank Doyle, survive,

HOOKS-Mrs. R. T.,

80, owner and operator of the Select Theater, Mineola, Tex., for the past 30 years. Survivors are a son, Robert; a brother, Aaron Brubaker, and two grandchildren.

HOOPWOOD-Willis (Dake), 50, member of Page Bros.' Shows, Feb-



HAYNES-

A son, Gerald Allen, February 8 to Mr. and Mrs. Dick Haynes in Municipal Hospital, Tampa, Father is in outdoor show business and has been connected with the operation of royal Roman charlot races.

O'CONNOR-

A son, Kevin Carroll, January 31 in Los Angeles to Mr. and Mrs. Norman Carroll O'Connor. Mother is radio-TV representative for the Clyde Beatty Circus. Father was recently named radio-TV director for Ringling Bros. and Barnum & Bailey Circus, succeeding Bill Antes.

RUSSELL-

A daughter, Deborah Gail, recently in Scattle to Mr. and Mrs. Jack Russell. Father is a concessionaire with the Meeker Shows

ruary 14 in show winter quarters at Springfield, Tenn. He was a conces-slonaire for 35 years with the Page, Capital City, American Eagle, Rogers Greater and other shows. Survived by five sisters in Nashville. Burial in Lone Oak Cemetery, Lewisburg, Tenn.

LaPEARL-Reia, 62, at South Webster, O. February 10 after an extended illness. She had been a circus aerialist and formerly had a dog act. For the past several years she was with Mills Bros.' Circus as superintendent of reserved seats. She is survived by her husband, Jack LaPearl, clown with Mills Bros.; one son, James, of Oak Park, Ill., and a granddaughter, Mary, of South Webster,

LINDLEY-Chester A.,

for 19 years a concessionaire. February 11 in Valdosta, Ga. Survived by several children. Burial in Sunset Hill Cemetery, Valdosta.

LONG-Percy B..

51, former manager of theaters in Webster City, Jefferson and Perry. Ia., in a Webster City hospital February 11.

MARTIN-Albert.

37, co-owner of the 20th Century Shows, February 14 in an airplane crash in the Gulf of Mexico, just off Mobile, Ala, (Details in General Outdoor section.)

MeINTYRE-James R.,

76, veteran of show business for over 50 years, February 9 in Burbank. Calif. He first became known in the act of Sutton, McIntyre and Sutton, and for the past 15 years performed in a mental act known as the Tyres, in association with his wife, Beatrice C. McIntyre, who survives him. In semi retirement the past few years, he also included Sid and Mildred Hirsch in his act. Burial was in the Forrest Lawn Cemetery, Glendale, Calif.

MOLLENKAMP-Opal D.,

52, known as the Kate Smith of Columbus, O., recently at her home in that city. A well-known night club blues singer in Columbus and the surrounding area for many years, she derived her theatrical name from the striking resemblance in looks, voice and personality she bore to Kate Smith, the radio and network singer. She started in show business under the urging of Eddie Lee, and for many years appeared with planist Charlotte Rarick as the team of Kate and Choddy. She retired about 12 years ago. A brother, Pat Davis, is a concessionaire with the Anderson Amusement Company, Toledo, Also surviving are her husband. James; two sisters, Mrs. Mary K. Davis and Mrs. Ida Serch, and another brother, Fred. Burial in Thurston, O.

MONTANARI-Alberto,

74, Italian composer, in Rome February wrote operettas. Tue Paris" and "Colibri."

Cast

Barry Jones gives one of his most delightfully engaging performances as the amiable tycoon who has never lost his eye for the ladies. He is just about perfect casting for the part. But there are excellent performances all down the line. Roddy McDowall's tantrum fits are small classics. Jan Farrand is most properly predatory in the Shavian tradition, and Tamara Geva makes a splendidly self-sufficient acrobat. William Redfield, Dorothy Sands, Richard Purdy and Richard Kiley all know how to get full values out of their stints, and there is a particularly fine bit from Jerome Kilty as the prodigal out of the past.

John Boyt's decor for a country drawing-room (circa 1909) is an hilariously nightmarish riot, and Robert Fletcher has designed just the costumes to go with it. Cyril has pared the verbal didoes to get every ounce of fun out of themand the fun is practically continuous. "Misalliance" is a treat for anybody. Bob Francis.

Alan Young Show

Continued from page 12

few minutes pennies kept running down his pants, which he used to support the load, as if he were a coin machine.

The love interest is provided by Young's romance with the daughter of the bank president. Their mooning-via flashbacks when he sees her as Minnie-Ha-Ha and she visualizes him as Hiawatha proved an idea with good comedy values. His rival for her attentions is the supercilious assistant to her father. The girl is played by Dawn Addams, an attractive newcomer to TV. The rival was portrayed by David Alpert, who made a convincing apple-polisher.

As is evident, the situation is far from new, but Young's comedy talent gives it an illusion of Arthur O'Connell. freshness. The supporting players are all extremely good as is the production and direction of the film.

Sal Hepatica and Bufferin. The similarly appropriate. In sum, first commercial was a repeat of the Theater Guild, Inge, Logan the one presented last week, the and its actors have made "Picnic" second used a cartoon and the all of a piece. Who cares whether third, which used a drum to sim- or not it makes a point? It is

Picnic

Continued from page 15

trated, spinster school-mar'm to putting a marital halter on a middle-aged beau of long standing. When the heel is eventually chased out of town, the gal, contrary to all precepts of common sense, packs up and follows him. The pay-off comes when a neighbor pertinently asks her distracted mother, whose departed husband has evidently been no moral bargain, "Could anybody have told you what to do?" It seems quite stupid and unreasonable, but that's how things have a way of working out.

Top Cast

What with Joshua Logan's enormously sensitive direction, some most effective performances take on full dimension. Ralph Meeker's ultra-physical, half-educated young tramp combines a splendid callousness and puppyish poignancy. Janice Rule is excellent as the teenster beauty who knows she's alive when looking in a mirror. But it is Kim Stanley as a pathetically hoydenish younger sister who carries off the play's top honors, and second in command is Eileen Heckart as the schoolteacher who tosses all fem reserve to the winds in order to snare her boyfriend into marriage. Both contribute portraits to be cherished. Peggy Conklin is likewise back to give quiet authority to the role of the mother. altho she looks far too young for the chore, and Ruth McDevitt is delightful as the lady from next door. Further salutes for lesser stints are due to Paul Newman, Reta Shaw, Elizabeth Wilson and

Jo Mielziner has put wonderful realism into his background of a common backyard between two Kansas small-town houses, and Bristol-Myers plugged Ipana, Mildred Trebor's costumes are many years as musical director for various musical comedy companies, Pebruary 11 of a heart ailment. Among the shows with which he was connected were



AMAND-WILLIAMS-

Frank Amand, magician and escape artist, and Thelma Williams, last year a fat girl with the Ringling-Barnum circus, February 6 in Tampa.

BAZINET-BENETT-

Dight J Bazinet, concessionaire and former carnival owner, and Shirley Benett, non-pro, January 30 in Hot Springs.

BERGERAC-ROGERS-

Jacques Bergerac, attorney-actor, and Ginger Rogers, stage-film star, February 7 in Hollywood.

BOWDEN-LAURENCE-

- Charles Bowden, theatrical producer, and Paula Laurence, comedienne, Februhrv 22 near Danbury, Conn.
- CHEVIOT-LILES-
- Edward V. Cheviot, commercial man-ager of WOAI-TV, to Dorothy B. Liles February 16 in San Antonio.
- DuBOSE-RIDENOUR-
- Tex DuBose, knife thrower, whip cracker and Side Show operator, and Wanda Ridenour. non-pro, January 12.

HARRIS-ROGERS-

Tom Harris and Madeline Rogers, of the Bill Bailey All-Star Minstrels, December 5 in Tampa.

HEIDEN-CLAY-

Carl Heiden, non-pro, to Patsy Clay in San Antonio recently. Bride is a vo-calist on WOAI and WOAI-TV.

KELLY-OBERDING-

Cy Kelly, puppeteer on the "Capt. Glenn's Bandwagon" show, until re-cently a WLW-T, Cincinnati, feature, and Rosemary Olberding, also a WLW-T personality until recently, January 24 in Ashland, Ky.

ARSEN-HARVEY-

- Valeur Larsen, Danish concert booker, and Lillian Harvey, film actress, in Copenhagen February 7.
- LAWSON-LAMBERT-
- Manny Lawson, non-pro, and Rosalle Lambert, night club singer, January 19 in Elkton, Md.
- LE BON-GALLIANO-
- Marcel Le Bon, singer, and Christina Galliano, dancer, February 16 in New York.

NATHAN-LEVINE-

Larry Nathan, president of the Regular Associated Troupers, Los Angeles, and Martha Levine in Las Vegas, Nev., January 24.

CHAIBLE-SILVIA-

Charles Schaible, orchestra leader, Milford, Conn., and Elaine Silvia, vocalist with his band, in that city January 24.

SMITH-JOHNSON-

- Pvt. James L. Smith and Joyce Johnson, continuity and traffic assistant KEYL-TV, recently in San Antonio.
- WALSH-STOPPELLO-Arthur Walsh Jr., actor in TV's "I Remember Mama," and Dorothy Stoppello, actress known professionally as Nikki Bruno, February 14 in Providence.

son to Mr. and Mrs. Rex Stanley in San Antonio, Father is staff member of KEYL-TV in that city.

WESTON-

STANLEY-

A daughter, Carl Alyn, to Mr. and Mrs. Ed Weston, recently in Cincinnati, Father is program manager for WCPO-

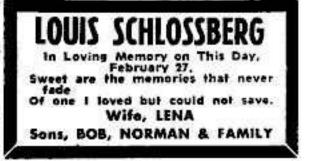
Roadshow Rep

Continued from page 108

1952. "I've been adding to my collection of firearms," Chambers pens, "and I've had several good visits with Del Morris, another old-time vaude and roadshow trouper. He now does a solo show, which includes magic, vent, punch and most of the small-town style of entertainment. He plays Wyoming locations for the most part. He's known as the Southern Colonel in his territory and he looks it. He bills himself as 'Squire Morris' and he's a born salesman." . . . F. J. Johnson, writing from Newton, Mass., says: "I got a big kick from the recent item concerning Billy Lincoln's Tom Show. I also liked the notes about the Al Martz Show. Does anyone remember the Nellie Gill Players? I saw them in New Hampshire years ago. Is Chet Wright still active? Where is Dr. Dave Bell?"

R. G. CARMICHAEL is promoting hobby shows around Chambersburg, Pa., to moderate returns. . . . "I wish it were true that the old-time minstrel show, with parade and concert could come back, but I have my fingers crossed," pens Forest Weldon from Elizabeth, N. J. "There are no such singers as Reese Prosser, Richard J. Jose or Raymond Teale any more and there are no end men like Arthur Deming, John Queen or Neal O'Brien. The tent minstrels I have seen in the South are no more minstrel shows than are the vaude programs on the air. They are vaudeville and that's all. I was in the minstrel business with Will Culhane, but talent like we had is not to be found these days. As far as rep tent shows are concerned they are under too much nut to carry on. They can't afford to pay for good performers and none is to be had at the present hook-up of dramatic show business. I've also worked for summer theaters in various capacities and there isn't one in five that pays. Most of

MORRIS-H. Guy. former carnival showman. February 7 of a cerebral hemorrhage at his home in Moultrie, Ga. He spent 20 years in the carnival business. His last connections had been with the Mad Cody Fleming, Georgia Amusement and Southern State shows. Survived by his widow, Carrie, and a daughter, Louise Bynum.



SEGERS-George A.,

58, former music salesman for the American Society of Composers, Authors and Publishers, February 16 in Yonkers, N. Y. He was also a former baritone. His widow, two daughters, a son and two sisters survive.

SKINNER-James M.,

64, retired president and board chair-man of the Philco Corporation, manufacturer of radio and television equipment, Pebruary 13 in Philadelphia. He had begun with the company in 1911 when it was known as the Philadelphia Storage Battery Company and had worked his way to the top. His widow, a son and a daughter survive.

π.

SUN-Mrs. Gus,

wife of Gus Sun Sr., veteran operator of the Gus Sun Booking Agency, Spring-field, O., Pebruary 13 in St. Francis Hospital, Miami, of kidney complica-tions. She had been in failing health for several years. Before her marriage Mrs. Sun, a soubrette known professionally as Nellie Alfredo, appeared in one of the old Sun stageshows. Following her marriage she retired from the stage and assisted her husband in operating the office. Besides her husband, she is survived by two sons, Gus Jr., who assists in operating the Sun agency, and Robert, New York; a sister, Mrs. Louise Remsberg, Springfield, and a brother, Harry Alfrey, Merced, Calif. Services were held February 17 in Spring-field and burish took place in Ferneliff field and burial took place in Ferncliff Cemetery, that city.

WALSHE_M. R.,

66, concessions manager at Ozark Empire Fair, Springfield, Mo., February 10 in a Springfield hospital. He is survived by a brother.

Divorces

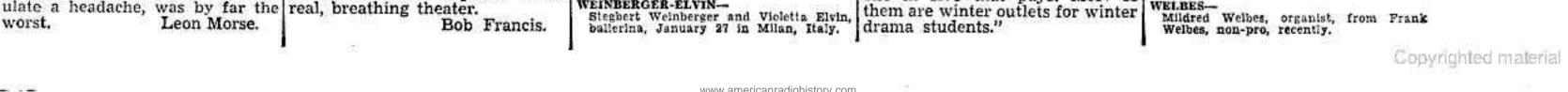
HODIAK-Film actress Anne Baxter from John Hodiak, film actor, recently in Los Angeles.

HAGENSUK-

C. E. Hagensuk, February 9 from Jaunita Hagensuk.

KHAN-Rita Hayworth, film actress, from Prince Aly Khan, January 26 in Reno, Nev.

VASULKA-Frank Vasulka from Jerry Vasulka, Janu-ary 21 in Peorla, 111.



OUTDOOR Communications to 188 W. Randolph St., Chicago 1, Ill.

110 THE BILLBOARD

State Company

MAJOR FAIRS SEND PRESS CHIEFS TO CHI WORKSHOP

Expos With Annual 20,000,000 Gate To be Represented at Two-Day Clinic

more than 20,000,000 will be represented at the Publicity-Advertising-Promotion Clinic for Fairs at the Hotel Sherman here Monday and Tuesday, February 23-24.

Deadline for enrollment raised the number of topflight advertising-publicity directors or managers of fairs to more than 40.

Illustrate Talks

The two-day workshop, spon-sored by The Billboard, will embrace discussions of all phases of advertising, publicizing and promoting fairs. Discussion leaders will include Ray Speer, veteran publicity director of the Minnesota State Fair, St. Paul; Col. Jack Reilly, authority on special events at major expositions; L. R. Fairall, of Fairall & Company, Des Moines, which has the Iowa State Fair account, and Ray Beall, of the Beall Advertising Agency, Dallas, which services the State Fair of Texas, Dallas.

Beall will outline how the

N. Y. Solons Ask House Trailer Tax

NEW YORK, Feb. 21.-Legislation permitting local assessors to levy indirect real estate taxes against residents of trailer camps was proposed at the recent conference of township officers here. The conference, which attracted more than 5,000 local government Association of Towns. It was said that the influx of defense workers into the State led to the construction of many trailer camps whose residents pay no school or real estate taxes and who share all community privileges without sharing in the cost. The proposal was made by C. L. Chamberlain, associate counsel of the State Department of Audit and Control.

with an annual attendance of advertising and publicity cam- two-day workshop are: paign, filling in for Thad Ricks, crack Dallas Fair press chief, who will be unable to attend due to an acute attack of laryngitis.

Display Ads

Several of the discussion leaders will use exhibits of their advertisements and publicity material to illustrate their methods. In addition, a compilation of advertisements used by more than 30 of the top fairs in 1952 will also be on exhibit.

Besides the discussion leaders



SPRINGFIELD, O., Feb. 21.-Mrs. Gus Sun, wife of Gus Sun Sr., operator of the Gus Sun Booking Agency here, died Feb-ruary 13 in St. Francis Hospital, Miami, of kidney complications. She had been in failing health for several years.

Before her marriage Mrs. Sun, a soubrette known professionally as Nellie Alfredo, appeared in Sun stageshows. She retired from the stage following her marriage to assist her husband in his agency operations.

Besides her husband, Mrs. Sun is survived by two sons, Gus Jr., who assists in operating the Sun agency, and Robert, New York; a Indiana State Fair will receive sister, Mrs. Louise Remsberg, a sharp increase in its funds from Springfield, and a brother, Harry the State if a bill recently in-Alfrey, Merced, Calif. officials from thruout the State, 17 in Springfield. Burial took Columbia, authored the proposal place in Ferncliff Cemetery, that which seeks an increase in its city.

CHICAGO, Feb. 21. - Fairs huge Dallas expo conducts its named, others enrolled in the

two-day workshop are: Bo Beicher, Okiahoma State Fair, Okla-homa City; Clyde E. Byrd, Arkansas Livestock Show, Little Rock; L. Doc Cassidy, Kentucky State Fair, Louisville; Don Crittenden, Mid-South Fair, Mem-phis; Don Davis, Indiana State Fair, Indianapolis; Virginia Davis, Du Quoin State Fair, Du Quoin, Ill.; Maurice E. Fager, Kansas Free Fair, Topeka; Dick Frederick, Michigan State Fair, Detroit; Victor Geisel, Wausau Valley Fair, Wausau, Victor Geisel, Wausau Valley Fair, Wausau, Wis., and L. E. Griffin, Tennessee State Fair, Nashville.

Carl Kane, All-Iowa Fair, Cedar Rapids; Clarence Harnden, Saginaw Fair, Saginaw, Mich.; Harry Hoffman, Mississippi Valley Fair & Exposition, Davenport, Ia.; Bey Kelley, Ohio Valley Fair, Delaware, O.; J. Hugh King, Central Washington Fair, Yakima, Wash.; Frank Kingman, Brockton Fair, Brockton, Mass.; Ray La Porte, Upper Peninsula State Fair, Escanaba, Mich B. S. (Beb) Latta Contast Wash Mich.; R. S. (Bob) Latta, Central Wyoming Fair, Casper, Wyo.; John S. Livermore, Martin County Free Gate Fair, Fairmont, Minn., and Early Maxwell, Mid-South Fair, Memphis.

R. H. McIntosh, Alabama State Fair, Birmingham; Virgil C. Miller, Kansas State Fair, Hutchinson; Bob Morse, La Porte County Fair, La Porte, Ind.; Jack Parker, Saginaw Fair, Saginaw, Mich.; Virgil Pierson, Alabama State Fair, Birmingham; Bert Powell, Canadian National Exhibition, Teronto; Henry A. Rosso, New York State Fair, Syracuse; Edwin Schultz, Nebraska State Fair, Lincoln, Neb., and Dave Speer, Minnesota State Fair, St. Paul.

James E. Tays, Illinois State Pair, Springfield, Ill.; R. A. Uthmeier and W. A. Uthmeier, Central Wisconsin State Fair, Marshfield, Wis.; Pete Walch, Wisconsin State Fair, Weuauwega, Wis.; Max Wales, Kansas Free Fair, Unitability Kansas Free Fair, Hutchinson, Kan.; Ray Winans, Eastern States Exposition, West Springfield, Mass., and G. W. Wynne, Mid-South Fair, Memphis.

Bill Seeks More \$\$ For Ind. State Fair

INDIANAPOLIS, Feb. 21. -

R. L. THORNTON ENTERS DALLAS MAYOR RACE

DALLAS, Feb. 21.-Presi-dent R. L. Thornton of the State Fair of Texas has been drafted as a candidate for mayor of Dallas by the politically powerful Citizens' Charter Association. The present mayor, J. B. Adoue Jr., has announced he will not be a candidate for reelection.

Thornton agreed to run after repeated demands in the Dallas press. Charter Association candidates have won every city election but one in the past 25 years.

Thornton agreed to be a candidate in the April election only after being assured that the post would in no way interfere with his duties as president of the State fair. A ruling by the city attorney was to the effect that he could legally hold both jobs.

As president of the fair, Thornton receives no pay. He is chairman of the board of the Mercantile National Bank and has been credited with ram-rodding the fair's postwar boom. He has been president of the fair since 1945.



LODI, Calif., Feb. 21.-The board of directors of the annual Lodi Grape Festival and National years ago. Wine show approved a budget of \$104,781.50 for the 1953 event.

A fund under county supervision

Irv Grossman's Widow Operates **Booking Agency**

FEBRUARY 28, 1953

Retains Des Moines Office, Staffers Peg Longnecker, Planalp

DES MOINES, Feb. 21.-The Irving H. Grossman Entertainment Service, this city, will continue operations under the same name and policy stipulated in the will of Irving H. Grossman, who died February 13 in Iowa Methodist Hospital of a heart aliment. During the past 14 years, Grossman had built the agency into one of the largest booking offices in the Middlewest. In recent years he had handled the night grandstand shows for the Canadian B circuit of fairs and provided acts for industrial shows put on by International Harvester as well as convention and club dates in the area.

In his will Grossman provided for the continuation of the booking agency with the Iowa-Des Moines National Bank handling a trust fund for Mrs. Janet Grossman, his widow, and their two daughters.

Mrs. Grossman will be the owner of the agency with John Planalp serving as sales and production manager and Mrs. Peg Longnecker as office manager. Planalp has been with the agency for the last four years and Mrs. Longnecker has been with the firm since it was established 14

Cyril Pheby will continue as a salesman for the organization and King Cole as publicity director. The agency will continue as the Western office for Gus Sun in handling outdoor engagements. Grossman had built the International Harvester account from one show 12 years ago to 34 units last year. The shows played from Albany, N. Y., to Salt Lake City and from Northern Canada to New Orleans. He put on his first show for Harvester at Fort Dodge, Ia., 12 years ago and the last show he attended was a similar one at Fort Dodge the night before his death.

Weather Hurts **Mobile Fiesta**

MOBILE, Ala., Feb. 21.-Cold, rainy weather, which has plagued the Mardi Gras celebration here for the past two years, again was in evidence at this year's event. Out of a total of 13 street parades scheduled for the 12 days of the celebration, three were postponed and one was canceled. Clear, cool weather the final two days, however, enabled the remainder of the parades to be held on schedule.

A new note was injected into the parades this year when all mystic societies, except three of the oldest, used tractor-drawn floats. The latter three adhered to the time-honored mule-drawn floats in keeping with the age-old historical event.

Al Wagner's Cavalcade of Amusements again had rides and concessions at three prominent downtown locations, including the Knights of Columbus club grounds. Frank Peppers' All-States Shows used locations at Washington and Canal streets and on Davis Avenue in the heart of the Negro section. Owner Peppers reported that, altho two days were lost to rain, business at the latter location was good.

Out-of-town novelty hustlers were in the minority this year, with local concessionaires holding down most of the prominent downtown locations. They reported brisk sales of novelties and confetti. Among visitors were Mrs. Virginia Spears, Pascagoula,

troduced in the Legislature here Services were held February is approved. Rep. Harry Nolting, State levy from 3.5 to 5 mills.

Albert Martin Dies In Plane Disaster; **Carnival Co-Owner** 20th Century Shows to Fill Contracts, Widow, Co-Owner McCrary Announce

MOBILE, Ala., Feb. 21. - survived by a son, Leonard, a Albert Martin, 37-year-old co-student at Kansas University, owner of the 20th Century Shows, was killed Sunday (15) when a National Airlines DC-6 carrying 45 other passengers and crew members crashed into the Gulf (19) that the show would go out of Mexico.

There were no survivors. As of late Friday (20), four days after the crash, 17 bodies had



AL MARTIN

been recovered. Martin's body was still missing.

Generally regarded as a 'comer" in outdoor show business. Martin had been in Tampa for the Florida State Fair and had boarded a plane in that city for New Orleans, where he was to be met by his wife, Velma, and driven to the 20th Century's winter quarters at Opelousas, La.

Lawrence, Kan.

E. D. McCrary, co-owner in the 20th Century Shows, and Mrs. Martin announced Thursday as scheduled and would fulfill its commitments. McCrary and Mrs. Martin are to confer this week-end at the Martin home in Ottawa, Kan., on plans.

Well Staffed

well staffed and capable of ful- to have a big season. filling all contracts.

The death of Martin came as a shock to show people in the Midwest, as Martin had won many friends and vast respect for the way in which he had guided the show into one of the strongest fair routes of any motorized show in the nation.

He and McCrary founded the show in the spring of '47 after rides and 4 shows. At peak strength last year the show had 14 major rides, 6 kiddle rides and 10 shows.

Meanwhile, its route had been bolstered greatly, with the acquisition of fair dates which previ- Robert McCormick. ously had been played by railroad shows.

totals \$29,602 and represents money which must be raised by local enterprise. The State fund is \$75,179.50.

Operational expenses of an administrative nature, premiums for exhibits and construction of buildings are paid with State funds. Special events, stageshows, entertainment and similar events are handled by the county fund.

The directors extimate that \$30,230 will be raised. The annual membership drive is expected to bring in \$10,000; gate admissions, \$7,150; concessions, \$4,000, exhibit space rentals, \$3,000, and miscellaneous, \$2,000.

The buildings are used thruout the year for sports events and from these about \$4,000 additional will be received.

Porcheddu Inks III. Fair Pyro

DANVILLE, Ill., Feb. 21. -Illinois Fireworks Company, Inc., here has been awarded the pyrotechnic contract for the Illinois State Fair, Springfield, J. P. Porcheddu, president of the firm, announced.

The contract calls for displays Jess Wrigley, the show's gen-eral agent, will play a major role August 14-21, he said. Porcheddu in the operation of the show, it added that business this year was was indicated. Mrs. Martin close to 35 per cent ahead of last pointed out that the show was year at this time and he expects

Reviving Holland Strawberry Fete

HOLLAND, O., Feb. 21 .- The Strawberry Festival, revived here last June after a lapse of 10 years. will again be staged this year. the civic, floral, and historical buying 4 major rides, 3 kiddle June 12-14 have been set for the event, according to Howard dled by Christensen Bros. of M. Schlegel, chairman of the Eugene, Ore. executive committee. Other members of the committee are Max Albon, James Talbert, William Baxter, James A. Gunn and

Mayor Albon and William Adams are chairmen for the pa-Martin was a member of the rade which will be staged the Showmen's League of America, second day. Helen Dunn is direc-

Craner Heads Los Banos Cele

LOS BANOS, Calif., Feb. 21-Art Craner returns here after an absence of two years to head the May Day Celebration, which will be held for the 75th year April 29-May 3. The event will run simultaneously with the Merced County Spring Fair & Livestock Show.

Craner, well known for his queen contests, said that the 1953 show would follow the pattern of former years with a fairfestival co-ordinated program of events that all have a Western motif. One of the highlights will be the dedication and Queen's Coronation banquet in the new \$100,000 exhibition building on the fairgrounds. The hall was constructed in co-operation with the State Department of Fairs and Expositions. It will house commercial exhibits for the first time in April.

Two parades are scheduled May 3-4 with dancing each night of the festival. On Sunday, May 3, the famous Western Style Chuck Wagon dinner will follow parade. The rodeo will be han-

Judge D. Oliver Germino is fair secretary with Charles Bates manager. The May Day Festival proper is handled by a 13-man board of directors headed by Sam Spina, who has served as parade chairman for 10 years.

The May Day Celebration started in 1878. It marked the bring-



THE BILLBOARD

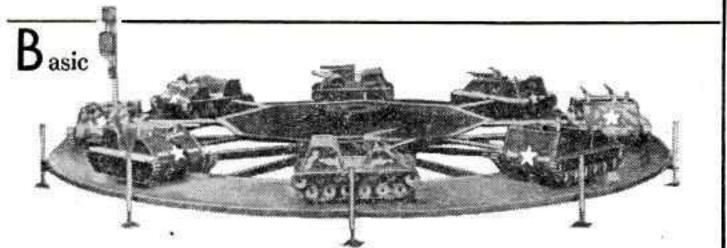
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announcing A-B-C models of Allan Herschell's famous Kiddie Rides to solve cost problem of operators on limited budgets!

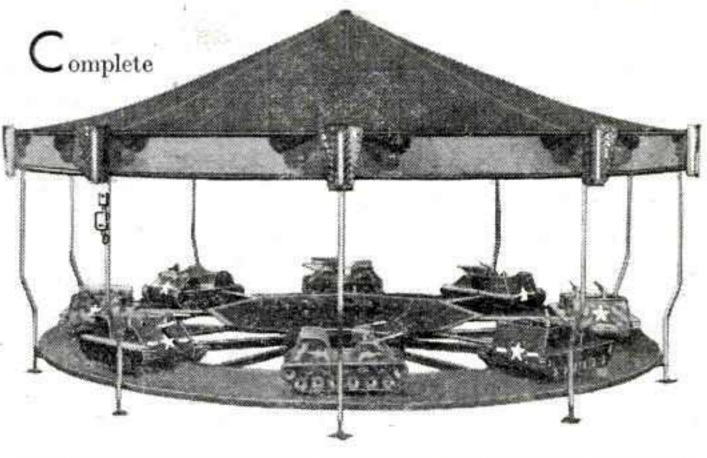
If your present budget doesn't permit a new Allan Herschell Kiddie-Ride, you need not look for a used or less appealing device. Instead, order your Kiddie-Ride, less accessories, in the A-B-C model best suited to your operation . . . and be ready for a successful



The "A" model is a low-cost operating ride designed for permanent installation, with the operator supplying a concrete base and platform. Support posts, cornish, lights, tent tops and side walls are not included, but these accessories may be added at any time. Complete instructions and blue-prints for the concrete work and installation are included.



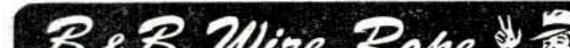
Designed for immediate operation, the "B" model does not include these accessories, which may be added later to complete the ride: high posts, cornish, lights, tent top and side wall. Guard chains can be erected on the short posts to provide a safety fence on the platform. Tall post for operating control is included. season ahead! As your profits build up, you can add accessories to complete the ride. With the A-B-C plan you sacrifice nothing—. and gain the same top grosses and low operating costs that have made Allan Herschell Kiddie-Rides known the world over.



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FEBRUARY 28, 1953



112

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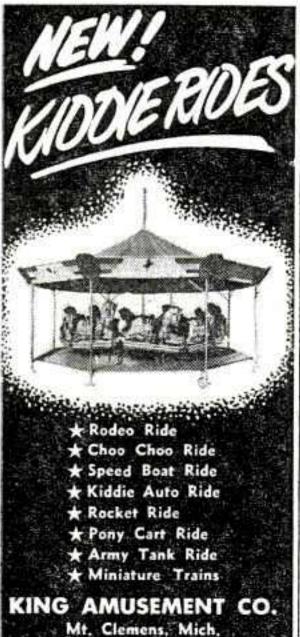
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BINGO Midwest Fairs Pitch For Auto Exhibits

Lincoln, Topeka, Hutchinson Mull Minor Date Changes in 1954

By CHARLIE BYRNES KANSAS CITY, Kan., Feb. 21. -Member fairs of the Middle Milwaukee; Pete Baker and Lem West Fair Circuit will make a big pitch to automobile and farm machinery manufacturers to exhibit at fairs this year. This was decided at the annual meeting of the loop here in the Town House Friday (20).

Executives of the annuals present pointed out that production of hand included Everett Erhart, cars and farm machinery would Wales; Bill Wagner, Pat Beasley, probably hit a big figure this Harold Staadt and Elmer McNabb. year due to the freeing of metals Lloyd Cunningham represented from allocation. Therefore, they Iowa State Fair, Des Moines, figure, these firms would be on along with Clyde Spry, Iowa the lookout for methods of merchandising their big outputs. Glen Boyd, president of the circuit, said the American Royal Livestock he would advise May & Woodhouse, fair exhibit sales agency, penter and Bill Poindexter, Misto concentrate on these manufacturers.

fair problems such as Social Se- Fair, Muskogee. curity, workmen's compensation and handling of livestock shows, the realignment of dates at three member fairs was proposed and expected to go thru. Virg Miller, secretary of Kansas State Fair, Hutchinson, requested 1954 dates from Saturday thru Thursday rather than its current run of Sunday thru Friday. Under this set-up, Nebraska State Fair, Lincoln, would open on a Saturday and Kansas Free Fair, Topeka, on a Friday. Both the latter fairs agreed provisi nally to the change.

Boyd, secretary of Ozark Empire Fair and president of the circuit, presided at all sessions. Other fair execs on hand included Doug Baldwin, Minnesota

State Fair, St. Paul; Willard Masterson, Wisconsin State Fair, Jones, Oklahoma State Fair, Okla. homa City; Ed Schultz, Nebraska State Fair, Lincoln, and James Stewart, State Fair of Texas, Dallas.

Kansas State Fair, Hutchinson, had the biggest representation. In addition to Miller, others on commissioner of agriculture. W. E. (Bill) Preston was on hand for Show; Rollo Singleton, L. C. Carsouri State Fair, Sedalia; Morris Fager and Russell Brown, Kansas While most of the sessions here Free Fair, Topeka, and M. E. were given over to discussions of Twedell, Oklahoma Free State

CAN STILL FIND ROOM FOR MORE

DANVILLE, Va., Feb. 21.-A jack of all trades (but, unlike the proverb, a master of many), C. C. Finch, executive vice-president of the Danville Fair, has so many duties and interests that he has had to lay out his business cards like a 24-sheet which makes no use of white space.

A circle in the center contains his name and fair title, lists the fairgrounds as a permanent address, and also contains a photo for quick identification. Arranged around the circle, with the amount of space allotted apparently denoting their importance, are: WDVA Barn Dance, aired nationally over the MBS; Danville Livestock Auction Market, Inc.; Fairgrounds Trailertown; Danville Frozen Food Service; Luna Lake, opened May thru Labor Day; Cheap John's Novelty Shop: The Great Danville Fair; Fairgrounds Roller Rink, open nightly; President, Virginia Association of Fairs and Auto Races, Thrill Shows, Rodeos, Carnivals and Circuses.

IMCA Names Dave Speer **Publicity Head**

KANSAS CITY, Kan., Feb. 21. -Dave Speer, well-known fair and auto race publicist, was appointed publicity director of the International Motor Contest Association at the organization's meeting here in the Town House Thursday (19). Speer, who handled publicity for Auto Racing, Inc., for several years, is associated with his father, Ray, in a public relations agency in St. Paul. The elder Speer is long-time director of public relations for Minnesota State Fair, as well as a number of other accounts in the Twin Cities.

The meeting here, presided over by R. H. McIntosh, Alabama State Fair secretary and IMCA president, also approved the revision of rules and the raising of driver and car license fees to \$5 each. The organization announced it has scheduled an annual banquet for drivers on the Saturday preceding the Chicago outdoor convention, at which top point winners in both big and stock car classes will be awarded prizes. The annual meeting will be held on the following Monday morning in the Hotel Sherman.

IMCA promoters were encouraged to develop new types of racing and were given permission to experiment with innovations without sanction for one year.



Sure Way Found to Increase **Profits** in Small Space

Talent Topics

Alexander Dobritsch's two acts, | Miami where her father is conthe Dobritch Aerial Potpourri and fined to a hospital.... Lang

Prineville Rodeo Sets 5G in Purses

PRINEVILLE, Ore., Feb. 21.-Six main events, with purses totaling \$5,100, have been arranged for the Crooked River Round-Up and Fair here, August 7-9, reports J. A. Cain, treasurer and publicity manager.

Each of the saddle bronk, bareback riding, calf roping, steer roping, steer wrestling and Brahma bull riding events carries a purse of \$850, to which will be added entry fees. Orrin C. Mills is president of the event, to be produced by Christensen Bros., of Eugene, Ore.

SPECIALLY PRINTED

producer, has become an author. Froboess recently completed a book for Pageant Press in New York, scheduled for publication in September. The book, which is based on a collection of columns penned by Harry for Vienna and Paris newspapers, is the first of three tomes, one based on circus life. The Froboess high act opens with Siebrand Bros.' Carnival and Circus in Phoenix, March 3.

February 15.

Irah Watkins, veteran chimp trainer, lost one of his animals thru a heart ailment while playing the Flordia State Fair, Tampa, The chimp had appeared in seven movies.... Valentino Sisters, portable trapeze turn, featuring fouryear-old Cherie, are playing club and banquet dates around their DAY & NIGHT SERVICE Normal, Ill., home town. Valentinos are set to play the Omaha Shrine Circus for Rink Wright.

> Miss Happy Harrison, dog and pony impresario, is enjoying a much-earned vacation in Punta Gorda, Fla., but still finds time to visit with fellow performers. She recently caught the Circus Enterprises Show there and visited with Buck Leahy. She also caught the show's Sarasota engagement. Miss Harrison infos that she will take it easy until early April when she'll hie herself back to Hartford, Mich., to get her act ready for a busy outdoor season for the George Hamid & Sons.

Hub Hubell, rodeo announcer and fancy sharpshooter, is keeping busy making the rodeo circuit in Florida and writes that business this winter has been good among the bronko clan. Hub is handling mike chores for the Diamond B Rodeo and will also announce the Lakeland, Fla., event in mid-March. The Diamond B outfit will include Red Pilz and his comedy car.

Variety acts signed for the "Super Circus" TV show from Chicago include vernell Coriell, juggler and head slide; Orantos, perch, and Olgi Zavata, dogs. Vic Brown has also set part of the March 8 show to include Smetona, head-to-head, juggling and perch; Tom Parris Trio,

CEDAR RAPIDS, Ia., Feb. 21.-Earl A. Bapty, 50, concessions superintendent at All-Iowa Fair here and a former circus executive, died in a hospital here Wednesday (18).

He had been manager of a motor freight line here in recent years, but spent much of his early life with a number of circuses. Bapty had been associated with Hagenbeck-Wallace, Barnum & Bailey and the Ringling shows. He had been in charge of concessions and the midway as well as being a director of the fair here for the last five years.

He is survived by his wife, Dolores; a daughter, Susan, and a son, Scottie.

3 Mich. Fairs Ink Mandeloff Races

CHICAGO, Feb. 21. - Motor Speedways has signed to produce big car auto racing at three more Michigan fairs this year, Jean Mandeloff, top man in the organization, announced. Fairs, signed for CSRA meets, include annuals at Fowlerville, Marshall and Ludington, he said. Michigan annuals previously signed, included Ionia, Alpena and Traverse City, all repeat spots for the race org.

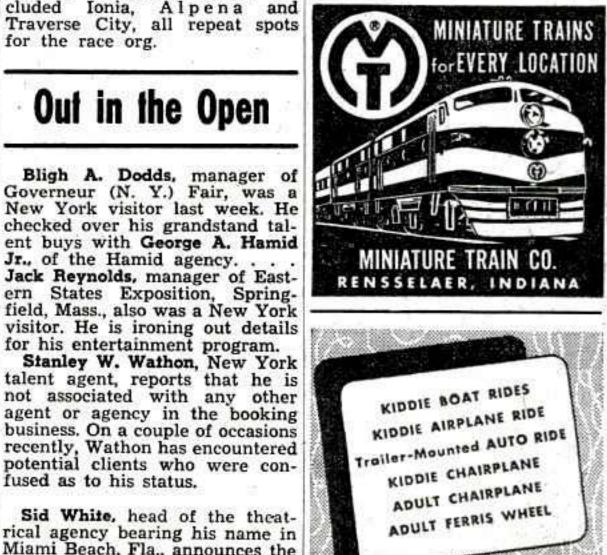
Out in the Open

for his entertainment program.

Crowd-pleasing specialties like soft ice cream, malts and shakes served Fresh from SWEDEN Freezers at assembly-line speed have cought on - but good! Claims that per-foot profits are stretched terrifically by SWEDEN have been confirmed by reports received from all over the country.

While building volume, SWEDEN also reduces labor costs by eliminating dipping, scraping and handling. Food costs are cut sharply by use of less expensive ingredients.

SWEDEN models with completely automatic operation for continuous production of soft ice cream, malts and shakes are now available for your big profit season ahead. To make your small space pay bigger profits, refer to phone listing "Ice Cream Freezers" for local dealer; or write, wire or phone SWEDEN FREEZER MANUFACTURING CO. Dept. P-2, Seattle 99, Wash., for details.



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36-ft. Parker, 20 wooden horses. Electric drive with fluid coupling. All moving parts replaced three years ago, including eccentrics, bearings and gears. Mechanically okay, needs flashing up and canvas. Horses need paint and filling. For very little money this machine can be put in A-1 shape. Can be used for Kiddieland, Park, Drive-In or Carnival. Reason for selling, bought new 3-abreast.

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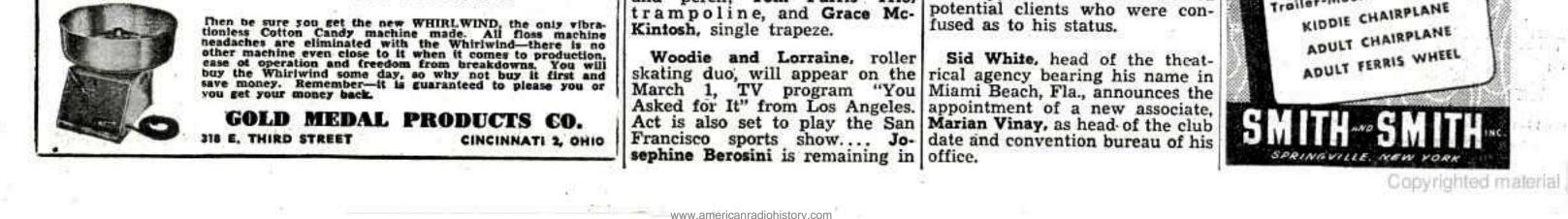
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FEBRUARY 28, 1953

INTO BIG TIME

Danville Barn Dance Set for MBS Network

DANVILLE, Va., Feb. 21.—A cluded, with free bus transporta-weekly radio show and barn dance tion provided. Children under which was started at the Danville 12 go free with their parents. Fair in June of 1949 will blossom One of the exhibit buildings, into an event of national interest which would otherwise be vacant, next Saturday night (28) when is used for the broadcast. A stage the Mutual Broadcasting System has been constructed at one end. picks it up as a regular coast-to- A colorful backdrop depicts the coast feature.

C. C. Finch, executive vicepresident of the fair, and Emerson ficials are hopeful that the net-



interior of a barn.

Finch and his fellow fair of-



March 1.

Moore's Modern: Laredo, Tex.

March 7. Royal Crown: (Fair) Plant City, Pla. Royal Expo.: (Fair) Okeechobee, Fla., (Fair) Pahokee March 3-7.

1-7.

March 3-7.

THE BILLBOARD

Sedalia Names **PEANUTS · POPCORN · SUPPLIES** TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE Singleton Sec'y Five Sizes Boxes - Complete Cones - Candy Apples Equip-Line of Supplies - Midway ment & Supplies - Fresh Marvel Candy Floss Machine- Roasted Peanuts - Attractive KANSAS CITY, Kan., Feb. 21. Snowflake Snow Cones — All Circus Bags — Candy Floss Makes Ice Shavers—Star Pop-corn Machines — Cotton Candy CATALOGUE! -Rollo Singleton, veteran Missouri fair executive and agriculture official, will continue as secretary of Missouri State Fair, Se-CHUNK-E-NUT PRODUCTS CO. dalia, L. C. Carpenter, new director of agriculture, announced VIC ZINDA **BOB DE ROY** here this week. Singleton served 231 N. Second St. 2908-14 Smallman St. as secretary of last year's annual. Philadelphia 6, Pa. Pittsburgh 1, Pa. Attractions for this year's fair are expected to be signed at a three-day meeting in Sedalia Wednesday thru Friday (25-27). FOR SALE

Frank Winkley, head man of

Aut Swenson Thrillcade, repped here by Aut Swenson and Jack Kansas Free Fair, Topeka, for a three performances at the Okla-



113

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CIRCUSES

THE BILLBOARD 114

Communications to 188 W, Randolph St., Chicago 1, Ill.

FEBRUARY 28, 1953

Ringling to Preem April 1 in New York Run Extended to 41 Days, 81 Shows;

\$6.50 Price Bracket Is Continued

as last year. Other ducats are post its paper without dates. priced at \$5.50, \$5, \$3.50, \$3, \$2.50 and \$1.50, with the latter entitling an estimated \$2,000,000 in the Garpatrons to seats in the upper bal- den, somewhat more than it had cony where the rafters are anchored.

to include a part of Holy Week, priced seats were reported most a school vacation period, and to in demand, it was reasoned that give the Big One an extra cushion the well-heeled New Yorkers and of Garden dollars. The Garden suburbanites were contributing the earnings have become increasingly biggest share of the patronage. important to the Big Show which last year ran into plenty of luke-. warm dates after it began showing under canvas.

Ticket Sale Opens March 9

ROUGH GOING Santos-Artigas Wins Capacity In Cuban Town HOLGUIN, Cuba, Feb. 21. -

NEW YORK, Feb. 21.-Ring- pegged to start until March 9, and ling Bros, and Barnum & Bailey it is assumed that the Ringling Circus will open a 41-day, 81- tub-thumping crews will work up performance run at Madison a full head of steam at that time. Square Garden April 1. The book- With the Rangers, Garden hockey ing exceeds the 1952 run by three club, at the bottom of the league, days and six performances and is the booking picture was not beeight days and 16 performances fogged this year as last when the ahead of the 1950 and 1951 dates play-offs stalled the final setting The price structure, with a rec- of dates for several weeks and ord \$6.50 top, remains the same made it necessary for the show to

Last year the Big Show grossed picked up in 1951. The attendance, however, was reported down from The longer run was planned both the previous year. Since the top-

While kids go for half price at the matinees, the night fees, with no reductions offered, are right in line with those charged for Broadway musicals. Attendance dips The advance ticket sale is not noted a year ago were tied into the night performances.

> **Program Changes** No general revision of the Big

Show program is anticipated, both because of the current difficulty in importing acts and because many of the performers have appeared with the show for only one season.

Richard Slayton, who takes over the management of the Side Show this year, succeeding Nate Eagle, Capell, owner, revealed here. who handled the kid show last Capell said parade equipment year, is reported well set with his had been acquired before the plans attractions. Still sought, as of a were changed. week ago, were midgets. Eagle had his own troupe of midgets and agent for his fourth season with

'BUT YOU CAN'T TAKE CIRCUS OUT OF THE BOY'

BALTIMORE, Feb. 21. -Eddie Howe, who has ballyed the Ringling, Cole and Beatty shows, now gives circus treatment to the Hiway Theater here. Clyde Beatty's "Perils of the Jungle" is booked, and Howe is promoting it with his circus press material. Circus music is played before and after each showing at the theater and sound track of "Come to the Circus," from "The Greatest Show on Earth," is played before the first show each day.

Howe is taking some ribbing about the circus adjectives which turn up on the theater marguee. Newspaper ads and Howe's promotion of a Saturday vaude show for kids also carries the circus touch. He is manager of the house and publicity chief for all houses in the chain.



RUSTON, La., Feb. 21.-Capell Bros.' Circus has decided to drop plans for a street parade in 1953 using phone crews, H. N. (Doc)

Carl B. Briggs will be general included them in the performance. the show. Tentative opening date

OPENS MARCH 7 Hagen Builds New WQ, **Revises Staff Line-Up**

EDMOND, Okla., Feb. 21.-New | quarters preparing for the new winter quarters for the Hagen season. Bros. and Clyde Bros. circuses, owned by Howard Suesz, have been established here, it was announced this week by Harry

Allen, general manager. At the same time, Allen an-nounced the staff for Hagen Bros., which opens under new canvas on March 7. Bert Wallace, equestrian director, is moving to Hagen after several years with Mills Bros. Bob Dickman, advance man and former show owner, comes on to direct outdoor advertising. Ray Brison, grand-son of veteran Sam Dock and himself a former show owner, will manage the Side Show.

Paul Pyle will continue as superintendent on the Hagen show. Other staffers include Louis Ringol, general agent; Don Mann, transportation; Dan Stewart, cookhouse; Eddie Akins, menagerie; Steve Barrie, national advertising; Bill Ward, musical director; Bill Brandt, ring stock; Maxine Allen, secretary; Jack Banta, horse trainer; Lee Virtue, wardrobe; Raymond Duke, 24hour agent, and John Toy, producing clown.

Barns Completed

The new quarters are 10 miles from Oklahoma City, head-quarters of owner Howard Suesz. A new 40 by 80 ring barn, an elephant barn and stables for 28 and also has decided against head of stock have been completed. A new fence circles the property, which fronts on a recently completed highway. Slim Biggerstaff has been in charge of building. About 20 employees have been active in



Pyle has directed preparation of new poles for the 90 with three 40s which was delivered last week by the U.S. Tent & Awning Company, Chicago. New marquee, horse top, padroom and

been received.

cookhouse canvas also have

Mills Confers On '53 Imports, Hops to Florida

CLEVELAND, Feb. 21.-Mills Bros.' 25-person contingent from England for the new season will include Coco Jr. and Sasha, sons of a leading English clown; Lester's Dwarfs and Midgets, and other clowns, plus a girls' act.

Geoffrey Taylor, with the Earl's Court Circus in Britain this winter, flew from London for a four-day conference with Jack and Jake Mills, co-owners of the show. He returned Friday (20) to complete arrangments and will escort the performers to the show' quarters in March. Negotiations for the people were opened while Jack Mills was in London several weeks ago.

Give Grotto Party

Mr. and Mrs. Jack Mills will leave this week-end (21-22) for

Santos & Artigas Circus played to packed houses here February 13-15, with extra seating added for the stand. Holguin is reputed to be the "best circus town in Cuba." Business also was strong at other spots, including Camaguey, a three-day stand.

Santos & Artigas this season probably has a lighter show than in recent years, and economics and politics in the country are uncertain, yet the show is doing well, it was reported.

Lou Nelson, on the show with Mile. Gabrielle's high school horse act, tells of rugged trouping in the island's interior. Show moves on six coaches, two box cars, two flats and two trucks. Coaches include three sleepers with small staterooms, the Santos family's private car, a cookhouse car and an office car. Box cars carry stock, rigging and baggage, while trucks move overland with canvas.

Cookhouse, by States' standards, is poor. A portable generator provides adequate electricity for the train. Grain for horses must be shipped from Havana and deliveries are not always good. In some towns, there is no municipal electricity and the show then uses carbide lamps, which cast a flickering glow over the one ring with its canvas ring curb. Hissing and odor of the lamps add to the scene, Nelson said.

Clyde, Sponsor **Click in Dallas**

DALLAS, Feb. 21. — Howard Suesz's Clyde Bros.' Circus played to big business at State R. J. Staver is agent and has Fair Park Auditorium here Monday and Tuesday (16-17) after winning unusually good publicity thru Jaycee auspices.

Tom Parker, promotion man for the show, said advance sales show will carry a Side Show and and program ads were far above goals before the show opened. Sponsors gave free circus tickets for each bushel of trash turned in by youngsters. Newspapers, radio, TV stations went for the set-up with prominent advance stories. The Times-Herald published an editorial February 3 commending Line-up includes Hanel Troupe, the Bantae the rails and only two cars re- Yarn about the Jaycee plan.

Claresholm, Alta., **Drops Dough on Rodeo**

CLARESHOLM, Alta., Feb. 21. -Claresholm Stampede and Fair Association lost \$172 on its 1952 operations, according to a report of the treasurer, Jack Hamshaw, at an executive meeting. The org lost \$586 on its baseball tournament but made up most of the loss on operation of dances. The earmarked for park renovations. Baker, Capell said.

is March 23, and staff will be about the same as last year, Capell stated.

He said that the circus would play lot-and-license auspices as in the past but would not use promotion. A possibility that the parade will be used after June parade will be used after June 1, was mentioned by Capell.

Visitors at the show's quarters here included Mr. and Mrs. Tom McLaughlin, Dick and Don Mc-Laughlin, Mr. and Mrs. Eddie Moran, Dale Oussler, Albert and two-day stampede broke about even. The org has a bank balance of \$340 and \$500 in a trust fund Beck, Billie Moore and Dad W. Levine, Artie Marshfield, Joe Big Top," Warner Bros.' techni-

Orman Set as Mgr. **Of Beatty Circus**

CLEVELAND, Feb. 21.-Frank | was associated with Zack Terrell. Orrin Davenport show here.

Orman has been manager of March 9. Cole Bros. recently and formerly

booking well underway, it was

reported. A new line of paper

has been ordered. A bear, lion,

two alligators and six monkeys

show will carry a Side Show and

menagerie this year. Some new

canvas will be bought. Gene

Vonderheid said the show will

open April 25 and will use

Burr will have the concessions.

committees.

Burling Bros.

Orman announced here this week He was in charge of a Cole unit that he would be manager of playing the Davenport date. the Clyde Beatty Circus for 1953. He stated that he was resigning He and Beatty completed negoti- on good terms with owners of ations while both were with the the Cole show and would remain The circus was started four years He is planning to arrive at Beatty's quarters at Newhall,

Calif., about March 15. As manager, he will succeed George W. with Ringling-Barnum.

Sarasota Sets **Movie Premiere**

SARASOTA, Fla., Feb. 21. -Premiere of "Under the Little color short subject featuring the Sarasota High School "Sailor Circus," will be Sunday, March 1, at the Florida Theater. "Sailor Circus" itself opens at the school on March 12.

Guests at the premeire will be personnel of Ringling Bros. and Barnum & Bailey and civic officials. Students who appear in the movie will see it in a special showing February 28, and na-tional release of the film is scheduled in May.

About 400 Sarasota students, a number of them the children of leading professional circus performers, take part in the show. at its Peru, Ind., quarters thru ago by Bill Rutland, athletic director at the school, and Sarasota is believed to be the only school offering a major sports letter for circus participation. Boys' Life magazine is planning a yarn Smith, who moved to Beatty after about the show and several a stint with Dailey and years newspapers have carried pictures of it recently.

their annual junket to Florida. Mr. and Mrs. Jake Mills hop to New York next week to confer with booker Hans Lederer and to buy uniforms and wardrobe material.

Mills' annual party for personnel of the Orrin Davenport show during the latter's Grotto date here was held Sunday (15). Among those attending were the George Hannafords, Shyrettos, Grieblings, Harry Thomases, Izzy Cervone, Marcy Edwards, Jimmy Armstrong, Carla Wallenda, the Paul Jeromes, and Mrs. Zacchini Norman. At the same time, Harry Mills entertained other Grotto people and Kirk and Ida Taylor, Felix and Bluey Brazon, and Virgil (K. Y.) Sagraves, all of the Mills show, at his home. Week-end shows at quarters are topping last year's attendance.

Diano Corporations Chartered in Ohio

CANTON, O., Feb. 21.-State Corporation charters have been issued to the Buckeye Circus Corporation and the Diamond-O Ranch, Inc., for operation of Diano Bros.' Circus in this country and Canada. These are the holding and operating companies formed by Tony Diano in connection with his purchase of Wallace Bros.' Circus.

Diano is president of both corporations.

Traveling Units Rate Criticism

WHITE PLAINS, N. Y., Feb. 21. -Locally operated affairs were urged in preference to traveling entertainment units by a Westchester County Health Depart-ment official Wednesday (18). R. W. McLaughlin, director of the division of sanitation, assailed carnivals for having gambling concessions and food stands of questionable quality.

He said 42 public exhibitions were staged last year by traveling units in the 600,000 population county. Because of limited personnel, it was not possible to keep inspectors in attendance at each event thruout the period of operation, he said.

Morton Hurt in Wreck; **Memphis Hefty for Show**

Morton of Hamid-Morton Circus were hurt. Florida 10 days ago. He suffered

was en route from Miami Beach Harrison Duo, the Bantas, the rails, and only two cars re-

MEMPHIS, Feb. 21 .- Col. Bob | been injured. Several others also

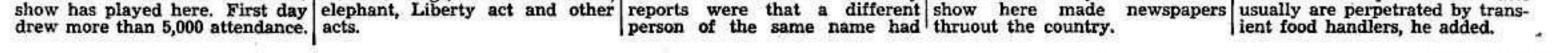
Hamid-Morton opened its seawas injured in a train wreck in son here Saturday (14) and Morton reported business was "every bit as good as last year," when he said nights were sellouts. Matinees are stronger this time, he stated, and Thursday and Friday nights (19-20) were sold out in advance. He said Memphis was signed for 1954. The show opens its Milwaukee engagement on the Florida East Coast Rail- Monday (23) and continues there

Yarn about a lion escaping McLaughlin said that frequent This is the first time that the Nelson's Dogs, Barth & Marie, mained on the track. Preliminary from Pat Anthony's act with the abuses were reported. Such acts

Changes' Title WAPWALLOPEN, Pa., Feb. 21.—Title of Burling Bros.' Circus will be changed to Henry Bros. this season, according to Manager Henry L. Vonderheid. He said the 1951 purchase of the show

confirmed here this week that he three rib fractures, a torn ligament and bruises which will limit his activities for six weeks. He'll continue with the show, however.

The wreck occurred while he



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Decatur, Ala., Feb. 24: Sheffield, 25: Columbus, Miss., 26: Meridian, 27: Jack-

son, 28; Vicksburg, March 2; El Dorado. Ark., 3; Shreveport, 4.

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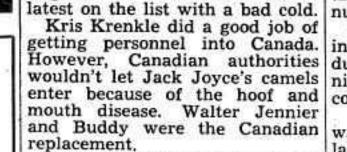


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and Mrs. Charles Fisher, Mr. and Mrs. Eddie Hunt, Mr. and Mrs. Charles Huertata, Charles Hunt, Jack G. Kofron, Billy and Dorothy Hall, and George Gilbert.

Our lot in Sarasota was only three blocks from the Ringling winter quarters. Quite a few of the gang caught the Sunday show at the Big Show's quarters.

Recent visitors included Pat Valdo, Eddie Jackson, Jo Henry Bogenghi, Gene Lewis, Slats Beeson, Eddie Rooney, Mr. and Mrs. Louie Reed, Rene and Billy Pape, Don Edwards, Brownie Gudath, Capt. Del Beanie, Bobby Bowder, Ed Reese, Mr. and Mrs. Mc-Grath, Mabel and Andy Kelly, Mr. and Mrs. Jack Joyce, Curley Stewart and several members of the Cristiani family. - BUCK LEAHY.



Polack Eastern

meat pie bistros are getting a big play from Henry Kyes, the Boyds, Gene Randow, the Sheri-Wiswell. dan twins and other international Lewis are sticking to steaks with garlic.

Harry Law, manager of the Arena, proved an excellent host, as usual, along with Billy Monk. Miss Lexis took a buster while practicing, but it didn't stop her from working. George Cutshall and Mary Valentine observed birthdays.

Rosie Harrison put authentic touches on the wardrobe her daughter, Lonnie, wears for the center ring solo dance to Hawaiian web music. Eddie Kohl and Pete Ivanoff are forming a new social -lub. Betty Proper is busy with income tax returns.

Whirlwinds are really whirling -doubling in concessions. Clown alley has some new wardrobe. Harold Conn has a new Chic Sales characterization.

With their little midget car, Freidel and Luciana have no traffic problems.

No visitors here, but many of our show folks stopped in Detroit to catch the Orrin Davenport show .- NAT LEWIS.

Hamid-Morton

Col. Bob Morton was unable to Guests at the dinner included

Anthony's lion act, two of the

cats escaped, ran past the audi-

ence and out a side door into the

street. Speedy work on the part

of Anthony, performers and prop

men put the cats back into their

cage within a short time and with-

out causing a panic.

RINGTON.

Polack Western

For a flash finish to his act, Honeymooners Bill and Pat Kay greeted us when we arrived Walter Klauser's two bears race cluded Jack Mills, the Snell in London, Ontario. A bad autoeach other on motorcycles. Albert mobile accident didn't prevent Ostermaier 's now working both them from making the date. Fred his horses, Emperor and Genius. Proper is around again after a Laurence Cross makes a devassiege of flu. Mrs. Polack is the tating Carmen in the bull fight Peru, Ind .- JO JO LEWIS. number.

The new Memorial Coliseum in Fort Wayne is beautiful but a dukey run from town. The overnight jump to Louisville was accomplished in good time.

Mayme Ward created new wardrobe for June Madison. The ladies dressing room gave a Fish and chips emporiums and birthday party for Norma Fox. Wiswell.

gourmets. Mr. and Mrs. Nat Dennis Stevens, Ed Raymond a night show. and Harry Dann with a dinner. Ed has added fireworks to his Captain Video number. Alberto Zoppe and Cucciolo are building new aluminum hoops for the riding act.

Recent visitors included Alabama Campbell, the Art Cooksey family, the Jorgen Christensens, Ira Gaskill, Jo and Slivers Madison, Jimmy Julius, Arden. Beecher, the Johnny Charltons, Fritz and Betty Huber, Ernie and Frieda Wiswell, Ruth Nelson, Fats Parker, Earl and Josephine Page, Bob Raupfer and his mother.-HARRY DANN.

Orrin Davenport

Eddie Stinson, chairman of the Moslem Shrine Circus, says the Detroit date was the "greatest of all attendance." It was a date of world's fair crowds, turnaways and people standing in line hours before the doors opened.

Entertainers from the circus appeared at a party at the Mayflower Hotel, including Tommy and Kay Francis Hannaford, Otto Griebling and the Henrys.

Griebling, Mrs. Carl Marx and Mr. and Mrs. Orrin Davenport. Recent visitors to the show in-Brothers, Jack Kipple, Mr. and Mrs. Carl Romig, Terrell Jacobs, Capt. Roland Tiebor and his son, and Mr. and Mrs. "red Young, of

Circus Enterprises

Our lot at St. Petersburg was 11 miles out of town, and business was light during the twoday stand. Al Dean's cookhouse blew down while we were there. Buck Leahy's trunk was stolen. Jackie Tolliver closed at Sarasota. At Tarpon Springs we played to a half house matinee and three-quarter house at night. Jimmy Julius entertained Busnell gave us a full house for Recent visitors included Mr.

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2 PHONEMEN

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attend the opening in Memphis Felix Adler, Dick Lewis and Saturday (14) because of injuries Ernie Burch.

sustained in a train wreck. He The clowns miss Hubert Castle, was on hand for the night show. lone ranger of Saginaw. Kris however. During the Orioles' Krenkle is seen on relays from cradle act, a guy line snapped and Polack to visit his wife, a memthey were unable to finish their ber of the Anteleks. The clowns' turn. No one was injured, how- fight number is improving-Saluto is faster than Otto. The following day, during Pat

Duke Anderson's car was wrecked, but no one was injured. Eva May Lewis, aerialist who fractured both ankles in a fall, will be hospitalized for five weeks at Highland Park General Hospital, Detroit. The ladies dressing room sent flowers to On Sunday night (15) most of Eva May, and a score visited her the acts were transported to the at the hospital, including Cor-Naval Hospital to perform for the rine, Joanne and Betty Escalanta; patients, who received the show Meridith, Georgia Sweet; Grace warmly .- JOAN LETTY-E. HAR- MacIntosh, Mrs Hannaford, Kurt and Hilda Oranto; Mrs. Otto

gaged in the food locker and home

. . Mr. and Mrs. Candy Dickson

the Ringling show and last season

PHONEMEN

(Continued on page 128)

BILLER BROS.' CIRCUS

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One very modern Cook House complete with tractor, one GMC Tractor and Fruehaut Trailer with two GM 471 Diesel motors, two Clarke 65 Kw. Generators, two Switchboards with approximately 5,000 ft. of 1, 2 and 3-wire cable with blocks Also Tower on Trailer, completely overhauled, first-class in appearance and all. one 30 ft. Drop Frame Canvas Trailer with body, also 1949 GMC Tractor. One GMC COE with 16 ft. office body and equipment, very good condition and ready to go. One 30 ft. Concession Trailer with van body with sleeping compartments. also Tractor if wanted. Two Advance Panel Trucks, Tool Truck, Water Wagon and others. These units are repossessed and must be sold at once. Terms to responsible people.

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Under the Marguee

Mr. and Mrs. Tex DuBose, new- | week. Fosgate, who is now enlyweds, are now residing at Fremont, O. DuBose is currently appliances business in Milan, Ind., negotiating with Bernard Thomas, says he'll again make all the shows of the Bombshell Shows, for the in the territory the coming sea-Side Show during the coming season, and will spend two weeks' son. . . . W. Albright, Okmulgee, vacation on the Mills Bros.' Cir-Okla., would like to hear from cus while serving as ticket taker. Robert Worth, who had the ticket wagon and reserved seats years (Victor Schaefer), formerly with ago on the Sells-Floto Circus.

Nate Eagle, 1952 manager of the Ringling-Barnum Side Show, has been on crutches lately. . . Doris and Harry Chipman have closed their stint with Henry Duffy's legit productions in Los Angeles. They attended an Elks Club circus produced by Buster Cronin and Eddie Brown. They chatted wih Harry Shapiro, company manager of "Oklahomal," but missed seeing Georgia (Alabama) Florida, who's ahead of the play.

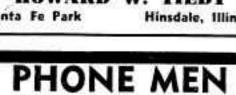
Three lions owned by Capt. David C. Hoover escaped their cages at Middletown, O., winter quarters Wednesday (4) and were at large for five hours before being recaptured. The animals broke free whe an assistant to Hoover let them into a training arena for exercise.

Don C. Fosgate, ardent circus fan of Cincinnati and Cleveland, was a visitor at the home office

Easter Edition now starting for both our two newspapers—One is Labor and the other is a Republican newspaper, Over 20,000 cards ready to be called. Pay daily. MACK WITZER t. Camden 2, N. J. Emerson 5-500 704 Market St.

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THE BILLBOARD 116

Dallas Expo Plans 600G Fem Building

Thornton Predicts Annual Attendance Eventually Will Top Three Million

of Texas is planning to build a building is now in the drawing \$600,000 Women's Activities Build- board stage. Thornton said. ing with 50,000 square feet of exhibit space, to be ready for the 1954 fair, President R. L. Thornton announced at the fair's lion. Attendance is closer to annual inaugural dinner Monday (16).

The building will be air conditioned and will house the fair's woman's department and also commercial exhibits of interest to women. It will be built in a central location on the fairgrounds and will provide the largest air-conditioned ex-

Minn. Events Chalk Up 255G Profit in '52

ST. PAUL, Feb. 21.-Minnesota's 97 county and district fairs made an over-all profit of \$255,-692 during their 1952 operations, according to a 1952 report prepared from information furnished by the State public examiner.

The report was compiled by Harold C. Pederson, secretary of the Minnesota Federation of County Fairs, and distributed at the seventh annual three-day short course on fair management in the Hotel St. Paul here Monday thru Wednesday (9-11).

DALLAS, Feb. 21 .- State Fair | hibit space in the Southwest. The

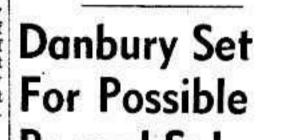
Thornton predicted that yearly three million now than it was to two million 25 years ago, he pointed out. Fair's attendance in 1952 was 2,387,140.

Name Veepee

Hugo W. Schoellkopf was named first vice-president to succeed the late Tom C. Gooch. The post of second vice-president, which Schoellkopf vacated, was not filled. Other vice-presidents re-elected were Ben E. Cabell, John W. Carpenter, W. H. Hitzel-berger, J. J. Kettle, Jordan C. Ownby, Julius Schepps, J. Glenn Turner and T. M. Watson.

Also installed at the annual dinner were Thornton, as president, James H. Stewart, executive vice-president and general man-ager; Charles R. Meeker Jr., vice-president and assistant general manager; Fred F. Florence, treasurer; S. Bowen Cox, secretary: Arthur K. Hale, assistant secretary.

About 200 fair directors, city, county and park board officials and special guests attended the annual affair in the Texas Room of the Baker Hotel.





HURON, S. D., Feb. 21.-Kenneth E. Balgeman, 39, former Clark, S. D., businessman and a graduate of Northern State Teachers' College, Aberdeen, S. D., is the new secretary of the South Dakota State Fair.

Balgeman was chosen at a special meeting of the State Fair Board here Tuesday (17), His selection was from a field of was unanimous, according to board chairman James Ramey of Wanblee.

Balgeman will assume his new duties March 1. He is married and has three sons. They will move into the secretary's home in the State fairgrounds about March 1.

brought about the removal by Gov. Sigurd Anderson of two board members. Discharged by the governor were chairman Enos Blair, of Sturgis, and John F. White, of Lake Norden, ranking board member. They were replaced by Ramey and Adolph Nelson of Canton. Third board member is Luther Johnson, of Redfield, whose term expired December 31. He is continuing to serve altho not formally reappointed to a new term.

Salary Set-Up

Balgeman's salary will be \$3,000 per year, in addition to his home and all utilities. A bill is before the State Legislature calling for an increase in the secretary's salary to \$4,000. Several other proposals are up in

Television Leaves Bugaboo Category

NEW YORK, Feb. 21 .- The scare they said, is to stage bigger and problem of television and its ef- better shows. Signed contracts fect on fairs appears to have re- mostly attested the salesmanship solved itself thru experience. Of of the bookers.

all the anticipated hinderances to a successful fair operation this year, video appearances of talent aids the video medium rated the least or hinders grandstand ticket sales. attention at the recent meetings of There is no lack of argument on fair associations in the East, the both sides but the evidence, as yet,

FAIRS SEE ALLY

home entertainment medium. Al- peal.

most as important is the knowledge seven candidates and the choice that television can be a potent urally anxious for all the work advertising-publicity aid for the they can get. And so far they events which feature bigness and uniqueness in their presentations.

With the advent of television came dire warnings that fair attendance and grandstand and midway patronage would suffer. This has not been true at wellplanned and managed events. As Balgeman replaces Phil a matter of fact, attendance at Rensvold, whose dismissal last some events located in multiple fall resulted in an upheaval that channel areas has actually grown.

No Effect on Talent Sales

The hesitancy on the part of fair execs intent on buying grandstand and other attractions, traceable to the growth of television in the past, was not so apparent this year. Most changes in buying patterns were judged the result of a strictly economic outlook rather than the result of television's growth.

The bookers decried any show of retrenchment traceable to the fear of television. The only way to combat any kind of competition.



FEBRUARY 28, 1953

The \$64 question is still whether nation's most heavily blanketed is inconclusive. Some say video appearances whet the appetites of Many fairs have discovered that potential patrons for an in-person they could live with the growing view. Others say it kills the ap-

The bookers and actors are nathave done pretty well working out the closest approximation of yearround work they have had in many years.



BEDFORD, Pa., Feb. 21 .--- R. Richard Eichelberger was re-elected president of the Bedford Fair at the recent annual meeting. A. C. Brice, secretary-manager for many years, reported from Florida. where he is vacationing, that he would be unavailable for the post this year. Brice was re-elected despite a letter from him expressing a desire to retire.

D. Cress Reiley was named vicepresident and John A. Donahue was elected treasurer.

President Eichelberger reported that a George A. Hamid & Son grandstand show would again be featured, and that Prell's Broadway Shows would return to the midway after a year's absence. A special opening night attraction will be the WWVA Jamboree, featuring Hankshaw Hawkins. The Irish Horan Lucky Hell Drivers will be featured on Wednesday and big car auto races, promoted by Sam Nunis, will be the principal attraction on closing

According to the statistics, receipts from 1952 fairs totaled \$765,548.45; from other sources \$518,904.93 for a total of \$1,284,-453.38, while operation expenditures were \$1,028,761.86.

Biggest operational receipts were \$246,145.85 from outside here this week by C. Irving Jargates and \$213,920.09 from concessions, while county aid of \$214,657.11 and State aids of eral manager. attended the Mass-\$174,448.99 accounted for the achusetts and New York fair conlargest receipts from other ventions. Space sales efforts are sources.

Shows Get 307G

\$307,932.86 for entertainment and run for nine days, as usual, openmusic and \$229,119.98 for premiums. The 4-H Club activities tober 11. Two Saturdays and Sunpremiums of \$108,218.17 topped days are included. the giveaway list,

were \$175,009.16, grandstand; \$26,-523.65, auto parking; \$31,863.37 federal admissions tax; \$20,840.47, for all days except the opening entry, stall and pen fees; and closing week-ends. Jarvis \$38,499.67 premium book and said that there would be virtually other advertising; miscellaneous.

Revenues from other sources included, in addition to county and State aids, \$7,820, municipal aid; \$9,408.15, donations; \$77,677-.90, rental of grounds and buildings: \$4,812.40, membership dues; \$30,080.38, miscellaneous.

Operating expenditures also included \$83,373.61, advertising; \$19,252.72, concessions, carnival and midway; \$57,493.05, salaries IMPERIAL, Calif., Feb. 21.-and expenses; \$331,589.64, Several novel changes will mark miscellaneous.

Summary of other premiums paid includes \$58,489.99, livestock; \$16,372.37, agricultural; \$33,026.20. D. V. Stewart, manager, has women's activities; \$13,013.25, junked the traditional horse show, schools.

Name Dandrea Bridgeton Mgr.

BRIDGETON, N. J., Feb. 21.-Dan Dandrea has been named the first full-time manager of Cumberland County Fair here, according to Horace Miller, association president.

Dandrea, former president and manager of Bridgeton Merchant's Association, will concentrate on increasing the size and scope of booked by George Hunt of the the event, it was said. The rapid Hunt-Webb Agency, Hollywood. expansion of the event made the perative. Miller said.

Kecord Sales

DANBURY, Conn., Feb. 91.-An early and brisk interest in commercial exhibit space that may lead to a record year for the Danbury Fair was reported vis, assistant general manager.

Jarvis and John W. Leahy, gengenerally geared to commence immediately after the New York Heaviest expenditures were confab, Jarvis said. The event will ing on October 3 and closing Oc-

Considerable ground is being Other operational revenues reclaimed to use as a parking area. The extensive parking fields used thru las' year were adequate \$22,746.19, no limit to a single-day crowd with the completion of the new parking areas.

Imperial, Calif., Junks Horse Show, Adds Queen Contest

this year's California Midwinter Fair here for nine days, starting February 28.

which has been declining in popularity as it grew in length, and replaced it with a new method of presentation. Starting opening day and for the first seven, various classes of show horses will be exhibited between the races. Also, heavy emphasis will be placed on Western cutting horse contests.

With the Pan American Amusement Company's show on the midway, concessions will be handled by local folk. Pan American also stages a queen contest with prizes being awarded the girls along with choice of stands going to the sponsoring organizations. Grandstand show is being

the Legislature, among these being enlargement of the present Out at Pueblo; among legislators is reportedly in favor of a five-member board, including a woman.

Selection of the new secretary topped the board's agenda at the special meeting. A revision was made in the two-day horse racing program at the 1953 State Fair on Thursday and Friday, Septem-ber 10-11. Two running races will be added on each day.

The board voted to retain the same admission schedule for the 1953 fair. Inflationary operating costs will be met, the board decided, by cutting other corners. Next regular board meeting will be March 12-13 when superintendents of various departments will be appointed and tentative plans shaped for the

Calgary Sets Improvements

1953 State Fair, September 7-12.

CALGARY, Alta., Feb. 21.-Directors of the Calgary Exhibition and Stampede have empowered Maurice E. Hartnett, general manager, to obtain specifications and prices for a sizable improvement in rest room and toilet facilities in the grandstand enclosure.

Directors also approved a plan whereby a small fee will be charged for seats in the eastern bleachers within the grandstand enclosure, which seat 5,000. By reserving seats in this area both for the afternoon horse races and stampede performance, and the chuckwagon races in the evening, patrons will be assured of easy access to their seats while the program is in progress.

It was reported that negotiations are proceeding with the executive of the Southern Alberta Pioneers and Old Timers Association toward construction of a permanent memorial building on the exhibition grounds.

Committees to handle every phase of the 1953 Calgary Exwas also authorized.

with several special newspaper undertaken by James B. Cross, 135 towns. Thirty weekly news- Under consideration is enlarge-

Re-Sked Dates

PUEBLO, Colo., Feb. 21. -Acting on the request of the Pueblo Ministerial Association, the Colorado State Fair this year will not operate on Sunday, Saturday. Manager W. H. Kittle announced this week.

Originally scheduled to open Sunday, September 6, and run thru September 10, the fair's dates have been set back a day, with the opening Monday, September 7, and the closing day Thursday, September 11.

The Scottish Highlanders, of the State University of Iowa, and the Sons of the Pioneers will be among the fair's features. Leo Cremer's Rodeo will be in opening day, Labor Day, with two mittee to gather information on performances that day and the the possible construction of an next three days. Joie Chitwood's industrial exhibits building on thrill show is booked in for mati- the fairgrounds. nee and night performances on the closing day.

Retain Muir At Imlay City

IMLAY CITY, Mich., Feb. 21.-At- a recent meeting of Eastern Michigan Fair Board it was decided that Harold Muir would be retained as manager of the 1953 fair, August 4-8.

At the same time, it was announced that the following features had been set for the fair: Joie Chitwood's thrill show, amateur radio and TV jamboree, dairy show, Sun Bros.' Circus, horse-pulling matches, tractor and wagon races, rabbit show, Indian village exhibit and Arnold's Ice Revue, Acts were booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, and the Gus Sun Agency, Springfield, O. John F. Reid's ing a fairgrounds building known Happyland Shows will occupy the as Exhibition Apartments for midway.

hibition and Stampede were set \$3,000, and Muir said this will be been living in the building, will up. A junior activities committee used for plant improvements, to be out in May. include a new water system, addi-George Edworthy, president of tional electrical wiring and erec- will seek repossession of the the board, who is recovering tion of a new merchants' building. nearby tourist camp site for use from a serious illness, asked to Some remodeling will also be as a parking area. The land was be relieved of his duties as chair- started in the spring. This year's originally donated by the exhibi-Dick Washburne & Associates man of the stampede committee, fair will be preceded by an exten- tion org for use as a tourist need for a full-time manager im- are again handling the promotion and this work this year will be sive advertising campaign covering camp.



SASKATOON, Sask., Feb. 21.-Directors of the Saskatoon Exhibition board have authorized the grounds and buildings com-

The committee will inquire into costs, the likelihood of financial assistance from federal and provincial governments and the type of building most suitable and practical.

Directors gave the go-ahead signal on three improvement projects-hard-surfacing of a 330 by 90-foot area behind the grandstand at a cost of \$6,500; resurfacing of the midway, \$1,000, and re-roofing of two barns with asphalt shingles, \$4,000.

Besides checking into the matter of an industrial building, the grounds and buildings committee was instructed to inquire into the cost of a new main entrance gate. conversion of a barn to provide 30 more box stalls for race horses, construction of a fence between the betting ring and race track and renovation of the foundations of two buildings.

As well, the committee is to inquire into the cost of renovatpossible use as an art exhibit Last year's fair netted over center. Families, which have

It is expected the fair board



FAIRS-EXPOSITIONS Communications to 188 W. Randolph St., Chicago 1, Ill.

Lethbridge, Alta., Chalks 11G Net For New Record

LETHBRIDGE, Alta., Feb. 21.-With a net profit for the year of \$11,643, 1952 was financially the most successful in the history of the Lethbridge and District Exhibition, board members were told by Charles E. Parry, secretary-manager, at their annual meeting.

Altho rain washed out the first day of the three-day summer fair, attendance totaled 37,190, some 11,000 over the figure for the previous year but still below the 1950 mark.

A profit of \$199 was made on stock car racing and a meager \$10.51 was the association's share of the Rotary club baseball tournament. Profit on harness racing was \$17.06, plus \$549.20 on the pari-mutuels.

Rename Execs

A. W. Shackleford, mayor of Lethbridge, was re-elected president of the exhibition board, with C. A. Bryant first vicepresident and W. T. Hill second vice-president. Parry was returned as secretary-manager.

Extensive improvements were made on the grounds last year and further improvements are planned this year, the secretary's report stated. Improvements included a revamping of parimutuel facilities, enlarging of the midway area and installation of tile drainage system, remodeling of the main entrance gates, building of a baseball diamond, planting of trees and grass, remodeling of the grandstand platform and general building repairs.

Extra urking space near the fairgrounds will be available this year.

The baseball tournament sponsored by the Rotary club was termed "a very worthwhile com-munity project." A baseball diamond was constructed at a cost of \$2,100 which was to have been borne by the club and paid off over a two-year period. Because of the project's community worth, Winter Fairs Copyright 1953 Billboard Pub, Co.

Arizona

Mesa-Maricopa Co. Fair. Feb. 21-March 1. Marcel Delporte, 5111 N. 10th St., Phoenix.

California

Imperial-California Mid-Winter Fair, Feb. 28-March 8. D. V. Stewart.

Florida

Eustis-Lake Co. Fair. March 16-21. Karl Lehmann, Courthouse, Tavares, Fia, Fort Lauderdale-Broward Co. Fair, March 3-7, B. E. Lawton.

Orlando-Central Fia. Expo. Feb. 23-28. Crawford T. Bickford. Plant City-Plorida Strawberry Pestival.

Feb. 23-28. G. R. Patten. Sanford-Seminole Co. Fair. March 9-14. West Palm Beach-Palm Beach Co. Expo. March 6-14. Lamar Allen.

Montana

Bozeman-Montana Winter Fair, March 21-27. George T. Sime. Texas



DENTON, Tex., Feb. 21.--Nine new directors have been chosen for the Denton County Fair Association. Elected for two-year terms were Sid Ford, O. L. Fowler, W. W. King, W. J. Lowe, W. C. Carr Jr., and C. A. Scott. Appointed to one-year terms were Fred Freeman Jr., Arthur Maddocks, and E. O. Keen. Holdover directors include H. K. Arm-

strong, R. W. Bass, W. T. Hall, J. P. Heath, J. H. Russell and Walter Wilson. Dr. Jack Skiles is president and

manager of the fair association. Heath is secretary.

Columbia, S. C., Winds Up Okay

COLUMBIA, S. C., Feb. 21 .-The financial condition of the South Carolina State Fair is "very satisfactory," President Ransome J. Williams announced.

"Despite bad weather and

THE BILLBOARD

Brockton Returns All Officers; Sets Sept. 12-19 Date

BROCKTON, Mass., Feb. 21.-Dr. George A. Buckley, president, and all other officers of Brockton Agricultural Society, operator of Brockton Fair, were re-elected at the 79th annual meeting of stock holders. Dr. Buckley has served as president since 1945.

The other officers are Anthony D. Matarese and Roger Keith, vice-presidents; Harold S. Croker, treasurer, and Frank H. Kingman, secretary.

Re-elected to the board of directors were: Dr. Buckley, Charles grants will be paid on a dollar-E. Corcoran, Harold S. Croker, for-dollar basis toward projects George I. Crowell, Albert C. aimed at improving the agricul-Doyle, Albert P. Doyle, William tural features of fairs. Mercedes-Rio Grande Valley Livestock Show March 5-9, Carl A. Blasig. San Antonio-San Antonio Livestock Expo. Feb. 20-March 1. W. L. Jones. E. Doyle, John A. Eaton, Jr., Directors set up a committee In Directors set up a committee to handle this year's program and announced plans as follows: Forbush, Joseph W. Keith, Frank ese, Glenn M. McCrillis, A. Scudder Moore, John F. Tulli and Kenneth Wakefield.

Perley G. Flint was elected honorary president, a post he has held for many years.

The 1953 event will run for eight days and eight nights, opening Saturday, September 12, and closing Saturday, September 19.

Napa, Calif., Sets 30G Budget

NAPA, Calif., Feb. 21,-Directors of the Napa District Fair here set the theme for the 1953 run as "Holidays" and approved a budget calling for five days starting August 12.

The theme was suggested by the Napa County Agricultural Exhibitors' Association and will be reflected in exhibits and displays.

Improvements voted include roofing the grandstand and \$10,-000 worth of additional lighting gest percentage of the total will be awarded at Edmonton in May and electrical work. Other projects include improvements in the Association has a four-day meet Other officers are Hazen Armlivestock section, sidewalk paving, landscaping of the grounds and new fences. Also included in expenditures were funds for the staging of a major fair parade by the Napa Parlor, Native Sons of the Golden West.

FAIRS-EXPOSITIONS

Miss. Exec Missing in Air Crash

HATTIESBURG, Miss., Feb. 21.-H. Guinn Lewis Jr., president of the South Mississippi Livestock Association here, was listed as one of the passengers aboard the National Airlines DC-6 which crashed in the Gulf of Mexico last Saturday (14).

In addition to his fair connections, Lewis was an oil operator and owner of a large cattle ranch just outside Hattiesburg. His wife, mother, and three children, Guinn III, Jack and Ann, reside here.

Morristown Gets **Bleacher Seats** As Inaug. Bonus

MORRISTOWN, N. J., Feb. 21. -The presidential inauguration is responsible for an enlarged seating capacity at the new livestock center at Morris County fair-

When the United States Seating Company offered for sale at 40 per cent discount the inauguration bleacher seats, New Jersey's Rep. Peter Frelinghausen Jr. bought a section and donated it to the annual. When Godfrey Beresford, chairman of the fair's livestock department, learned of this action, he, too, bought a section and donated it to the fair.

The livestock center will be 100 feet by 60 feet, with seats at both ends. The new arrangement at Morristown will have the midway placed at the rear of the grounds.

Denton, Tex., The Alberta Harness Racing Circuit, organized in Calgary recent-**Names Skiles** ly, will offer purses totaling nearly \$25,000 this summer. Big-

DENTON, Tex., Feb. 21 .- Dr. Jack Skiles has been re-elected president of the Denton County where the Edmonton Exhibition Fair here for his 11th term. planned with prize money of strong and Walter Wilson, vice-\$11.200. A three-day meet will be presidents; Penn Heath, secreheld in Lethbridge in July in con- tary, and R. W. Bass, treasurer. Named to two-year terms on the board were O. L. Fowler, for-Charles E. Parry, manager of mer secretary; Sid Ford, W. W. the Lethbridge Fair, is president King, W. J. Lowe, C. A. Scott Freeman. Holdover directors include Will Wilson, J. H. Russell, J. P. Heath, H. K. Armstrong, W. T. Hall and Bass. Fair will be held September 21-26.

Alberta Aid **S-for-S Basis**

LETHBRIDGE, Alta., Feb. 21 Dollar-for-dollar government grants for approved projects will be paid to Alberta exhibitions this year, instead of a lump sum as in the past, directors of the Lethbridge and District Exhibition board were informed by Charles E. Parry, secretarymanager.

Previously, a fair could earn a capital grant of \$1,800 a year from the government. Now,

The appropriation for the H. Kingman, Anthony D. Matar- three-night summer fair fireworks show will be \$1,200, an increase of \$200 over last year. Interstate Fireworks of Toronto has the contract.

Shetland pony chuckwagon races, a popular feature at last year's fair, will again be staged grounds here. and efforts are being made to have harness racing.

The fair will sponsor its second annual spring bull sale in May, Directors approved Rotary Club plans to stage two baseball tournaments in the fairgrounds this summer and will consider an application of the Kiwanis

club to present "Water Follies

of 1953" on the grounds in July.

EDMONTON, Alta., Feb. 21 .-

Alta. Race Loop

Sets 25G Purse

however, the board agreed to accept a payment of \$1.600.

The report described Wallace Bros.' Shows as "satisfactory, while the Sun-Grossman grandstand show was said to have "fully maintained the standard which they had set in previous years."

Littleton Repeat Of 'Little Britches'

LITTLETON, Colo., Feb. 21.-Because of the highly successful and profitable "Little Britches" rodeo last season, officials of Arapahoe County Fair here plan to repeat the program at this year's annual, August 21-22.

Last year's show included track, horse show and rodeo with Statewide entries of more than 400 These were divided into kids. competitive ages of 8 thru 13 and 14 thru 18. Entrants were so numerous the chutes were popped 86 times in the six-hour finals.

Matinee and evening performances will be presented each day, and with added specialties plus free gate and parking, officials ex-pect a sellout. Fair Chairman Forrest F. Hammes, Littleton, will pilot the fair for the fourth straight year.

Port Moody, B. C. **Revives Annual**

PORT MOODY, B. C., Feb. 21.-Members of the Port Moody Fair Board and the Canadian Legion and its auxiliary have decided to go ahead with the annual agricultural fair this year. It was postponed in 1952.

A tentative committee includes A. H. Peppar, Jack Popham, Mrs. G. M. Thompson, G. Summerville, Mrs. Runicles, Mrs. C. Lunn, Mrs. G. Jones, Mrs. W. Nichol, Mrs. D. Barber, Mrs. A. Bell and Mrs. G. Jones Jr.

Red Deer, Alta., Gets 3G for Plant

RED DEER, Alta., Feb. 21.-City council has approved a grant of \$3,600 to the fairground commission, the money to go for improvements. The commission will also seek \$1,800 from the Red

fire, we made money last season," Williams said, "and on the whole we consider that the association is in the best financial condition in its history."

He also announced that the fair's pressing need of more and better facilities for livestock exhibition would be taken care of this summer The committee voted to proceed this spring with additional building for livestock. Paul V. Moore, who began his long association with the fair in an advisory capacity, continues

to serve as secretary-manager. He has been in that office since 1927.

H. Wright Heads Detroit Ag. Dept.

DETROIT, Feb. 21. - Harry Wright, president of the Michigan State Fair Board of Managers, has been named acting director of agriculture for the fair, succeeding Harry B. Kelley, who resigned some time ago. Kelley, long-time secretary of the Hillsdale Fair and of the Michigan Association of Fairs, held the post with the State fair for a quarter century.

Appointment of a permanent director is expected later, with Wright relinquishing the added duties at that time.

Brandon, Man., Ex. Plans 50G Barn

BRANDON, Man., Feb. 21 .--Work will begin this spring on a modern-type swine barn to cost approximately \$50,000, according to Wilf McGregor, president of the Manitoba Provincial Exhibition. The fireproof fairgrounds building will be 140 feet by 200 feet and will be designed so that it can be used for a curling rink in the winter months. It will have sleeping quarters, a show and sales ring, wash racks and other facilities.

Quincy, Fla., Event **Elects Frank Pittman**

QUINCY, Fla., Feb. 21.-Frank L. Pittman is the new president of the Gadsden County Tobacco Festival and Fair to be held here October 15-17. Pittman succeeds tary, announced. The fair itself

Lancaster, N. H., **Elects Lee Prexy**

LANCASTER, N. H., Feb. 21 .--Dr. Dana Lee has been elected president of the Coos and Essex Agricultural Society, operators of Lancaster Fair.

vice-president; A. J. Kenney, were Arthur G. Sherman, Wilbur Schurman, Reynolds Guilmette, Dr. Dana Lee, and Sherdie Allin.

Altho there was a net loss of about \$2,000 for 1952, the directors felt encouraged as much money was spent in permanent improveand other improvements.

Fire Razes Bldg. At Calgary Plant

CALGARY, Alta., Feb. 21.-Fire which did an estimated \$40,000 damage razed the old Calgary Transit System car barn Stampede grounds Thursday (12). and planned to vacate it on completion of a new building, turning the old building over to the exhibition org. The barn was only half of the original building which was partly destroyed by fire December 27, 1950.

Hartford, Mich., Earns \$3,147 Net

HARTFORD, Mich., Feb. 21 .--Van Buren County Fair rang up a net profit of \$3,147 on its '52 run, Paul F. Richter Jr., secre-

nection with the Lethbridge Exhibition.

Charles E. Parry, manager of of the harness racing organiza- and W. C. Orr. Named to serve tion, with Lou Bradley, of High one-year terms were Arthur River, vice-president, and Fred Maddocks, E. O. Keen and Fred Miller, Edmonton, secretarytreasurer.

Lincoln, III., **Reaps 8G Profit**

LINCOLN, Ill., Feb. 21.-Logan Dean Spaulding was named County Fair here wound up its '52 run with a net profit of secretary; Reynolds Guilmette, \$8,465, W. E. Layman, secretary, treasurer; and Forrest Lyon, su- announced. Plant improvements perintendent of the midway. Five last year cost \$17,750, and includdirectors chosen for three years ed a concrete block commercial exhibit building, a first aid building and a series of livestock wash racks.

Franklin T. Sparks has been named fair president, succeeding Barrett Rogers, who served for the past five years. Wilbur G. ments. Receipts for the year Colburn was named vice-totaled \$48,712.66; expenditures \$50,848.85. About \$12,000 was urer. and Layman, secretary. urer, and Layman, secretary. spent on new buildings, repairs This year's fair will have added attractions as a tie-in with the town's centennial celebration.

Imlay City, Mich., **Elects Officers**

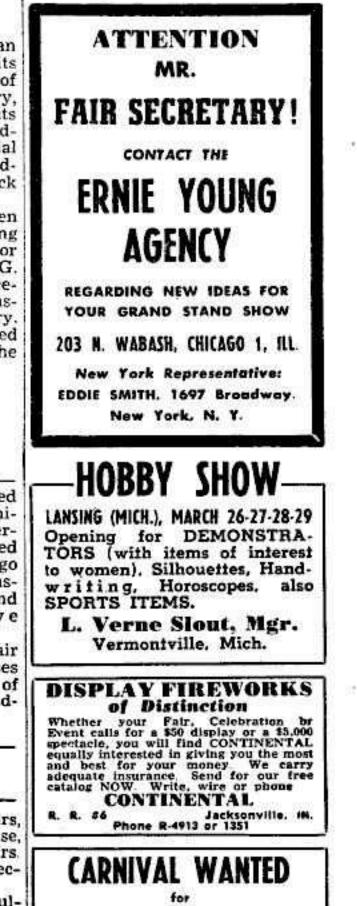
IMLAY CITY, Mich., Feb. 21 .-Kenneth Ruby has been elected president of the Eastern Michigan Fair here with Elmer Perat the Calgary Exhibition and kins and C. Clair Cross named as vice-presidents. Ralph Crego The transit company had been is secretary; James Dunn, treas-using the barn as a body shop urer, and William Nagy and Douglas Metcalf, executive directors.

Receipts from the '52 fair totaled \$22,317 while expenses took \$20,900 for a net profit of \$1,403. A reported 16,000 attended the fair.

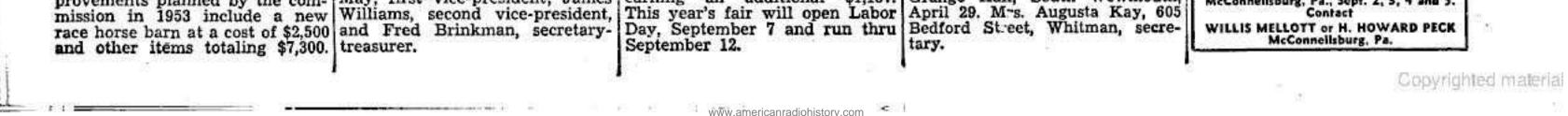
Fair Assn. Meetings

Association of Connecticut Fairs. Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Eastern Massachusetts, Agricul-Deer Agricultural Society. Im- A. B. Letson. Other officers: Don netted \$2,010 with the races tural Fairs Association, Weymouth provements planned by the com- May, first vice-president; James earning an additional \$1,137. Grange Hall, South Wewmouth,



FULTON COUNTY FAIR McConnellsburg, Pa., Sept. 2, 3, 4 and 5.



PARKS-RESORTS-POOLS

THE BILLBOARD 118

Communications to 188 W. Randolph St., Chicago 1, Ill.

FEBRUARY 28, 1953

Bowen last week acted as spokes-

Bowen and other New England

which may lead to their becoming

affiliated with the Ballroom Opera-

tor's Association. John Dineen, Hampton Beach, N. H., heads a

committee to set the initial ma-

USED KIDDIE RIDES

WANTED FOR PARK

Train, Swing, Ferris Wheel and Car Ride.

chinery in motion.

operators also attended a meeting +

TREND TO EARLY OPENINGS GAINS MOMENTUM IN EAST Success of Pioneers, Kiddielands **Points Way to Early Bird Profits**

NEW YORK, Feb. 21.-Eastern Rosenthals' Palisades (N. J.) Park be the deciding factor and many on piling up gross earnings, openings pay, despite adverse While many operators have dem- weather encountered on a numonstrated that trying to run be-yond Labor Day involves wishful The year-round week-end operathinking with minor monetary re- tion of kiddielands has also demturns, if not actual losses, re- onstrated that it takes more than sulting, there is ample evidence a nip in the air to keep the small that an early preem in favorable fry, and the grown-ups they drag weather can line the money bags with them, away from the flying with a healthy cushion of folding horses and the steaming popcorn. money.

manent establishments, like the bigger share of the gross into



The small operating nut at many Pioneers among the major per- moppet spots has turned an even profits, with the result that relatively small takes can still add up

to a profitable day. Weather Biggest Factor

Actually, the whole success of the early openings can be traced to the mass desire to get out of doors with the first whisper of spring. With a fair break in the weather comes a free-spending exuberance on the part of patrons that is seldom equaled thruout the remainder of the season. The park offerings become "new" again and the public sells itself on participation. Rockaways' Playland this year inaugurated a winter policy which

included operating on week-ends and holidays. The weather breaks were bad, however, with the holi-days particularly hard hit, and there is no evidence that such an operational plan would hold any interest for funspots located in less populated zones.

Openings timed to include the Easter week-end offer splendid promotional possibilities. At Easter parade feature with appro-

parks are turning to early open- and Ed Carroll's Riverside Park, operators apparently agree that ings in a bid to get a head start Agawam. Mass., have made early the risk is well worth the gamble.



Formed to Seek **Excise Tax Relief**

FEASTERVILLE, Pa., Feb. 21 .-The Participating Sports Associa-tion of America will hold its first annual trade show and convention ped with a heating plant a couple here Monday (23). Panel discus- of seasons ago, will be opened sions and exhibits will be held at about April 1. Winter dance ses-Sommerton Springs, a private sions have not paid off in the area, swimming club operated by Vernon D. Platt, association president.

Platt reported that the 25 spaces out in January, the month the initial announcement was made. Coca-Cola, Pepsi-Cola, Hires Root ter a new Catholic parish used the Beer, Chunk-E-Nuts and Jantzen Knitting Mills are among the exhibitors. The six-by-eight-foot spaces sold for \$12.50.

Cavaretta Wins The group, formed in 1951, was originally named the Eastern Riverside Carroll has built up an Sports and Health Association. The name change resulted from priate prizes and recognition for the nationwide interest which, the winners. The lads and lasses Platt says, has resulted in a conin many communities have little stantly growing membership, opportunity to strut around in which now numbers 200. Dues

Early April Bow Planned at Whalom

Arcades.

FITCHBURG, Mass., Feb. 21.- | ballroom for church services while Whalom Park will join the ranks it is constructing its own chapel of the early openers this year with in the vicinity of the park. a preem planned for early in April, President Henry Bowen reported man for the New England Associathis week. The reported success tion of Amusement Parks and of other operations geared for an Beaches in that organization's efearly kick-off was said to be the fort to block Massachusetts legislareason for the change from the tion which would tend to outlaw usual May opening. many coin-operated devices such

Bowen also reported that James as those normally found in Penny O'Malley, manager of the park for the past two seasons had resigned. Bowen will continue to direct the actual operation of the park with a supervisory force handling the details and with the booking of out-

Prospects for the coming season are good, Bowen said. The continuing high level of employment in the area indicates that business will remain good for some time to come. Barring unpredictable events there is every reason to believe that the coming season will be at least as good as 1952. If it is, then there will be no cause to complain.

Dancery to Open April 1 The ballroom which was equipwith a number of promoters stale-

mated after one or two attempts. The ballroom was used as a available for exhibits were sold skating rink last winter by Edward Laventure when his park building was destroyed by fire This win-





ing and picnic groups allotted to one or more individuals.



You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month **Palace Theatre Building** 1564 Broadway

New York 19, N. Y. Almost every one of the Eastern amusement family is a member. Are you?

Write for information Initiation\$10 Dues\$10 Yearly

a 3.

WANT TO BOOK FOR '53 SEASON

#16 or #12 Eli Wheel-must be in A-1 shape, Park opening Easter Sunday, Will buy at end of season or store ride free and book again in '54. LAKEVIEW PARK

Tulsa, Okla.

16 W. 4th St.

their spring finery and probably are \$10 per year. need only an opportunity such as Carroll offers to build up a big day for the extroverts.

Promotions Aid

promotions may double the usual audience, there is evidence that to boost patronage.

While success in the spring is ing the season, most installations can well risk the gamble since many of the units are operated on a leased basis and operation costs are not a problem to the park management. Some adverto be done anyway, are all that taxes. it takes to get going early, other than the added labor costs which might be involved.

The potential earnings would

Fight Taxation

Membership includes operators of swimming pools, beaches and roller rinks. Initial stated purpose breaks have permitted Kiddy-At Palisades a bock beer festi-val, or some other contrived "inequity of tax treatment." The every winter week-end, Coshindig, is always on tap to stimu- 20 per cent tax imposed on pri- Owner Phil Cavaretta, of the late early season business. While vate operations, which pools and Chicago Cubs, said here this rinks operated by city and State governments do not have to pay, the established parks can do very creates an "Un-American system stantial increase over 1951, its well even without the big drums detrimental to private enterprise," first run, he said. Platt claims.

even more dependent upon the is to improve "private enterprise the type has not yet been selected. weather than at other times dur- in recreation." According to Platt, Additional lighting and a tunnel recreation has long been considered a function of the government. This, he says, is the wrong approach, claiming that private enterprise could improve upon government operations if given a tising and pre-opening cleaning chance to make a living at it thru and servicing, which would have the elimination of burdensome



Weather Breaks

DALLAS, Feb. 21.-Weather week. In addition, the kid spot's regular season showed a sub-

Plans for the 1953 season in-A second aim of the association clude addition of one ride, but will be added to the Miniature Train layout and the refreshment stand will be enlarged.

Cavaretta said promotion is centered on a radio spot announcement schedule. Negotiations are underway with a soft drink bottler to offer free rides with the sale of beverages.

Cavaretta was leaving this week for spring training at Mesa, Ariz., with the Cubs. In charge at Kiddyland will be Co-Owner Lewis H. Bader.

Texas Municipal Spot Opens May 1

HENDERSON, Tex., Feb. 21 .--Opening for the fourth full season of municipally owned Funforest Park here is scheduled for May 1, Mayor L. H. Reed announced. Plans call for a downtown parade, queen contest and other events.

Painters are working over the city-owned Merry-Go-Round, Miniature Train, bathhouse, boats, ball fields and concession stands on the 30-acre tract. Additional picnic tables are being built. John R. Alford, who donated much of the land, will be guest engineer for the kiddie train's first run of the season. Displays of animals are to be increased.

MAJOR RIDES Lease or book. Seven months' operation. PLAYTOWN PARK Morton, Pa. (Seven miles from Philadelphia)



Experienced Arcade Mechanic. Interested party must have references. Contact

IDLEWILD MANAGEMENT COMPANY Ligonier, Penna.

HARRIET ISLAND AMUSEMENT PARK

Three blocks from Court House in down-town St. Paul. Opening season May, 1953. Want Park Rides not conflicting, Hanky Panks of all kinds, Portable Roller Rink, Circus for grand opening in May, also one in August. Want to buy two 20-mile Searchlights. Contact immediately

ROCCO & SON, Managers 2434 No. Fairview Ave., St. Paul 8, Minn. Tel. Nestor 9870



Experienced Popcorn Manager, Must be versed in all phases of the business and have references. Contact

IDLEWILD MANAGEMENT COMPANY Ligonier, Pa.







pages for **RESULTS**!

WANT EXPERIENCED RIDE FOREMAN

One who wants to settle down to a steady job. No traveling. No hurried tearing down and putting up. Good salary to right man. Drunks, stay away. Apply

Mr. Miller

OCEAN VIEW AMUSEMENT PARK



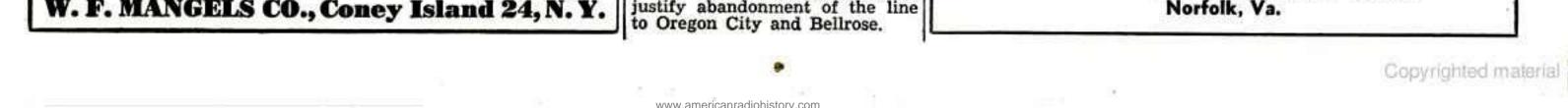
Illustrated Circulars Free

Portland Spot Wins Decision In Trolley Case

PORTLAND, Ore., Feb. 21. -Oaks Park this week beat a serious threat to its existence when the State public utilities commissioner denied a Portland Traction Company request to discon-tinue the streetcar line that serves the resort.

The decision was handed down by Commissioner Charles H. Heltzel after a lengthy hearing at which the United Amusement Company, park owner, was chief opponent to the PTC petition. Park management pointed out the traction line was the sole public transportation facility to the park and that a large proportion of its patrons and a majority of roller rink customers rely on the streetcars. The PTC petition made no offer to substitute other service.

Commissioner Heltzel, however, left the park management with a worry by saying that continued net-loss operation might



TAKES HELM **Prez Levine Hypos PCSA** Operations

LOS ANGELES, Feb. 21.-M. | Levine also returned to the ity and entertainment in the replenishing showmen group the position with the shows. clubrooms, and go first class in treasuries. Perkins and Champagne repreall things.

In the category of going for class, Levine named Sam Steffins to head 'the banquet and ball committee. He, in turn, signed Ciro's, Sunset Strip night spot, for the annual event. This fits well into Levine's plan, for at that function the show playing the spot will be on the program. This assures the PCSA membership of a headliner and two bands.

Bobbie Hasson Set to Operate **RAS Side Show**

TAMPA, Feb. 21. - Bobbie Hasson, pony ride operator on the Royal American Shows for the past two seasons, this year will have the Side Show, it was announced at the winter quarters here this week.

Hasson takes over in the wake of the decision by the Lorow brothers, who operated the Side Show for the past several years,

H. (Moe) Levine who assumed policy of naming PCSA reprehis administration by picking the progress being made in the the treasury, have more sociabil- a-show, which are so helpful in

Vet Member

The new president is one of the first members of the PCSA, having joined about the time it was organized in 1922. At the time he was living in one of the hotels owned by Frank W. Babcock and was in on the organization plans. But, Levine, because of his traveling to look after his concession interests, allowed his membership to lapse. However, about 1935 he returned to activity and since that time has served on many committees, including the house, ways and Along with Harry Hargraves, he was prominent in the dealings added to the Pelham, N. H., winthat set the club in its own ter quarters. The recently inquarters at 1235 South Hope Street.

Levine, a showowner who ac-(Continued on page 122)





been re-engaged in that capacity city Thursday night (19) for the committees and setting December | organization's headquarters. And for the 1953 tour, Roland Cham-10 as the date for the banquet this allows, too, for a turnout pagne, general manager, an-and ball. His plan is to increase and support for the shows-within- nounced here this week. This League. All available seats were ler. Messages of good wishes season will mark Perkins' 12th in taken, and there were many

CARNIVALS

sented the shows at the fair meet-ings in Albany, N. Y., and con- of George Flint, of the Boyle tracted to supply midways at the Woolfolk Agency, garbed to rep-Plattsburg Fair, Westport, N. Y., resent Buffalo Bill Cody, the Plattsburg Fair, Westport, N. Y., and the Labor Day Celebration in League's first president. Presence Chatham, N. Y. Three New of several Indians Hampshire annuals will extend Wild West theme. the shows' season until Columbus Day, October 12, Champagne said. eut, with President J. W. (Jimto open the season early in April. Champagne said that the shows' Maine and Canadian dates have been canceled. He said that the shows purchased another Ferris Wheel to augment the ride lineup. With the addition of two Inmeans, special groups, board of ternational tractors the org now directors and board of trustees. moves on 18 trailers and trucks.

Another new building has been stalled heating plant has facilitated the renovation of equipment. Frank Forest and Fred Fritz, retained in quarters since the shows closed last fall, have overhauled the automotive equipment.

Full-scale quarters operation gets under way March 1. Office staff includes Doris Fritz, bookstall includes Doris Fritz, book-keeper; Fred Fritz, assistant; Bob Sherry, sound car; Leo Levy and Babcock United Jean Sherry, front gate.

Observance Packs Chicago Clubrooms; Wild West Theme Highlights Celebration

the presidency of the Pacific sentatives on many of the shows. LOWELL, Mass., Feb. 21.- CHICAGO, Feb. 21. - Club- Green and Al Sweeney. They also Association It will be their duty to acquaint Fred B. Perkins, general agent rooms of the Showmen's League assisted Charles Zemeter in the here about January 1, launched the membership on the road with for Continental Shows, Inc., has of America were packed to capa- general arrangements.

standees. Program was given a Wild

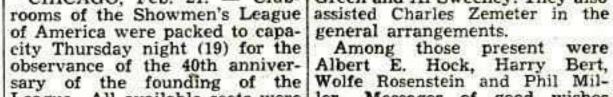
of several Indians added to the

Current plans call for the org mie) Sullivan, of Toronto, presiding. Other League past presidents in attendance were Frank Conklin and Sam J. Levy.

Besides President Sullivan, others who occupied seats of honor were Mrs. Sullivan, Ned Torti, third vice-president; Mrs. Torti, and Walter F. Driver, treasurer emeritus and a charter member of the club. Indians Entertain

Entertainment was provided by a strolling, singing accordionist and by the Indians.

Refreshment arrangements were handled by Mel Harris, assisted by Chick Bohdan, Henry Shelby and Andre Dumont. Publicity was handled by Nat S.



were received from the Ladies Auxiliary of the Showmen's League of America, the Greater Tampa Showmen's Association, the Pacific Coast Showmen's Association; Caravans, Inc.; Allan M. Williams, president of the Ionia (Mich.) Free Fair; Mr. and Mrs. Bernie Mendelson, S. L. Cronin, and Al Sweeney, who had been called out of town on business.

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Event was given strong news coverage, with two Chi dailies sending photographers and newsmen. George Flint, Jimmie Sullivan and Secretary Joe Streibich, together with the Indians appeared on a "Man-on-the-Street" TV program in connection with the anniversary.



WINTER HAVEN, Fla., Feb. 21. -Dolly Young's Royal Crown Shows, celebrating their ninth consecutive year on the midway of Florida Citrus Exposition here, tonight closed one of the most successful runs in the event's 29-

to withdraw from the road and devote their full time to their glass-blowing business in Miami.

An experienced Side Show operator, Hanson served as assistant manager to Fred Smythe for many years. In addition to the RAS Side Show, he will operate the pony ride.

Conklins Ink 10-Year Pact At Ottawa

HAMILTON, Ont., Feb. 21 .--Conklin Shows, owned and operated by brothers J. W. (Patty) and Frank Conklin, have signed a new 10-year contract to provide the midway attractions at the Central Ontario Fair, Ottawa, Patty Conklin announced.

The Conklin's present contract expires in 1955, with the new pact extending the period for an additional 10 years. Frank Conk-Ottawa fair executives.

Retitles Org

SALT LAKE CITY, Feb. 21 .--Altho State Fair Shows decided earlier this year not to operate a second unit in 1953, the purchase on the Ringling-Barnum circus of more equipment in recent weeks for many years. In addition to has made the second-unit plan feasible, R. D. (Mac) McCollin, owner, announced from local quarters this week. He said that the shows now have a total of 18 rides.

> will open in Arizona under management of Max D. McCollin, with Charles Thompson in advance. Bill Poitra will handle the rides. Mc-Collin also announced that the org will operate under the title of State Fair & Great Western Combined Shows this season. Instead of centering their route for 1953 in Utah and Idaho, the shows will play Colorado and Arizona as well, McCollin said.

In addition to handling the advance, Thompson will manage the Kiddieland. J. R. McCollin is secretary-treasurer. Work is well under-way in quarters. A crew of five has been rebuilding and repainting all trucks and rides. lin closed the contract with the Several more workingmen reported this week.

Gooding, Two Mich. Ops Get **New Coasters**

McCollin said that the No. 2 Unit shipment of three Kiddie Roller Coasters made by the Milar Manufacturing Company, Portland, Ore., was unloaded here this week. One of the rides went to Floyd E. Gooding, of Gooding Floyd Smith, Moscow, Mich., and Earl Ingalls, Coldwater, Mich., ride operators who have long 3 for 11 days. been associated with the Gooding operation.

Show Folks **View Play** CHICAGO, Feb. 21 .-- Close to

100 members and guests of the Show Folks of America, Chicago

chapter, turned out Tuesday evening (17) to see a three-act play "Dangerous Corners" in the

Morrison Hotel. The play, written by J. B. Priestly, was directed

The entertainment committee

announced the club would again

meet socially on St. Patrick's Day,

March 17, when a get-together

For Sacramento

Gets Contract

INDIO, Calif., Feb. 21.-Frank W. Babcock rejoined his show here Thursday night (19) after obtaining the contract for the United Shows to play the midway at California State Fair, Sacramento. His organization is playing its second consecutive year as the carnival attraction of the Riverside County Fair and National Date Festival here.

Babcock obtained the Califor-Amusement Company, this city. of 13 cents per capita. Deal calls The others were picked up by for him to supply 45 rides, 10 nia State Fair contract with a bid shows and merchandising concessions. The fair opens September

While in Sacramento to submit his bid, Babcock was represented here by Larry Ferris, his manager. A new contract was negotiated for the organization with the Amusement Guild, American Federation of Labor union covering outdoor show business.

year history. The shows had 34 paid attractions on the fun zone, augmented by 70 concessions.

Altho final tabulations had not been made at press time, shows and expo officials were highly optimistic that this year's gross business and attendance figures would exceed any previous marks. Shows opened Monday (16), Pope County School Children's Day, to good weather and huge crowds, officials said.

Next best business grosser to Childrens' Day was Thursday (19), when the coronation of the exposition's queen was held. The queen will represent Florida in all of the outstanding events in the North, it was announced. Phillip Lucey, expo manager, was well pleased with the appearance of the shows and their attractions, Royal Crown execs pointed out.

Owner Dolly Young has recovered from a recent illness. During her seige the shows were handled by Morris Stokes and Bob Parker. Org left here for Plant City where it opens Monday (23) as midway attraction at the annual Florida Strawberry Festival.



GEORGE FLINT Thursday (19) enacted the role of Buffalo Bill Cody, first president of the Showmen's League of America, at the observance

VIVONA ORG PREPARES FOR MARCH 30 BOW

number of new units have been bined for fairs. added to the Vivona Bros.' Shows which will launch two units this year, John Vivona, general manager, reported here this week.

A Fly-O-Plane, formerly owned by Buddy Paddock, has been acquired in addition to a 100-k.w. power plant which will be added to the second unit. The second unit will be managed by Morris

Va. Greater Route Includes Six States

SUFFOLK, Va., Feb. 21. - Six SUFFOLK, Va., Feb. 21. - Six will arrive in quarters about States will be included in the 1953 March 20. Tommy Carson, busiroute of the Virginia Greater ness manager, will be in Kings-Shows, W. C. (Bill) Murray, gen- tree a week or so before the openeral agent, announced.

and journey thru Maryland, New under the supervision of John Vi-

KINGSTREE, S. C., Feb. 21.-A Vivona. Both units will be com- by Henry L. Musmanno and starred Irenne Webster.

The principal unit is being planned to include 12 rides, 7 shows, 2 searchlights, 8 light towers and 35 concessions. A free act will be carried. Floyd Natter, formerly win the Gold Medal Shows, will have the cookhouse.

Winter Quarters Busy

The No. 1 unit will open in Sumter, S. C., March 30. A redesigned marquee, which includes many new light bulbs, and several new fronts are expected to be ready at that time. Refurbishing is now under way at quarters here.

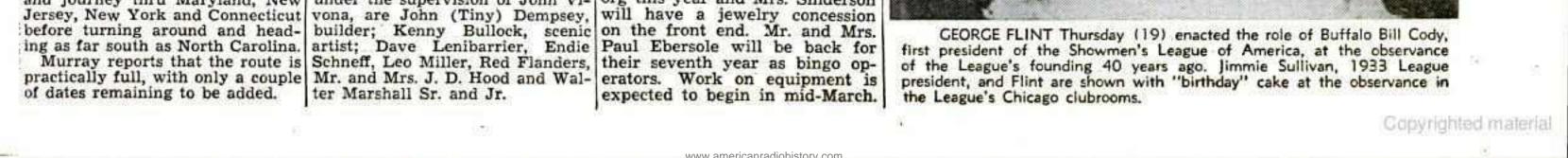
Harry E. Wilson, who will handle press, radio and promotions, ness manager, will be in Kingsing to ready front end units.

The show will open in Virginia Already in quarters, which is

dinner is planned. A total of 25 members have been added to the roles during the past month. Carroll Org Sets Route

WORTHINGTON, Minn. Feb. 21 .- Veterans United Shows has set most of its route for the coming season to include 10 fairs and several celebrations, Charles Carroll, owner-manager, announced here in winter quarters.

R. L. Sinderson, formerly of Starlite Shows, will be with the org this year and Mrs. Sinderson



CARNIVALS

120

THE BILLBOARD

FEBRUARY 28, 1953



I. T. Prepares **Heavy Winter** Work Plan

NEW YORK, Feb. 21.-Preparations were under way this week for the opening of the I. T. Shows winter quarters at Roosevelt, L.I., N. Y. Phil Isser and Isadore Trebish, partners in the operation, set up preliminary work plans which are among the most extensive ever undertaken by the

Isser and Trebish said that the increased number of fairs included in this year's route accounts for the planned heavy work schedule. A deal is now under way to purchase five new show's mobile fleet.

The two show units will open April 3 in New York. The No. 2 unit will begin its tour of Long Island on May 11. The units will combine for fairs.

Al Howard, general representative, reports the season's route solid except for one week.

Seber Launches Fund Drive for Show Folks Rest

SAN FRANCISCO, Feb. 21 .--Harry G. Seber, veteran showman and past president of the Show Folks of America here, is for the purchase of 300 additional graves in Olivet Cemetery. Seber was instrumental in obtaining the original plot, and arranging an option on the second section of similar size.

Seber has always taken a personal interest in the club's burial gould, Ark., April 1 with 12 policy, serving on the cemetery rides, 8 shows and upwards of committee since its inception 40 concessions. Show will again about seven years ago. As chap- leature its elephant, Cross Counlain he conducted the annual try Babe. Memorial Services at club's plot. Adhering to the Show Folks motto, "No show man or show woman shall ever see a pauper's grave," Seber has been instrumental in the burial of several in the plot whether they were members of the local or other show clubs. To continue this work, Seber points out the necessity for the additional graves. **Recalls Purchase** "When we purchased Show Folks plot of 300 graves five years ago, we at the same time reserved 300 additional graves," Seber said. "This option has been held thru my constant personal contact with the management of the cemetery. They have informed me that March 15, the price of all graves are to be raised, also that it will be necessary for them to negotiate a new union contract for the opening and closing of graves, the cement liner and marker. We have a price of \$79-but this will be increased to \$125. "These additional graves can still be purchased at the original price of \$49. This is a bargain for across the road from Show Folks' plot, graves are costing from \$125 to \$150. The section we have optioned is directly in the back of our present plot and monument in the center."

Floyd Kile Dodges Still Dates in '53

NEW ORLEANS, Feb. 21. -Floyd O. Kile Shows have scheduled only two still dates for this season with the rest of its route made up of fairs and celebrations, Manager Kile announced here. Kile, accompanied by Mrs. Kile, had a ride unit here for the Mardi Gras.

Show will hit the road in June and has signed to provide the midway attractions at fairs in Nebraska, Kansas; Missouri, Arkansas, Louisiana and Mississippi thru November 7.

A new 60-foot front arch is being built in winter quarters along with several light towers. Plans are to go out with eight rides and four shows. Show is waiting tractor units to supplement the delivery of a new Allan Herschell kiddie Auto Ride.

Following the stand here, the Kile ride unit will move to the West Feliciana Parish Fair for the final three days of February.



BRYAN, Tex., Feb. 21.-C. A. (Curly) Vernon's United Exposition Shows will play nine fairs in Missouri, Kansas and Arkansas this year, it was announced here in the org's winter quarters. C. S. Noell, general agent, regoing all-out to obtain support turned here recently from a round of fair meetings.

Annuals signed include Blytheville, Paragould, Hope, Monti-cello and Hot Springs in Arkansas; Clinton, Trenton and Shelbina in Missouri and Iola, Kan.

Show plans to open in Para-



Monessen, Pa. Phone 2500 Altoona, Pa. Phone 9347

ROYAL MIDWEST SHOWS

OPENING IN APRIL Want Stock Concessions, Ball Games, Six Cats, Penny Pitch, Glass Pitch, Age and Scales, Photo, Lead Gallery, Custard,

Can place Wild Life, Grind, Glass House,

Arcade or any good Show with or with-

FOREMEN for 1953 Rockoplane, Octopus, Ferris Wheel, Merry-Go-Round, Rolloplane, Chairplane, Kiddie Coaster, and five other Kiddie Rides. Can use Second Men also. CONCESSIONS-Grab Joint, no other Cookhouse carried. All Hanky Panks, only one of each on show. All address

LAWRENCE TAMARGO, Pres.

Quick Payoff

Seber added that at the time the original section was bought. a deal was offered that no interest was to be charged and that payments could be made as the club saw fit. While it was then predicted that the club would be years obtaining the \$13,000, the club's members paid off the plot in four and in addition cleared the indebtedness on a \$4,200

Following the last Memorial Services, Seber raised \$500 toward the purchase of the addition. He is sending out 25 letters to well-known showmen, interested in the welfare of indigent co-workers, asking them to help the cause. The names of those making substantial contributions, he stated, would be inscribed upon the monument.

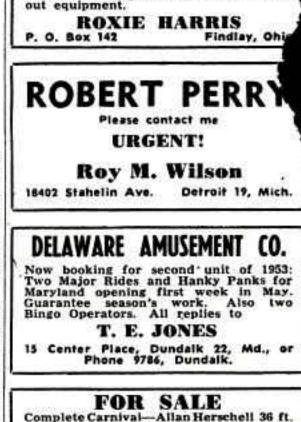
"I am sure that once showmen understand the need for the additional plot and know of the savings that the club can make, it will loosen many purse strings," Seber declared. "Anyone helping now will establish



SPRINGFIELD, Tenn., Feb. 21. -Page Bros.' Shows, being readied here for a season that will open in mid-April, has set the major portion of its staff, according to W. E. Page, manager. Page, accompanied by Mrs. Page, recently returned here from a Florida vacation.

Staff will include George Whitehead as business manager and Jim Shrout, electrician and billposter. Work is already under way here with one major project being a Monkey Show, which will travel on a semitrailer. This will make the fifth show thus mounted.

Recent visitors here included Charles Campbell, Circus Enterprises and Joe Stoneman, American Eagle Shows. Willis (Duke) Hoopwood died recently in winter quarters.



Complete Carnival—Allan Herschell 36 ft. Merry-Go-Round, Wurlitzer Organ, Dodge Tractor-Trailer, Ferris Wheel, Chev. Tractor, Roll-a-Whirl, 10-Car Kiddie Auto Ride, Dodge Straight Truck, Dodge Hot Truck, 50 Kw. Transformer, 350 feet 90 3-Conductor Ground Cable, 10 Junction Boxes. All trucks new batteries. Sac-rifice all for \$10,000 cash.

SAMMY LANE SHOWS HARRY H. or M. E. ZUGG Lancaster, Mo.

BYERS BROTHERS' SHOWS

OPENING NEAR TEXARKANA, TEX., SATURDAY, APRIL 18

Want Ride Help for Ferris Wheel, Merry-Go-Round, Spitfire and Octopus; must drive semis and have driver's license. Will book or buy two Kiddie Rides, prefer Allan Herschell Auto and small Choo-Choo Train. Want Electrician who can handle Diesel Light Plants. Also Operators for Long and Short Range Galleries. Man to take charge of combination Glass-Fun House, Norman Smith make. Have nice Walk-Around Pit framed on 32-ft. Fruehauf Trailer. Plenty flash. What have you to put in same?

All replies to BYERS BROTHERS, P. O. BOX 107, TEXARKANA, TEXAS.

APRIL'S UNITED AMUSEMENT SHOWS

RHODE ISLAND - CONNECTICUT - MASSACHUSETTS

Want Cannon Act, High Diver, Aerial Act for 20-week season. State lowest price in first letter. Concessions: Slum Stores, Floss, High Striker, French Fries, Scale, Age, Lead and Cork Galleries, Darts, Ball Games, or what have you? Shows: Any legitimate Show with own equipment. Want Wrestlers for Athletic Show; we have top and ring. Help: Foreman for #5 Ell and General Help for all Rides. Fair Secretaries, contact.

Arthur J. April, 19 Woodland Street, Pawtucket, R. I.

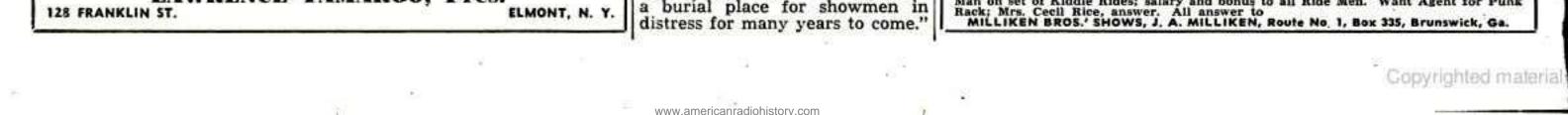
ELECTRIC POWER PLANT

Three used 90 Kw, General Motors Diesel Engines, all mounted on Hobbs 33' float with "Lewis-Bilt" body, all steel framework covered with sheet aluminum. Power plant was used by well-known carnival man. Understand cost \$30,000.00 new. Must be sold at once. SACRIFICE PRICE, \$8,500.00. Write, wire or phone

KARL P. GOODMAN PHONE: 3-1691 **818 TEXAS STREET**

EL PASO, TEXAS

MILLIKEN BROS.' SHOWS OPENING MARCH 16TH, JESUP, GA. UPTOWN LOCATION. Have opening for Hanky Panks, Huckiy Buck, Glass Pitch, Slum Spindle, Pitch Till U Win, Cotton Candy, String Game, Hoop-La, Cork Gallery, Balloon Darts, Short Range Gallery, Photos, Bumper, French Fries, any Hanky Pank that works for stock. Will sell X on GRAB STAND. No Flats, P.C. or Mitt Camps. Will book 2 or 3 small Grind Shows, must be up to the standard of this show. All Rides office owned. Want Foreman for two-abreast Merry-Go-Round. Tex Barley, answer, Salary no object if you can get it up and keep it clean and operate it. Second Man for No. 5 Eli, Second Man on set of Kiddle Rides; salary and bonus to all Ride Men. Want Agent for Punk Back. Mrs. Cecil. Bice, answer, All answer, In



Midway Confab

Harry Corry, auctioneer, is Mr. and Mrs. Ray Oakes Sr., currently in St. Louis, following Brookfield, Ill., games manufaca big auction sale in Kansas turer, are expected home this City, and will join a show for the coming season.

Gee Gee Raymond, gal show operator, and her husband, Charles, plan to visit the Brownsville, Tex., Charro Days and from there head for a week's vacation in Mexico. Gals who have signed for the Raymond show for this year, include Maola, and Jeanne. the Atomic Bombshell.







St., Phoenix, Ariz.

TOP LOCATION

On Boardwalk for Major Ride—Long season. Octopus, Caterpillar, Spitfire, Whip, Rocket, or what have you. Good proposition for Novelties, Address

TURNER SCOTT 140 S. Ocean Ave. Daytona Beach, Fla.

L. J. HETH SHOWS

week from a month's sojourn in Florida, which included a visit to the Florida State Fair, Tampa.

Turner Scott, veteran outdoor showman, returned to his Daytona Beach, Fla., base recently after a Florida vacation that included stopovers at Miami and the fair in Tampa. While in Miami, he bought a Roller Coast and Kiddie Auto Ride.

Art Frazier, business manager of the Gold Medal Shows, infos from New Orleans that that show has been booked back into the National Peanut Festival at Dothan, Ala. Art further advises that **Bill Chalkias**, of Tarpon Springs, Fla., will have four shows — Side Show, monkey, snake and dog and pony—with the Gold Medal Shows this season.

Bill Powell, globe-girdling showman, writes that he caught the Busch Circus in Colombo, Ceylon. He is heading for South Arabia and from there will probably go to Genoa.

Guests at Zora Blaire's recent wedding in Mexico included Victoria Bird LaPage, Pinky Pepper, Billy and Louise Logsdon, Cheri and Bill Vaughn and the bride's mother, Sarah Vaughn, who planed in from San Francisco for the event.

John Vivona, manager of Vivona Bros.' Shows, recently purchased a new Blue Moon trailer which he and his wife are occupying at winter quarters in Kingstree, S. C. . . . Gerald Snellens, general representative of the World of Mirth Shows, is as busy as ever in and around New York and showing no signs of his recent illness. Gerald is on a diet, but since the restrictions apparently do not limit bulk, he is doing all right.

The American Weekly is pre-

WOLF GREATER SHOWS

15 FAIRS AND CELEBRATIONS STARTING FIRST WEEK IN JUNE AND ENDING NOVEMBER 1

AMERICAN LEGION CELEBRATION BLUE EARTH, MINN.

ANNUAL SPRING CELEBRATION COLUMBUS HEIGHTS, MINN.

BLUE EARTH JULY 4 CELEBRATION

AMERICAN LEGION CELEBRATION GLENCOE, MINN.

KASSON, MINN., FAIR

ANOKA, MINN., FAIR

GARDEN CITY, MINN., FAIR

MONTEVIDEO, MINN., FAIR CALEDONIA, MINN., FAIR POSTVILLE, IOWA, FAIR FAYETTE, MISSOURI, FAIR GREENWOOD, ARK., FAIR NEWPORT, ARK., FAIR SPARKMAN, ARK., FAIR ENGLAND, ARK., FAIR OTHERS PENDING

OPENING APRIL 25, BROOKFIELD, MO .- 2 SATURDAYS

Can use Hanky Panks of all kinds. Will place Shows of merit with own outfits, especially want 10-in-1, Midget, Mechanical, Illusion. Can place Ride Help who drive semis for 12 office owned Rides. Ride Help, contact Blackie Jurden. Winter guarters open March 1. All others answer

MRS. FAITH WOLF, Owner

P. O. Box 2725

Powderhorn Station, Minneapolis, Minn.

SECRETARIES IN MINNESOTA AND ARKANSAS-HAVE A FEW

OPEN DATES, CONTACT ABOVE ADDRESS.

EDDIE COY, Bus. Mgr.

STANLEY WARWICK, Agent



Contact us now for the 1953 season. Want Rides and Show not conflicting. Hanky Panks, Age and Scale, Novelties. Want good Side Show Operator; we have equipment. Working Men in all departments, must be semi drivers. All



CARNIVALS 122

The **Club** Activities WANTED **NEW ROMAN TARGET** FOR VFW SPRING FESTIVAL, GAINESVILLE, FLA., MARCH 2 TO 7, National Showmen's FOLLOWED BY AMERICAN LEGION FAIR, DAYTONA BEACH, FLA. Miami Showmen's Patented Association No. 2619348 Concessions working for stock, Water Concessions, Ball Games, Association 233 W. Flagler St., Miami Short Range, String Game, Bumper, Novelties, Gadget Workers, 1564 Broadway, New York Scales, Age, Penny Pitches. RIDES-Place Octopus. Kid Rides Ladies' Auxiliary NEW YORK, Feb. 21 .- Mem-The liveliest game on any mid-All officers were present when for season. SHOWS-Mechanical City, Posing Show, FOR SALEbers of the building committee way. One of the fastest games President Ruth Schreiber called are searching for new quarters. Two Light Plants mounted on trailer, 18 Kw. and 71/2 Kw., also ever built. Will win money in the February 16 meeting to order. Max Tubis reported by mail from any crowd. Strictly a stock con-Edna Lockhart delivered the in-Miami where he is vacationing after having visited the Florida State Fair, Tampa. John McCor-mick is en route to Hot Springs 1 75-K.V.A. Transformer. Plants good for citrus or Minstrel Show. cession, prize every time; will vocation. President Schreiber welwork anywhere. Write for literacomed Mrs. Julia Frank of the C. A. STEPHENS National Showmen's Association's ture and prices. Address, this week, Sebring, Fla. Ladies' Auxiliary, and Mrs. Rita C. A. WOODIN where he will vacation for six Roth. Rt. 1, Joplin, Mo. weeks. Al Crane is back after a Bea Truesdale reported Mary week's vacation in the Poconos. Phone 2784-M Barbaur, Sue Walters, Rose Lange Shut-ins have received their **GRAND AMERICAN SHOWS** and Mae Levine on the sick list. February gift from the shut-in Dora Pierson's mother is still on W.G. WADE SHOWS committee. Most of the contributhe critical list. Clair Sopenar, tions to this fund come from the past president of Caravans, Inc., card players in daily attendance. 10 RIDES 8 SHOWS Chicago, and a new member of the Shut-ins are James Cox and Irv-OPENING APRIL 25 AT MOBERLY, MO. auxiliary, addressed the meeting. ing Udowitz. Now Contracting Dark horse award went to Peggy On the sick list are Frank Sil-verman, St. Joseph's Hospital, Minden. Babs Geffen reported SIX WEEKS OF STILL DATES. THEN 26 CELEBRATIONS AND FAIRS RIDES SHOWS that 71 members attended the Tampa; L. J. (Whiz Bang) Siegel, IN IOWA AND MISSOURI. meeting. who is recuperating from eye CONCESSIONS Want Concessions---Will sell exclusive: Arcade, Novelties Photo, Age and Scales Cookhouse and Grab, Bingo (Missouri spots only). Can place Hanky Panks and Ball Games. No grift, no Gypsies. Want Shows—Funhouse. Iron Lung, Dark Ride, Animal, Snake, Monkey, Mechanical, Motordrome Any Grind Show with own equipment. surgery but manages to drop by Heart of America for visits; Jack Rose, who writes For our 1953 Season from Veteran's Hospital, Coral Showmen's Club Want Ride Help-Wheel Foreman, Second Help on all Rides; must drive semis. Foreman Gables, Fla., that he is slowly imfor Show Fronts, Truck Drivers and Helpers for show equipment. Jackie Coleman, Bill proving; George D. Hensley, Edge-wood Division of Pilgrim Hospi-Kelly, Joe Richardson, Jack Steffen, Bob Laughlan, Jimmie Montello, R. Lee Kohler, write me, For Sale—14x21 Cookhouse, 6x6 Star Popcorn Outfit, 6x6 Jewelry Outfit, Will book Cookhouse and Jewelry on Show. Write or wire G. P. O. Box 1488 913A Broadway, Kansas City, Mo. Detroit 31, Michigan Ladies' Auxiliary tal. West Brentwood, N. Y., has been a patient for many months President Bobby Chereto called L. O. WEAVER, Mgr. Fairbank, Iowa the Friday (13) meeting to order. and would like to receive mail, VENDORS WELCOME! Also on the rostrum were Hattie and Edward Elkins, who is re-Howk, treasurer, and Ginger UNITED EXPOSITION SHOWS 12 RIDES - 8 SHOWS - 40 CONCESSIONS. With best spring route in Middlewest-16 Fairs and Celebrations already contracted. Want Cookhouse that knows how to feed good show people. Want Side Show Man, I have complete outfit. Can place individual Shows, especially want Mechanical. Want Man and Wife for Motordrome, also Man for Trailer Fun House. Can place a few more Hanky Panks, also Help for Concessions. Charlie McCarthy wants Grind Store Agents. contact him at Aransas Pass, Texas. Will book Little Train. Want Foremen and Second Men for Rides, must drive. Opening Winterquarters March 1 at Paragould, Ark Salary and good eats. Address C. A. VFRNON ported much improved. Come Prepared to Show and Sell! Recent visitors included Jack Gordon, secretary. New members present included Elizabeth John-Gilbert, Harry A. Field, Leo Eicholz, Sam S. Levy, Charles Saffer, Murray Goldberg, Edward Cohen, George Hoar, Victor Le-Bow, Sam Weisser, Larry Neu-1953 Greater Ozarks son Ebbing, Margaret Schultess and Margaret Pierce. **Exposition of Progress** Reported on the sick list were (Home and Food Show) Jess Nathan, Edna Prey and Shrine . Mosque Ruby Wooster. Mrs. Pilgreen won the door prize, donated by mann, Arthur Campfield, Sam Rothstein, Allen Miller, Al Janpol Springfield, Mo., March 15-21, inclusive. Seven nights. Matinees Sunday and Saturday only. 7x7 booths, \$65 or \$75. Estimated attendance, 30,000. For in-Address C. A. VERNON BRYAN, TEX., UNTIL MARCH 1, THEN PARAGOULD, ARK. Nellie Logue. and Irving Pearlstone. Arrangements are complete for formation write the auxiliary's 33d birthday din-**EXPOSITION** ner on February 27 in the Aztec AMERICAN BEAUTY SHOWS **PCSA Operations** P. O. Box 1624 S.S.S., Springfield, Mo., or Phone 4-2555. Room of the President Hotel. Tuesday night card parties are WANT—OPENING APRIL 15—WANT Continued from page 119 drawing well. Foreman for Spitfire. Second Men on all Rides. Can place a few more Concessions. Also Shows of all kinds, low P.C. (Jack Benard, Flash Williams, get in touch with me.) Want Man to take charge of Bingo. Also Agent for Long Range Gallery. All Concesquired the Monte Young Shows **Greater Ohio Showmen's** FOR SALE in 1948, has been active in busisions booked, please contact. FOR SALE-TWO LIGHT TOWERS, CHEAP,



Want Colored Girl Show and Grind Shows, low percentage. Want to hear from Yellow Beel. All replies W. R. PRICE **JOLLYTIME SHOWS**, Waycross, Georgia P.S.; For Sale-Bus made into living quarters.

C. A. VERNON, Mgr.

Bryan, Texas, until Feb. 28; Hurry.

2-7279 (pay your own).

132-4 W. Main St. Norfolk 10, Va. BILL SANDERS NOTICE United Exposition Shows CARNIVAL OWNERS Now booking Concessions, Shows and Rides, What have you? Good proposition for Cookhouse. Will book little Train. Want Ride Help of all kinds who drive. The contract for the Marlboro County Winterquarters opening March 1 at Paragould, Ark. Write, wire or phone

Agricultural Fair, Inc., Bennettsville, S. C., has not been let. Because of sickness I could not attend the Fair meeting Jan. 14. All carnival owners interested, get in touch with J. Murray Jackson, President, Bennettsville, S. C. Phone 492.

and

AWNING CORP.

ROLLO, Mo., Feb. 21. - Pat Brown, well-known electrician and show builder, suffered a heart attack this week and is in critical condition at Phelps County Memorial Hospital here. Brown has been with the Gentsch, Ralph

momentum since Levine took

over a few weeks ago. For the first time in history the banquet

and ball has been set 10 months

in advance. Shows-within-a-show

are being lined up and PCSA

should go places under Moe

Levine's guidance.

Pat Brown Stricken

26 Riverside Ave.

WANTED

S. A. ROLLER WORKS

Azle, Tex. Baldwin, N. Y WANTED 2 Merry-Go-Round Foremen 2 Wheel Foremen **1** Octopus Foreman 1 Tilt Foreman **4 Kiddie Ride Foremen** Used Merry-Co-Round and Ferris Wheel. Good Salary, Good Treatment, Want Concessions and Hanky Panks. Cash consideration. Contact MOUND CITY SHOWS KARL K. KOBS 1417 Grattan St. St. Louis 4, Mo. Mountain View, Oklahoma WANTED MERRY-GO-ROUND Bingo Stand, no junk, will pay cash. FOR SALE Junior type, 24 horses, 2 chariots, com-**Kiddie Ferris Wheel**, perfect condition. plete ride, \$5,250.00 F.O.B. A, J. MARZO



CARNIVALS

COMPLETE SHOW FOR SALE—CANADA

BOOKED SOLID MAY 9th TO SEPTEMBER 7th, 1953, WESTERN CANADA'S "C" CLASS FAIRS

Five standard Rides: No. 5 Eli, Two Abreast Herschell-Spillman, with Wurlitzer Band Organ; Fly-o-Plane, Kiddie Car Ride, Choo-Choo Train; one top 20x40, one top 30x50; Steel Banner Lines, wiring, etc. Amplifier Sets. Ten Concessions complete, plus six booked in for this season. Tickets and poster supply for three years. Automatic Ticket Machines, Onan Light Plant, wiring; Ten good Trucks, Semi Trailers: Bus Cook House, offering free winter quarters at my park for five years and will help book the show future years. This show has excellent chance to get "B" circuit contract in '54. My only reason for selling: Health and my rendezvous Park interests. For any further information, wire-writephone E. J. Casey-"E. J. Casey Bldg."-St. Vital, Winnipeg, Manitoba, Canada.

"EVERYTHING GUARANTEED READY TO GO ON THE ROAD **EXCEPT THE MERCHANDISE"**

FOR SALE 1950 ROLL-O-WHIRL, A-1 CONDITION

HOUSE. ALSO MAN FOR PLATFORM SHOW. ALSO MANAGER FOR ME BEFORE CONTACT.

MINNEAPOLIS, MINN.





All replies BROWN & WALLACE SHOWS P. O. Box 315, Savannah, Ga.

P. O. Box 698

Chairman of Carnival and Concessions

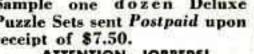


then cut it 50-50.



THE BILLBOARD





125





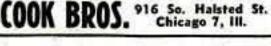
3 WAY SAW 1-14" 8 pl. **Compass Saw Blade** 1-12" 8 pl.

Compass Saw Blade 1-10" 8 pl. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood natural lacquer finished handles. \$5.00 Per Doz. Sets

HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black plastic pistol grip handle. \$6.00 Per Dozen No Less Sold

5 WAY CABINET SAW SET 1 10" keyhole saw, 1 12" compass saw, 1 15" pruning saw, 1 12" mitre back saw, 1 16" panel saw. Packed 6 to carton—no less sold. \$1.35 per set. All above items made in U.S.A. Prices do not include shipping charges. 25% DEPOSIT — BALANCE C.O.D.





ance C. O. D.

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want ad style, one paragraph. no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

Forms close Thursday for following week's issue

GIRL TRUMPET AND TENOR SAX players for all girl traveling orchestra. Contact Grove Orchestra Service, Box 95. Spring Grove, Minn. fc28 PIANO — READ WELL, CUT SHOWS: SO-ciety-commercial type combo; Dixies, Latins, etc. Locations only. Contact Chuck George, Kickapoo Plaza Courts, Post Office GIRL FOR AERIAL ACT WITH SOME EX-perience; good pay; state all; send pic-ture to Aerial Snyders, 3007 N. W. 36 St., Miami, Fla.

GIRL TO ASSIST MUSICAL SHOW. EARN! Learn! Dance, sing or play. Enjoy suc-cess! Rush snapshot. Box 836, The Bill-board, 1564 Broadway, N.Y.C.

HARRY EVANS WANTS REP PEOPLE who double orchestra for show and dance. Circle stock, home nightly. Some radio; no drinking; long season; quote salary; send photos. Radio Station KOTA, Rapid City, S. D.

HILLBILLY AND WESTERN MUSICIANS wanted. Steel guitarist, fiddle, others; union, appearance, sober, important. To join established radio-stage unit. Salary, write all. Box C-237, c/o Billboard, Cin-cinnati 22, O.

LEAD TRUMPET MAN WANTED, ALSO Drummer, Steady job and no characters. Write Harold Loeffelmacher, Six Fat Dutchmen Orchestra, New Ulm, Minn.

STEEL GUITARIST WANTED BY NEW recording artist. Radio, recording and shows. No traveling; no drunks. This is an opportunity for the right man. If you do not want to play corn do not apply. Write or call Boyd Bennett, Station WVJS, Owensboro, Ky.

clety-commercial type combo; Dixies, Latins, etc. Locations only. Contact Chuck George, Kickapoo Plaza Courts, Post Office Box 1316, Shreveport, La.

THE BILLBOARD

SAX SECTION REPLACEMENTS-TENOR and baritone, double clarinet. Estab-lished commercial band, steady employ-ment and salary. Box C-266, c/o Billboard, Cincinnati 22, Ohio.

WANTED

WANTED Two fast stepping Advance Men or Pro-moters, also man or woman to handle pub-licity. All must have own cars. Write, don't wire, giving full qualifications. FRONTIER ENTERPRISES, INC. 1236 North Western Ave., Chicago 22, III.

WANTED GIRLS-WESTERN AND HILL-billy entertainers, dancers, musicians, singers and specialty acts. Send photo and background details to 3 L Agency, 2992 W. McMicken Ave., Cincinnati 25, Ohio. mh7 WANTED-LEADING MAN: PREFER ONE doing specialties; other useful people write. For tent season working Ohio, two-week stands; doing short script bills, vaudeville; 'state salary. Bartone's Ideal Comedy Co., 2728 N. E. 2nd Ave., Miami,

WANTED-PIANO MAN AND OTHER Musicians for future replacement on or-ganized territory dance band. If interested in permanent job with guaranteed salary, please contact Del Clayton, 1611 City Natl. Bank Bldg., Omaha, Neb.





MERCHANDISE 128



and I'll send you this famous 71/2 lb. DOORMAT **POSTPAID!** Plus details on how other men have made up to \$10,000 in one year taking orders for this allrubber personalized mat!

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TAKE ORDERS_KEEP DEPOSITS We do the rest! No merchandise to worry about, no invoices, no billing. You simply use the order blank we supply free to you. Fill in the lettering requested by the customer, collect \$1.95 deposit and mail the order blanks to us. You keep every \$1.95 deposit --- it's yours! (And many men have taken 25 deposits in a day!) We mold the customer's name into these beautiful mats, ship and the postman collects the balance. Simple! You bet!

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full time, days or evenings, you can start immediately. Bet a dollar on a sure thing—yourself!

RUSH THIS COUPON R. L. Mitchell Rubber Co. Attn. Ray Mitchell, Dept. 2-B 2120 San Fernando Rd. Los Angeles 65, Calif.

Please send my 71/2-lb. sample mat, order book and complete kit. \$1 is enclosed. I am under no obligation to return any of this material.

Name

Dimor	1	D:1	
Pipes	IOr	PHC	nmen
I IPCJ	101	1 110	

By BILL BAKER

E. C. PARDEE . . cards from Marlin, Tex., that he Lucio Cristiani. We also ran into left the hospital there last week Guy B. Rand, of Ohio, who has his and again will work sheet at cat- tent show in Georgia. The next tle sales in the Lone Star State morning we met Diamond Jim with F. D. Weir. He says he'd Speagle and Slim Millican, both like to read pipes here from of whom we've known for many sheeties working in the Carolinas, years. In Florida, we stopped at Kentucky and Florida.

"NEWS HERE . .

W. Va. "I'm still off the road and where we missed Dub Dugan. operating a grocery store, market However, we did see Arthur Sturand gift shop on U. S. Route 119 mak and he presented us with a out of this city. Business is not liftime pass to the Hagen-Wallace rushing, but fair. I meet many Circus. Among the folks we vis-JCL's every day, but I haven't ited in Florida were Harry E. seen any old-timers in many a Moore, Jack Wright, Charlie Almoon. The mines around here len Jr., C. C. Smith, Matt Larish, are cutting off or closing down. Harry and Bee Fee, Sailor Katzy Like the old grey mare, business and Mr. and Mrs. Bill Woolcott. isn't like it used to be. I'd like When we got to Clearwater we to read pipes here from Doc Pierce visited Dutch and Ann Duefrene. and Jack (Bottles) Stover and the herb workers. I may get a few bucks in the spring on the sheet. My brother, Two Ton Swisher is wintering at his home in Danville, Ill.

BILL PARKER . . .

is playing home and sportsmer shows with saw blades to reporter good business.

JIM BROWN . . .

opened his season on balloons at Lindenhurst, L. I., N. Y., February 12. He played Huntington, "NOTICED ... N. Y., February 13, and made the parade at Wyndanch, N. Y., February 14. He reports that business thus far is on a par with last season.

C. B. MOGRIDGE . .

is at his Thomasville, Ga., headquarters framing a rug braider pitch with which he plans to make a tour of chain and department stores. Mogridge also works sharpeners and kitchen gadgets.

MRS. ROBERT NOELL secretary-treasurer of Noel's Ark

Ga., and met for the first time, Orange Park for a visit with Dr. and Mrs. Keith Hayes. She is Kathy Hayes, who has Vickie, the is as scarce as the long green," talking chimp. From Orange Park blasts J. W. Swisher from Logan, we motored to De Land, Fla.,

The latter is seriously ill and Dutch is recuperating from injuries sustained in a power lawn mower accident. We visited the Florida State Fair, Tampa, and "ige Hale. Just as we were planing to return home, Bob was 'icken ill and we had to rush im to the hospital. After a week bere, he was released but his illess caused us to change our plans. When we arrived home we found everyone and everything in top shape."

in a recent issue where George H. Brooks was in Houston pitching peanuts and popcorn," letters Le-roy C. Crandell from Monroe, La. "Remember the days when Charlie Chaplin was still pitching cream pies and Harry Corry was jamming hot dogs and squaring them with mustard in Fargo, N. D.? I understand the old maestro is now in New Orleans procuring large pass outs in smoked fish. Who can recall the late George Bedoni rendering his delightful sales talk on the wholesomeness of spaghetti King. and meat balls? You haven't heard a thing until you've listened to following account of her recent Benny Stone's lecture on the intrinsic value of salami and the clarification of spinach. I'm sojourning here and making elaborate discourses on the dietary merits of hot tamales, chicory and cajun coffee. However, I'll soon of Stephane (Hegedus) Clerans, journey to Washington hoping to catch the blow-off of the 84th Congress. I hope the boys don't get into a Hey, Rube over their rhubarb pitch."

Under the Marquee Continued from page 115

with Hagan-Wallace, are wintering in Cincinnati, where both are employed at the Gibson Art Company. They'll be back on the road in the spring.

Willie C. Clark, who recently left Circus Enterprises because of illness, reports he is okay now and expects to rejoin the show soon,

Bill Hames, owner of the Bill Hames Shows, had three of his antique circus parade wagons on display on the midway at the Southwest Exposition and Livestock Show in Fort Worth. Hames acquired these and other wagons from 101 Ranch Wild West Show when he bought some railroad cars from that show. The wagons date back to Pawnee Bill, Martin Downs and Ringling Bros.' Circus. Hames has hired a woodcarver and plans to have the equipment repaired and repainted.

Bennie Fowler was in Hugo, Okla., re.ently. With the Bill Bailey Minstrels, he's contracting stands in the area for the corker.

Kay Colleano Troupe is with Circo Razzore in Cuba. . . . Wilson Storey, manager of the Pan-American Booking Agency, Cleveland, reports Circo Jack Blunger is moving from El Salvador to Honduras and Nicaragua and the Circo Royal Dunbar just ended five weeks in Panama. Storey will be the guest of the Atayde brothers in Mexico City for several days. The Atayde show ends its eight weeks in Mexico City on Tuesday (24). U. S. acts with it are the Kimris, Billy and Beverly Busbom, Nana Woolford, the Flying Malkos, Marcus Troupe, St. Leon Troupe and Mickey



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in 14 years that we have been away from the animals at the same time. We passed thru Pensacola, Fla., where Bob's nephew. E. P. Herndon Jr., is stationed with the Navy. Then we took a quick swing up thru Georgia and saw many friends and acquaintances Main object of the trip for me was to visit my folks, J S. (Jack) Roach, my dad, and Mary, Jonnny and Ninky. We were pleased to find my brother. Bub, visiting with my dad. The following day, Dad, Bub, Helen, Bob and I went to a neighboring town to visit Johnson's Tent Show. There we renewed acquaintances with Mr. and Mrs. Hal Crider and Mr. and Mrs. Harry LeRoy. We then rode to another town and saw Marguerite Barton, Zeek LaMont and Clyde Emory. We motored to Macon, ELSENHOPPERS LATEST



Mdse. Topics

From All Around

Henry 'Charles Enterprises, owned and operated by Mr. and Mrs. C. H. Overby in Raleigh, N. C., established a new showroom, office and warehouse at 607 West South Street on January 1. The Overbys state that the new quarters will enable them to better serve customers, as storage and display facilities are ample. Organized about 18 months ago, the firm is a wholesale distributor of carnival goods, novelties, toys and premium goods.

Joel Jacobs, of Texmar Products Company, New York, distributors of household merchandise, says that big money can be made with the firm's imported Italian religious and scenic tapestries. The tapestries, available in 12 different scenes and measuring 20 by 40 inches, are reportedly moving fast. They are priced at \$24 per dozen or \$21 per dozen in gross lots. A free catalog is available to merchandise users who write the firm at 445 Broome Street, New York. . . . Barry M. (Bud) Kadison, formerly advertising manager of N. Shure Company, Chicago, has become associated with Continental Products, Inc., of that city as buyer and merchandiser of the china, giftwares and glasswares departments. Kadison's appointment became effective January 29.

Officials of Universal Premium Jobbers, Macon, Ga., report receipt of many new and novel items daily. Among these are the new imported swinging salt and arena. In the line-up are Fattini, pepper sets. The sets are designed high sway pole; Karl Kossmayer, as birds, animals and human fig- high-school horse and balky mule; ures, with the heads containing Four Omanis, acro; Edoardo, jugholes thru which the condiments gler: Oresta Raspini troupe, un-

Steve Crowe, white face clown, has signed for his second season with King Bros.-Cristiani Circus. He will play trumpet in the clown band.

Mrs. Stephane Clerans, widow who was killed last July 15 when the crashed from his aerial rigging he crashed from his aerial rigging while performing in America, has reformed the act, the Two Clerans, and it is currently on tour in France. . . . New duo has been formed by Rene Martini, flyer of the former Two Clerans act, and Jean Quentin, catcher recently with the Meteors flying trapeze number. Newly formed act opened in Paris at the Cirque d'Hiver Saturday (14) and will join the Radio Circus Thursday (26) for a tour of France and Belgium.

Joe Gangler's trained animal circus has been booked for the 1953 season for the Royal Pine Show, due to open March 30. Advance agent ahead of the show will be Louis G. King.

"Lili," M-G-M Technicolor picture starring Leslie Caron, Mel Ferrer and Jean Pierre Aumont, has as its background a European traveling circus.

Billy Pape and Renee arrived in Florida recently from California and were scheduled to open at the Olympia Theater, Miami, February 18. The date will be followed by a two-week engagement at the George Washington Hotel, Jacksonville, Fla.

Harry and Ruby Haag and their daughter, Naomi, were slated to leave New Orleans February 19 by plane for Venezuela, where they are set for 20 consecutive weeks with Circo Royal Dunbar, opening at Caracas. They expect to return the latter part of July. Their stock and equipment left New Orleans February 15 by boat, with Charles Haag and Stanley Childers in charge.

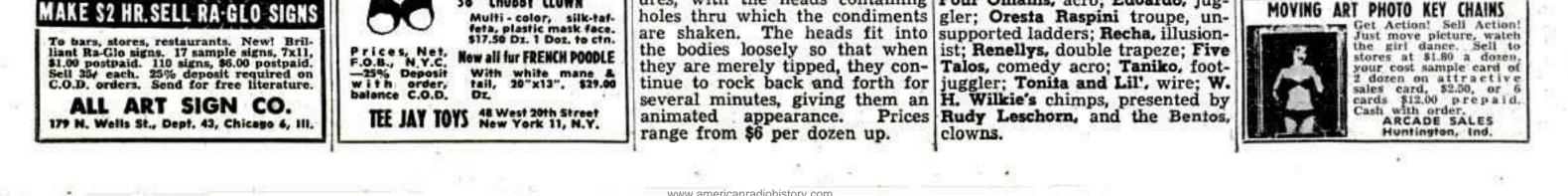
Circus Strassburger is presenting at Amsterdam, Holland, a good bill thir month at the Carre

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oll Nationally Advertised Long **Profit Carded Necessities to Stores** Make good weekly earnings selling stores big line of 500 products, carded goods, nov-elties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing 5c, 10c and up, Just out with new Aspirin and Comb pack. You and the mer-chant more than double your money. Also Laymon's new 25c Ball Point Pen setting new records. Territory open. Regu-ine. No experience needed. AA

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36" CHUBBY CLOWN Multi - color, silk-taf-feta, plastic mask face.

THE BILLBOARD

MERCHANDISE

129

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

		Malman, Marvin M.	Sharkey, Thomas F. Sharp, Edward Sharp, Max
MAIL ON	HAND AT	Mannes, Jay Saul Mansion, Francis J.	Sharp, Max
CINCINNA	TI OFFICE	markovitch, Rosie	Sharp, U. R.
2011년 1월 2011년 1911년 1 1911년 1월 1911년 1	NT - 5 - 1 - 5 - 5 - 5 - 5 - 5 - 5 - 5 - 5	(Mitchell) Maroney, Stephen	Shelton, Paul A. Sheriff, Essie
2160 Pat	terson St.	Marsh, Jesse & Mrs	Shilton, M. E.
Cincinnat	i 22, O.	Marsh, J. B. Vartin, Kurt	Shuemaker, J.
	2 1/5	Martin, R. E. (Bull)	Signor, Art Raymond
	7743	Martinez, Richard	Simmons, Warren F.
Parce	l Post	Mayer, Betty J.	Simpson, Frank Marion
Cole, John Glicense	Starr, C. M. License	Maynard, Glen	Simpson, Truiett L.
Plates), 284	Plates), 8	learns. Thomas	kyliners, The nith, Bonnie
Abbott, Dave	Fisk, Maynard	Melss, R. T.	smith, Frank Loren mith, Herman Q. &
Ackley, Jimmy W.	Flanagan, Francis	Merit, Floyd	mith, Herman Q. &
Adams, Chas.	Flynn, Margie Folk, Carl J.	Meyers, Ben	mith. James Henry
Adams, Dewey P Addy, Ralph D	mik Celebration	diller, Charlie Kern filler, Eddie	mith. Paul J
Albert, Elmer	Sn.	diller, Fred	mith. Jr., Walter / now, Chas Kenneth
Alberts, M. L.	Followell, Blackle Followell, L. M.	'lillete, Mr. & Mrs	orrell, Oscar
Alderman, Ralph E.	Forgie, Miss Jean	Milner, Irvin V. Mitchell, G. L.	sparkman, William &
Alexander, Edw.	Foster, Jody Fowlkes, Tex M	ditchell, Stanles	Spitzer, Harry
Allen, Cecil	Frankum, Robt	Montello, Jimmie Monti, Earnest M	Starr, C. M. Starr, Hedy Jo
Allen, Frank	Fredrick, A. G. Frisbie, Mr. Jeane	looney. Joe	stear, Hattie D
Allen, Henry S. Ambrose, Al	Fuller, James	Moore, Howard L. Moore, Walter John	Stear, Melvin Memphis
Amy, Ray	Furlow Jr., John	Morgan, Larry D	Stevans, Chris
Anders, J. L. & Nellie Jean	Gale, Sondra	Morgan, Lyman Morris, Robert F	Stewart, Clyde (Gypsy)
Anderson & Harlen	Gallagher, Earl	MOFFIS, William F.	lone Kennoth
Anderson, Sig	Gallagher. Luke James	Mosher, Hugh R.	Stringfield, M C Strope, Robert &
Anderson, Slim Andrews, Jack	Gay, Gladys P	Murphy, Mrs. Agnes	Mag
Annin, Ralph J. Armstrong, Chuck	George, Diane Gerard, Jerry	Murphy, Clay Myers, Minnie	Stroup, R G
Armstrong, John	Germaw, Robt Lee	(Frangine)	Sullivan, Jim Sullivan, Jon
Armstrong. Lawrence	Gilbert, Jos. Gill. W. N	Naramore, Mrs. C. E. Neill, Leonard K.	Sullivan, Jos, Swain, Marie E.
Art. Duke	Gilman, Joe	Nevland, Noland A	Swann, Walter L. Swards, J. D.
Asburn, James Ashton, Marty	Glick, Wm. (Glick	Neyland, Noland A. Nicolas, Ephrmam	Swazette
Ayers, Homer C.	Godia, B. Show)	Nimerrick, Bert Nixon, Mrs. Verna	Sylvis, Howard Synak, Leonard
Azbell, Albert	Golding, Fred	Nool Baman B	Tatham, Bill
Baccus, Earl D Baker, Allyn	Gordon, Harry Gordon, Robt. T Gorruso, John James	Norman, Edward	Taylor, Gilbert A Taylor, Walter
Baker, Ronald W	Gorruso, John James	"Hara Steven B	Templeton, George
Bannon, Earl Barger, Ray	Grammer, W. H	Olds, Frank	Terry, Barbara M
Barnes Charlle &	Gray, E. N.	O'Neal, Jack	Thomas, Nick Thompkins, Charley
Basil Walker	Green, Johnnie	O'Rourke, Jack	Inompson, H. S.
Barnette, John Barnhill, Kader	Green. Mildred Green. Russell (Mit	Osborn, Glen Outten, Billy	Tinsley, Blackey Lo
Barnhill, Kader Barron Freuer	Camp)	(Diving Act)	
Bartee, Geo. Lively Bateman, Chas. F	Greene, J. R. & Mrs. Gregg. Blanche	Pagel, Bill Painter, Jack	Titus, Mrs. W. L.
Bateman, Red	Gregson. Hugo	Pardee. E. C.	Toler, Clyde H Tolley, Virgil
Beat Joe Beck, Claude	Greyhill, Tom Gullekson Barth	Park, Franklin L	Tom, Frank Tripure, Jas
Beebe, Anna	Hale, D. D.	Parkhill, W. D. Pasternak, William J.	Trohanovsky, Alex
(Frenchy)		Philbert, E. H.	Turrell, Hugh
Benesh, Frank Bento, Lawrence	Hammond, Wm A	Phillpson, G. Phillips, Joe W	Tysko. John P. Urbank, Edward
Berall Ronnie	Handler, Wm Carl	Pinkelton, Earl	PAR PADO SDOW
Berofsky, Mrs. Agnes Best, Dick	Haney, Mrs. Alfred Hanna, Wayne T	Pinson, Dennie H Pond, E. S.	Vasque, Roy (Circus) Venner, Mrs. Flo
Biddle, M L		Ponder, J. W	Venner, Robert
Biggs, John W. Bixler, Geo.	Hardy, Jewel Harley, Mrs. Evelyn	Porter, Florence Pratt, Kenneth	Wageennis, Ralph
Blackburn, E. J.	Harmon, Wm. H. Harper, Arthur W	Pridmore, Thomas A.	Wagner, Wayne H
Blair, Odis		Prysock. Arther	Walk, Joseph
Blank, Theodore Blanks, Roy	Harris, Jeff R Harris, Owen	Rains, Mrs. Edna Raner, George	Walton, Lou Ward, William Leon
Bloodgood, Chas.	Harrison, J. H	Ray, Rayette	Warman. Haskell
Boggis, John A Bone, John H.	Harrison, I, R (Res) Hart, Hugh	Raymond the Magician	Warner, Chester
Bonshock, Glenn	Hasson, Tom & Helen	Reece, Mrs. Carrol	Weakley, C. H
Bowen, Roy W.	Hawk, James B.	Renstrom, John T	Weakley, C. H. Webb, Virgil
Bugs)	Hawkins, E. H. Hayden, Donald L	Richards Lloyd	Webb, Virginia R Weitzel, Reuben

rkey, Thomas F. rp. Edward rp. Max rp. U. R. iton, Paul A. riff, Essie ton, M. E. emaker, J Raymond or, Art mons, Warren F. pson, Frank Marion pson, Truiett L. pson, Woody liners, The th, Bonnie th, Frank Loren th. Herman Q. & Mrs. th. James Henry th, Paul J. th. Jr., Walter / w. Chas. Kenneth rell, Oscar arkman, William & Mrs. rr, Harry rr, C. M. rr, Hedy Jo ar, Hattie D ear, Melvin Memphis vans, Chris (Gypsy) wart, Clyde ne Kenneth ingfield. M ope, Robert Mrs oup, R G llivan, Jim livan, Jos, ain, Marie E, ann, Walter L, ards, J. D avette azette vis, Howard nak, Leonard tham, Bill ylor, Gilbert A ylor, Walter mpleton, George rry, Barbara M omas, Nick ompkins, Charley ompson, H. S. Tommy isley, Blackey Lo zette sley, Blackey Lo us, Mrs. W. L. ler, Clyde H lley, Virgil m, Frank pure, Jas. bhanovsky. Alex. rell, Hugh ko. John P. bank, Edward bank, Edward ** Expo Snow sque, Roy (Circus) nner, Mrs. Flo nner, Robert igeennis, Ralph agner Show Co. igner, Wayne H ilk, Joseph illon, Lou

Blair, Zora Blankenship Boudreau, Mr. & Mrs. Kelly, Catherine Pete Kennedy, Charles B. t King, Joseph Bradburn, Robert Brauda, Frank J. Bridges, Mac Brown, Ed E. Brooks, Johnny bert King, Joseph k J. Kluss, Gertrude M. Knight, Mrs. Mary LaRue, Lash ny LaRue, Miss Pat Ligon, J. R. (PeeWee) H. Loney, D. Mrs. Lynn, John J. George McCary, Tex 'A. fford Clark Buler, Davis Burto, Leon H. Burton, Mr. & Mrs. Caloian, Carl'A. Carpenter, Clifford Chaney, Mr. & Mrs. Magid, Charles Charley Melgs, Wade A. Chapman, Alice Chapman, Alice Chapman, California Chapman, Solution California Colella, Louis Joseph Mitchell, Pete Coleman, Leonard Moreno, Geraldine Columus, Nathan Moreno, Tito M Mortensen, Arth Moreno, 110 M. Mortensen, Arthur Napier, Allen & Doris Columus, Nathan Columbus, Scott Cottengaim, LeRoy Courtney, John F. Cox, John W. (Bill) Davis, Noah E. Day, Elden Doersam, Hattie A. Duncan Jr., Douglas Dunn, Fred Durham, Johnny Ellis, Frank Erick<on, Eric Doris Nelson, Harold E. Newbold, George W. Noell, Bob O'Donnell, Patrick Oglivie, L. B. O'Harrell, Dottie Onell, Edward, Jania Onell, Edward Louis Osborn, Mr. & Mrs. Maves & Friday Osbourne, Walker Patterson, John Phillips Ward W Eliis, Frank Erick-on, Eric Fairbanks, William Fairly, Noble C. Fayette, Audrie Ferranti, Richard Festor, C. G. Finan, Raymond Flannigan, James T. Phillips, Mrs. J. W. Pilger, E. L. Plante, M. W. Posten, Richard Finan, Raymond Flannigan, James T. Foster, Gus Foss, John Douglass Fraker, Charles Fraker, Marion Fraker, Marion Frenzel, M. E. Frid, Robert Fulton, Mrs. Geraldine Fulton, James Monroe Ramsey, Mars Reed, Ivan C. Richards, James T. Roder, Herman Rohm, T. W. Rosenfeld, Timmie Lou Fulton, James Ganote, W. D. Grantham, B. O. (Buttons) Shields, Ronald Max Grantham, B. O. (Buttons) Griffin, Hal Groves, Woodrow Grutell, Jack Hagen, Orville L. Hall, Mrs. Ed Hamilton, Raymond Harris, Frank Haull, Edgar A. Hightower, H. D. Hinds, Kenneth Hockett, Neil Hyland, R. C. Simons, Joseph Siaton, A. G. Stark, Miles Hunter Swinford, E. R. Thomas, George W. Thomas, Kenneth B. Travers, Ben L. Turner, Mrs. A. R. Wadsworth, Harold Warwick, Olga Simons, Joseph Aarmon, Harris, Frank Haull, Edgar A. Hightower, H. D. Hinds, Kenneth Hockett, Neil Hyland, R. C. Irvin, Mrs. Peari Jackson, William Terrence bs. Mr. & Mrs. Bob Yose, Prof. J. C.



FIRST AGAIN with this wanted religious set in rich "Mother of Pearl" and 18 Kt. GOLD pl. (12 bracelets and 12 necklaces). Each set attractively carded. Make big money . . . women of all ages want this dainty set as jewelry and for its religious importance. You get 24 jewelry pieces. giving you the opportunity to make extra cash. Made to sell for 3.95 a set. Order today . . . this is a year-round profit maker. Sterling knows what your customers want. Make Sterling your one-stop center for all jewelry 'buys."

G

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EASTER SPECIALS

Columbus, Ohio

Aromatic Cedar Chests Packed with Easter wrapped chocolates



COIN MACHINES

THE BILLBOARD 130

Communications to 188 W. Randolph St., Chicago 1, III.

FEBRUARY 28, 1953

1,113,000 UNITS **Meter Study Shows Steady Growth**

meters in the United States are Municipal Association, the Highgrossing an estimated revenue of way Research Board, and the over \$76,000,000 a year. A Bureau of Public Roads, also recently - concluded, year - long revealed that there were approxistudy of parking meters, con- mately 1,113,000 meters operating

Gottlieb Bows Flying High, In-Line, 5-Ball

CHICAGO, Feb. 21.-Flying High, a new five-ball game with in-line and rotation sequence scoring, now is on display at all Gottlieb distributors, the factory announced this week.

Designed with a wide open playfield for cross ball and comof eight trap holes arranged in Francisco. inverted V-formation. Players dropping four balls in a row in either half of the V score one replay. Another way to tally replays is by making all seven numbered bumpers in sequence. Replays also may be tallied by high score or on the special point scoring.

Five special points are registered by passing thru either of two sets of rollover switches when the switches are lit. Single special points are scored by hitting stretch rubber bumpers near the bottom of the playing area. Normally, the rollover switches score 100,000 on high score but when illuminated the energized switches register 500,000 for high score. In Flying High, all balls eventually end up in a trap. If a ball drops down in the outhole area during play it can be replayed immediately. Flying High distributor demonstrator models have the Gottlieb designed split playfield glass which has to be raised thru special finger grips to display the key points of the game to operator customers.

CHICAGO. Feb. 21.-Parking ducted jointly by the American

in 2,800 communities as of January, 1953.

In reviewing gross revenues from meters, California appeared to be the best revenue producer with an annual income of over \$4.500,000. Pennsylvania was next with more than \$2,300,000. Meters in seven States-Illinois, Massachusetts, Michigan, New York, Ohio, Oregon, and Texasproduce between one and onehalf and two million dollars of gross revenue. Six States-Iowa, Minnesota, New Jersey, Tennes-see, Washington, and Wisconsincollect approximately a million dollars a year.

Substantial revenues were noted in places under 2,500 population such as Oakland, Md., which grossed \$7,762, and Plym-outh, N. H., \$11,554. The largest bination scoring, Flying High includes both point and high score. Key to the game is a series ported was \$763,291 for San

> The estimated average annual revenue per meter was \$70.48 for 1951. Lowest figure was \$48.73 per meter for places with a population of between 2,500 and 5,000. The highest average revenue per meter was \$89.67 for localities of a quarter to half a million population.

> > Low, High

A low of \$33.45 per meter per (17). year was reported for New Mexi-

MAYBE SAM'S IN WRONG BIZ

MIAMI, Feb. 21. - Taran Distributing, owned by Sam Taran, is becoming a training ground for coin machine accountants who make good, then open up their own offices and cater to coinmen among others.

Gil Gross worked for Taran Distributing as controller until a few years ago when he passed the state examination as a certified public accountant. Later, Mac Shaw stepped into Gross' shoes and only recently made the switch to public accounting, joining Gross as an associate.



LOS ANGELES, Feb. 21 .- The coin machine union, Local 1052 of the International Brotherhood of Electrical Workers, is being eliminated as of March 1, L. B. Morrell, International representative, said this week.

Morrell moved into the local two weeks ago, replacing Hal Sherry, who had served as business representative for six years. At the time, Morrell's plan was to check into the affairs and report to the International in Washington. The decision to discontinue Local 1052 and "lift the charter" was announced Tuesday

installing, servicing, maintaining tion machine, manufactured by or repairing of coin required, Shipman Manufacturing Company, electrically operated phonographs, amusement and vending machines, had been granted by the American Federation of Labor to the International Brotherhood of Electrical Workers. The laws and rules of the AFL call for a full and complete recognition of this jurisdiction granted the

Golden Nugget, New **Genco Game Deliveries**

new upright playfield game by for 3-6 letter combinations. Genco Manufacturing & Sales at eye level.

Golden Nugget has both in-line and sequence scoring, ball purchase provisions for six extra balls and replay combinations of up to 400. Among its key features are 20 second play, a mystery spot feature and a special skill shot center lane which awards a free game when a player guides a ball thru that lane under certain conditions. It is available on nickel, dime and quarter play. Thus far the factory has received orders which show that 50 per cent of the operators have preferred dime chutes, 30 per cent nickel and 20 per cent quarter play.

Basically a six-ball game, the object of Golden Nugget play is to line up balls in consecutively numbered channels. The number player makes in a row determines



NEW YORK, Feb. 21.-Curtis Continued on page 149 1949, that jurisdiction "over the for the Swami Fortune & Predic-

CHICAGO, Feb. 21.-Quantity the number of replays. It is deliveries of Golden Nugget, the possible to score up to 20 replays

Golden Nugget has a wooden Company, are under way, Owners cabinet which measures 64 inches Sam Lewis and Avron Gensburg high and but 24 inches wide by announced Wednesday (18). 17 inches deep. It has a double Housed in a space-saving cabinet, action on the game takes place absorbs all the hits from balls in play. The outside one has the game's name and instructions screened on and can not be marred.

Williams Sets **Silver Skates Trap Hole Game**

CHICAGO, Feb. 21.-Williams Manufacturing Company has started deliveries on a new five ball game, Silver Skates, featuring a new concept in ball trap play, Sam Stern, vice-president, announced this week.

Silver Skates has a hockey theme and its backglass shows a simulated match between two women's teams. It offers several ways to score goals. One of the key methods is to guide a ball thru a top center rollover. This maneuver also registers 500,000 points on high score. The activating of two side rollovers and two bottom side rollovers when illuminated, is another way of registering goals.

17). Sherry was advised January 28, Was named Eastern distributor "Penalty Box" scores 500,000 points and is returned for replay when four balls are trapped in holes A, B, C and D. The bottom center rollover then lights for extra points. Another use of the A-B-C-D trap hole series is to score one replay and light up two bottom side rollovers for replays.



CONCORD, N. H., Feb. 21.-A bill has been introduced in the Legislature by Rep. Francis E. pany, was named by CSCA to Perkins outlawing pinball and attend the March MOA meeting other amusement machines as well as slot machines.

The measure would impose a fine up to \$500 or a year in jail, or both.

Top Service Called Trade Key in Conn.

CHESIRE, Conn., Feb. 21. -Discussions of top service and a IBEW by other national and local equipment modernization international unions affiliated program highlighted the monthly with the American Federation of meeting of the Connecticut State Labor." Coin Association held at the Waverly Inn here this week.

"It's more important than ever before for operators to have modern equipment and give topnotch service," Abe Fish, owner of General Amusement Game Corporation, and president of Connecticut State Coin Association, told the membership. "Only in this manner can operators keep their business at a high level and hold the esteem of the public.".

Past President Jim Tolisano, owner of Superior Music Comin Chicago. Tolisano is a member of the MOA board of directors. The CSCA group also voted to

send a substantial sum to the disaster-ridden areas of Holland.

The letter was signed by William Green, then president of the AFL.

Cites Expense

The International representative said that the local had been nursed along with much expense. Several controversies as to jurisdiction arose with the Teamsters Union and only recently Sherry

Continued on page 149

Calif. Charters Op Firm

SACRAMENTO, Feb. 21. McKee Sales Company, Inc., has been granted a state charter to sell, operate, maintain and service coin-operated machines in Los Angeles County. Authorized capital is \$25,000. Incorporation papers were filed by Kaufman & Leland, 3540 Wilshire Boule-vard, Los Angeles. Directors are F. E. McKee, Adele M. McKee, Nellie Pendergast, all of 2041 Kenneth Road, Glendale.

THIS COULD BE THE LAST STRAW

LOUISVILLE, Feb. 21.-An unusual suit against the the use of pinballs in a location resulted in the denial of an injunction to the alleged part owner of the establishment. H. A. I. Rosenberg instituted the suit against Thomas L. Stephens, listed as manager and owner of the remaining interest.

Stephens, Rosenberg's nephew, claimed no partnership existed and that no gambling had taken place on the location's pin games. Judge Macauley Smith overruled Rosenberg's petition on four points. Rosenberg claimed that many persons had gambled on the two pin games in the location. Stephens countered that the equipment was operated for Los Angeles.

The coin-operated unit dispenses cards, one side of which tells the customers' fortunes. The other side answers questions.

Dimensions are 7 by 81/2 by 41/2 inches. Napkin holders on each side of the machine make the unit acceptable for a restaurant table or drugstore or lunch counter. The unit sells for \$17.50 with 1,000 tickets, in quantity.

The Swami has been location tested at the Times Square Liggett Drugstore where, according to H. Lowenstein, Curtis exec, eight units grossed \$65 in a month. Lowenstein said the 25 per cent commission to the location left him a profit of \$48.75.

He added that the \$16.25 commission to the location paid for more than 23,000 napkins, while the total investment to the operator for eight machines-\$140-would be amortized in less than three months at that rate.

The unit vends the cards for a cent each. Paper tickets sell for 50 cents a thousand.

Joins Kleiman Agency

CHICAGO, Feb. 21. - The Frederick R. Kleiman advertising agency has appointed Bill Perry



NEW YORK, Feb. 21 .- The nominating committee of the Associated Amusement Machine Operators of New York this week submitted to the organization a slate of officers and directors for the election March 19. George Ponser, executive secretary of the group, said that the nomina-tions are still open and may be made on the floor at the election. Nominated were Louis Rosenberg, president; Harry Ross, vicepresident; Jack Semel, treasurer; Lucky Skolnick, financial secretary; Wilbur Aronson, secretary, and Benjamin Robbins, sergeant at arms,

Nominated for the nine posts on the board of directors were Dave to its executive staff. Perry has Lowy, Harry Berger, Moe Bitter, worked on many accounts in the Vincent J. Cappozola, Ray Noss, coin machine manufacturing and Jerry Folkart, Phil Greitzer, Bart distributing fields for several Hartnett, Milton Green, William years. He was formerly with the Parker, Sanford Warner, Jack Charles Edson Rose agency. Kantor and Barnet Tennenbaum.

Ryan Leaves Bell Co., Longacre to Reno Post

Longacre has been appointed general manager of the Bell-O-Matic Corporation, according to Fred Mills Jr., of Mills Indus-tries. He succeeds John P. (Midge) Ryan, who resigned after

Rex Granted Calif. Charter

SACRAMENTO Feb. 21.-Rex Music, has been chartered by the State to operate, manufacture, sell, lease or rent all types and kinds of coin machine equipment in Los Angeles County. Authorized capital is \$50,000. Incorporation papers were filed by Nathan Harris Snyder, Suite 415, 215 West Fifth Street, Los Ange-les. Directors are Bernard J. Loebner and Ruth Loebner, 5015 Ryan, who now owns a home

CHICAGO, Feb. 21.-Jim 24 years with Mills and Bell-O-Matic, a subsidiary of Mills. Bell-O-Matic, organized in 1946

as world distributor of Mills bell products, originally had its headquarters in Chicago. In the spring of 1951, Bell-O-Matic moved to Reno, Nev., and started full scale operations in 1952. Its main business was the assembling, sale and repair of bells for Nevada customers. However, in the past 14 months its export sales have increased sharply.

Longacre was with Bell-O-Matic a few years ago and left to take a post with Air Force Procurement. Ryan in the course of his 25 years with Mills and Bell-O-Matic traveled extensively and has operator friends in virtually every city and town in the country. He has long been recognized as one of the top sales staffers.

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Calendar for Coinmen

February 19-Central Texas Music Operators' Association, Inc. (Austin). Place to be announced.

February 23-Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

February 24-Amusement Machine Association of Philadel phia, Inc., bi-weekly meeting, Broadwood Hotel, Philadelphia. February 24-Western Vending Machine Operators' Associ-

ation, monthly meeting, Unique Cafe, Los Angeles. February 26—Central Texas Music Operators' Association, Inc. (Austin). Place to be announced. March 1, 2—South Dakota Phonograph Operators' Associa-

tion, quarterly meeting in Aberdeen. Place of second meeting to be announced.

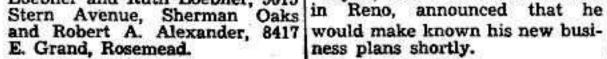
March 5-Milwaukee Phonograph Operators' Association, monthly meeting, Deutsch's Cafe, Milwaukee.

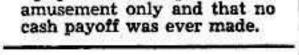
March 7, 8-Nebraska Music Guild, quarterly meeting, Cornhusker Hotel, Omaha.

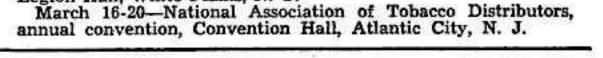
March 10-Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

March 12-Music Operators of Northern Illinois, monthly meeting. Place to be announced.

March 16-Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.











Communications to 188 W. Randolph St., Chicago 1, Ill.

KIDDIE RIDES

THE BILLBOARD

EDITORIAL Don't Cut Your Throat

Altho most operators and factory representatives will be the first to admit that only a small percentage of locations have kiddle rides compared with their potential, already many instances of commission cutting are cropping up. Unfortunately, it appears the situation will continue unless operators on their own can establish some logical location percentage standards.

Recent incidents in such key cities as New York, Philadelphia, Chicago, Miami and Los Angeles indicate that some operators have slowed down their drive to obtain stops and are beginning to compete for already established locations. In some of the more noticeable instances, involving firms which have had comparatively long operating experience in conventional coin-operated equipment, the excuse has been that the location asked them to remove their equipment and replace it with virtually identical rides of another operator. Another excuse advanced was that in order to get a large number of locations, the operator had to agree to give a more generous location commission.

Fair Commissions

Most operators today are operating rides on a 25 per cent commission to the location. Considering the cost of the equipment and overhead, this is fair and practical. But once operators start chiseling by upping this 5, 10 and 15 per cent more, there is no telling where the situation will end, but it will surely wreck the business for both locations and operators.

Oddly enough, the operators themselves started the cutthroat competition. Locations for rides-especially chain, variety and department stores-have indicated thru their executive spokesmen that the ride business has not only been a fine traffic builder but has proven amazingly profitable without investment. They have looked upon the rides as an out and out business proposition and expect to be dealt with by businessmen, not chiselers. If they have to interrupt their regular duties to talk over new percentages with one or several operators they will soon wonder whether the potential confusion is worth the income. And pretty soon they will be wondering if they are not getting involved with the wrong people.

Operator Conflict

In some of the more recent commission cutting instances, there has been a conflict between new and established operators. The latter had actually entered the ride field only recently after pooh poohing the idea for the past two years. When they finally woke up to the potential steady profits in rides, they found some of the cream locations gone to the new blood. Then they tried to gain the stops by commission.

While the commission situation is still fairly sensible, it would be well for all operators to sit down and consider what they want from the ride field. If they want a steady return on their investment and a healthy expanding business for years to come, it is within their grasp by showing a little foresight and fair play. The fact remains that a few sharpshooters in key areas can cause unwarranted trouble for the trade as a whole and run it to the brink of disaster.

SPADEWORK **Op Says Rides**

Job in Toronto TORONTO, Feb. 21. - Hugh Simpson of Empire Amusements, Hespeler, reports that location owners in his district are still a little leary about mechanical horses.

Need Selling

"We have to do a lot of talking in order to sell them," Hugh reports. But despite this reaction, he has been able to place a few with independent storekeepers.

Managers of the larger chain grocery stores are enthusiastic, (Continued on page 133)

FIRST DISTRIBS

Lays Out New **Ride Display**

CHICAGO, Feb. 21. - First Distributors has completed the remodeling of a section of their headquarters for the newly announced.

ALL WEATHER NEEDS

Scott-Crosse Exec Tells Trade Needs

Sol Groentman, one of the major juvenile merchandise. stockholders and an officer of Scott-Crosse, distributor and op-Philadelphia area.

operator of kiddle rides finds himself dealing with bigger and larger concerns than is usual in standard operations in the coinoperated equipment field. This situation calls for more exacting paper work. However, the compensation for engaging in a certain amount of added red tape is that the commissions in the kiddle ride field are from 30 to 50 per cent, a somewhat higher level than the straight even-split which is common in other fields.

Unusual Spots

Groentman points out that the created, ride division, Owners usual locations for kiddle rides Joe Kline and Wally Finke are supermarkets, department stores, and 5 and 10-cent stores. hibiting a wide variety of kiddie equipment in such unusual locaunits the past several weeks, the tions as outside of barber shops separate division was created and in front of all sorts of stores (Continued on page 133) in new neighborhoods.

PHILADELPHIA, Feb. 21.- | The Scott-Crosse official states The kiddie-ride business is a that many stores like the kiddie new field full of possibilities, rides, not only because of the but manufacturers will have to revenue that they derive from make sure that their rides will the equipment directly, but bebe able to stand abuse and all cause they are good traffic buildtypes of weather," according to ers and help move a lot of

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There is a need for durable equipment, Groentman points erator of kiddie rides in the out. "Unlike pins, kiddie rides might have to stay on location Groentman points out that outdoors rain or shine. Then there are certain basic differences again, kiddie rides must be debetween engaging in the pin-ball signed so that they are attractive game operation and placing kid- and colorful and appealing to die rides on location. The most children. Otherwise, they will be important distinction is that the thrown out of the beautiful stores in which they are now found."

Mardi Gras Ups Ride Biz

NEW ORLEANS, Feb. 21. -Kiddie rides did banner business here all week as a result of the heavy influx of Mardi Gras visitors, many of whom brought their youngsters for the annual event.

Among the top locations was The Penny Arcade on Canal While the firm has been ex- However, his firm has placed this Street. This spot reported particularly heavy play on its Bert Lane's Miss America, Bally's Space Ship, and Western Cowboy Pony and Choo Choo Train.



Capitol to Place 6 Kid Rides In Philly Gimbel Dept. Store

NEW YORK, Feb. 2...—Sam Goldsmith, Capitol Projectors sales exec, announced this week that Capitol will install six Kiddie Rides and five Midget Movies at Gimbel's Philadelphia department store the first week in March. Plans call for the machines to restore the first week in March. Plans call for the machines to re- New England in an effort to stim-

Capitol's policy at Gimbel's is to install rides during sessions when the moppets are on vacation and during holiday periods, shifting them to other locations during slack periods.

The rides include a 24-foot Merry-Go-Round, seating 30 youngsters, as well as two Space Ships, two Bunny Rides, two Ducl: Rides and a locomotive.

Helping usher the rides in will be the famous Mummer's String Band, which will parade thru downtown Philadelphia, finishing at Gimbel's toy department. Gold-smith has on permanent location at Gimbel's eight pieces of equipment.

Meanwhile, Goldsmith said the first installations by Atlantic Midget Movies, the firm's Pennsyl-vania distributor, in the Pittsburgh



NEW YORK, Feb. 21 .- Al Blendow, sales manager of the Met r Machine Corporation here, this week announced that George Mc-Cain, Temple, Tex., had been named factory representative for Texas and Louisiana.

Meteor had just completed revamping its Brooklyn showroom and office. The firm is currently producing four rides—a Flying Saucer, Pony Boy, PT-Boat and

of automatic screw machine and sey, this week passed the 100-mark radio parts for the armed forces. with the installation of five units Military work still accounts for a in as many locations in Northern large part of its output. Meteor New Jersey.

main on the location thru Easter. ulate the firm's sales in that area.

CHICAGO, Feb. 21.—Bally Manufacturing Company, manu-facturers of The Champion, me-chanical horse, and Space Ship announced thru Jack Nelson, that its distributors now have colored brochures, avplaining, the high brochures explaining the high points and key markets for kiddie rides.

One of the features of the brochures is a letter from Si Redd pointing out the reaction of a manager of one of the Boston area's major department stores. It reads in part: "Mr. Norton, manager of Filene's Suburban Store, Chestnut Hill, told me that it was his belief that for every \$100 that The Champion horse earned, it tripled the sales of merchandise."

Runyon's N. J. Locations Top 100-Figure

Rocket. The firm was founded in 1948 by John R. Hess as a manufacturer NEWARK, N. J., Feb. 21.— Kiddie Ride locations of the Run-yon Sales Company, of New Jer-

FLYING SAUCER has terrific

EYE APPEAL!

SENSATIONAL **RIDE MOVEMENT**

The only ride of its kind: it smoothly moves BACK AND FORTH - UP AND DOWN - WHILE SIMULTANEOUSLY ROTATING IN A COUNTER-CLOCK-WISE DIRECTION! Kiddies Ride, Ride, and Ride again!

RUGGED-

Youngsters' eyes

when they see

this kiddie ride!

Ride made of auto-body steel, reinforced and welded throughout.

PULLS IN BUSINESS TO ANY

LOCATION!

SPECIFICATIONS Overall Length 52"-

Width 42"-Height 38"-Weight approx. 272 Ibs. Heavy Duty 1/2 H.P. Motor. 110V AC Current. 10c National Rejector.

ATTRACTIVE - "Futuristic" design is a headliner-fires the imagination! Flashing lights flicker on and off at all times, stimulating play.

> SAFE-Roomy Cockpit-heavily upholstered plastic seat. Low slung-child can easily get in and out unaided.

METEOR FLYING SAUCER is the newest of new in the great fleet of Meteor Kiddie Rides!

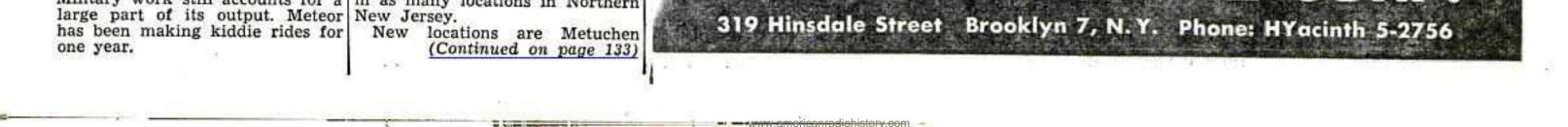
METEOR ROCKET-METEOR P-T BOAT-METEOR PONY BOY. OUTSTANDING MONEY MAKERSI

DISTRIBUTORS-TERRITORIES OPEN!

GET FULL PARTICULARS TODAY!

Write, Phone or Wire

METEOR MACHINE CORP.





FINANCE PLAN NOW AVAILABLE THROUGH BALLY DISTRIBUTORS Amazing 4-in-line dive-dip-roll-and-swing action built into Bally SPACE-SHIP ... and the realistic variable trot-or-gallop gait of THE CHAMPION Ballyhorse give kids the biggest dime's worth of fun in America. That's why kids look for stores with Bally Kiddy-Rides ... coax their parents into Bally-equipped stores ... keep the dimes coming your way. And Bally Kiddy-Rides are built right and rugged to minimize maintenance, keep the coins coming in when you are miles away. You know you're in business every minute of the day in every spot on your route when you operate SPACE-SHIP and THE CHAMPION. And a big-profit business, too!

NUFACTURING COMPANY



Detroit:

The Detroit Amusement Company has changed its name to the Mayrand Amusement Company, with Lucien J. and Esther M. Mayrand as owners. Mrs. Mayrand, the former Mrs. Harry D. Ryther, established the firm

Vital Statistics Deaths

Howard Kass, February 6 in Newark. He was president of Automatic Stores, Inc., and founder of Temple Israel. Survived by his widow, Betty, two daughters, Penin and Beth, his mother, Celia, two sisters and a brother.

Runyon's Spot

Continued from page 131

Supermarket, Metuchen, Boat Ride; the Pied-Piper Supermarket, Linden, Space Ship; the United Supermarket, Nixon Park, Horse Ride; the Jack & Jill Toy Shop, Englewood, Horse Ride, and the four years in the Navy, is in reported the biggest month's busi-Sanitary Supermarket, Lincoln charge of the business, one of ness in January since the office Park, Space Ship.

new locations are now being added respondent for The Billboard all over the country last month at the rate of 6-10 a week, with since 1928, and Mrs. Reves are more than half of the locations supermarkets and department stores.

Burg also announced the installation of AMI recording equipment at three newly constructed at several centers in the maritime diners. They are the Cranford provinces including Halifax, is Diner, Cranford; Thorward Diner, now making his home in the Baldwell, and Stanley's Diner, Annapolis Valley, thru which he Keyport.

First Distribs Continued from page 131

just two weeks ago (The Billboard, February 14). Among the units distributed by First are the Exhibit Supply line consisting of Big Bronco, Roy Rogers' Trigger, Rudolph the Red-Nosed Reindeer. Pete the Rabbit, Rawhide, Little Ferdy, El Toro and Space Patrol, Mars' Jet Saucer, B & R's Lightning and Mechanical Steer, and

Coinmen You Know

THE BILLBOARD

born. Following Ryther's death, play. (See separate story.) his widow took over the business and continued to operate. The firm runs a route of juke boxes and had no connection with the Detroit Amusement Company which was operated by Joe Cook. mentarily to receive the first . . . Henry C. Lemke, veteran Clover Leaf, new United six-Detroit operator-distributor, is re-modeling his home.... The Gar- a snazzy note to the new Taran modeling his home.... The Gar-foto Company of Lorain, O., headed by operators **Garfield** and Gerber, is establishing a number of coin-operated photograph locations in the Detroit area.

Frank's Music, are in California. supervision of Marvin Novack, Their son, Frank Jr., who rejoined and spent a few days vacationing the firm six months ago after in the sun at Miami Beach. Novak the Motor City's largest routes.... opened two years ago. What Ed Burg, Runyon exec, said that Haviland F. Reves. Detroit cor- helped give King a potent punch vacationing in Florida.

Halifax

Wilfred Currie, who formerly operated coin machine Arcades travels in looking after his coin ley Kantor, president of Ace Sales machines. He has recently returned from an emergency trip to Florida where he visited his stricken wife. Among the Annapolis Valley towns he covers are Kentville, Windsor, Wolfville, Berwick, Annapolis Royal, Middleton and Bridgetown. The growing and processing of apples, form the basic industry of the valley. An erstwhile business partner of Currie in the coin machine field was J. B. Jones, St. John, N. B.

about 15 years ago as Wilson cally every operator voiced the & Ryther. Later it was called opinion that if this experiment is the Ryther Amusement Company, successful, the next logical step with offices in suburban Dear- would be conversion to dime

> All-Coin Amusements is making shipments of the new Gottlieb game, Flying High. . . . Eli Ross, Taran Distributing, expects mobuilding is the company's new fork lift which enables one man to load machines onto a truck.

King Records prexy, Sydney Nathan, visited the company's Mr. and Mrs. Frank Alluvot, of Miami branch, which is under the were two outstanding hillbilly numbers written as a tribute to the late Hank Williams: "Death of Hank Williams," by Jack Cardwell, and "Life of Hank Wil-liams," by Hawkshaw Hawkins. King now boasts the largest race and hillbilly catalog in the world, according to Novak. Accompanying Nathan to Florida was Char-Company of Cincinnati, who operates juke boxes in Ohio, Kentucky and Indiana and also heads the Cheyenne Music Publishing Company.

The new owner of the Coral Music Shop, Jack Greenwood, is a native of Hamilton, Ontario, and has been in Miami only three months.... Phil Zimand, whose brother Harry owns Acme Music and Vending Company, is reported doing well with his recently purchased pharmacy at Washington Avenue and 8th Street, Miami Beach. Phil also consisting of 42 Gottlieb pins and Florence Ramsey, bookkeeper at Pan American Distributing Company, has an anniversary coming up March 19.

The orders are coming in so fast for the Wurlitzer 1500, says Ted Bush, that his company has requested larger allocations from from a trip to his Havana, Cuba, branch, and will make a swing thru the west coast of Florida in a few days.... Jack Felber, office manager at Bush Distributing Company, has embarked upon another semester of Spanish lessons. Felber's proficiency as a student

of Spanish has advanced to the

point where he can understand all the export mail which comes into the office from the firm's Latin American customers. But the replies are handled by Erasmos U. Ramos.

Harry Burge's "Juke Box Serenade" every day over station WQAM continues to attract more and more listeners. Burge's kind remarks about the AMOA and the juke box operators of Greater the factory. Bush just returned Miami have won him a host of friends in coin machine circles. An added feature of the program is a "mystery tune" which daily offers a couple of free theater tickets to the writer of the earliest postmarked letter containing the correct answer.

> Reopening of the sugar mills in (Continued on page 145)



Free literature - National ad backing. Many operator inquiries ready to process direct to you.

maintenance. Ply-A-Mold body, break-proof.





KIDDIE RIDES

Capitol Projectors' Midget Racer. Kline and Finke stated that the

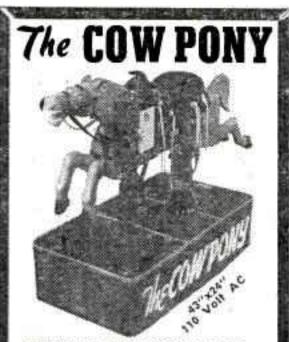
new showroom will have its formal opening within two weeks.

Spadework

Continued from page 131

but the red tape involved in getting the necessary permission, "almost beats you before you start."

He reports a number of inquires come from bazaars and small money-making events for social organizations, such as churches and women's auxiliaries. Service calls on the equipment are few and far between.



TOPS IN PERFORMANCE— TOP MONEY MAKER-THE ARISTOCRAT OF THE MECHANICAL HORSES

Pulleys

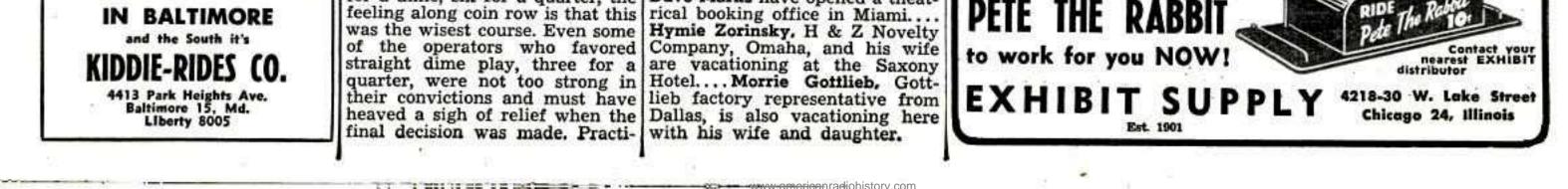
Worm Gear

OUTSTANDING FEATURES Life-Like West-No Belts or ern Pony Real All-Leather Western Saddle True-to-Life Sealed in Bronze Action Smooth, Quiet Operation Precision-Built Throughout All Metal Construction Solid Cast Alu-Minum Horse National Coin Rejector

Operating Mechanism Retractable Casters Easy to Mount Overall height from floor to saddle seat 38" All electrical parts and wire UL approved

Unconditionally Guaranteed

E. EWART Manufacturer Greenleaf Compton, Calif. 707 NEW 1-0808; NEV 6-1976



Miami

Joe Mangone purchased a games route from Duke Luker just got delivery of a new auto.... United shuffle alleys, all on location in Miami, Eli Ross arranged the deal.... Ziggy Pincus is now associated with Sam Lano in S & L Music Company.... Ben Parkoff, partner in Atlantic Distributing Company, New York City, is vacationing here.

Music operator Jack Lipsiner was high in praise of the Seeburg factory-conducted service school sponsored by Cy Wolfe, Wolfe Distributing Company, for two days at the Venetian Hotel. The Seeburg Model 100-C was put under the microscope for the assembled mechanics, says Lipsiner, and everyone found the time spent worthwhile. And the added bonus of a chicken dinner didn't exactly make the coinmen unhappy.

Installing sound systems at the Key West Naval Base these days Three others in the Taran "famis Lenny Baitler, a veteran of the ily" will receive birthday congratcoin machine trade who formerly ulations February 22, George worked for Taran Distributing.... Washington's birthday. They are Sonny Lomberg, who travels the Red Mohre, parts manager; Tom-South selling coin machine parts my Yesbick, mechanic, and Sybil for Dan Gould Enterprises, is Ross, wife of sales manager Eli back in town for a short spell. Ross. He reports doing excellent business in Louisiana, Arkansas, Missippi and Florida. New Orleans, Lomberg added, is a particularly good town this time of the year due to the Mardi Gras celebration and a host of tourists present from all parts of the country.

ting the finishing touches on its has purchased a new truck with new building, altho the entire the Gottlieb name emblazoned staff and all the equipment has upon it. He will drive it on his been moved. A new neon sign tri-State trip. With all his activwent up the other day, and the ity in the States, Mangone still paving on the parking lot was completed.

Sidney J. Reaves is the newly appointed general manager of the Miami Coca-Cola Bottling Com-pany. Reaves came to Miami from Augusta, Ga., where he had worked up thru various jobs to the position of sales manager of of city parking meters. All coins the Augusta Coca-Cola Bottling Company.

Now that the Amusement Machine Operators' Association has voted to swing over to two plays for a dime, six for a quarter, the Dave Marks have opened a theat-

When the youngsters at Auburndale Elementary School needed records for their juke box, recently donated by the AMOA, Willie Blatt came to the rescue with a good-sized assortment.... Greater Miami's bartenders took part in the second annual contest to determine the champion mixologist, and a number of tavern owners showed up to watch the festivities.

Mrs. Florence Ramsey is the new bookkeeper at Taran Distributing, replacing Pauline Korn who has moved to New York ... Head bookkeeper Jean Guberman celebrated her birthday February 10, just two days after her mother, Mrs. Rose Guberman....

Joe Mangone, All-Coin Amusements, reports excellent business with the current Gottlieb pin game, Queen of Hearts, and is preparing to cover his territory of Florid., Georgia and South Carolina in behalf of the upcoming Gottlieb game, not yet an-Taran Distributing is still put- nounced to the public. Mangone finds time to shuttle back and forth to Cuba where he conducts a pin game operation with his associate, Roberto Ros. Pretty soon, the boys will be calling him 'Cuban Joe."

> In West Palm Beach, the March of Dimes drive included the use placed in parking meters during a specified period were turned over to the polio fund.

Eddie Shaw, whose mom is in charge of the AMOA office, and



THE BILLBOARD

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Communications to 188 W. Randolph St., Chicago 1, Ill,

VENDING MACHINES

Greene Paints Bright Future For Vending at Sales Meet

Cites Need for Cutting Merchandising Costs, Self-Service Growth in U.S.

By AARON STERNFIELD NEW YORK, Feb. 21.-A bright future for the automatic merchandising industry was painted Tuesday (17) by Robert Z. Greene, president of Rowe Manufacturing Company at the Automatic Merchandising Day Hotel. Nearly 800 persons attended.

Greene said the American people are being conditioned to wait upon themselves, as evidenced by the growth of supermarkets. He also cited the need for cutting rising sales costs, particularly in connection with sales of low-profit items that are sold for public convenience rather than for profit.

He predicted that the future of the industry rests in revolving store fronts which would turn into vending machines at night, truly automatic cafeterias, coinoperated snack bars on trains and unattended newsstands and soda fountains.

Traces Growth Greene traced the growth of a

Rowe Ice Cream Vender Placed Draduati

a point where 2.750,000 vending 50 per cent. machines made 19,000,000,000 individual sales in 1952, grossing \$1,250,000,000.

pointed out, account for the sale ed the figure to be doubled, tri-Luncheon of the New York Sales of one of every six packs of pled or quadrupled within the Executive Club at the Roosevelt cigarettes, one of every five candy bars and one of every five hot or cold drinks sold. He

explained that this represents a 100 per cent gain in sales thru offered this checklist against

vending machines since 1946,

business which "started from while all other retail sales in peanuts" some 25 years ago to the same period increased only

He said that only about 25 important items are now sold on a large scale thru vending ma-Vending machines today, he chines, but added that he expectnext few years. **Canteen Elects**

Check List

To sales executives, Greene (Continued on page 136)

NAMA Hears Mill, Goldman, Malloy

Cite Danger of Sanitation Code Violations; L. A. Sloan Presides

NEW YORK, Feb. 21.-Aaron Inc., and Everett Newcomber, Goldman, president of the Na- City Milk.

tional Automatic Merchandising Association, Pete Malloy, NAMA director of membership and maintenance, and Jack Mill, vicepresident of the Rowe Manufacturing Company, spoke Tuesday (17) at the association's New York regional meeting at the Roosevelt Hotel.

Goldman, who said that he

Sloan warned of the dangers of raising commissions to meet competition. He also cited a case of a military installation which tions. He has large stock holdan operator had been servicing ings in Canteen. for 22 years. When an officer, who disliked the operator, tried of the board, stated all other dito remove him by "making things tough" and then asking for comwould not be a candidate for went to the NAMA with his Arnold M. Johnson was elected **FEBRUARY 28, 1953**

EBY BULLETIN N. Y. EXECUTIVES

Spots Weather, **Marketing Tips** For Bulk Ops

CHICAGO, Feb. 21. - Ferrara Candy Company is maintaining a bulletin service to operator customers which features weathermarketing tips. An example is the firm's current bulletin, which suggests prompt use of all soft shell items due to anticipated wet weather conditions following a mild winter.

George F. Eby, head of Ferrara, stated vender and product sanitation is also stressed regularly in the bulletins. He sums up the advantages of cleanliness with the statement: "Clean equipment attracts customers - the other kind attracts health authorities."

Eby said the firm's line of bulk candies are made so they can be used in moist and warm areas and still vend freely. As a result, he claims the company's shipments to warm climates such as their annual meeting Tuesday found in the Gulf States has (17) elected Daniel R. Topping increased.

Gov't Cites Cig Taxes, Margins At the directors' meeting fol-

WASHINGTON, Feb. 21.-Inre-election, pointed out that when problem. As a result, he added, vice-chairman of the board. He is creased federal and State excise one operator violates the sanita- not one operating firm bid for a vice-president of the City taxes and a bigger take for the cigarette maker and distributor forced the retail price of a pack of cigarettes up 30 per cent since the end of World War II, the Agriculture Department reported yesterday. The farmer got very little more for his tobacco crop. While the farm value of the leaf tobacco in a pack of standardsize, popular brand cigarettes increased about 23 per cent since 1945, the combined manufacturers' and distributors' margin increased 46 per cent, Agriculture pointed out. Federal and State taxes rose 20 per cent. According to Agriculture, the farmer's share of the retail price of a pack of smokes in 1951-'52 was 16 per cent. Manufacturers' and distributors' margin was 37 cent. Under existing law the 8 cents a pack Federal tax on ciga-Production of cigarettes incan Tobacco Company; Aaron creased 13 per cent between 1947

in production

NEW YORK, Feb. 21.-Rowe Manufacturing Company, Inc., announced its ice cream vender has been placed in production. The machine, which features 180 bar or sandwich capacity, includes a changemaker as standard equipment at \$595, f.o.b., from the Whippany, N. J., plant.

Operation is fully automatic. An illuminated display sign is mounted on the hammertone green cabinet which is 53 inches high, 55 inches wide and 30 inches deep. Insulation is 4-inch high standards and to make those fiberglass.

The vender incorporates a 1/4 horse power Nash-Kelvinator refrigeration unit.

Charm Bar New Logan Feature

CHICAGO, Feb. 21. - Logan Distributing announced the setting up of a complete charm center this week. Jack Nelson Jr., stated the new department was built around a "charm bar" which features the releases of seven U. S. and two foreign by Louis Rosenberg, Coldrinx, charms manufacturers.

Various items from the nine different firms are bagged in a special mix consisting of 300 separate pieces. The package, which includes 200 metal fill type and 100 feature charms, is priced at \$2.50. Nelson said Logan pays postage on all charm orders of \$30 or more.

The charm mix package includes a separate inner envelope for the 100 feature charms, to facilitate a more even distribu- per cent soluble coffee for the Seldy, manager of the vending tion thru the vender globe, he vending trade. said.

The special package is revised frequently to keep up with new releases in feature items.

APCO Opens Chi Branch

CHICAGO, Feb. 21 .- The new APCO (Automatic Products Company) Chicago branch office anestablished at 173 West Madison year.

the price in decreased volume.

He explained that the consumer operating there. doesn't know one operator from another-he only knows that a

an operator. Goldman cited the treatment. case of his operating company in Washington, where the local authorities had charged an op with violating sanitation standards. He added that altho his firm was not concerned, its sales fell off sharply.

Trade Org Duty

He emphasized the duty of trade organizations to maintain standards known to the public.

Malloy spoke on the NAMA group insurance plan and the operator cost ratio survey being prepared by the accounting firm of Price Waterhouse. Some 60 operators have submitted data to the firm, and another 140 are expected to do likewise by May 1. Mill pointed out that the operator's prime selling job must in order to get the location. "Closing the Sale," a film produced by Borden & Busse, management consultants, was shown to illustrate the point.

pensers, West Hempstead, L. I.,

one-and the operator is still

Sloan said this was an example L. Coninx, director of purchases, of a trade association protecting and H. E. Sponseller Jr., director

tion code, every operator pays the location-which was a fat National Bank and Trust Company of Chicago. Elected as assistant vice-presidents were Frank

rectors were re-elected.

report has been turned in against its members from unfair of national sales. All other officers of Canteen were re-elected.

SAMPLE VENDERS

Executive Club held its Automatic Merchandising Day at

the Roosevelt Hotel here Wednesday (17), top officials of some of the nation's lead-

ing firms were handed nearly \$250 in change for use in the battery of venders on

A large box was placed

beside the venders, in which

unused money was to be

returned. The venders

grossed nearly \$100-the big

lopping as New

Board Member

CHICAGO, Feb. 21.

Stockholders of Automatic Can-

teen Company of America, at

to the board of directors. He fills

a vacancy caused by the recent

Topping, president and co-

owner of the New York Yankees,

Inc., and a former owner of the

Brooklyn Dodgers football team,

is an officer of several corpora-

Nathaniel Leverone, chairman

death of Laurance H. Armour.

exhibit.

box, nothing.

NEW YORK, Feb. 21.-When the New York Sales

SALES CHIEFS FETE VENDERS Industry Leaders Speak; Mfrs., Suppliers Exhibit

York Sales Executive Club's Corporation of America. Automatic Merchandising Day luncheon Tuesday (17) at the Roosevelt Hotel. Robert Z. Greene, president of Rowe Manube to the location, and that he facturing Company, was the must be able to close the sale principal speaker (see separate story this section).

Among those present were William Rabkin, president of International Mutoscope; Lawrence Reiss, vice-president of the Stat-Lewis A. Sloan, Merian Dis-ensers, West Hempstead, L. I., James F. Bender, of the National was program chairman, assisted Institute of Human Relations; George Burry, of Burry Bisquits; I. H. Houston, president of Spacarb; Roger Littleford, pub-

NEW YORK, Feb. 21 .- Leading lisher of The Billboard; H. K. operators, vender manufacturers Phillips, vice-president of Nes-and supplier representatives and tle's; Felix Coste, vice-president executives of the nation's major of Coca-Cola, and Martin industrial firms were among the O'Shaugnessy, manager of the per cent, and federal and State 800 persons present at the New food service division of the Radio excise taxes accounted for 47 per

Also Charles T. Lipscomb, president of Pepsodent, who was rettes will drop to 7 cents April 1, toastmaster; Sidney Phelps, man- 1954. Several bills are pending in ager of the dining car service of Congress to reduce this tax the Pennsylvania Railroad; Paul further. M. Hahn, president of the Ameri-

Goldman, president of the Na- and 1951, altho cigarette industry tional Automatic Merchandising employment remained about the (Continued on page 138) same.

NATD Plans Sessions **On Cigars and Candy**

NEW YORK, Feb. 21.-Work- president, Cadbury-Fry America, shop sessions on candy and Inc., New York; Jack Lohman, cigars will highlight the March Lohman Sales Company, Denver; 18 session of the Atlantic City convention of the National Association of Tobacco Distributors. The 21st annual convention of the organization will be held in Convention Hall March 16-20.

Chairman of the candy work-shop, "Re-Evaluating Our Candy and Confectionery Thinking,' will be Thomas S. Cooper, Shipton & Payne, Philadelphia.

Speakers will be Percy T. Wood, sales manager of the Walter Baker division of the General Foods Corporation; Louis B. Fontana, Fontana Brothers, Detroit; F. H. Hanscom, vice-president, Walter H. Johnson Candy Company, Chicago; increased sales. He added that Meanwhile, 25 salesmen who had Herman Oriel, A. Oriel Company, Nestle's sales to operators have recently joined the Lily sales force Bronx; H. A. Downey, general nounced last month has been more than doubled during the last spent this week in New York as sales manager, Curtiss Candy planned in the near future. part of an orientation course. One Company, Chicago, and Leon

Walter Muth, sales manager, Robert A. Johnston Company, Milwaukee; E. S. Yarbrough Jr., J. M. Mathes, Inc., Durham, N. C.; (Continued on page 138)

Intro Viceroy **King-Size Pack**

LOUISVILLE, Feb. 21.-Brown & Williamson Tobacco Corporation announced a new king size pack for its Viceroy cigarette this week. T. V. Hartnett, president, said however, that initially, the larger size would only be distributed thru Kentucky and Michigan. National sales 15

Hartnett stated a filter tip has

Nestle's Sets New Coffee For Venders

WHITE PLAINS, N. Y., Feb. 21 -The Nestle Company, Inc., an-nounced that it is producing 100

be Alpine Red Label.

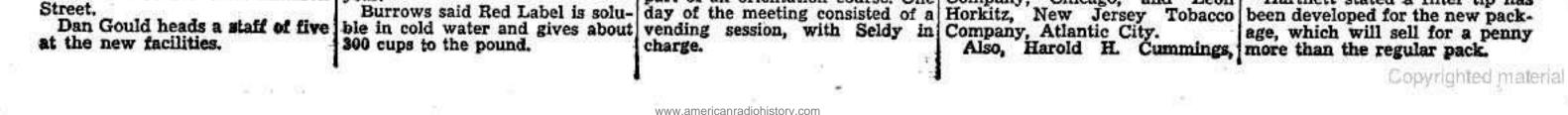
exec, said the Red Label has been pated. location tested in Chicago, Balti-

tors have reported substantially Executive Club.

New Lily Hot Cup Sales High

NEW YORK, Feb. 21.-Bill products division of the Lily-Tulip Nestle's will continue turning Cup Corporation, announced this out its Alpine Soluble Coffee, week that sales of the new L-T which is a blend of 50 per cent plastic-coated hot drink cup, incarbohydrates and 50 per cent cof- troduced in Philadelphia at the fee. The 100 per cent coffee will Rudd-Melikian convention last month, have been much higher H. B. Burrows, Nestle's sales than company officials had antici-

The cup was displayed Tuesday more, Philadelphia and Washing- (17) at the Automatic Merchandiston, and that in each city opera- ing Day of the New York Sales



THE BILLBOARD

VENDING MACHINES



136 VENDING MACHINES

PM Management Cited by AIM

NEW YORK, Feb. 21. - A Certificate of Management Excellence for 1953 has been awarded by the American Institute of Management here to Philip Mor- Office. ris & Company Ltd., Inc., accord-ing to Emil V. Hegyi, AIM vice-1,700 cartons of cigarettes bearing and the second established regupresident.

methods were studied, received the award.

Charge Cig Distrib With Counterfeiting

AUSTIN, Tex., Feb. 21.-A charge of selling cigarettes bearing counterfeit revenue stamps was filed here against W. W. of two draft law-decrees regulat-Whitis by the State Comptroller's ing the 1953 sugar crop. The first

counterfeit stamps in their in- lations for protection of the

THE BILLBOARD

Issue Cuban Sugar **Crop Regulations**

HAVANA, Feb. 21. - The Cabinet has announced approval ffice. State agents reported seizing among the different sugar mills

> 5,000,000 tons of sugar of the 1953 authorized crop shall be distributed by the Cuban Sugar Institute among the mills on the basis of the production of each mill the mill.

For free snipment to	
the United States	1,349,848
Reserve for the	
United States market	650,152
For free shipment to	
world markets other	
than United States	1,400,000
Reserve for world	
markets other than	
U. S. A	1,350,000

For domestic con-

Greene Paints Continued from page 134

which to measure their products for vending machine sale:

1. "Does it have a huge market?

2. "Is it easily packaged? 3. "Is it required by most

people most of the time?

impulse?

wide consumer acceptance?"

enough to have their stock publicly traded on the New York and American Stock Exchanges, for less than 10 per cent of the industry. The other 90 per cent, he said, is done by about 4,000 smaller operators.

per machine is small," he ex-

years."

vending machines have over

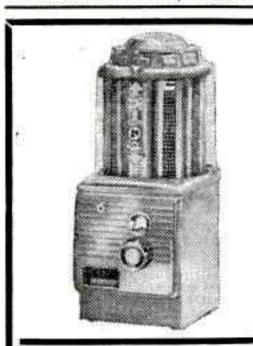
FEBRUARY 28, 1953

Hot Dog Cooker

OAK PARK, Ill., Feb. 21.-A new manual hot dog cooker called Nahdgees-Hut was introduced this week by Nahdgee, Inc., featuring stainless steel construction. It is 21 inches high, 13 inches deep and 15 inches wide and weighs 26 pounds. Price is \$134.50 f.o.b.



THE BILLBOARD



YOU ARE LOOKING THE BIG MONEY .THIS IS IT!





Tri-Vendco's **Mitchell Field** Location Set

NEW YORK, Feb. 21.—With the installation of 20 Rowe Candy Merchants last week, Tri-Vendco's Mitchell Field operation, started November, 1952, was completed.

The airfield location now has 40 Mills tab gum venders, 50 Rowe Candy Merchants, 10 Spacarb cup venders and a Cole-Spa cup vender.

The partners in the venture-Lew Sloan, Joe Weinstein and Mike Brecher—plan to install a Lyons cup vender in an outdoor location next month.

100-vender location as a full-time ich

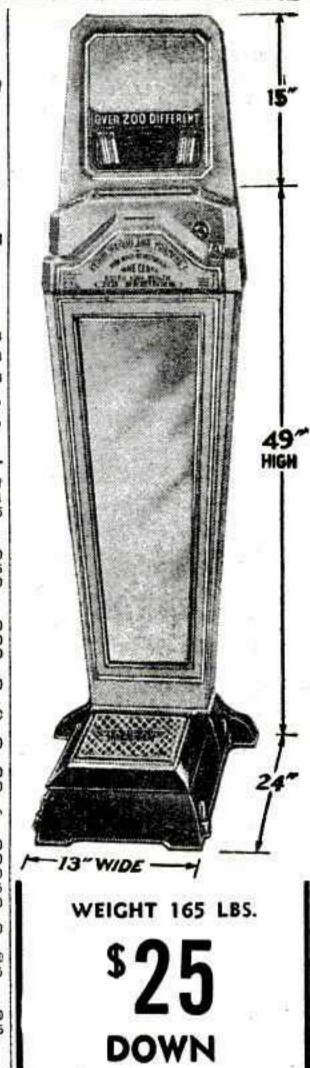


THE BILLBOARD Index of Advertised Used **Machine Prices**

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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, One serviceman handles the age, time on location, territory and other related factors.

Today's hottest money maker. OPS are amazed at the earnings	job.	0	Issue of		Issue of	Essue of	HIGH
which are two to three times greater than ever experienced in	G. Washington	Advance Model D Bail Gum	Feb. 21 \$6.00 6.95	\$6.00 7.45	Feb. 7 \$6.00 7.45	Jun. 31 \$7.45	
this field. Big capacity holds over 500 pieces ten		Advance No. 11	7.45	5.95	5.95		
column wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit	Distributing	Ajax Hot Nut, 5c Almond Vendors, 5c Asco Hot Nut, 5c		39.50 4.95 15.00	39.50 4.95 15.00	39.50	
charms fast, easy, front load servicing positive,	Booklet to Ops	Atlas Ace Nut Vender Atlas Bantam, 5c	7.95	7.95	7.95	35.00	
simple, fool-proof delivery	NEW YORK, Feb. 21.—Ameri- can Home Foods, Inc., is currently	Bantam, Sc	7.45	10.00 7.45 8.00	10.00	30.00	
	distributing an eight-page booklet entitled "Soluble Coffee for	Columbus, Sc	200 8 5	8.50	8.50	8.50	
THE NORTHWESTERN CORPORATION	Vending Machines." The booklet,	DuGrenier Candyman	62.50	62.50	62 50	62.50	
899 S. ARMSTRONG STREET MORRIS, ILLINOIS	being mailed to operators, tells how G. Washington soluble coffee	conversion (7 col S) Du Grenier King Size				36 50	- /KCONCONST/ 11
	is made. It points out that the average	conversion (7 col V-VD-K) Du Grenier King Size				37.50	
A A A A A A A A A A A A A A A A A A A	adult per capita consumption of coffee is 770 cups a year and	conversion (9 col W) DuGrenier Model W		15		19.50	24"
WHAT ARE	claims that "wherever a coffee	Du Gernier Champion (11 col.)				75.5P	
	machine is in operation, more coffee is sold per unit than	Eastern Electric C-8		135.00 139.50	100 C	39.00	
	soft drinks."	Exhibit Card Vendor. 1c Foot Ease (Exhibit)	14.50 15.00 85.00 95.00	15.00(2) 85.00 95.00	15 08(2) 85.00 95 00	15.00	13" WIDE
VENDING?	Danish Cig Venders	Jewel King, 5c Lehigh PX 25c		6.95	6.95	6.95 149.50	WEIGHT 165 LBS.
	Hit by Slug 'Raids'	Marion Scale	89.50 7.95	89.50 7.95	89.50 7.95	89.50	
Stick Gum? Ball Gum? Tob	COPENHAGEN, Denmark, Feb.	Master, 1c Waster 5c	7.45	7.45 8.50 7.45	7.45 8.50 7.45	8.50	1 57 5
Gum? Bulk men Perfume	21.—The small town of Silkesborg	a second s	0.100	17.50	17.50		
Mints? Stamps. products	has been hit twice during the past month by cigarette-vending	Model V 1c Cabinet	analasca se	9.50 8.95	9.50 8.95	9 50 8 95	
combs, Sanitary Floatse? or other Merchandise?	machine looters. Six machines were emptied Christmas night	and a second second second second	29.50	29.50	29.50 -		DOWN
ADVANCE	and all machines in the town were hit on the night of	National Candy King National Candy 618	19.50	19.50	19.50	90.00	Palance \$10 Monthly
Is the Vendor for You	January 12. Well-made lead and zinc slugs	National 750 National 930	130.00	130.00	89.50 130.00	85.00 89.50 95.00	Balance \$10 Monthly
Want more Information! Write today	were used on both occasions,	National 950	145.00	145.00	89.50 145.00	130.00 89.50 145.00 85.00	400 DE LUXE
- Alter -	leading police to concentrate their search on employees of well-	N. Y. Stamp, 1c & 3c Northwestern 33 Ball Gem.	7.50 7.95	12.50	12.50	22.50 7.45 7.50(2)	PENNY FORTUNE SCALE
J. SCHOENBACH	equipped machine shops. Police have more than 200 slugs to	Northwestern Deluxa lc and Sc	13.95(2)	8.50 13.95	8.50 13.95	13.95 15.00	· NO SPRINGS
Factory Distributor Of	study for clews.	Northwestern Model 39, 1c.	7.95	7.95 8.50	7.95 8.50	8.50	invented and made only by
Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y.	Fla. Cig Receipts Hit	Pop Corn Sez	69.00 69.50 79.50	69.00 69.50	69.00 59.50	69.00	WATLING
PResident 2-2900	New Peak in December	Rowe Candy (8 col.) Rowe Electric 25c	07.30 77.30	59.00	159.50	69.50 59.00 359.50	WAILINU
	TALLAHASSEE, Fla., Feb. 21. —Beverage Director Sam F.	Rowe Imperial 18 col.) Rowe President '10 col.)	82.50 155.00	85.00 155.00	85.00 155.00	85.00 355.00	Manufacturing Company
"BIG PROFITS!"	Davis reported Florida's nickel-a- pack cigarette tax yielded a rec-	Rowe Royal (6 col.)	95.00 95.00 130.00	95.00 95.00 130.00	95.00 95.00 130.00	30.00	4650 W. Fulton St. Chicago 44, IH. Est. 1889—Telephone: Columbus 1-2772
From the Complete	ord \$1,830,361 in December, com- pared with \$1,424,000 in the like	Rowe Royal (10 col.)	95.00 140.00	95.00 140.00 22.50	140.00	140.00	Cable Address: WATLINGITE, Chicago
CHEWING GUM LINE!	month in 1951. Florida cities will get \$1,400,-	Shinman Stame 1c # 3c	22.50 18.00	18.00 22.50	18.00 22.50 18.00 22.50	22.50 22.50	
* Cellophane' Wrapped	592 of the December collections and the State general fund will	Vendor	39.50 7.45	39.50 7.45	39.50 7.45	39.50	BRAND NEW
★ Fresh from the Factory ★ All Flavors and Types—	receive \$429,768 from taxes	Silver King 5c Silver King, 1c or 5c	7.45	7.45	7.45		LUCKY BOY VENDORS
PLUS Bubble Gums-	collected outside city limits.	Silver King Hot Nut, 5c Silver King Hunter	18.50	15.00 19.50	15.00	19.50 22.50	Careford Careford Careford Careford
1c, 2c, 5c Items! Halt of Standard Brand Prices	New Thatcher Director	Sires Brush-Up Stamp Vendor (4 col.)	50.00 18.50	50.00 18.50	50.00 18.50	50.00	SO 75
All sizes Ball and Vending Gum.	ELMIRA, N. Y., Feb. 21.—David R. Parfitt was elected to the		8.00	8.00	8.00	20.50	EACH EACH
Chlorophyll Gum, Chicle & Bub-L Chews, Baby Midget	board of directors of Thatcher Glass Manufacturing Company,		80.00 80.00	80.00 80.00	80.00 80.00	80.0C 80.00	
Chicks Tablet Gum. Three sizes -520, 300 & 240 pieces per	filling the vacancy caused by the recent death of Jervis Langdon.	Uneeda, Model E (12 col.).	80.00 95.00	80.00 95.00	60.00 95.00	80.00 95.00	For 140-170-210 Gum and Charms, Nuts and Chicle
Ib. Priced 36c lb. Chicle type	Parfitt, who joined the firm in	Uneeda Model, 500 (9 col.).	95.00 135.00 75.00	95.00 135.00 75.00	95.00 135.00 75.00	15 00 135.00 15.00	Chews. Fully Guarantees.
31c lb. Bub-L type.	1923, is vice-president and gen- eral sales manager.	Uneeda Monarch (8 col.)	90.00 195.00	90.00 195.00	195.00 250.00	90.00 195.00	1/3 Deposit, Batance C.O.D.
AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant • Newark 4, N. J.	as vice-president was also	Victor Baby Grand	45.00 49.50 11.50 6.95	45.00 49.50 11.50	45.00 49.50 11.50	43.00 49.50	BLOYD MFG. CO.
	announced.	Victor Cabinet	0.75		_		///
VICTOR For 1	rouble-Free Operation	Elect R. B. Scl	hnering	1	Buy VICTO	OR for B	etter Bulk Vending
VICTOR'S VICTOR		Curtiss Candy		VIC	TOR'S		nd DeLuxe VICTOR'S
Topper Deluxe - Topper De	eLuxe	CHICAGO, Feb. 2 Schnering was elec	ted presiden		r Deluxe e Style	CHECKER S.	Topper Deluxe
Globe Style Half-Cabine	T Siyle	of Curtis Candy C week. A brother	Company las	t	e sijie	A Bridge	Half-Cabinet Style
		Schnering, was n vice-president in ch	amed senior	r		1	
		Philip was vice-pre	sident of the		200 A	5	
	A AN AN AN	company since 1946 Robert Schnering	succeeds his		7-6 24	174. P	
	WA WAY	father, Otto Schneri recently. He had he				1791	
		since its formation	in 1917.			1 A 14	
		BALL GUM	WHEEL		1.20		
		MODEL "V"	VICTOR				
	JUL I	• STOPS out of	orders		YOU.		
		• STOPS service			and the second s		
A VICTOR product means security, and will give you	the	KEEPS your loc		The Te	pper Del u	re Globe S	style, and the Topper DeLuxe.
vendor. With proper care you	ree vending possible in a bulk ur VICTORS will give you many	Location tested sensation delivers sensational pe additional parts to buy.	erformance. No	Half-Ca	abinet Style,	for ball gun	n and charms, are now equipped
years of good service. Be Wi to have the best!	ise! Buy VICTOR-we want you	wheel please send \$1.00 p cost of handling and mai	plus 25¢ to cover iling.	UNBRE	CAKABLE,	NON-JAMM	heel which is guaranteed to be NING, NON-CORROSIVE AND
	G & DIST. CO.	SIDMOR VENE	999 Nov - 125 281	NON-T		MOR W	



137



VENDING MACHINES

138

FEBRUARY 28, 1953

New

Deluxe

Model

BABY

GRAND

CHICLE

TREETS

VENDOR

ORDER TODAY

Philadelphia 3, Pa.

We are the Canadian

stributors fo

OAK'S



VENDOR The finest in the vending industry We are now manu-facturing a complete line of charms, in-cluding the new multi-colored comic strips in Canada, Take advantage of the lower cost thus made available to you. Write for new price list. INTERNATIONAL VENDING CO., LTD. 940 Gerrard St 501 Gladstone East Toronto, Ont. Hargrave 2179 Ottawa, Ont. Ottawa 3-5782 **READY FOR DELIVERY NOW!** 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER Featuring the new Silver Streak BRUSH HOUSING unnine COIN MACHINE EXCHANGE 1012 Milwaukee Ave. . Chicago 22, Ill. VICTOR'S **Baby Grand DeLuxe** A VICTOR product means your security PARKWAY and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best! MACHINE CORP. 715 Ensor St.



DELUXE

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped

with the No. 86-B ball gum wheel which is guaranteed to be

UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND

NON-TOXIC.

MUSIC MACHINES

FEBRUARY 28, 1953

Communications to 188 W, Randolph St., Chicago I, Ill.

139 THE BILLBOARD

Miller Favors Triple **Charity Drive Locally**

Proposes Campaign to Include Polio, Red Cross, Heart Funds

George A. Miller, president of the drives by placing juke boxes California Music Guild and of the Music Operators of America, of \$40 per day and the entire today voiced the opinion express- proceeds from these boxes were ed by many operators in favor turned over to the fund. of a move to aid the March of "This March of Dimes Dimes campaign.

"I favor a move, with the combined efforts of the music machine operators thruout the country," said Miller. "However, I am more in favor of making this a combined drive in which two other charities would be included. If we could have a concerted drive — say for the March of Dimes, the Heart Fund, and the Red Cross — it would eliminate a large load from our shoulders, and at the same time, create a larger donation because of the funds and donate them to the multiple appeal."

Miller is in favor of the program which would use play receipts from a record bearing a title strip, "Play for the March of Dimes," rather than a program of donating a day's collections from every juke box in the country. The play method would lessen the work and the confusion.

Miller pointed out that the California Music Guild had gone



OAKLAND, Calif., Feb. 21.- | along previously on charity outside of theaters, etc. Some of the machines took in an average

> "This March of Dimes program might well answer a lot of our prayers," said Miller. He ex-plained that the publicity and the good will which would be created by such a public relations program would be good for the industry as a whole."

> Miller felt that the program should be on a local level, be backed by national publicity. He maintains that the State organizations should turn the funds over to the charity heads in their own States rather than pool the national headquarters.

Miller, speaking in behalf of the California Music Guild, said that the organization was in accord with the plans and would go along with the rest of the groups thruout the country.

As president of the MOA, Miller said that the issue would be brought before the executive committee at a meeting in Chicago sometime during March.

FAVOR WINS **OP TWO NEW** LOCATIONS

MIAMI, Feb. 21. - Harry Silverman, Ace Music Company, believes that what happened to him last week points up a moral of some sort. By doing a small favor for the owner of a music store, Silverman acquired two new music locations.

It happened this way: Jack Greenwood, owner of the Coral Music Shop, asked Silverman if he would pick up a part which one of his South American customers had ordered. Silverman had paused long enough to purchase some records in Greenwood's shop before heading for his juke box route.

Leaving the place where he picked up the item for Greenwood, Silverman noticed a bar next door, stopped in and struck up a conversation with the owner. It seemed that the owner had been operating his own juke box rather unsuccessfully and was ripe for a proposition. Two days later Silverman's truck delivered a phonograph there.

This was the payoff: Leaving the bar, Silverman dropped into another tavern to make a phone call, and in a matter of minutes had talked his way into another location which had never tried music.

Miami Votes Switch To Two for a Dime, Six for a Quarter **Claim Set-Up Will Condition Players to Eventual Dime Play**

MIAMI, Feb. 21.- A compro- basis: (1) To try it out in Miami mise action by the Amusement Beach for a specified period; Machine Operators' Association (2) try it in Miami white locations voted a switch to a two-for-a- first; (3) pick out a representative dime, six-for-a-quarter music section of Greater Miami conoperation thruout Dade County taining both white and Negro beginning early in March.

special meeting held in the ator try it in a few of his choice AMOA business office at 811 S. W. spots and report back to the Eighth Street Thursday night association. (12). The membership had split into three groups: Those favoring the changeover to dime play, three for a quarter; those willing to go along on dime play except in Negro locations, which comprise a substantial element in the and those who wanted two plays for a dime, six for a quarter on the ground it would prove an ideal method of determining whether dime play would ever be feasible here.

In the preliminary discussions leading up to the final vote, various proposals were advanced as a means of testing public reaction to dime play on a limited

According to several distribu-

tor representatives, the 45 r.p.m.

ratio to 78's has gone to approxi-

mately 60-40, 78's over 45's. They

claim that the 78 r.p.m. has hit

its level. Some feel that eventu-

ally 45's will replace 78's entire-

discussions going on in this area

that the problem is not as acute

here as in other parts of the

country. A further check indi-

cated that both the manufactur-

ers and the distributors are doing

all they can to give the operator

what he wants when he wants it.

One distributor said it was mere-

ly a problem of second guessing

residents, such as Opa Locka, as The action was taken at a a test area; (4) have every oper-

County-Wide Basis

But in the final analysis it was agreed that whatever action was taken would have to be on a county-wide basis in order to be successful. Because many operators were unwilling to take the over-all juke box picture here plunge into dime play for fear it might affect receipts and ultimately alienate many steady juke box players, it was decided to go for the two for a dime proposal. Jack Kaufman, C & L Amuse-

ment Company, said he noticed on several occasions when the nickel chute became jammed for a few days, that collections went up sharply because of the sudden increase of dimes and quarters. Other operators reported the same experience.

Cliff Deale, Deale Music Company, a 25-year veteran of the juke box business here, was one of the biggest boosters for two plays for a dime. He pointed out that it not only would wean customers away from the nickel habit and undoubtedly boost receipts, but it also would offer the AMOA an excellent barometer in the coming months to (Continued on page 143)

JUKE BOX CITY SURVEY Chicago Juke Box Trade **Pleased With Conditions**

Polio Fund Drive

WASHINGTON, D. C., Feb. 21. -The Washington Music Guild expressed regret today that local juke box operators were unable to join in a nation-wide campaign for the March of Dimes. Evan Griffith, secretary-treasurer of the guild and owner of Pioneer Novelty, stated that while operators were interested in a campaign of this type, most of them had made personal contributions. Griffith added that the operators would be glad to join the drive if decided upon for next year.

"Articles in recent issues of The Billboard have made opera- ating the overhead and high tors conscious of the great bene- costs and once again enabled fits to be derived from favorable them to derive good profits from publicity for the industry," Griffith said, "but the campaign will soon be over and there just isn't the level of normal business. enough time to get a nation-wide Operators claim that there are no drive under way."

Thursday night (19) the operators agreed to back a similar cam- hold his locations. paign if carried out next year. There is a goodly number of

(This is the third in a series of articles presenting a brief. current roundup of the juke box business of the nation's major market areas.)

By STEVE SCHICKEL

and the juke box business in general can be best described in one word: Happy.

already on dime play and are enjoying a level of business which is up over the same period are putting in new machines on last year. The move to dime play was one of the first in the nation and was prompted by increasing costs. Operators here claim that the hike in price per play was a great help in allevitheir operations.

Competition in the area is at sharp competitors and that an At an informal discussion operator here need only give good service and maintenance to

new machines going on locations a replacement program which here and it is the opinion of most averages, on a city-wide basis, operators that the new, large se- a turnover of approximately 10 lection machines serve many ad- to 15 per cent. This is done autovantages for the operator. For matically by the operators in orone, they claim, it is in a fashion, der to maintain the highest standa justification of the raise to ards for their operation. They CHICAGO, Feb. 21. - The dime play. In this respect, they claim that in the long run it Windy City juke box operators feel they can more afford to put actually saves them money to new machines on location. By maintain a replacement program doing so, they up the take in the of this sort. It lessens service location because of the greater calls and increases play. On top Chicago area operators are appeal of the brighter box and of that, it makes for better reits multi-selections. lations between the operator and Secondly, many operators here the location owner.

Dime Play Creeps Into **Philly Area**

PHILADELPHIA, Feb. 21.-There is some indication that 10-cent play on music machines is edging into Philadelphia.

Ten-cent play has been conthe demand in advance and getfined to the Delaware County area, and particularly Chester. In ed money makers. fact, Chester operators have requested Philadelphia operators that when they place music machines in the Delaware County bailiwick they not upset the applecart but also set machines on 10-cent play.

There are reports that a few machines on 10-cent play have shown up within Philadelphia east of the 69th Street terminal area. Also, a few diners have music machines on 10-cent play.

Rock-Ola Secures New Sales Outlet

CHICAGO, Feb. 21.-The

The new outlet is located at box in town is featuring the 1626 Third Avenue and is headed number. M. C. of the affair will by Elmer and Bob Halgren, a be Bill Randall, WERE deejay. father and son team. H & H CHICAGO, Feb. 21. - It was A banquet will follow the party. will cover Carroll, Whiteside, and There will be a floorshow and Henry Counties in Illinois. It will executive committee of the Music dancing later in the evening. The also cover Cedar, Clinton, Mus-Operators of America, headed by floorshow will feature Tex Bene- katine, Rock Island and Scott further secure their operation as

Wolfe Dist. **Holds Miami** Service Class

"eb. 21.—Some 100 MIAMI, mechanics from Cocoa to Key West attended a Seeburg factoryconducted service school February 15-16 at the Venetian Hotel in downtown Miami under the ly. There are still some heated auspices of Sy Wolfe, Wolfe Distributing Company of Jacksonconcerning the delivery of 45's ville, the Florida distributor for to operators. A check indicated Seeburg.

Edgar Blankenbeckler, factory service engineer, and R. E. Gibbon, manager of Wolfe's service department, were in charge of the school at which mechanisms of 10 new Seeburg Model 100-C machines were torn down and then rebuilt. Small groups of the mechanics took turns working on the mechanisms.

ting the operator to buy establish-Wolfe said that similar service schools are held periodically in The location ricture in Chicago other sections of Florida and that has varied slightly in the last it is his intention to conduct such (Continued on page 140) classes more often in the future.

Nebraska Guild to Back Use of Location Contracts

OMAHA, Feb. 21. - Contracts, in any action which may arise between the operators and the from the Bryson Bill concerning location owners will be the main the licensing of disks used in topic for discussion at the forthcoming meeting of the Nebraska Music Guild, according to How-ard N. Ellis, secretary-treasurer of the group.

The meeting will be held at the Cornhusker Hotel in Lincoln, Neb., March 7-8.

The group will vote into action a measure urging all NMG members to secure location contracts with the owner. The move was prompted by a recent series of articles appearing in The Billboard which suggested that this move be made by operators to well as their investment.

jukes according to ASCAP procedure.

Ellis reported that the NMG will go along with an MOA drive for the March of Dimes.

Coven Adds 2 Men To Sales Force

CHICAGO, Feb. 21. - Coven Distributing Company, Wurlitzer distributor in this area, has announced the addition of two salesmen. They are Joc Shanahan, who will cover Indiana, and Lou Engberg, who will cover Illinois. Carl Christiansen will in-

Ohio Phono Owners Prepare for Banquet

Association will hold its 14th annual convention and banquet at the Hollenden Hotel on Thursday, March 5.

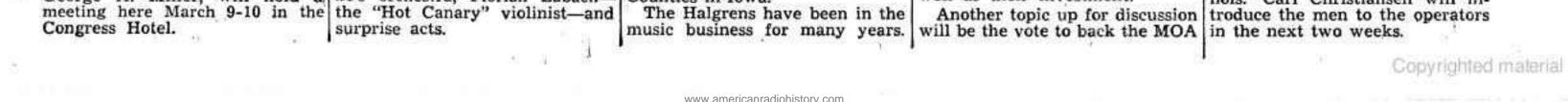
Jack Cohen, chairman of the banquet committee, announced the affair would open with a luncheon followed by a discussion period. The open forumtype discussion will be headed by a panel of representatives of

Exec MOA Group To Meet in Windy City Next Month

learned here this week that the George A. Miller, will hold a ke's orchestra, Florian Zabach-| Counties in Iowa.

CLEVELAND, Feb. 21. - The | the manufacturers and the oper-Ohio State Phonograph Owners' ators. The topic will be "Dime Play."

The discussion will wind up in time for the revival of the organization's "Hit Tune of the Month." This program is a joint sponsorship by The Cleveland Press and the Cleveland Phonograph Merchants' Association. An audience of about 3,000 record fans attend this program and they vote by ballot for a favorite among 16 tunes which are played Rock-Ola Manufacturing Compafor them. This tune is designated ny has appointed the H & H the hit of the month and the or- Music Company as its sales outganizations push it in an all-out let in Moline, Ill. drive advertising that every juke



MACHINES

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THE BILLBOARD

FEBRUARY 28, 1953

SEE 'n' HEAR EVANS' 100 SELECTION 50 RECORDS • 45 R.P.M. **40-SELECTION** JUBILEE 20 RECORDS • 78 OR 45 R.P.M. THE MOST DEPENDABLE **PHONOGRAPHS YOU CAN OWN!** SEE 'EM HERE!

EAST

GENERAL MUSIC SALES CORP. **Biddle & Howard Sts. Baltimore 1, Maryland** HERMAN DISTRIBUTING CO., INC. 1505 Coney Island Ave. Brooklyn 30, New York

MIDWEST

AUTOMATIC GAMES SUPPLY CO. 302 University Ave. St. Paul 3, Minnesota EMPIRE COIN MACHINE EXCH. 1012-14 N. Milwaukee Ave. Chicago 22, Illinois JOE'S PHONOGRAPH SERVICE 2334-36 Olive St. St. Louis 3, Missouri

SOUTH

ALL COIN AMUSEMENTS CO. 1303 N. Bayshore Drive Miami 36, Florida SOUTH COAST AMUSEMENT CO. 314 E. 11th St. Houston 8, Texas

SCOTT-CROSSE CO. 1423 Spring Garden St. Philadelphia 30, Pennsylvania WILLIAMSPORT AMUSEMENT CO. 233 West Third St. Williamsport, Pennsylvania

LIEF MUSIC DIST. CO. 1640-42 Payne Ave. **Cleveland 14, Ohio** VIC MANHARDT CO., Inc. 1705 W. Clybourn St. Milwaukee 3, Wisconsin A. P. SAUVE & SON 7525 Grand River Ave. Detroit 4, Michigan

WEST

ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco 3, California DENVER AMUSEMENT CO. 1865 Arapahoe St. Denver, Colorado

THE BILLBOARD Index of Advertised Used **Machine** Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

AIREON	Issue of	Issue of	Issue of	Issue o
Coronet	Feb. 21 \$75.00	Feb. 14 \$75.00	Feb. 7	Jan. 24
A STATE OF A STATE	75.00	75.00		
Fiesta	15.00	15.00		2.5
AMI	004/00/07/03/00/07/02/0			
Wodel A	249.50 260.00	249.50 260.00	\$260.00 295.00	
	274.50 295.00	295.00 325.00	325.00	325.0
5700025	325.00	349.50	425.00(2)	360.00 425.0
Model B	349.50 425.00(2)	425.00(2)	450.00	
	425.00 429.00	425.00 429.00	425.00 450.00	
Nodel C	450.00(2)	450.00(2)	460.00 475.00	
	450.00(2)	475.00		
EVANS			1000000	
Constellation	275.00	275.00	395.00	395.0
52		375.00		
MILLS				
Constellation	- 109.50	109.50	- 2	~
PACKARD	0000			
1anhattan 76	79.50	79.50	79.50	79.50 89.00
ROCK-OLA		154,651,8177		
Rocket 50-51	439.50	439.50	439.50	439.5
52-50		499.50		
1422	79.50 89.00	89.00 94.00	69.50 89.00	89.00 94.0 94.50 125.0
RETERS ADDITION THE ADDITION OF A	94.00 125.00	125.00(2)	94.00 94.50 125.00	94.50 125.0
			99.50	
1424 Hideaway	109.50 119.00	119.00 150.00	109.50 129.50	109.50 150.0
1426	109.50 119.00	119.00 130.00	150.00	107.50 150.0
14200	275.00	275.00	250.00 275.00	250.00 275.0
1428	395.00 419.00	395.00 419.00	395.00 419.00	
1432	529.00	529.00	529.00	
1434	22.144	6.00.010 G.		
SEEBURG		20.00	89.00	89.0
H 146 Hideaway	89.00	- 75.00	75.00	
4-146 M Hideaway	115.00	115 00	15.00	15.0
H-147 Hideaway	139.50 199.00	199.00	199.00	199.00
1-148 M Hideaway	139.50 199.00	177.00		975 0

New Juke-Op **Disk Combine** Plan in Works

• Continued from page 17

servicemen and other representatives of the coin phonograph industry to screen material. He said eight songs have already been selected and will be cut in two recording sessions to be held early in March. The masters resulting from these sessions will either be pressed under the co-op's own label (still un-named) or offered to independent diskeries on a participation basis. The disks will also be promoted thru deejay channels and distributed to dealers for retail sale, if consumer demand is noted. Rogers declared the organization has sufficient money on hand to finance the recording sessions. These funds were secured from backers (also unnamed), with additional financing to come later from jukemen cooperators.

Orgs May Join

Three juke box associations, two in the East and one in the Midwest, have indica'ed they will join in the enterprise, according to Rogers. Together, the member operators can absorb up to 45,000 copies of any disk okayed by his committee, he claimed.

Checks with Eastern operator associations, however, failed to uncover an association committed to work along with Rogers. Execs in New York and New Jersey said they had no knowledge of the plan and would be loath to go along if approached. An exec of the operator association in Philadelphia said his group was acquainted with the plan, but had no present intention of participating.

Chi Survey

Continued from page 139

half year with the 24-hour food



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A man's best friend used to

First Prize

This ad, written, designed and drawn by Mrs. Margie Rodgers of Fresno, Calif. won First Prize (a new AMI Model D-80) in AMI's "Write-an-Ad" Contest.

Jorse ... but now it is music by AMI'

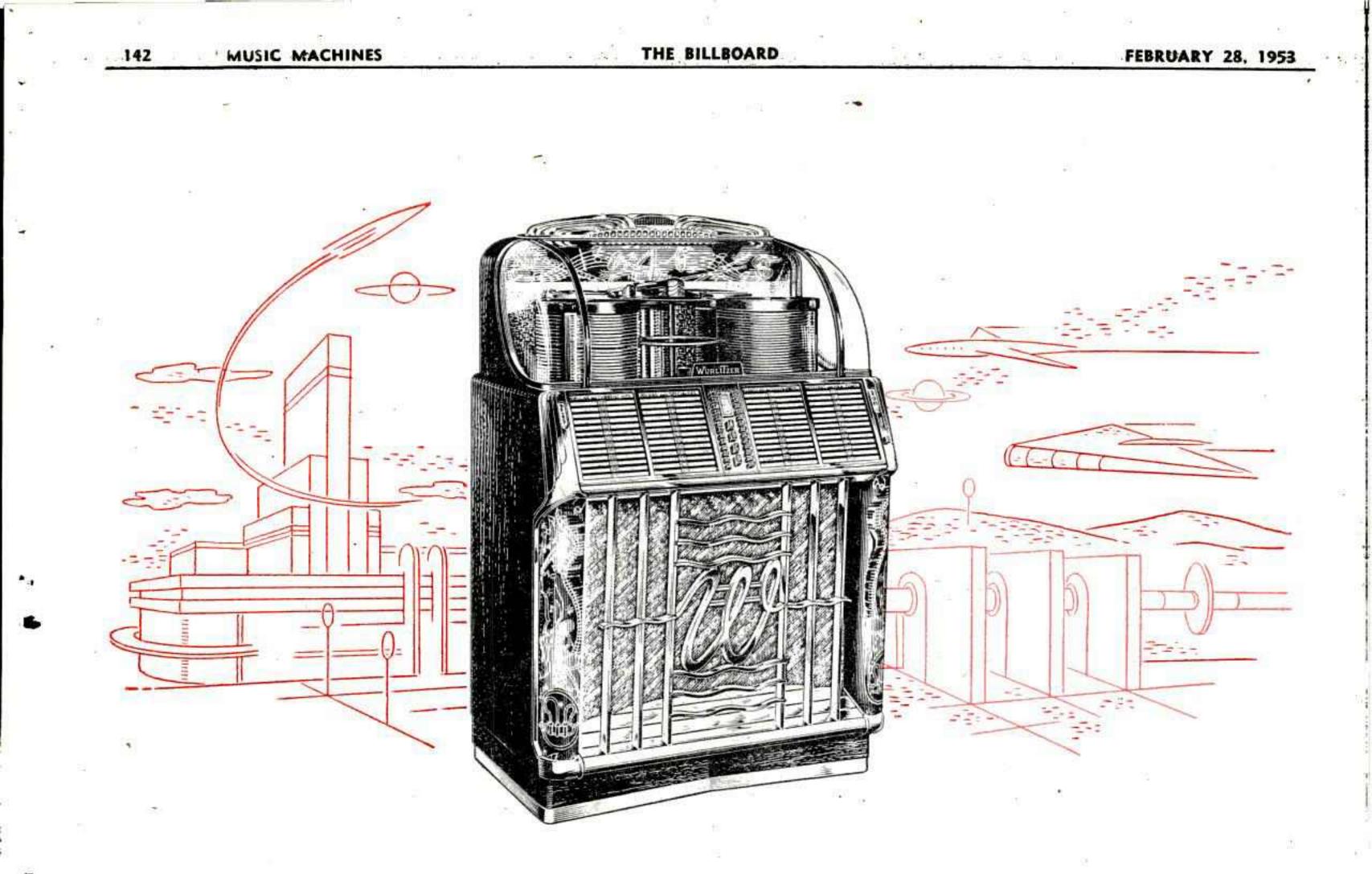
For those tired "cowpokes", who take plenty of time in picking their favorites, what could be more inviting than A M I Model "D's" easy-to-read selection panel.

The "D" is available in 80 and 40 selection models, blond . or mahogany cabinets. See your AMI distributor today.

Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN





10 Years Ahead of its time

Many Times ahead in Earnings

The Wurlitzer Fifteen Hundred incorporates so many advanced features, so much of tomorrow's engineering today there is little doubt but what it will hold its own, come what may, for a decade.

Its ability to play 104 selections assures continuously high earning power.

The wonders of its WurliMagic Brain in playing 78 and 45 RPM records intermixed is insurance for every operator. You're protected regardless of which record speed predominates in the future.

Even if the trend turned to all 45s, come Christmas or Easter with their demand for seasonal music, you could use your old 78s for years on end. Its many money-making features are matched by moneysavers.

Low inertia tone arms with Cobra Stylus mean sensational needle life, amazing record economy.

Quick-as-a-flash replacement parts slash service costs to a rock bottom minimum.

Wurlitzer quality construction throughout means the Fifteen Hundred will retain its eye-arresting looks for life.

Finally, because of all it is and all it offers, the resale value of this phenomenal phonograph next year or ten years from now will be high.

See and hear the Fifteen Hundred at your Wurlitzer Distributors and you'll quickly see and understand why it's an investment from which a substantial profit is assured.

UNDRED

Plays 104 Selections From 78 and 45 RPM Records Intermixed

FIFTE

The Rudolph Wurlitzer Company, North Tonawanda, New York



THE BILLBOARD Index of Advertised Used **Machine** Prices

Arcade Equipment

Equipment and prices fisted below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Belasser Supremation 95.00 95.00 95.00 95.00 95.00 Bonnerrang 45.00 45.00 45.00 45.00 45.00 45.00 Challenger (ABT) 19.50 20.00 27.50 27.00 27.50 27.00 27.50 27.00 27.50 27.00 27.50 27.00 27.50 27.00 27.50 27.00 27.50 27.00 27.50 27.00 105.00(2)	
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Heavy Hitter (Bally)	00 119
Hi-Ball (Exhibit)	00 195 65
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Undersea Raider (Bally) 95.00 145.00 95.00 95.00 95.00 95.00 425.00 525.00 525.00 425.00 525.000	95 00 525
Bestern Baseball 85.00 85.00 85.00 Western Deluxe Baseball 125.00 125.00 125.00 Western 24.50 24.00 24.50 24.50 125.00	85

MERCHANDISING **Texas Operator Enlists Sales Aid From Spots**

CORSICANA, Tex., Feb. 21.department stores, as well as the help of personnel in the location itself, has helped R. A. Titsworth Jr., head of Corsicana Music Company, to boost play on coin phonographs.

Titsworth has an impressive string of moderately-new to brand-new poxes scattered thru restaurants, taverns, lounges, drugstores, etc., in the downtown Corsicana district. Like other extensive operators, he has found it difficult to keep in touch with the tastes of patrons at each location and has developed the habit of carrying a notebook around. He jots down pertinent data about every location, including the owner's tastes in music, the type of jazz, popular music, classsic, etc., preferred

by customers. Asking location owners and their own employees to help brought such surprising cooperation that Titsworth decided to carry the idea farther. Struck by the general price-consciousness of the public at large, he determined to experiment with 'bargain specials" to boost music play.

(2) the Corsicane Music Company director of engineering; Ira Laulocations blossomed forth with a rien, assistant chief engineer: A. decalcomania on which was let- F. Dietrich, credit manager; Martered "Two Plays 10c-Special! tin D. Gross, North Tonawanda Six for 25c." The decals on the division comptroller. glass enclosure of each coin-

Info in Other Departments

Rumor Wurlitzer Vill Add to Line

Hotel here for the annual sales and J. H. Crosby. Enlisting the sales aids used by meeting of the firm's phonograph department this coming sales manager and Ed. Schmidt, Friday and Saturday (February his assistant, will also be on deck 27-28).

While this meeting is a yearly event, added zest to the event has been injected by the report that a new lower-priced addition to the Wurlitzer line of automatic phonographs is to be introduced to the distributor organization at manager of the phonograph department, is also departing from customary procedure in choosing the Crescent City for the meeting instead of the North Tonawanda plant. Firm is also paying all expenses of both distributors and • Continued from page 139 their wives.

Expected to be present are the gauge the exact effect on play entire staffs of 50 Wurlitzer distributors. Thirty to 40 Wurlitzer personnel will also be on hand headed by Reuben Rolfing, president; Morris Bristol, vicepresident; Roy Waltemeade, vicepresident in charge of manufacturing divisions; Everett Hahn, treasurer, and Roy Carlson comptroller, all coming from the firm's Chicago headquarters.

Heading the North Tonawanda division delegation will be C. D. St. Clair, manager; G. J. Slade, A few days later, each one of assistant manager; F. H. Osborn,

Bob Baer, sales manager of the operated phonograph began to automatic phonograph depart-(Continued on page 145) ment, will play host to the dis-

NEW ORLEANS, Feb. 21. - tributors with regional managers More than one hundred execu- Max Waters and Gary Sinclair; tives, engineers and distributors advertising and promotion manof the Rudolph Wurlitzer Com- ager, A. D. Palmer; service manpany in addition to their wives ager Lew Draper, J. F. Hrdlicka, are converging on the Roosevelt supervisor of service engineers

143

Art Rutzen, export department with Andre Echevarria, export field service engineer.

Only executive who won't be present is Ray Haimbaugh, vicepresident, who is in North Tonawanda under doctor's orders.

A. D. Palmer has been almost the meeting. Bob Baer, sales a weekly commuter from North Tonawanda to this city for the past month setting up arrangements for the meeting.

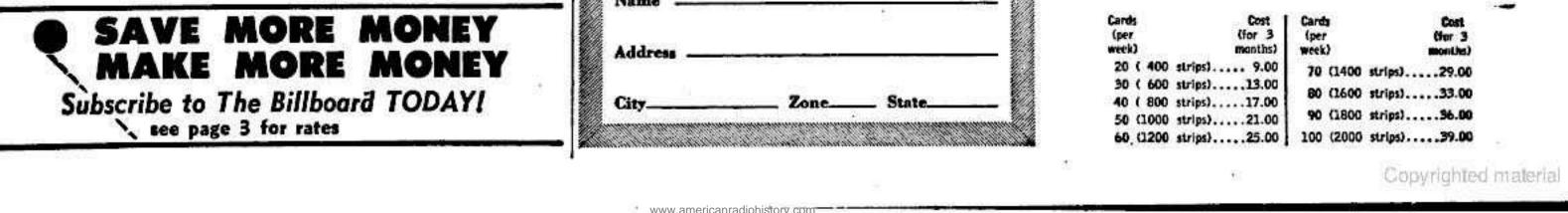
Miami Votes

and to study the public's attitude toward the change.

Visions Dime Play

If it proves successful, Deale added, possibly by next fail when the public is conditioned to dropping dimes into jukes instead of nickels, operators might decide to jump into straight dime play, three for a quarter. Mechanically, he declared, there was no conversion problem at this time save for making the nickel slot inoperable. Deale's words undoubtedly made a great impression on the operators and possibly swung the pendulum over to the final decision.

Commenting that the telephone company had recently raised the price of calls in South Florida to a dime without disastrous results, one member pointed out that the Southern Bell Company enjoys a monopoly in its field. Juke box players, he said, might decide to do without music if the price was suddenly jacked up 100 per cent. President Willie Blatt said that stickers, announcing the two for a dime, six for a quarter change, would be furnished to all operators at the next regular meeting of the association Thursday, February 26.



Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

COLUMBIA SETS KIDDIE DISKS. Columbia Records will release the first in a new series of kiddle diskings, featuring the Percy Faith ork, next week (Music department).

JUKE BOX OP-DISKERY DEAL. A new attempt to organize the purchasing power of juke box operators behind a new record enterprise is taking shape (Music department).

SHOW RUSH ON. Major diskeries are grabbing original cast rights of two forthcoming Broadway shows (Music department).

"ANNA" HYPES INDUSTRY. Turned down cold six weeks ago, "Anna," a tune from the Italian film of the same name, is being shipped or cut by five diskeries (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

SSS MUSIC OPERATORS INCREASE YOUR INCOME \$\$\$

Change Now to Dime Play — QUICKLY, EASILY. Hawley Dime Converter Kits for Packard and Seeburg 5¢ Counter Boxes, pre or post-war. Samples, \$1.50—Twenty-Five or More, \$1.25 ea. SAVE—SAVE—SAVE. Use your Packard Counter Boxes with the See-burg 100. Our Adaptor enables your playing best 24 sides. Easy installation. Specify 78 or 45 R.P.M, \$39.95 ea. SEE YOUR DIS-TRIBUTOR or write J. R. MAWLEY DIS-TRIBUTING CO., 2720 W. Pico, Los Angeles 6.



Now on Billboard's "Most Played in Juke Boxes" Chart

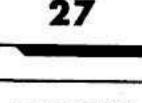
Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around

Yermie Stern, 2 E. 45th St., New York 17 960 Date. Please start sending me_ title strip

cards of Billboard's "Best Buys" to cost for 3 full months. Payment is enclosed.

Name

Spotted as a Billboard BEST BUY



ANUARY

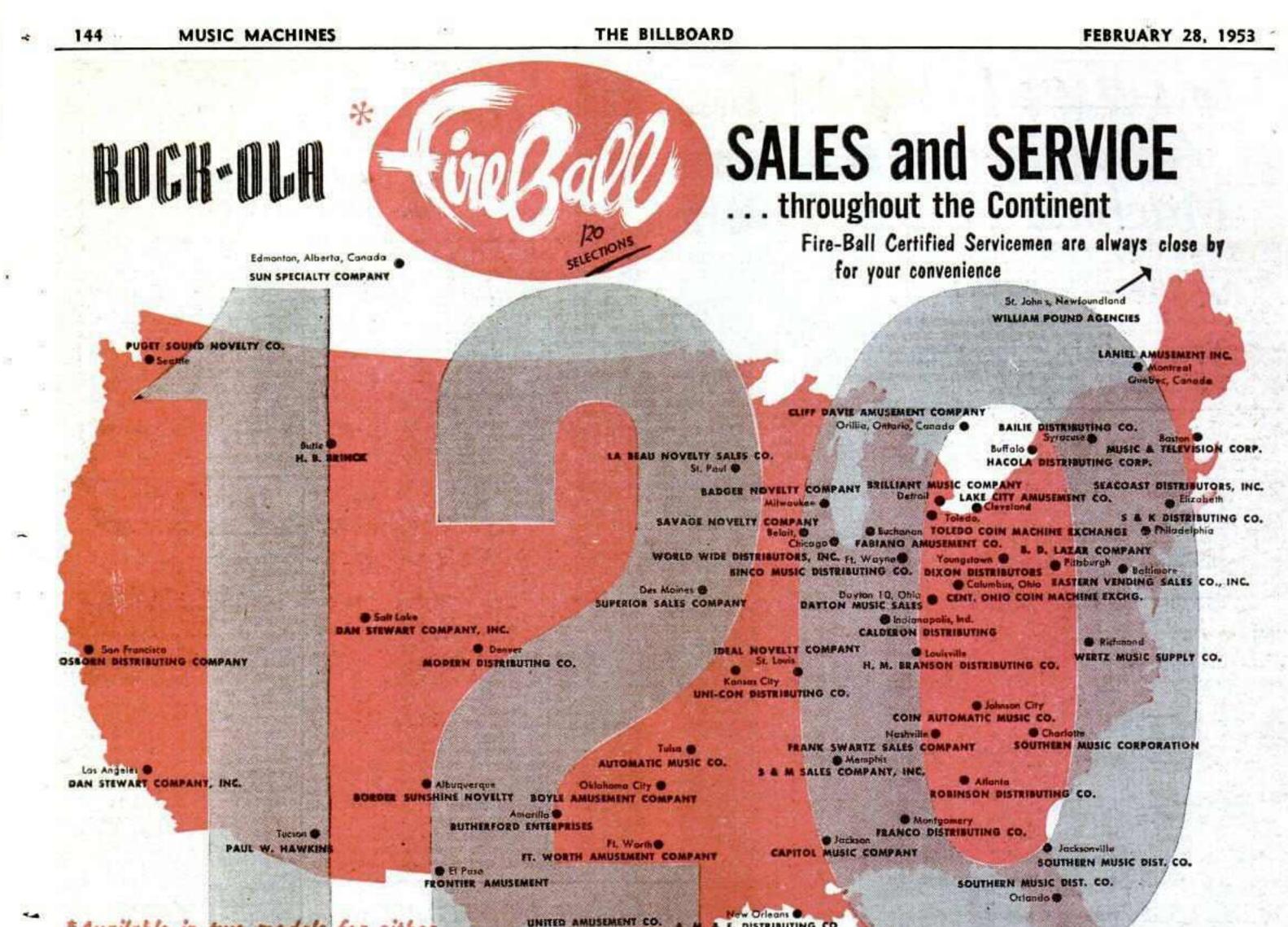
Title Strips Ready for Top Juke Profits

JANUARY 27

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost Cfor 3 months)
	strips) 9.00	70 (1400	strips)29.00
	strips)13.00 strips)17.00	80 (1600	strips)33.00
2012/02/02/02/02	strips)21.00		strips)



Available in two models for either. 78 RPM or 45 RPM records

> DAVID L. ROMERO Mexico D. F., Mexico

Son Antonio .



Rock-Ola Certificate of Service

Qualified "Fire Ball" servicemen hold this Rock-Ola Workshop Certificate assuring you highest quality service attention whenever necessary

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

BAILIE DISTRIBUTING CO. 647 South West St., Syracuse, N.Y.

1

PAD-42 Linden Ave., Ballimore, Md.

HACOLA DISTRIBUTING CORP. 265 Franklin, Buffalo, New York

5. D. LAZAR COMPANY 1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP. 119 Commonwealth Avenue Boston 15, Massachusetts

5 & K DISTRIBUTING CO. 2014 Fairmount Avenue Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

MIDWEST

BADGER NOVELTY COMPANY 2546 North 30th Street, Milwaukee, Wis.

BINCO MUSIC DISTRIBUTING CO. 1329 S. Calhoun St., Ft. Wayne, Indiana

BRILLIANT MUSIC COMPANY 19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING 450 Massachusetts Ave., Indianapolis, Ind. 525 S. High St., Columbus, Ohio

*The Only Phonograph

with 120 SELECTIONS

B15 St. Paul Ave., Dayton 10, Ohio

DIXON DISTRIBUTORS 3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO. 208 E. Dewey Ava., Buchanan, Michigan

IDEAL NOVELTY COMPANY 2823 Locust Street, St. Louis 3, Missouri

LA BEAU NOVELTY SALES CO. 1946 University Ave., St. Poul 4, Minn.

4533 Payne Avenue, Cleveland, Ohio

628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY 1337 Second Ave., Des Moines, lowa

TOLEDO COIN MACHINE EXCHANGE 814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO. 3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave., Chicago 47, III

NORTHWEST

PUGET SOUND NOVELTY CO. 114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

A. M. & F. DISTRIBUTING CO. 3118 Tulane Ave., New Orleans, Louisiana H. M. BRANSON DISTRIBUTING CO. 811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY 135 E. Amite Street, Jackson, Mississippi

241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO. 24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO. 301 Edgewood Ave., S. E., Atlanta, Ga.

5 & M SALES COMPANY, INC. 1074 Union Avenue, Memphis, Tennessee SOUTHERN MUSIC CORPORATION

2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO. 418 Margaret St., Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO. 503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY 515-A Fourth Ave., So., Nashville, Tenni

WERTZ MUSIC SUPPLY CO. 1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

AUTOMATIC MUSIC CO. 1214 W. Archer, Tulsa, Oklahoma 2919 N. Fourth Street Albuquerque, New Mexico

522 North West Third Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY 1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT 2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS 329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES 608 Johnson Street, Amarillo, Texas

446 N. Main St., San Antonio, Texas

WESTERN

H. B. BRINCK 825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Utah

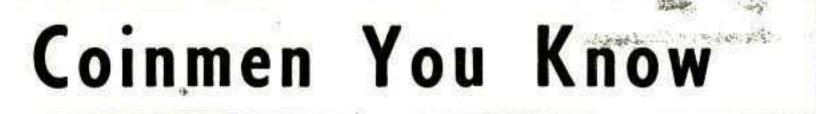
MODERN DISTRIBUTING CO. 3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY 2647 Thirty-Eighth Avenue San Francisco, California

"The Industry's Greatest Phonograph Achievement" ROCK-OLA MANUFACTURING CORPORATION



£1 = + 1+0 +



Continued from page 133

Cuba has improved business conditions there, says Joe Mangone who recently became active in pin games on the island.... Mc-Crory's 5 and 10-cent store in downtown Miami has a rocket ship displayed in the center of the store, and it does extremely good business with the small fry.



JOHN P. (MIDGE) RYAN, who resigned as general manager of the Bell-O-Matic Corporation, last week, has been replaced by Jim Longacre. Ryan had been with Mills Industries and Bell-O-Matic for 24 years. He plans to make known his new business plans soon.



The mounting sentiment for 10cent music play among members of the Amusement Machine Operators Association appears to be reaching the point where a decision will have to be made in the Washington coming weeks. President Willie Blatt believes the swing to dime play will come, but he points out that it cannot be achieved overnight.

Box Company with his father-in-law, Harold Carson, and hectic at Northern Virginia Music Rogan's wife, Arline, are proud these days. Mrs. G. L. Sinclair over the fact that their 4-month- has been ill The flu bug also old daughter, Wendy Lou, has caught up with George Cervan-already cut her first tooth.... tes. of Southern Wholesalers, too. Carson is still being kidded about He's back on the job now, and that big kiss which Joni James feels much better. bestowed upon him at Ciro's when he told the singer that he was the first juke box operator in Miami to promote her MGM recordings.

Jack Kaufman, C & L Amusement Company, is being dogged by tough luck. He was on the sick list not too long ago, and recently suffered a broken wrist.

After shedding about 90 pounds thru strict dieting, Harry Silverman, of Ace Music Company, is fast gaining back the excess poundage. . . . Ronny, Doris Shapiro's younger son, is preparing for another tour of duty with a traveling carnival beginning in March. Meanwhile, Ronny took a trip to Tampa, to see some of his pals on another show.

Between them, Bert Lane and 190A Duane St., New York City. Leon Gus operate most of the kiddie rides seen hereabouts in department stores, supermarkets and other outlets. Lane is also president of his own kiddle ride manufacturing company here, which is currently shipping the A Pin Game Mechanic to repair pin games Miss America boat ride to all and arcade machines, two locations; must

Ted Bush, Bush Distributing Company president, believes the Williams five-ball game Twenty Grand will stay on top for a long time.

Bill Brownell has joined the staff at Kwik Kafe of Washington as assistant general manager and sales manager. Bill hopes business will continue to grow as Arnold Rogan, partner in Juke steadily as it has in the past few months.... Things are a little

> Hirsh de La Viez, owner of Hirsh Coin, is vacationing in (Continued on page 147)

Business Opportunities

Coin Radios and Television: buy direct from

manufacturer and save; steel cabinet, mod-

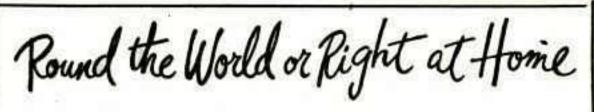
Help Wanted

............

THE MARKET PLACE

for the

COIN MACHINE INDUSTRY



to get the best get

Used Coin-Operated

Equipment

A-1 Bargain-Cigarettes and Candy Vending

Machines, all makes and models, lowest prices. What have you to sell? Mack Postel,

Bert Mills Coffee Bars-Model 202 cold cup type, limited quantity; some hot cup con-

versions available. In reply state best offer. Box 604, The Billboard, Chicago 1, III.

Cigarette Machine, King Size Conversions,

25¢ and 30¢ mechanisms; all types of used

2952 Milwaukee Ave., Chicago, III.

Atlantic's TRIPLE TEST GUARANTEED SEEBURG SELECT-O-MATIC M100A

Reconditioned and Refinished Like New!

We're the leading factory authorized distributor in America with the most extensive facilities, experience and expert personnel to recondition the finest music machines you can buy!

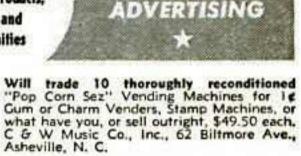
Complete line of leading makes like

AMI — WURLITZER — ROCK-OLA

We ship anywhere Fast-Safe-In Perfect Operating Condition! Satisfaction Guaranteed! Send for complete list Today!



The National Exchange for Coin Machine Personnel, Products, Services and Opportunities



CLASSIFIED

10 or 15 Hot Nut Silver Kings, like new, \$20 each. Peter Albrecht, Mandan, N. D.

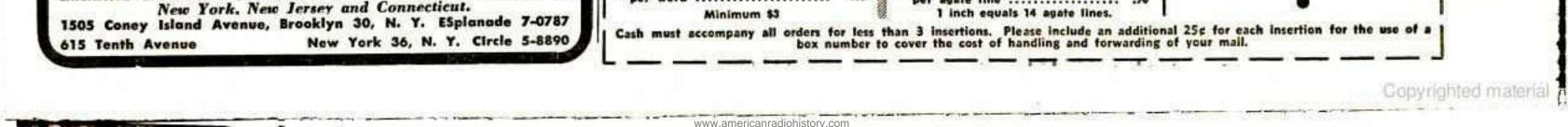
20 National 2-Column Hot Nut Venders with console bases; excellent condition; cost \$89.50 each new; make an offer, cash or trade. Arthur Thompson, Box 117, Flushing, Ohio,

Wanted to Buy

...

145

reneer oun i	parts of the country Advance	for Maine beach resort. Write Samuel	overhauled and refinished. Central Vending	
Tell From New	Music Company also has a num- ber of the children's rides in Greater Miami locations Brad	Spector, 7835 Byron Ave., Miami Beach, Fla. Mechanic, including route work; Phono- graphs, Pin Games, Bowlers; top salary for	Machine Service Co., 3967 Parrish St., Phila- delphia 4, Pa. EV 6-4244 and BA 2-8710.	Wanted — Bally Broadways, any quantity; write, stating price and date you can ship. Bailie Distributing Co., 647 So. West St.,
Refund Within 10	Lewis, advertising manager at	right man, age 25 to 40; no drinkers or	Cigarette Machines, quarter operation; Uneeda latest model, \$55; Counter Model,	Syracuse 4, N. Y.
Days If Not Satisfied	Sears, Roebuck in Miami, says the store's two steeds are proving a magnet for the small fry	reference and qualifications. Key Amuse-	\$22.50. U-Select-It, 72-bar candy vendor, \$27.50: 74-bar, \$37.50: Mills Candy Bar Machines, 5 columns, \$45. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.	Wanted-Chicago Coin Bowling Alleys, blue or green cabinets; write or phone G. Nichol, 7026 S. Loomis Blvd., Chicago 36. Stewart 3-2498.
MUSIC 6 Wurlitzer 1015 \$169.50 8 Wurlitzer 1100 295.00 10 Wurlitzer 700 49.50 4 Wurlitzer 750 69.50 8 Wurlitzer 1250 395.00	Texas Operator <u>Continued from page 143</u>	Parts, Supplies & Services	For Sale — Mills, Jennings, Pace, Watting Bells; Keeney Super Bonus, Bally Spot Bell, Double Ups; beautifully reconditioned; reasonably priced. General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAlnut 2-4378.	WANTED Consoles, Baker's Races, Evans, Keeney; extra Glasses; Arcade Machines all types, especially Mutoscope Punching Bags. Send price and condition air mail. CONEY ISLAND
11 Seeburg '47 129.50 2 Rock-Ola 1422 99.50 1 Rock-Ola Rocket 51-50 3 Packard Manhattan 129.50 3 Packard Manhattan 129.50 1 Packard #7	catch attention. Realizing, how- ever, that a large percentage of those who play coin phono- graphs, particularly in taverns and restaurants, never visit the actual box itself, but play thru	Waxed Stamp Folders: write for free sam- ples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla. Plastics—Any pre-war Wurlitzer or Seeburg Plastic, \$3 PPD. Music Parts Co., 2929 Main St., Ocean Park, Calif.	For Sale: 10 1¢ Gottlieb Triple Grip @ \$7.50 ea.; 5 Duck Hunters, \$15 ea.; 20 ABT Chal- lenger, electric and plain, \$15 ea.; 5 1¢ Masters, \$10 ea.; 10 Columbus Venders, 1¢, \$6.50 ea.; 20 Topper DeLuxe, \$10 ea.;	Apartado 5000 Este, Caracas, Venezuela WANTED Coin-Operated Binoculars. Write S. D. VISTA HOUSE
AMI Model C 445.00 Mills Constellation 149.50 Evans Constellation 395.00	remote selectors, Titsworth asked waitresses, bartenders, restaurant managers, etc., to "talk it up" to their customers. In brief, wait-	Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery: write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust	guaranteed clean: 1/3 deposit. Birmingham Vending Co., 540 Second Ave., No., Bir- mingham, Ala. Statler Cigarette and Cookie Machines.	Box 255 Summit City, Calif. Want 25c Razor Blade and Sanitary Napkin Machines; state condition, kind, lowest price. Weiner, Eureka Springs, Ark.
143 Wurlitzer 3020\$27.50 18 Seeburg Wireless, post- war, can't tell from new. 7.95 110 Packard Post-War 6.95	resses taking orders for dinners, for example, would point out the selector on the wall of the res-	Positions Wanted	\$49.50 each. Supreme Distributors, 3700 N. E. 2nd Ave., Miami Fla. Used Stoner Candy Machines—Pre-war 6- column, 102-bar capacity; pre-war 8-col-	Will Pay Cash—Champion, \$30: Turf Kings, \$60: Spot Lite, \$300; Palm Beach, \$400; Genco 400, \$150, Box M-30, The Billboard, Cincinnati 22, O.
1/3 With Order, Bal. C.O.D. ORDER TODAY!	taurant booth. Others added a similar line of type on type- written menus, or provided infor- mation by means of "blurbs" on backbar mirrors, on glass show-	Mechanic—Complete sound and electrical selector service: 15 years' distributor repair	umn, 160-bar capacity; 5-10-20¢ coin mechanisms; post-war 6-column, 102-bar capacity, Models 46J, 47J and 48J; post-war 8-column, 160-bar capacity, Models 47S and 48S, both bases and wall brackets available. In reply state best offer. Box 605, The	
DAVID ROSEN Exclusive A M I Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903	cases, etc. "The effect on play has been surprising," the Central Texas coin machine operator states. "Surprisingly, many people who see nothing attractiv: about two	Routes for Sale	Rio Grande Valley, Texas: Route 60 Phono- graphs, 30 Bowlers, Guns, etc.; mechanic available; operators take over \$25,000 yearly; price \$32,000. 1/2 cash. Box 601	Pantages Wired Music and
ARCADE & LOCATION OPERATORS A.B.T. Rifle Sport Shooting Gallery, 3 and 6 gun outfits, Exhibit's Space Gun, Space Patrol, Roy Rogers Trigger, Rudolph the Red Nosed Reindeer, Pete the Rabbit,	recordings for 10c are moved to drop a quarter in for six numbers, particularly those lingering over a glass of beer, or a meal." Acting as his own "spotter," Titsworth visited many of the locations and found that his own	ROUTE F	OR SALE	Send list and minimum price. Box M-29 The Billboard, Cincinnati 22, Ohio
Big Bronco. Our own Set Shot Basketball, Air Hockey, Air Football. Write for prices and OUR NEW 1953 Catalog.	customers' e m p l o y e e s were "digging in to help." "Every routc operator should make every effort possible to ex- plain his merchandising problems	Wholesale Jobbing Ro Obio Industrial and Re	s on Location and Small oute in West Central esort area.	\$380??
577 Tenth Ave. (at 42nd St.) New York 18, N.Y. BRyant 9-6677 40 YEARS SERVICE • EST. 1912	to his location owners," Tits- worth said. "He will usually find a lot more co-operation available than he suspects."	LING CANDY	& SUPPLY CO. Huntsville, Ohio	No, it won't cost you \$380 (the price of 19,000 2¢ Post Cards) to reach the more than 19,000 prospective coin ma- chine buyers thru The Billboard's Coin Machine Market Place. This service can be yours for as little as \$3 per week; and if you really want FAST results, try a Display Classified Advertisement.
GUARANTEED REC United Stars, 6 Player	O United Super, 6 Player\$319.50	ADVERTIS	ING RATES	
United 6 Player, Formica Top, Large Pi United 5 Player, Formica Top, Large Pi United 4 Player, Formica Top, Large Pi 1/3 Deposit With (ns	REGULAR CLASSIFIED Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.	DISPLAY CLASSIFIED Any advertisement using display make- up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted	ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD
HERMAN DIS	TRIBUTING CO. ns' 100 Selection Phonograph in	Per word	only on ads of 26 lines or more. Per agate line\$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line	188 W. RANDOLPH ST. CHICAGO 1, ILL.
Exclusive Plantonior for Bra		per word	per agate line	A



146 COIN MACHINES

12

THE BILLBOARD

FEBRUARY 28, 1953



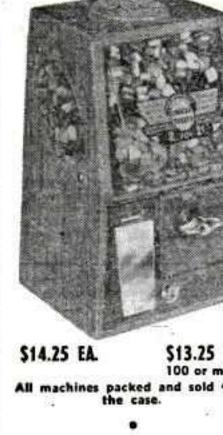


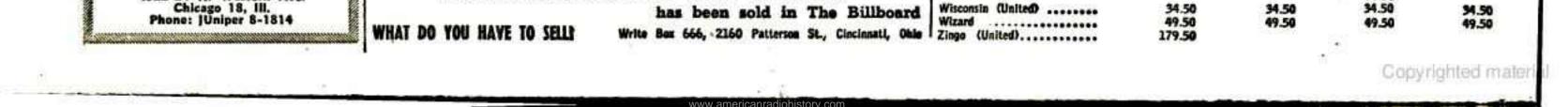
146 COIN MACH	NES		18	E BILLBO	AKD			FEB	RUARY 28	3, 1953
VICTOD Car Danuty			******			1	Issue of Feb. 21	issue of Feb. 14	Isome of Feb. 7	Issue of Jan. 31
VICTOR For Beauty	THE DI		I.		2 E	Handicap Happy Go Lucky (Gottliek)	\$275.00 139.50 165.00	\$295.00 165.00	\$295.00 165.00	\$165.00
and Durability	THE BI	LLBUA	<u>KD</u> []	nae	X	Harvest Time (Genco) Hayburner (Williams)	79.50 109.50 150.00(2)	89.50 109.50 149.50 150.00	89.50 109.50 149.50 150.00	109.50
VICTOR'S VICTOR'S	100 BB 80	ĥ			-	and the second sec	165.00(2)	155.00 165.00 175.00	165.00(3) 175.00	165.00(3)
Topper Deluxe Topper Deluxe	of Ad	Vor	lico	4 11	cod	Hit-a-Homer	22.50(2)	19.50 22.50(2) 24.50	19.50 22.50(2) 24.50	19.50 22.50 24.50
Globe Style Half-Cabinet Style	UI AU	veri	1260	JU	seu	Hits and Runs (Genco) Hit 'N' Rom (Gottlieb)	69.50 150.00	169.50	69.50 169.00	69.50
		1 .				Hit Parade (Gottileb) Holiday (Keeney)	29.50	29.50 250.00	29.50 250.00	29.50
Parties Popula	Maa	rnın	e P	rice	S	Hong Kong (Williams) Horseshoes (Williams)	215.00 225.00 159.50	225.00(2) 169.50	225.00(2) 169.50	225.00
	1950 E					Hot Rod (Bally)	65.00 99.50	99.50	65.00 99.50	48.00 65.00 99.58
	111111111111111111111111111111111111111	******				Hy-Roll (Bally)	45.00	45.00	45.00	45.00
	• Amuse		Cam		2	Jalopy (Williams)	159.50 180.00 195.00	159.50 175.00 180.00	159.50 195.00(2)	159.50
	~ Amuse	ment	game	; S		Jockey Special (Bally) Joker (Gottlieb)	54.50	54.50	54.50	54.50
	Equipment and prices lis				도 것 같아요? 이 것 않는 것 것 같아?	Judy (Exhibit)	99.50 69.50	99.50	99.50 69.50	85.00 99.50 69.50
	Indicated below. All advertise		8 A.S.			1774 (See Section 2010) 2010 2010 2010 2010 2010 2010 201		* <u>1999</u>	95.00 99.50	95.00 99.50
	advertised the same equipme indicated in parentheses. Who		200752 0000000000	CARLES COLORES - COLORES		King Arthur (Gottlieb) K. C. Jones (Gottlieb) King Pin (Chicago Coin)	99.50 129.50	99.50 129.50 99.50 129.50	129.50	129.50
	only the single machine price	States Transformer States States		방송, 화장님의 위비 문영방법을		Knock Out (Gottlieb)	60.00 69.50 79.50 99.50	60.00 69.50 79.50 99.50	60.00 69.50 79.50 85.00	75.00 85.00
1 to 23@ \$14.20 Ea. 24 to 47@ 14.00 Ea	age, time on location, territo	and other rel	lated factors.				11.54 11.54	11.54 11.54	99.50	SALAR-
48 to 99@ 13.75 Ea. 100 or more@ 13.20 Ea.		anoniorai	1 11 2000 100	Distance of the	128001000	Leader (United)	275.00 295.00 300.00 325.00	295.00 325.00 335.00	295.00 300.00	295.00 300.00 310.00 325.00
100 or more@ 13.20 Ea.		Issue of Feb. 21	fssue of Feb. 14	Issue of Feb. 7	Issue of Jan. 31	Lite a Line (Variant	300.00 325.00 335.00 79.50	555.00	325.00 335.00	335.00 145.00
VICTOR'S	ABC (United)	\$99.50 139.50 145.00(2)	145.00(2)	\$139.50 145.00 149.50 150.00	\$139.50 140.00 145.00	Lite-a-Line (Keeney)	1		275.00 395.00	395.00
Baby Grand DeLuxe		149.50 150.00(2)	149.50 150.00 165.00 175.00	165.00 175.00	150.00(2) 165.00 175.00	Lucky Inning (Williams)	84.50	84.50	64.50	94.39
	Advance Roll (Genco)	175.00 35.00	35.00	35.00	30.00 35.00	Madison Square Garden (Gottlieb)		99.50	99.50	110.00
	Ali Baba (Gottlieb) Alice In Wonderland (Gottlieb)	44.50 49.50 49.50	34.50 49.50 49.50	34.50 49.50 49.50	34.50 49.50 49.50	Magic (Exhibit)	49.50 74.50	49.50 74.50	49.50 74.50	49.50 74.50
	Aquacade (United)	39.50 79.50	39.50 79.50	39.50 79.50	39.00 39.50 79.50	Majorette Mardi Gras.	165.00 29.50	165.00 29.50	29.50	29.50
Contraction of the second	Arizona (United) Atlantic City (Bally)	79.50 99.50 379.50 395.00	99.50 400.00(2)	99.50 394.50	99.50 425.00(4)	Maryland (Williams) Merry Widow (Genco)	49.50 84.50 29.50	49.50 84.50 29.50	49.50 84.50	49.50 84.50 29.50
14 18		399.50 410.00 415.00 420.00	425.00(4) 435.00	425.00(3) 435.00(2)	435.00(2)	Minstrel Man (Gottlieb)	159.50	159.50	159.50	119.50
		425.00(3)	2013 (2014)		CRAMPING	Nifty (Williams)	89.50 94.50	94.50 99.50	94.50 99.50	99.50
A CONTRACTOR	Baby Face (United) Barnacle Bill (Gottlieb)	49.50 34.50	49.50 25.00 34.50	34.50	39.00 34.50	Oklahoma (United)	64.50 69.50 74.50	64.50 74.50	64.50 74.50	64.50 74.50
	Basketball (Gottlieb)	89.50	89.50	89.50 120.00	95.00 120.00	Old Hilltop	129.50	129.50 150.00	110.00 129.50	110.00 129.50
· 7 37	(Chicago Coin)	225.00 250.00	195.00 225.00 250.00	195.00 225.00 250.00	195.00 225.00 250.00	Olympics (Williams)	169.50 175.00	170.00 175.00 180.00	180.00	34.50
	Bat-a-Score (Evans) Batting Practice	185.00 69.50 89.50	185.00 69.50 89.50	185.00 69.50 89.50	* 89.50	One, Two, Three (Genco)	34.50 49.50	34.50 49.50	(EANORITY	5100.456
Carlos Carlos	Be Bop (Exhibit) Big Hit (Exhibit)	94.50 160.00 169.50	94.50 160.00 195.00	94.50 160.00 195.00	94.50	Palm Beach (Bally)	449.50 465.00 485.00 490.00	450.00 475.00 490.00	469.50 475.00 495.00	495.00 510.00 525.00
Contraction of the second seco	Big Top (Genco) Bingo (Robbins)	64.50	64.50 22.50	64.50 22.50	64.50 22.50	Paratrooper (Williams) Photo Finish (Universal)	185.00 40.00	195.00 225.00	195.00 235.00 40.00	235.00
514.25 EA. \$13.25 ea.	Bing-a-Roll Bingo Rolls	125.00 65.00	125.00 65.00	125.00 65.00	125.00 65.00	Pinky (Williams) Play Ball	99.50	89.50 99.50 74.00 89.50	89.50 99.50	99.50
100 or more	Black Gold (Genco) Blue Skies (United)	59.50	59.50	59.50	59.50 24.50	Playland (Exhibit)	89.50 104.50	104.50	89.50 104.50	64.00 89.50 104.50
II machines packed and sold 4 to the case.	Bolero (United)	215.00 245.00 249.50	215.00 249.50 250.00(3)	215.00 249.50 250.00(3)	215.00 250.00(3)	Playtime (Exhibit)	30,283	19.50	74.50 19.50	65.00 74.50 19.50
	Boston (Williams)	250.00(2) 89.50	89.50	89.50	89.50	Pro-Score (Ponser) Puddin' Head (Genco)	45.00	39.50	39.50	45.00 39.50
LOGAN DIST. CO.	Bowling Champ (Gottileb)	50.00 74.50	35.00 50.00 64.00 74.50	74.50	50.00 65.00 74.50	Punchy (Chicago Coin)	75.00	75.00	75.00	69.00 80.00
627 Milwaukee Avenue	Bright Lights (Bally)	174.50 194.50 210.00(2)	210.00 235.00 265.00	209.50 210.00 225.00 235.00	215.00 220.00 225.00 235.00	Quarterback (Williams)	69.50 85.00 89.50	79.50 85.00 89.50	79.50 85 11	85.00 89.50
Chicago 22, Ill.		215.00 225.00 265.00	₩	265.00	265.00	Quartette (Gottlieb)	185.00			
	Bright Spot (Bally)	299.50 315.00 325.00(2)	325.00(2) 339.00 350.00	294.50 325.00(2)	315.00(2) 325.00(2)	Rag Mop (Williams) Red Shoes (United)	89.50 75.00	99.50 75.00	99.50 110.00 75.00	110.00
EW-RECONDITIONED	sroadway (Bally)	339.00 350.00		339.00 350.00 189.50	350.00	Rockette Rondeevoo (United)	49.50	49.50	125.00	125.00
METAL	Buccaneer (Gottlieb)	34.50 59.50	25.00 34.50	34.50 59.50	34.50 59.50	Rose Bowl	139.50	125.00 139.50	139.50	
	Buffalo Bill (Gottlieb) Buttons & Bows (Gottlieb)	74.50 79.50 69.50	74.50 74.50	74.50	74.5L 65.00 69.50	St Louis (Williams)	44.50 69.50(2) 39.50	44.50 69.50 25.00 39.50	44.50 69.50 39.50	44.50 69.50 39.50
TYPER	Campus (Exhibit)	94.50	94.50	94.50	94.50	Screwball (Genco) Sea Jockeys (Williams)	34.50 175.00	34.50 175.00	34.50	34.50 175.00
AACHINES	Canasta (Genco)	69.50 89.50	75.00 89.50 195.00	75.00 89.50 195.00	89.50	Select-a-Card (Gottlieb) Serenade (United)	79.50 34.50 54.50	79.50 34.50 54.50	79.50 34.50 54.50	34.50 54.50
We Carry	Carnival (Bally) Champion (Bally)	49.50 35.00 39.50	34.00 49.50 39.50 49.50	49.50(2) 39.50 59.50	49.50(2 89.50	Shantytown 'Exhibit)	89.50 49.50 79.50	49.50 79.50	89.50 49.50 79.50	89.00 89.50 49.50 79.50
	Champion (Chicago Coln)	89.50 69.50	89.50 64.00 69.50	89.50 69.50	64.0F 69.50	Shoot the Moon	159.50 90.00 119.50	159.50 89.50 90.00	159.50 119.50	159.50 90.00 119.50
Complete Line of	Cinderella (Gottlieb)	29.50 32.50	29.50 32.50 79.50	29.50 32.50 79.50	29.50 30.00 79.50	Skill Pool (Gottlieb)	225.00	119.50 225.00	225.00	
Parts in	College Daze (Gottlieb)	59.50 89.50	35.00 59.50 89.50	59.50 89.50	85 00 99.50	Slugfest	80.00 139.50 165.00	80.00 125.00 150.00 165.00	80.00 150.00 165.00	149.50 165.00
Stock	oney (sland (Bally)	259.50 315.00 325.00 335.00	315.00 325.00(2)	294.50 315.00 325.00(2)	315.00 325.00(2)	South Pacific (Genco)	69.50 79.50	195.00 79.50(2)	79.50(2)	79.50
	125	350.00	335.00 350.00	335.00 350.00	335.00(2) 350.00	Spark Plug (Williams)	175.00 189.50	165.00 189.50	165.00 189.50 195.00	165.00 169.50
NOW!	Coronation (Gottlieb)	119.50 239.50 99.50	110.00 119.50	110.00 119.50 160.00 165.00	110.00 119.50	Special Entry (Bally) Sportsman (Williams)	49.50 110.00	49.50 115.00	49.50 115.00	49.50
um Discs in oils of 100.	County Fair (United) Cross Roads Cyclone (Gottlieb)	139.50	180.00 139.50	160:00 165.00	165.00	Spot' Bowler (Gottlieb) Spot-Lite (Bally)	249.50 259.50	115.00 300.00	299.50 325.00 335.00(2)	325.00
	A service of the serv	(##5065#RC)		27224(02)			325.00(3) 335.00	335.00(3) 345.00(2)	345.00(2)	335.00(3) 345.00(2)
STANDARD METAL TYPER CO. 8 N. Western Ave. Chicago 22, 111.	Dallas (Williams) De-Icer (Williams)	44.50 74.50 79.50 99.50	44.50 74.50 89.50 99.50	44.50 74.50 89.50 99.50	44.50 74.50 89.50		345.00(2) 349.50 350.00	349.50 350.00	350.00	350.00
S N. Western Ave. Chicago 22, In.	Octure World Series (Williams)	34.50	275.00 34.50	195.00 275.00	24 50	Springtime (Genco)	299.50 325.00	49.50 325 00	345.00	325.00 345.00
	Dew-Wa-Ditty (Williams) Double Action	75.00	75.00	34.50 75.00	34.50 75.00	Steeple Chase (United)	199.50 89.50	89.50	89.50	V22434570
SAM SOLOMON'S	Double Feature Double Shuffle (Gottlieb)	49.50 69.50 95.00	89.50 49.50 69.50	49.50 69.50	125.00 49.50 72.50	Summer Time (Gottlieb) Sunshine Park (Bally)	34.50 325.00	34.50 375.00(2)	34.50 395.00	34.50 395.00
BUYS	Oreamy (Williams)	95.00 79.50 99.50	80.00 84.00	95.00 89.50 99.50	75.00 95.00 85.00 99.50	Super Hockey	375.00(2) 59.50	395.00(2) 59.50	59.50	59.50
	a programmer of the	39.50	89.50 99.50 39.50	39.50	39.5	Super World Series (Williams)	195.00 250.00	195.00 200.00	195.00 225.00	195.00 225.00
Keeney Team Bowlers Chi Coin 10th Frame Specials	- Paso (Williams) Fighting Irish (Chicago Coin).	69.50	-	5950	15300	Sweepstakes	235.00	250.00	250.00	215.00
Chi Coin Name Bowiers	Five Star (Universal)	69.50 95.00 125.00(2)	69.50 .95.00 125.00(2)	69.50 95.00 125.00(2)	80.00 95.00 125.00 145.00	Sweetheart (Williams)	79.50 99.50	89.50 99.50	85.00 89.50 99.50	85.00 99.50
Genco Golden Nugget Exhibit Big Broncho	Floating Power (Genco) Football (Chicago Coin)	44 50 79.50	44.50 79.50	79.50	44.50	Tampice 'United)	\$64.50 79.50	\$64.50 79.50	\$64.50 79.50	\$64.50 79.50
Exhibit Space Ship	400 (Genco)	245.00(2)	245.00 250.00(2)	245.00 250.00 255.00 265.00	255.00 265.00 275.00	Tahiti (Chicago Coin) Telecard (Gottlieb)	69.50	40.00 44.00		49.50 29.50
Exhibit Space Gun Bally Beach Club	400 5c (Genco)	249.50	255.00 265.00 249.50	249.50 250.00	249.50 250.00	Tennessee (Williams) Texas Leaguer (Keeney)	29.50 50.00	29.50	29.50 50.00 99.50	50.00
University Coin	400 10c (Genco)	249.50	249.50	249.50 275.00 295.00	249.50 275.00 295.00	Thing (Chicago Coin) Three Feathers (Genco)	99.50 64.50 89.50	99.50 64.50 89.50	64.50 89.50 110.00	64.50 85.00 89.50
Machine Exchange	Four Corners (Williams)	235.00 139.50	235.00 90.00 100.00	235.00 110.00 139.50	110.00 139.50	Three Musketeers (Gottlieb)	7290512	100000000	29.50 49.50	110.00
54 N. High St., Columbus 8, Ohio Tel.: UNiversity 6900	Four Stars (Gottlieb)	225.00	139.50 125.00 225.00	185.00 225.00	225.00	Thrill (Chicago Coin) Touchdown (United)	29.50 49.50 165.00 195.00	29.50 49.50 165.00	160.00 165.00 195.00	165.00 195.00
	Freshie (Williams)	395.00 425.00	60.00 74.00 400.00 425.00	435.00 449.50	79.50 435.00	Trade Winds (Genco)	29.50 49.50 99.50	29.50 99.50	29.50	29.50
		435.00(2) 445.00	435.00 440.00 445.00 449.50	450.00 465.00(3)	450.00(2) 465.00(2)	Trigger (Exhibit). Triple Action (Genco)		49.50 94.50	49.50	49.50 94.50
PURVEYOR	anthe lite white the start of	449.50(2) 450.00 475.00	465.00 475.00	475.00	475.00	Triplets (Gottlieb)	69.50 89.50	89.50 75.00	85.00 99.50 75.00 95.00	85.00 99.50 85.00 95.00
Iways The First with	Futurity (Bally)	249.50 265.00 285.00	250.00 265.00 285.00	265.00 269.50 275.00 285.00	275.00(2) 285.00	fumbleweed (Exhibit) furt King (Bally)	75.00 79.50 95.00(3)	80.00 95.00(3)	79.50 95.00(2)	85.00 95.00
he Best in Used	Georgia (Williams)	110.00		110.00	110.00	Tarran Alleria	145.00 149.50	99.50 125.00 145.00 149.50	145.00 149.50	145.00 149.50
quipment of All Types	Globe Trotter	24.50 59.50	175.00 24.50 59.50	175.00 24.50 59.50	175.00 59.50	fuscon (Williams)	44.50	44.50	44.50	. 44.50 59.50 84.50
• • •	Golden Gloves (Chicago Colm).	69.50 75.00 80.00	69.50 75.00	69.50 75.00 95.00	69.50 79.50 95.00	Utab (United)	69.50 84.50	64.50	84.50	Color Contractor
et us know what you need and we vill be glad to quote you our low						Watch My Line (Gottlieb) Whiz Kids (Chicago Coin)	99.50 139.50	99.50 139.50 175.00 225.00	99.50 139.50 175.00 225.00	85.00 175.00 225.00
PURVEYOR Distributing Co.	• every conceivabl	말입지하는 요즘데는 것이 같았다.	Network - Overset was	- <u>2260 122200 4</u> 0040		Wild West (Gottlieb) Winner (Universal	165.00 195.00	225.00	225.00	225.00
4322-24 N. Western Ave.	EQUIPME	NT, SUPP			989	Industries)	45.00 99.50	45.00 99.50	45.00 49.50 99.50 34.50	45.00 99.50
Chicago 18, Ill.	-		the second second second second	and the second second	Billboard	Wisconsin (United)	34.50	34.50	34.50	\$4.50

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Coinmen You Know

Continued from page 145

Florida. Jack A. Spitler, who operates in near-by Virginia, says business is steady. Spitler has taken over several small locations recently.

Harry Leach Jr., who helps his father in the operation of the concession at the zoo, says business is slow due to the offseason. Leach has purchased many new pieces of equipment to start off the new season with a "bang." Among these are the new King boat, Little Chug Chug, Little Choo Choo, Leaping Lena, Rocket Patrol and a new picture machine. Recent reorganization brought about additional space and brought the number of mechanical horses to 10. Leach feels certain that spring and fall should bring higher returns this year than ever before. Westway Vending is doing a steady business, reports owner Sid Lotenberg.

Milwaukee

Mel Curro, bossman of the Metro Amusement firm, is back home following surgery at the Wisconsin General Hospital in Madison. Mel is spending a few hours daily around the Wells Street headquarters while regaining his strength. . . . Laz Glassman, of the Radio Doctor's diskery shop, infos that in approximately three months his son Stu will be mustered out of the Army. Present plans call for him to return behind the counter, guiding ops and disk fans in their shopping forays.

Out Madison way, a few of the music operators are experimenting with dime play. One of the more successful spots reportedly is Di Salvo's spaghetti house. The coin chutes are set for 10-cents a play, or six for a quarter.

League Bowler, 4 Player

(Keeney)

THE BILLBOARD Index of Advertised Used **Machine** Prices • Shuffle Games Issue of Issue of Issue of Issue of Feb. 21 Feb. 14 Feb 7 Jan. 31 Baseball (Bally)..... \$59.00 Big League Bowler (Keeney). \$185.00 \$185.00 185.00 \$185.00

Bowlette (Gottlieb) 25.00 Bowling Alley, 6 player (Chicago Coin) 295.00 295.00 295.00 295.00 Bowling Champ Conversion (Keeney) 89.50 Bowling Champ (Keeney) 50.00 89.50 Bowling Champ, 2 player (Keeney) 50.00 50.00 50.00 Bowling Classic (Chicage Coin' 59.50 65.00 59.50 89.50 59.50 69.50 59.50 69.00 89.50 89.50 89.50 Bowling League (Genco)... 25.00 25.00 25.00 De Luxe League Bowler (Keeney) 265.00 295.00 265 00 295.00 245.00 265.00 245.00 265.00 295.00 295.00 Deluxe Bowler (Williams) 39.00 39.00 39.00 Double Bowler (Keeney) 79.50 59.00 79.50 79.50 79.50 89.50 89.00 99.50 Double Bowler, 2 player (Keeney) 99.50 99.50 Double Header (Bally)..... 59.50 59.50 59.50 59.50 Double Header (Williams) 49.50 45.00 49.50 45.00(2) 49.50 45 00(2) 49 50 59.00 **Double Shuffle Alley Express** Rebound (United) 139.50 139.50 139.50 139.50 8 Player Rebound (Genco). 125.00 125.00 125.00 125.00 Five Player Shuffle Alley (United) 200.00 200.00 200.00 200.00 220.00 220 00w/p 220.00w/p 200 00w/p 225.00(2 225.00 225.00w/p 220.00 225 00w/r 225.00w/p 225.00 245.00 235.00w/p 220.00w/p 225.00w/p 245.00 245 OC 225 00 245.00 Four Player (Keeney) 225.00 195.00 225.00 195.00 95.00 195.00 225.00 295.00 225 00(2) Four Player Shuttle Alley United) 220.00 220.00 175.00w/p 195.00(2. 195.00(2) 220.00 220.00 Hook Bowler (Bally) 105.00 149.50 105.00 149.50 105.00 145.00 105.00 145 00 149.50 129.50 King Pin (Keeney) 35.00 35.00 35.00 35.00 125.00 135.00 125.00 135.00 99 00 125.0(02) League Bowler (Keeney) 125.00(2) 139.50 139.50 135 00 139.50 135.00 139.50



Doggie in the Window, Perry Como's "Don't Let the S Get in Your Eyes," are the nickel grabbers for the / Novelty machines. Topper Plunkett adds that he rece laid it on the line for sev new United 6-players, which h been bringing him a good shar loot. Also high on his of money-making equipme says Plunkett, are the new play Evans machines. Plans for complete conversion to r.p.m. as soon as feasible.

Premium goods are mov better than ever, according Paster Distributor's Jerry G He avers that with the fish season coming a bit earlier year, ops are loading up y fishing equipment as play li for their locations.... Jacomet, of Red's Novelty, W (Continued on page

	159.50				159.50		
	112101RO						eagur Bowler Super Deluxe (Keeney)
27	275.00		295.00		295.00		fficial Shuffle Alley
349.50 36	349.50						(United)
24	29.00			1112272	533 W	5253	huffle Alley (United) huffle Alley DeLuxe
295.00 325.00 345	5.00w/p 325 00		325.00 350.00	295.00	5.00w/p 325.00 350.00		6 Player (United)
35 00 43	350.00 45.00	35.00	49.00	35.00	49.00	35.00	huffle Alley Express (United)
4	49.00	0.453.003	4				huffle Alley, 2 player
45	49.50		49.50		49.50		(Keeney) huffle Alley 2 olayer
-60	50.00		60.00		60.00		(United) huffle Alley Express
139	139.50	59 00	139.50		139.50		2 player (United) huffle Alley 6 player
250					250.00		(Keeney) huffle Alley, 6 player
240	.00w/p	225	240.00		245 00 5.00w/p		'United)
245 00	240.00	24	245.00	245	5 00w/p	265	
265	00w/p	245	00wp(2)		5.00w/p	32	
265.00	00w/p	265	0w/p(2) 5.00w/p	265.00			nutfle Baseball
	45.00			200.0			(Chicago Coin)
	59.00 49.00						huffle Cade (United) uffle Champ Bally) huffle Horseshor
75 00 129	129.50	75.00	129.50	75.00	129.50	75.00	"Chicage Com
29 95.00 105 125	29.00		105.00	95.00	105.00		suffle Line (Bally)
65.00		59.00 6	05.00		65.00 95.00		nuffle Slugger (United)
90 00 95	90.00 95.00	59 00	95.00	6,22	95.00		ngle Shuffle Alley
50.00 89	89.50		89.50	50.00	89.50	50.00	Rebound United)
79	79.00	59 00	79.00	2010235	79.00		eed Bowler (Bally)
350	39.00	V.	350.00	125	350.00		ar Bowler 2 player
350.00	0.00(2) 375.00		00(2)	350	325.00		(United)
375.	Lange State of the	59.50 69	69.00	59 50			per Iwir Bowlei (Universal)
39.50 59. 69.00	.00(2)	27.50 69	07.00		otopcataes	-99680-610	
49.00 59. 89.50 99.	89.50 99.50	59.50	99.50	59.50	99.50	59.50	ophy Bowi (Chicago Coin)
32.50w	32.50		32.50		32.50 49.00		in Bowler (Chicago Coin).
49.	49.00	24	49.00	11			in Bowler (Williams)
9743 54	95.00		395.00		395.00	100	In Rotation (Exhibit)
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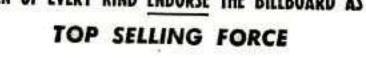
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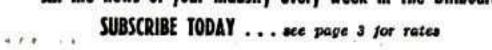




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