

The Billboard

MARCH 21, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Nets Submit Format Bids For Film-Star TV Package

House to Study FCC's Power To Regulate Air-Time Rates

By BEN ATLAS

WASHINGTON, March 14.—The House Interstate and Foreign Commerce Committee will launch a study to determine whether TV and radio broadcast time rates should be regulated by the Federal Communications Commission on the same basis as common carrier rates. Rep. Charles A. Wolverton (R., N. J.), committee chairman, made known yesterday that the study will be made as part of a five-way closed-door examination of FCC jurisdictional questions, including the following: (1) How to deal with trafficking in TV and radio broadcasting li-

censes; (2) extending FCC's jurisdiction to regulation of networks; (3) question of regulating subscription TV and future of theater TV, and (4) a probe to see if color TV is ready for public use and, if so, why it is being delayed (see separate story on color TV probe).

The committee's projected study to determine if TV and radio broadcast time rates should be put on a common carrier basis emerged during the House Committee's wind-up hearing yesterday on FCC matters. Whether or not the committee's study will come to anything, the very nature of the examination is expected to have a lively reaction in the industry. Chairman Wolverton suggested to FCC Chairman Paul A. Walker that broadcast licenses in a sense amounts to monopoly rights, the same as franchises endow to public utilities, railroads and communications common carriers. Wolverton said that, if this were so, then the FCC should be expected to regulate program time rates, just as it does for common carriers. FCC Chairman Walker declared that, in his judgment, any such authority would require further legislation. Wolverton said that the House committee intends

to "explore this to the fullest."

On the question of whether the Communications Act should be amended to give FCC authority over chain broadcasting, Walker said that since this question was raised by Wolverton's committee when Walker last testified two weeks ago, he said his colleagues on the commission have "looked into it." Walker said he hoped he had not left the impression that either he or other members of the commission believe that network licensing would be advisable. Walker went on to declare:

"The commission had an opportunity during the 82d Congress to submit comments to this committee on H.R. 73, a bill which would have provided for licensing of network organizations. I have additional copies of those comments with me here for your information. I think an examination of these comments will show that the commission believed then, as indicated in my statement of February 20, and that it believes now, that the

(Continued on page 3)

LAY AN EGG? HE HATCHED A GOLDEN ONE

PORTLAND, Ore., March 14.—Something of a record in these parts for sustaining a gag was established this week by Bob McAnulty, disk jockey at KWJJ, with his contest "The Egg and You." For nearly a month, McAnulty ostensibly sat on an egg while on remote broadcast locations, inviting his listeners to guess the date a chick would be hatched.

Spoofing the childbirth promotion on the "I Love Lucy" TV show, McAnulty decided to "become a father" on his record show. Taking his program around to advertisers' locations, he would conscript any visitors to sit on the egg to free him during his announcements. Gag was tied in with Raytheon television, with a set going to the contestant guessing closest to the time of hatching. Actual hatching took place in an incubator, with the winner and several "second-guessers" being announced this week.

Glamor Group Goes to Best Web's Offer

Johnston to Okay Best Formula for Industry and Names

By LEON MORSE

NEW YORK, March 14.—The top brass of the four video networks this week reportedly was waiting expectantly to learn which web had come up with the formula which meant acquiring one of the top prize video plums yet. It's understood that this is a commitment from Eric Johnston, head of the Motion Picture Producers of America, to deliver as a group many of the top motion picture stars for regular performance in

(Continued on page 4)

Buick Verges On Berle Buy

NEW YORK, March 14.—Cancelled only this week by the Texas Company, Milton Berle is on the verge of being bought for alternate weeks next season by the Buick division of General Motors. The Kudner Agency, which services both clients, is now making its pitch to Buick. Texas, however, will continue its sponsorship until the end of Berle's stint this season, which is June 9.

Should Buick buy the comedian (Continued on page 5)

Sinatra Joins Capitol Fold

HOLLYWOOD, March 14.—Frank Sinatra this week joined the Capitol Records artist roster after a decade in the Columbia fold. Coast major's acquisition of Sinatra marks one of the rare times that the label has taken on an established name. Its usual procedure has been in bringing unknowns to the fore and building them into disk sellers. Its inking of Benny Goodman six years ago was the only other time that Capitol had inked a top name artist who had gained his stature on another label.

Sinatra was signed to a 5 per cent pact and will start recording under his new contract within the next few months. In moving to Capitol, the bow-tied balladist joins Axel Stordahl, who has bated Sinatra's accompanying orks thru-out the major portion of his career as a solo recording artist. Stordahl moved to Capitol six months ago. A clause in his exclusive Capitol contract permitted Stordahl to continue to back Sinatra's recordings for Columbia.

Capitol expects to cash in on the Sinatra disk sales by tying in closely with tune material from his forthcoming movies. According to

(Continued on page 28)

NBC Films Get Canadian Rep

NEW YORK, March 14.—NBC Film Division this week designated the RCA Victor Company, Ltd., of Canada as its sales agent in Canada. This is the first known instance of a major TV film distributor appointing a permanent representative across the border.

It is widely acknowledged here that Canadian representation will be necessary when more stations are operating there. At present, there are only two stations in Canada, one in Toronto and one in Montreal. One more is due in Ottawa later this year. Quite a bit of film product has been sold to the two operating stations, but those were sold by across-the-border deals.

Norman Brooks Set for N. Y. Copa

NEW YORK, March 14.—Norman Brooks, who jumped up via his single Zodiac recording, "Hello, Sunshine," will get the Copacabana next October in a deal set by Marty Baum of Baum-Newborn.

The Brooks deal was made for a four-year term. His first date will be for \$1,250. His first option will be for \$2,500; second for \$3,500, and the final one for \$5,000

Old 10% for Vaude Agents Part of Past

Names Still Pay Former Bite; Others Cough Up 15 or 20%, or Don't Work

By BILL SMITH

NEW YORK, March 14.—The 10 per cent commission practice is now out of the window for all practical purposes, according to a check made among talent agencies and performers operating in the variety field.

About the only acts that pay the old 10 are the names who are in demand. Paradoxically, it is

the small act, and that includes practically every performer who works for \$750 and under, that pays the highest commission. Few

(Continued on page 26)

BILLBOARD RE-ALIGNS

Elects Reuter, Kemper VP's in Staff Change

NEW YORK, March 14.—In a major organizational change, K. (Haps) Kemper and Maynard Reuter were elected vice-presidents of The Billboard Publishing Company this week and placed in charge of specific divisions of the company. Kemper takes over as general manager of the Indoor division, with responsibilities tantamount to being publisher of the radio-TV, music, legit and night club - vaudeville departments, and with the Indoor division's editor, advertising manager and circulation manager reporting to him. Roger Littleford, co-publisher, will temporarily fill the gap of Indoor editor vacated by Joe Csida (who also served as editor in chief), when Csida's resignation becomes effective March

20 (The Billboard, March 14). Dan Collins fills the Indoor division advertising manager slot.

Reuter takes over as general manager of the Outdoor and Coin Machine divisions with publisher responsibilities. Herb Dotten reports to Reuter as Outdoor editor and G. Richard Schreiber as Coin Machine editor. C. J. Latscha fills the Outdoor advertising manager post along with the allied department, Merchandise. Robert Robbin becomes Coin Machine advertising manager. Reuter also continues as general manager of The Billboard's fast-growing automatic merchandising magazine, Vend, with Schreiber heading up the editorial department of Vend,

(Continued on page 57)

PASSAMBO

Cuba Quits Mambo; No Pop Dollah

NEW YORK, March 14.—Cuban writers are turning away from the mambo and are increasingly favoring the more melodic Latin-American rhythms, such as the rumba, guaracha and samba, according to Herbert Marks, chief of Edward B. Marks Music Corporation. Marks, recently returned from a trip to Havana, notes that the trend away from the mambo is a healthy sign, economically, for the Cuban writer.

(Continued on page 28)

Index

Ad. Areas	28	Music Charts	23
Broadcasting	28	Music Machines	23
Calendar	68	Night Clubs	23
Cities	28	Parks & Pools	23
Class. Ad.	28	Pipes	23
Club Mack	28	Radio	23
Fair & Expo.	28	Rinks	23
Film Certain	28	Roadshow-Rep.	23
Gen. Outdoor	28	Routes	23
Home Rent	28	Television	23
Kiddie Rides	28	TV-Film	23
Lithographs	28	TV-Film Program	23
Letter List	28	Guide	23
Maps	28	Vaudeville	23
Merchandise	28	Vending Mach.	23
Music	28		

Billboard Backstage

By JOE CSIDA

I did not expect to be back in this corner this week, tho my actual tenure here at the Billboard does not expire until March 20. It was my feeling that once the announcement of my imminent departure was made, and I said my stumbling good-bys via this column, it would be improper for me to continue to speak from this paper's Backstage platform. Co-publisher Bill Littleford, however, asked me to do the column up to the day I leave (which would make it this edition and next), and I gladly acquiesced.

I have always enjoyed doing Backstage, and this week at any rate, I have no trouble at all finding a topic. On page one there is a story concerning some important organizational re-alignments about to take place on The Billboard. One of my oldest buddies, Maynard Reuter, has been elected a vice-president and has been given the considerable responsibility of general managing the Outdoor and Coin Machine divisions of the paper. Another buddy, whom I've known a few years less than I've known Mayn, has been elected a veepee and made general manager of the Indoor Division. That, of course, would be K. (Haps) Kemper.

Key Men

Neither Haps nor Mayn need any special introduction from me to The Billboard's readers, advertisers and friends. As the front page story relates, both have had many years of service

on the paper in key jobs, and obviously they have performed those jobs extremely well.

Working with co-publisher Rog Littleford as acting indoor editor and Dan Collins as indoor advertising manager, I'm sure Haps will blaze new trails in this paper's constant striving to serve with increasing effectiveness the important indoor branches of the entertainment industry. And with the able assistance of Coin Machine editor Dick Schreiber and Outdoor editor Herb Dotten, and supported by the drive and know-how of Clarence Latscha and Bob Robbin, who become Outdoor advertising manager and Coin Machine advertising manager respectively, Mayn can't miss making those areas of the paper ever bigger and better.

While running the Coin Machine and Outdoor departments with his good right hand, Mayn continues to direct the destinies of The Billboard's monthly magazine for the vending machine industry, Vend. The sensational progress that book has made to date is all the assurance that's needed, that under the editorship of the same Dick Schreiber, who runs the editorial side of The Billboard Coin Machine departments, and the advertising direction of Hilmer Stark, Vend will keep growing and glowing.

Prexy Evans

The main administrative offices in Cincinnati, and the entire complex printing operations continue

in the same reliable hands they've been in since 1927 — those of prexy E. Walter Evans, who has been prez for all these 26 years. Nothing to worry about there.

But leave me not spoil these new vice-presidents, these old, tried and true editors, these old and new advertising managers. All of them have been, and will continue to be as good as they are because a lot of department editors and reporters, and advertising salesmen and promotion and production people and circulation men are hustling in bright fashion every minute of every day to make 'em good.

Our brass around here knows this full well. Haps, the other night when his appointment was announced to our staff in New York, told the people that he felt he would have to depend on the individual intelligence, initiative and resourcefulness of our department editors and reporters to a far greater degree than I ever had to depend on them. I understand the spirit in which he meant that, but (as it was stated) he was never more wrong. No guy anywhere ever depended on the people with whom he worked more than I did. However good I did was because of these people. No one ever asked more of them, and got it. And Haps will get it, too. And so will Mayn, from his people as he always has. That's the kind of ladies and gents they are. And that's why this is a great tradenewspaper.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 14. — Only three out of four rehabilitated alcoholics who were originally scheduled to appear tomorrow on the second of a 13-week series entitled "Alcoholism — the Road Back," presented by WTOP-TV and the District of Columbia Health Department, will be on the program. The fourth fell off the wagon four days before the telecast.

SIDELIGHTS, COLOR AT FCC HEARINGS . . .

Color and sidelights from House Interstate and Foreign Commerce Committee's hearing yesterday (13) on Federal Communications Commission:

Curtis Plummer, chief of FCC's Broadcast Bureau, was asked by Rep. Carl Hinshaw (R., Calif.) if TV set manufacturers have been doing anything to eliminate fuzzy reception due to interference from diathermy machines. Plummer replied that manufacturers have made big strides "alho there are still thousands of sets out that aren't protected from interference." Congressman Hinshaw declared ruefully, "I have one of those sets."

Rep. Carl F. Schenck (R., O.) drew a sad smile from FCC Chairman Paul A. Walker when the congressman asked Walker what's going to happen to unused educational TV channels after next June. Walker, a Democrat, whose commission term ends June 30, replied, "That's a difficult question for me since the answer depends on who'll be on the commission."

When Rep. James I. Dolliver (R., Ia.) asked Walker whether present FCC rules permit educational TV licensees to switch to commercial operation, Walker said: "The licensee would first have to file a petition for rule-making." "Well," said Dolliver, "would it require new legislation on the part of Congress?" "Oh, no," said Walker amid laughter, "it would require new legislation on the part of the commission."

COLOR TV LIKELY ON MARKET IN '55 . . .

FCC insiders are privately guessing that the timetable for manufacture of commercial color TV

sets will be advanced at least a year by House Interstate and Foreign Commerce Committee's forthcoming hearings on the subject. Reasoning is that public interest in color will be stirred by newspaper headlines during the hearings. This presumably will spur experimental work now going on by National Television System Committee, an industry-wide group, which, according to some folks in the know, has been expecting to see compatible color TV sets in home in time for the 1956 political nominating conventions. No matter what recommendations are finally made by the House Interstate and Foreign Commerce Committee at the conclusion of its probe, the public hubbub over color is figured likely to accomplish the results sought by the committee. Rep. Charles A. Wolverton (R., N. J.), committee

(Continued on page 3)

Fontaine Inks MCA Pact

HOLLYWOOD, March 14. — Frank Fontaine this week was granted release from his General Artists Corporation pact and was signed by Music Corporation of America for all fields. MCA will handle the comic in radio, TV, films and personal appearances. In switching to MCA, Fontaine followed Harold Jovien, who originally worked with him at GAC and now is with MCA.

Jovien worked with Fontaine at the time when the comic clicked on the Jack Benny radio show and set him later as summer replacement for the Edgar Bergen show on the Columbia Broadcasting System. After securing his GAC release, Fontaine called Jovien, who was directly responsible for bringing him into the MCA fold. Fontaine huddled with reps of the various MCA departments regarding bookings.

Final GAC booking for Fontaine will be the National Orange Show at San Bernardino, Calif., Saturday and Sunday (21-22). First MCA booking will be sharing the bill at the Chicago Theater with Rosemary Clooney the week starting April 3.

Legit Line-Up

By BOB FRANCIS

Sylvia Siegler, prexy of the Show of the Month Club, this week filed a treble damage, civil anti-trust suit in Federal Court against the Shuberts to the tune of \$3,000,000. The gal charges the Shubert theater interests with violation of interstate commerce regulations in denying her theater ticket subscription club tickets. Lee Shubert, J. J. Shubert, Marcus Heiman, the United Booking Office, the Select Theater Corporation and the L.A.B. Amusement Corporation are named as defendants. The latter are charged with restraining certain producers from selling tickets to SMC, "thereby dangerously injuring its business stability." The plaintiff asks that the defendants be perpetually enjoined from refusing to sell tickets to the club or its agents. Informed of the action, Lee Shubert had nothing to say for current publication. . . . The experimental 7 o'clock Monday night curtain is apparently washed-out. The last hold-outs for it, "The King and I" and "South Pacific," go back to the standard 8:30 hour, Monday (16). While Rodgers and Ham-

merstein gave the approach of daylight-saving as a reason, the real trouble stems from confusion caused from the experiment's beginning thru lack of general support from producers.

"South Pacific" skeds to leave the Majestic Theater May 23 for a three-week road trek, returning about the middle of June to set up shop at the City Center. Likewise, "Guys and Dolls" will go to Washington's National Theater for a six-week stand, starting June 27. "Dolls" will be back on view at the 46th Street home base August 10. . . . The Stem unveiling of "Me and Juliet" at the Majestic has been advanced a week to May 28. The New Haven stop on road break-in has been eliminated. The sked now calls for a week in Cleveland, and the remainder of road time in Boston. Randy Hall, Edwin Phillips and Robert Fortier have been added to the troupe. . . . Equity notes: Union's quarterly membership meeting at the Hotel Astor Friday (13) had a turnout of 400 to elect six members to serve with councilors Frederice Tozere, George Britton and Wynne Gib-

son in making up the official slate for election of officers. Ballots will be counted Monday (16). Fourth V.-P. Margolo Gilmore presided. AEA's rep, Alfred Harding, flew to London Saturday (14) to sit in on conferences with British Equity aimed to take bugs out of current alien actor rules prevailing in both groups. . . . Dance rehearsals for "Carnival in Flanders" have been put off to Monday (23), due to illness of choreographer Jack Cole. Principals start practice Thursday (26). Expectations for a Stem opening point to week of May 25. George Irving and Kevin Scott have joined the cast.

Bette Davis' infected tooth put a period to the Stem career of "Two's Company" at the 90th performance mark, with producers James Russo and Micael Ellis deciding to toss in the towel. The shattering leaves a mark-up of a \$200,000 loss against an investment of \$285,000. It is possible that the show may take to the road next season, since the star's contract runs to 1954. There is no decision on that score as yet.

Picture Business

By LEE ZHITO

HOLLYWOOD, March 14.—The film colony and its product has been a favorite target for many a movie-reviewer. As a matter of fact, it has become accepted procedure by some of the top magazines and newspapers to look down on Hollywood's screen fare. The movie reviewer who wants to join that exclusive circle of smart critics is quick to join on the anti-Hollywood, anti-movie bandwagon. Occasionally, he sometimes feels forced to apologize to his readers because he is about to pass favorable judgment on a screen offering.

These lads and lassies who wield the pen are a pretty tough lot to please. If the film under consideration was produced with mere light entertainment in mind, they are sure to unmercilessly rip into it on the basis that it is frothy and senseless and that it is another example of the moviemakers aiming their productions at the "13-year-old average American mentality." They will then cry that it is time that the American moviegoer be treated as an adult, and a few reams later, caution their noble readers against having their intelligence insulted by attending its showing.

In cases where a film attempts to seriously treat social problems, the fault-finding critic has a natural beef all set up for him. He indignantly scowls at Hollywood

for everlastingly using the screen as a pulpit. The public, he'll tell you, has long grown weary of attending the theater in search of relaxation and entertainment only to find a "picture with a message."

If a Broadway play or a novel is adapted for film use, the reviewer invariably has ready-made openings for biting criticism. Portions of the original will have been altered to please the censor, and for the life of him, the reviewer cannot understand why the movies can't grow up. It is time, he will insist, that the moviegoer be treated as a grown-up who knows the facts of life. But if ever the plot of a story or the gown of a siren be permitted to hint at the naughty, then our critic will turn away in disgust. It is time, he will say, that motion picture producers stop trying to cash in at the box-office on loose morals and just plain filth. And with his blue nose held high, and the best Sunday school tone, he'll call on the producers to "give us the kind of pictures that we can see with our sons and daughters without having to feel embarrassed."

This week, the Screen Directors' Guild informed the press that it will inaugurate an annual award to be given to a motion picture critic for the most enlightened and constructive criticism of the year. For the first time in the history of the picture business, the pen

corps will be made to realize that just being against everything on the screen really isn't good reviewing. The few who try to present an honest evaluation of the motion picture medium's offerings will be signaled out for recognition of their efforts. Each year's award winner will be given a trophy at the screen directors' annual award dinner on February 1. He will be invited to attend the affair to be held in Hollywood, and his expenses will be paid as a guest of the directors' guild.

According to Guild President George Sidney: "The SDGA is initiating the critic award because it believes it to be of beneficial value to the whole motion picture industry. We believe that constructive and enlightened criticism is an important factor in encouraging higher standards in motion pictures and in promoting a wider interest and better understanding on the part of the audiences."

"To prevent any misconception let me stress the point that by 'constructive and enlightened criticism' we do not necessarily mean favorable criticism. The award will be given to the critic whose writing displays the keenest appraisal of all phases of a motion picture. His pointing out the faults and shortcomings of a film we consider as important as his praise and commendation of its virtues."

BROADWAY SHOWLOG

Performances thru March 14, 1953

DRAMAS

Dial "M" For Murder	10-29, '52	220
(Plymouth)		
John Brown's Body	2-14, '53	33
(Century)		
Mid-Summer	1-21, '53	51
(Vanderbilt)		
Misalliance	2-18, '53	29
(Barrymore)		
My Three Angels	3-11, '53	6
(Morosco)		
Picnic	2-19, '53	28
(Moric Box)		
On Borrowed Time	2-10, '53	39
(46th Street)		
The Children's Hour	12-18, '52	100
(Coronet)		
The Crucible	1-22, '53	60
(Martin Beck)		
The Fifth Season	1-23, '53	59
(Cort)		
The Fourposter	10-25, '51	574
(Golden)		
The Love of Four Colonels	1-15, '53	68
(Shubert)		
The Merchant of Venice	3-4, '53	13
(City Center)		
The Moon Is Blue	3-8, '51	635
(Henry Miller)		
The Seven-Year Itch	11-30, '52	132
(Fulton)		
The Time of the Cuckoo	10-15, '52	173
(Empire)		
Time Out for Ginger	11-25, '52	125
(Lyceum)		

MUSICALS

An Evening With Beatrice Little	10-2, '52	189
(Booth)		
Guys and Dolls	12-15, '50	1,037
(46th Street)		
Hazel Flagg	2-11, '53	37
(Hollinger)		
New Faces of 1952	5-16, '52	348
(Royale)		
Pal Joey	1-3, '52	500
(Broadhurst)		
Porgy and Bess	3-10, '53	7
(Ziegfeld)		
South Pacific	4-7, '49	1,620
(Majestic)		
The King and I	3-19, '51	819
(St. James)		
Wish You Were Here	8-25, '52	501
(Imperial)		
Wonderful Town	2-25, '53	21
(Winter Garden)		

COMING UP

(Week of March 15)

Camino Real	3-16, '53	
(National)		

CLOSED

Two's Company	3-7, '53	90
(Alyn)		

(Opened 12-13, '52)

Review Index

Record Reviews	38
Classical Reviews	46
Legit Reviews	24
Night Club Reviews	25
Radio Reviews	24
Television Reviews	13
TV-Film Reviews	24
Vaudeville Reviews	25

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EDITORIAL

A Needless Probe

The news that a Congressional committee is planning to study the possibilities of having network time rates, among other questions, become subject to regulation by the Federal Communications Commission, has hit the industry with all the impact of a blockbuster. Regardless of the outcome of the inquiry, the mere fact that it will be undertaken (see adjoining story) is enough to shock everyone associated with radio and television. It certainly bodes little good.

The industry has complained for several years about too much governmental regulation, as exemplified by the "Blue Book" attempt to codify practices. The more recent era has seen increasingly diligent efforts for self-policing on the part of broadcasters, efforts which have been acknowledged and welcomed by federal authorities.

Even before the change of national administrations, the entire trend had been toward placing greater responsibility for the direction of basic issues with the broadcasters themselves, without forgetting that commercial broadcasting must nevertheless remain "in the public interest, convenience and necessity." If the industry has shown itself capable of mature judgment, which few will deny, it is all the more remarkable that a Republican legislator in a Republican administration should instigate the proposed investigation, and, further, to have it held behind closed doors!

Broadcasters might well ask how, at least insofar as the network time charge issue is concerned, the public interest can possibly be served by such an investigation. It's our judgment, and we believe that of other responsible observers and, frequently, critics of broadcast practices, that this probe is unnecessary and wasteful, will divert industry leaders from far more urgent and significant duties, and, perhaps most important, set a downright dangerous precedent.

House to Study FCC's Power To Regulate Air-Time Rates

Common-Carrier Question Is Part Of Five-Way Probe on Jurisdiction

Continued from page 1

entire networks situation is one that should be the subject of a comprehensive investigation by either Congress or the commission. As we have expressed, we believe that as a result of such an investigation it might be found to be advisable to enact further legislation giving the commission direct regulatory authority over radio and television networks, an authority which it does not presently enjoy.

However, at the same time we expressed our opinion that with this kind of direct regulatory authority the licensing of network organizations would probably neither be appropriate nor necessary.

The question of trafficking in licenses was raised by Rep. John W. Heselton (R., Mass.). Asked for

a definition of trafficking, Walker said it meant "speculating in the sale of stations." He also indicated that trafficking included the practice of "strike applications," bids filed to "block or get paid off by rival applicants." Walker said that the FCC itself is investigating this.

THE \$64 QUESTION

Godfrey's Replacement On TV Poses Problem

NEW YORK, March 14.—Whether Arthur Godfrey's TV sponsors would remain with his show thruout his four-month absence from video was the \$64 question in advertising circles this week. Beginning May 4, Godfrey will forego his radio and TV work on the Columbia Broadcasting System to undergo surgery to repair the effect of hip injuries suffered 20 years ago.

His radio absence will be relatively short, about six weeks. But the fact that Godfrey will be away from TV for four months is causing some of his sponsors to wonder whether they should continue paying heavy bills without his services. Godfrey is much more than a TV personality. He is a personal salesman for the products sponsoring him and carries the burden of the commercial load. Tho his replacements likely will be adequate as entertainers, they cannot be expected to create the same kind of commercial excitement for the many clients.

Last season, Godfrey took only

a four-week hiatus during the summer and occasional weeks thru the year. Robert Q. Lewis, who has spelled him on his morning show for several years, takes over again on the daytime strip. Garry Moore will substitute on "Talent Scouts." And the network will use top guest stars to handle the Wednesday evening show, "Arthur Godfrey and His Friends."

"King Arthur's Roundtable," now sponsored by Kingan Foods and Rybutol on radio, will use tapes of old Godfrey programs while he is absent.

NBC's Sat. Night Problem Nears Solution

NEW YORK, March 14.—The Saturday night situation on the National Broadcasting Company this week seemed headed for solution. Endds was on the verge of pacting for the 7:30-8 p.m. time, in which it would air "One Man's Family" on an alternate week basis, starting April 6. The web has several potential deals hanging fire for a sponsor to split the show with Endds. Pet Milk, meanwhile, seemed almost a cinch to firm up a 30-minute version of "Original Amateur Hour" for the 8:30-9 p.m. time.

The deal on "Family" is a welcome one to NBC, since the show had been off the air for some time but has been costing plenty under its pay-or-play contract. An NBC topper this week denied reports that Endds was getting a break on talent costs, amounting to virtually the entire cost of the package, in return picking up the tir.e.

\$1,000,000 Billings in Shift to Y&R

NEW YORK, March 14.—General Cigar this week moved its Robert Burns division from Donohue & Coe to Young & Rubicam, which already services its White Owl line. The move will mean about \$1,000,000 yearly in billings to Y&R, a sum about on par with what it is getting for handling White Owl.

The switch may affect the fate of the Herman Hickman TV show, which was to be shifted from the National Broadcasting Company to the American Broadcasting Company. ABC-TV now is trying to clear Sundays 6:30-6:45, preceding Walter Winchell, for Hickman. The cigar firm had desired to take over the Winchell time, with the columnist to go in to the 6:30 period, but Winchell's sponsor, Gruen, flatly refused to move.

Carter Signs For 8 Weeks On Du M Show

NEW YORK, March 14.—Carter Products this week bought eight weeks of "The Plainclothesman" on the Du Mont TV network. The advertiser will alternate with Larus Tobacco, the regular sponsor, which sought an eight-week hiatus and agreed to the substitute arrangement. Carter will plug Rise Shave Cream.

Carter was able to make the buy when Colgate dropped its option on 10 p.m., Sundays, a half hour later, for a mystery show to plug a competing product. The Arthur Murray Show will remain in the 10 p.m. Sunday slot on the web.

Also at Du Mont, but on the negative side, American Chiclé has canceled "Twenty Questions," Fridays 10-10:30. Bauer & Black, the alternate client, will remain with the program.

WCBS-TV Rates Up, Some on WNBT Too

NEW YORK, March 14.—Manhattan's two most prosperous video stations — WNBT and WCBS-TV — announced rate increases this week, both effective April 1. The WNBT increase applies to participations only, while the WCBS-TV rate changes are applicable in all time classifications. Current advertisers on both stations will be given usual six months' protection.

Pointing out that local set circulation has increased 15 per cent since WCBS-TV's last rate increase went into effect in June, 1952, the Columbia Broadcasting System's flagship is upping its Class A hour time rate by 12 per cent (from \$4,000 to \$4,500); station's half hour Class A rate rises from \$2,500 to \$2,700, while Class C hour rate jumps from \$1,500 to \$1,750. Spot increases run as high as 33 1/2 per cent, with Class A time upped from \$875 to \$975, reportedly the highest TV spot rate in the country.

The WNBT spot increase, first in a year, is designed to streamline the station's sales operation by setting one price—\$275—on all Class C participations (bypassing the need for separate talent fees and allowing advertisers to make joint purchases of participations and station breaks, heretofore sold separately).

To encourage package buying,

WNBT is setting up a new participation discount structure, which will give advertisers discounts up to 50 per cent when they use a combination of 13 or more station breaks and participations each week. The \$275 Class C participation rate represents an increase of from \$20 to \$75 over present rates. Rates on one Class B show, "Ask the Camera," have been lifted from \$350 to \$400.

MONEY ISN'T ALL

Du Mont Has Own TV Talent Policy

NEW YORK, March 14.—The rejuvenated American Broadcasting Company's bid to buck for TV leadership does not frighten the top brass at the Du Mont web. Altho ABC's merger with United Paramount Theaters has that network's personnel talking about battling for talent with the National Broadcasting Company and the Columbia Broadcasting System, Du Mont's boss says his outfit will set its own pattern in its

own way, as it has done in the past, and will not leap into any bidding race for top names.

Chris Witting, Du Mont chief-talent, after considering the potential effects of the ABC-UPT weld upon the industry, says that whatever comes, he plans to "continue the sound approach we have been following for some time; we won't try to out bid the other boys for talent from other media."

Witting says that the concept he is going to continue is that of developing personalities and programs especially for the medium. He does not scoff at the ability of the other webs' talent to attract an audience, but he does comment that all it takes to get that talent is enough money. He feels that Du Mont is on the right track in its attempt to utilize ingenuity and brains as a counterpoint to mere cash.

Realistic

Witting says that the policy of developing stars for the medium rather than buying ready-made (Continued on page 57)

Rarin' to Go, ABC-TV Shuffles Sales Units

NEW YORK, March 14.—The television sales department of the American Broadcasting Company this week virtually completed its re-alignment of personnel, and held an enthusiastic gathering at which the web's TV program department served as hosts. The meeting had the program brass pitch its blueprint for the future to the sales personnel, with the latter group reacting violently—in a favorable way.

The session had ABC-TV program chief Charlie Underhill outline a four-point chart of his future activities, and how they can be pitched by sales. The points included: Web negotiations now on with name talent and big properties, deals pending for low-budget stanzas such as quiz and participation shows, the one-shot packages which will air on the "ABC Album" showcase series, and the web's plans for sports and special events programming. Latter point is understood to have ABC planning to air boxing four nights weekly. Currently, bouts are shown Tuesdays and Saturdays, with Thursday sessions from Detroit skedded to kick off next week. A fourth night and

originating city will be designated shortly.

On the personnel side, Jack Creamer has been added to the sales staff effective next week, following three years with William Morris in Hollywood. Bert (Continued on page 37)

Skelton-P&G Showdown Set; Firms Sews Up Winchell Deal

By SAM CHASE

NEW YORK, March 14.—The week-long top-level meetings of the Procter & Gamble brass at Cincinnati will wind up early next week, after which three toppers will head for Hollywood for a showdown with Red Skelton which will determine the comic's TV fate under the P&G banner. In a series of intricate maneuvers, P&G this week is reported to have sewn up a deal to bankroll the Paul Winchell "What's My Name" stanza next

season, either as its key 10 p.m. Sunday night show in place of Skelton, or, if Skelton is retained, as its 7 p.m. Sabbath night ailer.

The reshuffle of the P&G-Sunday night billings on the National Broadcasting Company is only part of the re-examination of the entire P&G advertising picture currently underway. Another basic move calls for the bankroller to add another 30-minute daytime strip to its NBC rolls, and, together with "Welcome Travelers," take over the 4-5 p.m.

strip which has been held down for so long by Kate Smith. This would force Miss Smith's stanza to be moved up an hour into the 3-4 p.m. time next fall.

The Skelton situation is deemed highly precarious by the trade, with the betting on the comic's return for P&G now no better than 50-50. The soap outfit triumvirate heading Coastward will pose a series of demands upon Skelton which, if not agreed to fully and unanimously by the (Continued on page 57)

NETS MAKE FORMAT BIDS ON FILM-STAR TV PKG.

Johnston to Give Nod to Formula Best for Industry, Names' Bows

Continued from page 1

the package deemed most acceptable by the film industry. The offer is said to have been made to all four webs, and each is understood to have delivered its suggested format to Johnston, with the decision on the winning web to be made shortly.

The package presumably would include talent not yet seen on TV in their professional capacities. Such contract players as Clark Gable, Robert Taylor, Betty Grable, Fred Astaire, Gene Kelly, Jeanne Crain, Virginia Mayo, Tyrone Power and Rita Hayworth would undoubtedly be on tap for TV appearances.

The property would be offered for sponsorship under acceptable conditions. The Johnston proposal undoubtedly signifies that the movie industry has recognized the tremendous impact of TV on the American public. It is an ef-

fort to utilize that impact for the benefit of the picture business without buying costly TV time and talent.

The deals made last week by 20th Century-Fox and Metro-Goldwyn-Mayer to provide "Toast of the Town" with film clips from their outstanding films

were other indications of the sharply changed attitude toward video. "Toast's" agreement with the film companies is expected to benefit both the TV show, by providing it with entertainment, and the movie industry, by giving it, in effect, a free trailer each time such excerpts are televised.

EDUCATIONAL PAYOLA

WOI-TV Nets 118G Profit in Two Years

DES MOINES, March 14.—The nation's only college-owned TV station, WOI-TV, here, operated by Iowa State College at Ames, has turned into a bonanza with over a quarter-million dollars profit in a 12-month period, according to an official state audit. The huge profit has been an eye-opener to radio and newspapers in the state who have been wondering where some of their accounts have gone, especially since the station is supposed to be in a non-competitive field at the direction of the State Board of Education.

The auditor's report is expected to be interjected into a public hearing scheduled before the Iowa Legislature, which is considering a proposal to set up a State-wide educational television system on a non-commercial basis. The report showed the station's receipts during the fiscal year ending June 30, 1952, to be \$527,263 while operating expenses were \$250,630. In addition, a total of \$58,267 was spent for new equipment and building during the year. Since a previous audit had shown a deficit of \$100,137 due to expenditures for equipment, the report showed a net profit of \$118,228 for two years of operation.

Clear Field

The college station is located in Central Iowa, only 32 miles away from Des Moines, which is without any TV station, and is one of

the two TV stations operating in Iowa—the other located at Davenport.

The commercial aspect of the station has become alarming to the radio stations in the State, especially with their revenue on the declining side. The station has its pick of the network shows. Under a policy set down by the State Board of Education it is supposed to limit its advertising to national accounts but, as some radio stations have pointed out, some advertisers have only Iowa outlets. In addition, double spotting has been on the increase with the station, and this is reported to have hurt radio more directly.

The Iowa Radio Broadcasters Association has warned the Legislature to proceed slowly on setting up a State-wide educational TV network, while a State citizens committee has been urging the lawmakers to take action before educational channels are gone. The project calls for four major TV stations and eight booster stations.

New Critic Raps 'Voice'

WASHINGTON, March 14.—"The Voice of America," already blasted by three different congressional committees this session, came in for castigation from new quarters on the Hill yesterday (13) when Rep. J. Arthur Younger (R., Calif.), a member of the House Interstate and Foreign Commerce Committee, denounced the propaganda broadcast agency for having neglected to consult with the Federal Communications Commission before "wasting the taxpayers' money" in "useless" transmitters on the Pacific Coast. Younger delivered his blast during hearing on FCC affairs. The congressman leveled his verbal attack largely on a Voice transmitter project near Seattle which, it was disclosed in the Senate investigations committee, is still costing the government nearly \$30,000 a month, even tho it was previously announced by State Department as having been suspended.

Earlier in the week, the Senate Foreign Relations Subcommittee examining overseas propaganda set-ups indicated that vast overhauling was needed in the U. S. broadcast activities abroad, but warned against separating information functions from the State Department.

Key Jobs in CBS-TV Shifts

NEW YORK, March 14.—The Columbia Broadcasting System this week made several key TV appointments. E. Carlton Winckler becomes production manager of the program department of CBS-TV, and will be replaced by Walter Pierson as production manager in the CBS-TV operations department.

Henry Howard Jr., of the CBS legal division, moves to Hollywood to become director of the TV web's business affairs department on the Coast. He will be assisted by Maurice Morton, who becomes associate director of business affairs, Hollywood.

RADIO'S OVER THE HUMP NOW

NEW YORK, March 14.—"Radio never again will pass thru the psychological doldrums in which it found itself 14 months ago," Adrian Murphy, president of the Columbia Broadcasting System Radio Network, said in a speech this week before the Radio Executives Club of New England, in Boston.

Murphy pointed proudly to the medium's robust condition by citing the following facts: In 1951, CBS radio had 148 daytime quarter hours sold. In 1952, there were 171 daytime quarter hours sold. At night, there are now 89.6 quarter hours sold on CBS, as compared to 91 in 1951. Sponsorship has increased 50 per cent in terms of total sponsors over 1948, when there were only 62 as against 90 today.

Can. Radio Men Pick Elphicke, CKWK, as Prexy

MONTREAL, March 14.—President F. H. Elphicke, of Radio Station CKWX, Vancouver, this week was elected president of the Canadian Association of Broadcasters at the wind-up of the CAB's four-day conference at the Mount Royal Hotel here. He succeeds D. Malcolm Neill, of CFNB, Fredericton, N. B., who remains as director.

Highlight of the talks was the unanimous defeat of a resolution calling for association members to sell time only to political parties whose members are known to "give allegiance to Her Majesty the Queen and full loyalty to our democratic system of government in Canada."

The resolution was turned down on the grounds that such control is the responsibility of the federal government. The Parliament of Canada has not legislated regarding communism. There is no law to the effect that propagation of communism is a crime, and no one could be convicted under the criminal code of propagating Communism or Bolshevism.

Other resolutions passed: CAB directors were authorized to explore all methods wherein transcription service and recording companies could be urged to place an even greater emphasis on the recording of BMI compositions; re-affirmation of support for efforts to secure private TV licences for qualified applicants; further encouragement for the development of Canadian artists and composers, even to the point of underwriting them; member stations will charge for government business on the same basis as all other business; that the 260-time rate be discontinued except when earned.

Nescafe Added By CBS-TV to Gleason's Show

NEW YORK, March 14.—The Columbia Broadcasting System this week wrapped up Nescafe as the third advertiser on its Jackie Gleason TV stanza, sponsoring to begin March 28. The program is currently sponsored by Schick, Bristol-Myers, and Thomas Leeming and Sons for Bazaar Bengue. The last client is a seasonal advertiser, and is bowing out with the end of the handling chief and sniffles season.

CBS-TV, however, may be faced with the problem of replacing Bristol-Myers by next season. The advertiser is also currently sponsoring alternate weeks of Alan Young and Ken Murray, a combination, which added to Gleason's cost, brings its expenditures to the point where its future participation in the hour comedy program is dubious.

The network would like two clients for Gleason next season instead of three. Should the program accomplish as much for Nescafe as it has for Schick, which has achieved noteworthy sales results, CBS-TV may have found the answer to Gleason's future on a split sponsorship basis. Schick would like to buy half of the rubicund comedian. Sherman & Marquette is the agency.

NABET Loses To IATSE in NLRB Ruling

WASHINGTON, March 14.—Operation of special effect projectors at the National Broadcasting Company's New York TV outlet, WNBT, is a job for stage electricians represented by Theatrical Protective Union, Local 1, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, AFL (IATSE), the National Labor Relations Board ruled today (14). The ruling technically ended a dispute between IATSE and the National Association of Broadcast Engineers and Technicians, CIO, over which bargaining unit had jurisdiction over the operation of the projectors.

Friction was climaxed last April 6 when a television camera operated by a NABET man did not pick up a cloud effect scene projected by an IATSE man on the Hallmark show. On April 25, NBC filed with NLRB a charge that NABET had induced net employees to "engage in a strike or concerted refusal to use equipment or perform services with an object of forcing or requiring NBC to assign particular work to employees who are members of NABET." The board established that "there reasonable cause" to believe so, but pointed out that both NBC and IATSE conceded that there was direct evidence that NABET issued any cease work instructions.

FLAGS WAVING

NBC Keys in N.Y. Record Banner Sales

NEW YORK, March 14.—The National Broadcasting Company's flagships here, WNBT and WNBC, chalked up banner sales records this month. Sales for the first quarter of 1953 were up 28 per cent in TV, and 11 per cent in radio, over figures for the same period last year.

March TV sales were 23 per cent higher than those of March, 1952 (formerly biggest monthly sales record in station's history) and 50 per cent higher than in 1951. WNBC radio sales for March were 14 per cent ahead of March, 1952, and 25 per cent over the same sales figures for March, 1951.

Levers, G.E. Eye Pair of NBC Comedies

NEW YORK, March 14.—Two of the more promising entrants in next fall's programing sweepstakes—"Ethel and Albert" and "Life With Father"—are now making the agency rounds in kine form. The former package, now a half hour program, is being considered by Lever Brothers. It is being peddled by the National Broadcasting Company, and stars Peg Lynch and Alan Bunce.

"Life With Father" is being given careful consideration by General Electric, which has already expressed interest in the property. The program is produced by Ezra Stone, and will feature Martha Scott and Dennis King.

Longines May Ax CBS 'Symphonette'

NEW YORK, March 14.—Longines this week gave indications that it might cancel its "Symphonette" stanza on the Columbia Broadcasting System's radio network. This season the watch company has already axed "The Choraliers" which was programmed on the same network in a late Sunday evening spot.

CBS, however, this week sold a 15-minute stanza featuring Galen Drake to Jackson & Perkins, flower growers. The program will be slotted 1-1:15 p.m. Sundays.

key to Successful Selling in the nation's richest income market

WDEL-TV

Wilmington, Del.

WDEL-TV's market has more money per capita to spend than all the other 48 states. Buy WDEL-TV, your key to this richest of markets.

A Steinman Station

Represented by **ROBERT MEEKER Associates**
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WGAL-TV

LANCASTER, PA.*

8

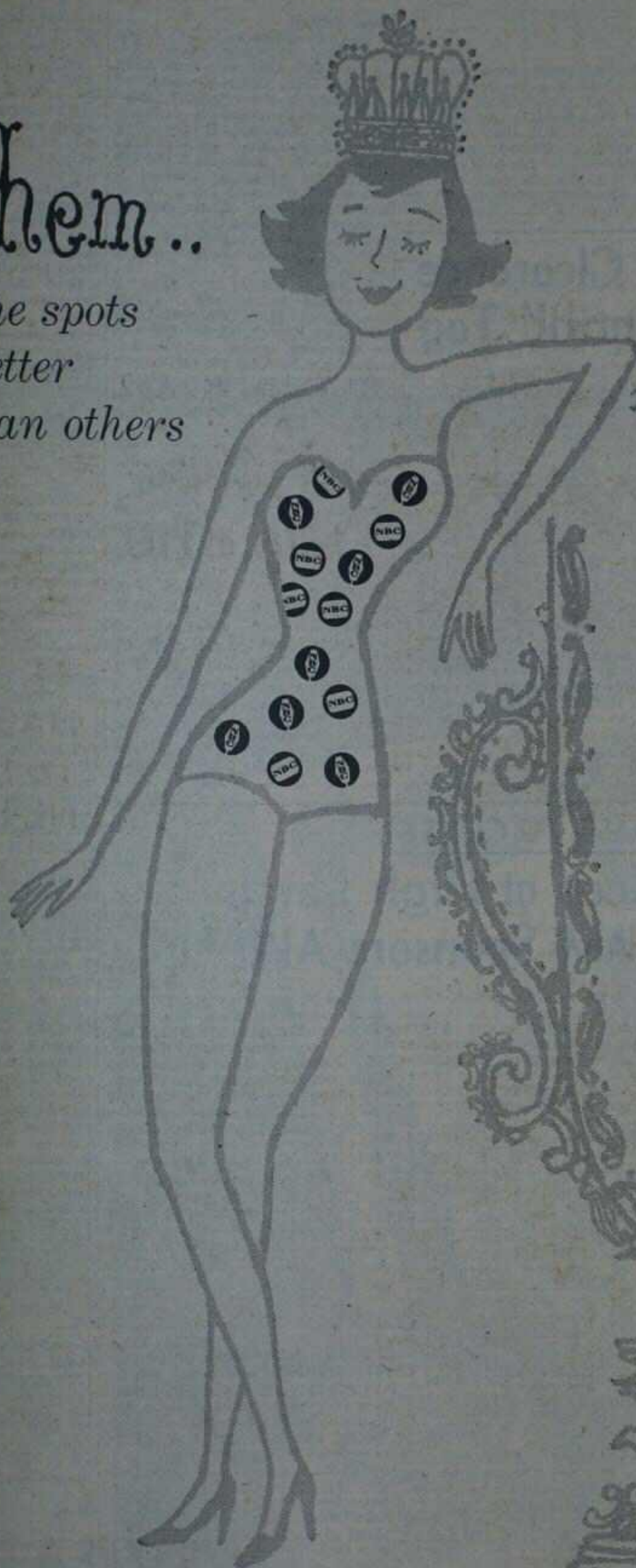
MR. CHANNEL 8... symbol of WGAL-TV's increased power, now gives larger coverage, bigger audience, greater sales potential to WGAL-TV advertisers.

*Market includes Harrisburg, York, Lancaster, Reading, Lebanon

Represented by **ROBERT MEEKER Associates**
New York Chicago Los Angeles San Francisco

WGAL AM TV FM
A Steinman Station
Clair McCallough President

A-hem..
some spots
are better
than others



BILLBOARD'S
15TH ANNUAL
RADIO-TV
PROMOTION COMPETITION

WNBC
New York, First Place
Radio Audience Sales Promotion
50,000 Watt Stations

WNBT
New York, First Place
Television Audience Sales Promotion

WNBQ
Chicago, Second Place
Television Audience Sales Promotion

WNBT
New York, First Place
Television Public Service Promotion

WMAQ
Chicago, Third Place
Radio Public Service Promotion
50,000 Watt Stations

WMAQ
Chicago, First Place
Radio Merchandising Promotion
50,000 Watt Stations

WNBC
New York, Second Place
Radio Merchandising Promotion
50,000 Watt Stations

WNBQ
Chicago, Third Place
Television Merchandising Promotion

..And as their national representatives
—well, we're proud too!

NBC SPOT SALES
80 Rockefeller Plaza, New York 20, New York



(Incidentally...
First Place Award winner
for Station
Representatives)

TV Stations Reap Record \$350 Million in Revenue

'52 Gain Tops '51 Mark by \$115 Million; Best in Video History

WASHINGTON, March 14.—TV stations in the nation reaped a record-smashing total of \$350 million in revenue in 1952, a gain of \$115 million over the previous year, it was revealed this week. Chairman Paul A. Walker, of the Federal Communications Commission, disclosed the 1952 revenue total this week for the first time. The latest total represents the sharpest 12-month gain in TV history. In 1951, total revenue amassed by TV stations in the nation was \$235,700,000 compared to \$105,900,000 in 1950 and \$34,300,000 in 1949.

The 1952 revenue figure announced by Walker is based on reports from nearly all of 129 TV stations which were on the air as of December 31, 1952. Of this number, 108 were on the air the entire year (pre-freeze stations), with the remaining having gone on the air following the FCC's lifting of the freeze in April, 1952. Revenue total for 1952 is based on reports from all of the four networks, including 15 owned and operated stations, which reported total revenue to FCC in 1951, and 93 independent TV stations whose revenue was included in the 1951 total. Practically all of the post-freeze stations were on the air less than six months. The size of the revenue total for 1952 is considered all the more remarkable since the tremendous earnings of established TV stations offset some of the losses borne by new stations. A detailed preliminary report on TV station revenue, being readied by FCC, will follow the pattern of the 1951 report showing that a TV station generally must operate for at least a year before it can build up its advertising to the point where a profit is shown. FCC Chairman Walker, in a Boston University address this week, said that "the power of television to demonstrate and to sell in the commercial field has

KQV Replaces WJAS as CBS Affiliate in Pitt

PITTSBURGH, March 14.—An important step in the alignment between the Allegheny Broadcasting Corporation, the owner of KQV here, and the Columbia Broadcasting System took place this week when the station was named to replace WJAS as the CBS radio network affiliate in Pittsburgh. CBS last year bought a 40 per cent interest in Allegheny, because the firm already has applied for a TV permit for Pittsburgh.

The Mutual Broadcasting System, meanwhile, which has used KQV as an affiliate, is casting about for a replacement. It is considering WJAS and WSW. MBS, however, has plenty of time, for the new CBS-KQV tie takes place on June 15.

NBC-TV Awards Pact to Tom Ewell

NEW YORK, March 14.—The National Broadcasting Company this week signed Tom Ewell, the star of Broadway's "Seventh Year Itch," to a long-term radio and television contract. The network has several properties in mind which can be tailored for Ewell much the way that "Mister Peepers" was developed for Wally Cox. NBC-TV will meet with the comedian next week to discuss the potential properties with him.

W.W.W.
NBC AFFILIATE
in DETROIT
OWNED AND OPERATED BY
THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

been put to the test." "The advertisers of the nation," he said, "have found television such a powerful force in evoking favorable attitudes and actions from the viewers that last year the total revenue of the station was \$350 million."

The 1952 total revenue amassed by the TV stations in the nation

represents a phenomenal climb by this medium in a few years. Last year's total is more than 10 times higher than the total for 1949. It was only in 1951 that networks (including 15 owned and operated stations) for the first time derived a greater portion of their total broadcast revenue and income from TV than from AM.

Du Mont Asks Clearance From FCC 'Control' Tag

WASHINGTON, March 14.—Allen B. Du Mont Laboratories, Inc., this week petitioned the Federal Communications Commission to reverse its decision of February 9 and declare Du Mont free of control by Paramount Pictures Corporation. The implication that a court challenge would be forthcoming if the FCC refused to reconsider its decision was evident in the Du Mont statement, which charged that the commission's treatment of the "control" issue demonstrates the "caprice with which the commission administered its regulatory powers over the television broadcasting industry." The commission, in ruling that Paramount controlled Du Mont, in connection with approval of the American Broadcasting Company's Paramount Theater merger, reversed FCC hearing Examiner Leo Resnick, who concluded earlier that Paramount did not control Du Mont.

Du Mont charged that the commission's treatment of the "control" problem not only "injured" Du Mont, but "prejudiced the public interest in network competition."

Du Mont further charged that FCC's action in holding up the web's applications for new TV stations pending exploration of the control question forced Du Mont to "compete with the other TV networks with one hand tied behind its back." The lack of a full quota of TV stations (the net has three of a possible five), Du Mont claims, "prevented Du Mont from guaranteeing a full quota of markets to potential sponsors."

Du Mont said it was "unreasonable" to infer that Paramount's right to elect fiscal officers and three out of eight Du Mont directors, and to vote 2.9 per cent of the Du Mont Class A stock, constituted "control."

NEWS CAPSULES—COAST TO COAST

Radio Sets Keep at High Levels Despite TV; AM Sponsors Also Up

WASHINGTON, March 16.—Radio's popularity among sets-buyers continues despite TV's spectacular climb since 1946, figures released today by the Radio-Television Manufacturers' Association showed. TV's first six years saw 21,812,263 TV sets shipped to dealers throught the nation. Altho radio made an effort to hold its own, with 7,066,794 radios—excluding automobile models—shipped to dealers in 1952 alone, this was 522,016 fewer sets than the 7,588,810 shipped the previous year, RTMA pointed out. The nine States which received the largest consignment of TV sets also received the most radios.

Dealers in New York received 3,505,155 TV sets between 1946 and the close of 1952, to top all other States. Other shipments of over a million sets went to Pennsylvania (2,098,227), California (2,097,472), Ohio (1,855,765), Illinois (1,621,753), New Jersey (1,282,586), Michigan (1,121,839), and Massachusetts (1,061,436).

'SAVE A HEART' INGENIOUS IDEA

WASHINGTON—The "Make a Valentine—Save a Heart" contest promoted by Ruth Crane, WMAL, and WMAL-TV women's activities director, for the benefit of the Washington Heart Association, has been described by Heart officials as an "ingenious idea, well-carried out." Contest was so successful locally that it will be attempted nationally in a forthcoming drive, the American Heart Association told the broadcaster. Miss Crane had invited her TV-radio audience to submit homemade valentines—accompanied by a contribution to the Heart Association fund—for judging.

NARTB PLANS FM AUD. SALES BOOST

WASHINGTON—A campaign to boost FM radio audience and sales will be staged in South Carolina by the National Association of Radio and Television Broadcasters and the Radio-Television Manufacturers Association during a six-week period beginning April 6. Separate FM programming, particularly in baseball sportcasting, will be empha-

sized in the South Carolina drive, the eighth of its kind to be conducted by NARTB and RTMA jointly. A similar FM promotion is scheduled for Michigan in May.

KEN CRAIG DIRECTS WBBM-TV OPERATIONS

CHICAGO—The pattern of operation of WBBM-TV, this city's newest TV station, was beginning to take shape this week, highlighted by the appointment of Ken Craig to be in charge of all operations of the station. Craig has been executive assistant to H. Leslie Atlans, vice-president of CBS and general manager of WBBM and WBBM-TV.

The station has signed to retain Garfield Goose, a kid show that has been competing successfully with "Howdy Doody," but is losing a number of shows it inherited from WBKB. "Creative Cookery," profitable cooking program, goes to WNBQ. Danny O'Neill's music and gab program is moving to the new WBKB ABC outlet. After moving all of its shows out of the Garrick Theater, the station found it couldn't handle the traffic in the relatively small station studios at 190 North State Street, and leased the Garrick for a year.

HANK LEEDS SIGNED BY HEATHERTON

NEW YORK—Hank Leeds this week signed a producer-director contract for the new Ray Heather-ton show "Inside Times Square," which will be aired over WOR-TV here from 11 to 11:30 p.m. next month under the sponsorship of Times Square Stores. The program, a Sandy Howard Production, will run Monday, Tuesday, Wednesday, Friday and Saturday, with a different format each night, ranging from an amateur talent gimmick to a folk motif. Winners of the amateur contest will be billed at New Jersey's Stagecoach nitery where Leeds just took over as talent buyer. Leeds formerly produced the Freddy Robbins all-night show over WOR-TV.

TV SPONSORS DOWN BUT RISE IN AM

NEW YORK—While the total number of network TV shows has remained 158 since a year ago, the

LETTER TO THE EDITOR

Goldsmith Refutes BB Story on 3-D TV Field

Dear Editor:

In your edition of March 7, you published an article headed "3-D Is 10 Years Off—to Come After 22-Mil. Sets, Color—Goldsmith." According to the article, I stated that Radio Corporation of America and National Broadcasting Company would not be interested in 3-D until a potential 22,000,000 black and white set market is saturated, followed by a subsequent saturation of the country with color TV sets.

I have never made any such statement, nor do I believe this to be the fact.

The facts are:

I stated before the National Television Film Council that there are now 22,000,000 TV sets in American homes and that 3-D would not be fully effective until color television was in general use, because with color the full benefits of 3-D pictures are obtained.

My comments were based upon the facts of research, engineering, government regulation and manufacturing procedure. My comments had nothing to do with any of the commercial questions or industrial problems which may be involved in the television and 3-dimensional fields.

I act solely as a consultant to others, including RCA and NBC. Accordingly, not being an employee or officer of any commercial organization, my personal viewpoints in no way express or bind any commercial organization, but are expressions of my own personal opinion and engineering judgment.

To the best of my knowledge, the viewpoints of RCA and NBC, as well as of myself, in these

matters are the opposite of those which The Billboard erroneously attributed to me, RCA and NBC. RCA and NBC have always been in the forefront of pioneering new technical achievements and bringing the benefits of these achievements to the public as soon as possible. I believe I have assisted in this work—not retarded it as your article implies.

To correct the erroneous and damaging impression created by The Billboard article, I request that you print this letter in full in your next issue giving it the same prominence as the original article which incorrectly stated my views.

Alfred N. Goldsmith.

munido (Habana), operating on Channel 2, is undergoing a microwave link-up with the relay station at Santa Clara, which will use Channel 3. Channel 7, also in Habana, which began operation last month with five hours of films and news, is expanding this month to eight hours, including sports coverage and studio programs. Radio Habana Cuba (RHC), also known as Cadena Azul (Blue Network), is contemplating entering the TV field. Programs originating at CMQ-TV, Habana, Cuba's largest TV station, may be viewed thruout the island when microwave relay towers are completed.

SHIFTS ANNOUNCED AT WKRC, CINCY

CINCINNATI—Lee Hedrick has been appointed to the WKRC radio announcing staff replacing Hal Kramer, who recently resigned to accept the public relations directorship for the Hamilton, O., chamber of commerce. Wayne Bell has been added to the WKRC-FM announcing staff. Frank Taylor, who has been announcing on the FM-transit station for four months, is now with WKRC radio. Taylor replaces Roy Gilligan, who has transferred to WKRC-TV. Bell recently resigned as chief announcer of WFTM, Maysville, Ky.

FCC GRANTS 29 NEW TV CP'S

WASHINGTON—The Federal Communications Commission this week granted construction permits for 29 new television stations including two CP's to Veterans Broadcasting Company, Inc. and to WHEC, Inc., both of Rochester, N. Y., to operate on VHF Channel 10 on a share-time basis (morning and afternoon on alternate days). Thirteen grants for VHF stations and 16 for UHF stations went into the commission's record-breaking consignment this week, jacking up the number of post-freeze TV authorizations to 310 and the CP grant total to 418.

53 PAPERS, WLW-T PLAN VARIETY SEG

CINCINNATI—Fifty-three Ohio Valley newspapers in the area serviced by the WLW-T stations (WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O.) are co-operating with the Crosley organization in planning an hour variety show featuring WLW talent.

According to plans mapped by the Cincinnati TV operation, viewers are asked to name the station performer they would like to see on the program and give their reasons.

Each newspaper is conducting its own contest and each editor will select from among his entries the winning suggestion. A prize is awarded each newspaper winner. Winning entries are then forwarded to the WLW-T program director and from those suggestions are fashioned an hour television show. The grand prize is a 21-inch television set.

Total circulation of the participating newspapers is 656,000, with metropolitan, rural and college publications taking part.

CROSLY ESTABLISHES ATLANTA SALES OFFICE

CINCINNATI—Crosley Broadcasting Corporation has expanded its national sales coverage with the opening of a national sales office at WLW-A, formerly WLTW, Atlanta, recently purchased by Crosley. The office will be headed by George Moore.

Wolverton Promises Deep Probe of Color TV Delay

WASHINGTON, March 14.—Less than a week after Sen. Edwin C. Johnson (D., Colo.) requested the Senate Interstate and Foreign Commerce Committee to investigate "a delay" in color TV commercialization (The Billboard, March 14), Chairman Charles A. Wolverton (R., N. J.), of the House Interstate and Foreign Commerce Committee, announced the House committee will undertake "exhaustive" hearings to probe this subject beginning March 24. Senator Johnson, informed of the House committee's plans, said he was "delighted" and voiced confidence that the Wolverton committee's investigation would probably be so exhaustive as to preclude the necessity of a separate hearing by the Senate committee which is headed by Sen. Charles A. Tobey (R., N. H.). Johnson is ranking Democrat on the Senate committee. Witnesses will include representatives of the Radio Corporation of America, Columbia Broadcasting System, National Television System Committee and the Federal Communications Commission.

There is little doubt here that the forthcoming hearing, no matter what recommendations it leads to, may speed the advancement of color TV standards calling for a compatible system which will allow black-white receivers to pick up programs transmitted in color. Chairman Wolverton's announcement of the forthcoming probe came in the course of his committee's wind-up hearing on Federal Communications matters while Chairman Paul A. Walker was on the stand yesterday (18). Questioned by Rep. Carl Hinshaw (R., Calif.), Walker reviewed the history of color TV and said that the commission is aware that the industry is closer to requesting new standards, supplanting present standards based on the sequential system which has been championed

by the Columbia Broadcasting System. Walker said he has been advised that the National Television System Committee, an industry-wide committee, has been making considerable progress. It has been known for months that the NTSC would be ready to make a formal demonstration of a new system before the FCC some time this year. After the wind-up of Friday's hearing, Chairman Wolverton said that he plans to call in representatives from the industry, FCC, the public, "and others" to testify in the color TV hearings. The opening date for the House hearing is likely to be held sometime after May 1. The committee will await the close of the National Association of Radio and Television Broadcasters' convention which will be held in Los Angeles April

28 to May 1. Wolverton said his committee will want to know "whether color TV is ready for commercial use now, and if it is ready, why is the public being denied it." Rep. James I. Dooliver (R., Ia.) said that one phase of the examination will go deeply into the question of "cross-licensing" of color TV. Dooliver asked whether there would be any likelihood of cross-licensing; whether various members of industry are combining their efforts on color TV development. Curtis C. Plummer, chief of the Broadcast Bureau of the FCC, said that the commission at the present time does not know enough about the "internal working" on this matter. He said that members of the industry have made inquiries of the commission recently on this point.

Wolverton said, "I think that the time has come when we should be advised of what is being done on color TV. I think that the committee has a right to be interested in what progress has been made and has a right to know what is holding it back from the market, if it is ready."

Fla. Televisers Talk Things Over

MIAMI, March 14.—All Florida TV applicants have been invited to the first Florida Television Conference, sponsored by WTVJ here, March 26-27, in order to discuss and analyze all major phases of TV operations to further the rapid and efficient growth of television in the Florida area.

The two-day program will cover various aspects of television operation, including engineering, programming, sales, promotion, accounting and management. WTVJ department heads and staff members will speak on their specialties. Richard Doherty, director of employer-employee relations for the National Association of Radio and Television Broadcasters; Clarence Lott, South Florida manager of the Southern Bell Telephone Company, and H. Preston Peters, president of Free & Peters, will be special guest speakers.

former general sales manager of WLTV. In addition to his duties as head of the Crosley Atlanta sales office, Moore will service all national and networks business for WLW-A.

CHET HERMAN SPELLS BILL ROBINSON AT WLW . . .

CINCINNATI—Chester Herman has been named acting program director of WLW, replacing William P. Robinson, who moves to WLW-A, Atlanta. Herman came to WLW in 1938. Prior to that he served as stage manager and assistant director of the St. Louis Municipal Opera. Herman was program director for WLW-T for two years when the station first went on the air.

EXPERIMENTAL TV OK'D FOR NEW HAMPSHIRE . . .

WASHINGTON—The Federal Communications Commission Friday (13) granted special temporary authority to build and operate an experimental TV station atop Mount Washington, N. H., to Mount Washington TV, Inc., a company formed by former Maine Gov. Horace A. Hildreth and some associates from Maine. The commission sanctioned the station to obtain info as to "suitability" of the site for a proposed TV station.

SIDLEY HEADS UP KFVB OPERATIONS . . .

HOLLYWOOD—Morton Sidley this week was named director of Station KFVB's operations by Harry Maizlish, outlet's prexy. He was with San Francisco's KSFO first as sales staff member and later sales manager.

JIM MCGUIRE LEAVES WCPO-TV, CINCY . . .

CINCINNATI—James P. McGuire, who came to WCPO-TV here six months ago to handle studio operations and who recently switched to producing the new "Pantomime Hit Parade" TV show, featuring Dottie Mack, on the same station, resigned from the station's staff, effective last Saturday (14). He plans to go to the West Coast.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

"Today" flack Dan Regan succeeds Warren Cromwell as assistant magazine editor in NBC Press, under NBC magazine press chief Auriel Macfie, while Cromwell is on six months' leave of absence. Regan's assistant on "Today," Bob McDonald, will take over publicity on the Garroway show. . . . Gene Shefrin, exec-veepee at the Dave Alber flackery, moved his family into a new home at Woodmere, L. I., this week. . . . Elliot Lawrence named musical director of "Take the Break" on Du Mont. John Mahon has joined George Foley, Inc., as controller. . . . Anderson Hewitt has resigned as head of Hewitt, Ogilvy, Benson & Mather.

Norma C. Ma Dan, assistant to Hollis Seavy, director of Clear Channel Broadcasting Service, has resigned to become administrative assistant to Robert J. Coar, joint Senate and House recording facility, on Monday (16). Miss Ma Dan will be succeeded by Mrs. Bruce Rowley

WNHC

NBC in New Haven
AM - FM - TV

The Billboard Award for outstanding achievement in RADIO PROMOTION presented to **WNHC** New Haven, Connecticut for **SECOND PLACE** in AUDIENCE AND SALES PROMOTION 250 to 1,000 Watt Stations. The Billboard's 15th Annual Radio and Television Promotion Competition 1952-1953.

Faith in our business makes this accomplishment possible

New England's first complete broadcasting service represented nationally by the Katz Agency

Library Sales of TV Films Hypes by N. Y., Coast Firms

Consolidated Signs New Outlets; Tee Vee Co. Sells 'Vignettes'

NEW YORK, March 14.—The move toward library sales of TV films gained impetus this week when two more outfits climbed on with sales plans. Consolidated Television Sales, Inc., here, is offering new TV broadcasters unlimited exhibition and sales rights to a catalog of nine TV film series at a weekly fee equal to the station's starting Class A one-hour rate. In Hollywood, the Tee Vee Company has re-aligned its sales program to make its product available on a library basis, in addition to selling its films on the old series plan.

New basis will permit stations to acquire its "Little Theater" filmed program of vignettes and to use them either in the form of 52 quarter hour shows or cut them into 104 separate subjects to be used as needed.

Tee Vee Company also bought Telefilm's 65 10-minute episodes known as "The Roving Camera," which will be cut into "Televeettes," giving it a library totaling 300 subjects. Tee Vee will still sell its "Little Theater" shows in series form to stations wanting to do business on that basis, but according to Marc Frederick, company's general manager, library sales plan is meeting with top reception. Station, Frederick said, is thereby free to use the filmed material as often as it likes to suit its individual needs without having to buy it on a per-showing basis.

QUICK TAKES

Lee Kraft has been hired to head TV film sales for McConkey Artists Corporation's New York office. MAC now has a musical library and wrestling films and is looking for additional products.

Kling Studios, Chicago, has appointed William Wright to head the firm's new sales office in St. Louis. Sportscaster Bill Stern is reportedly developing a TV film series based on old-time sports stars, to be produced in collaboration with an unnamed firmery with a collection of appropriate footage. RCA Victor has brought out a new 16mm. film projector, especially designed for TV-station use. Designated TP-6A, one of its innovations is a device making it possible to change lamps automatically in less than a second.

"Vacationland America," new film series starring John Cameron Swayze and produced by Robert Lawrence Productions, has been slotted on the National Broadcasting Company, 5:30 p.m., Sunday, beginning April 5. It is sponsored by the Fram Corporation thru VanSant Dugdale of Baltimore. Sue White, secretary to John Mitchell, Screen Gems veepee, was engaged to Edwin Frank Jr., a non-pro.

Tee Vee recently appointed E. Johnny Graff, formerly with Snader Telescription Sales, as its manager of syndicated sales. Graff is currently on the road spearheading the company's new sales drive. Saul Reiss, Tee Vee's Eastern sales manager and agency representative, is alternating his sales activities between Chicago and New York.

The Consolidated deal tagged the Station-Starter Plan, calls for a straight 18-month contract without escalator clauses. It guarantees exclusive screening rights to each new station-client in its area.

Theatrical TV film distributors have been cognizant of the value of library contracts for some time now. Unity Television, for one, has chalked up more than \$650,000 in library sales to 24 new stations to date this year, via a plan whereby broadcasters buy a minimum of 500 hours of film on a year's contract (The Billboard, March 14). Aside from the usual under-the-table agreements tho, distributors of films specially produced for TV haven't taken any official interest in mass-program sales, which makes Consolidated's new station-starter plan unique.

Plan Tested

The firm has tested the plan in new station markets for the last two months, and reports that 15 new broadcasters have already signed 18-month contracts for the nine-show deal. Advantages to the stations are multi-fold, according to Consolidated's general manager, Pete Robeck, who points out that a station need only maintain five one-minute commercials in all the nine programs in order to break even. Robeck's statement is based on the premise that general station rate-card structure is such that the one-minute Class A rate represents 20 per cent of the one-hour Class A rate.

The fact that the 18-month contracts do not include any escalator clauses is another big plus for stations, says Robeck, since the average station usually doubles its rates during the first year of operation.

Thus Consolidated's plan enables new broadcasters to increase their income without upping their program costs. In addition to the actual film product, Consolidated will supply new station-buyers with a complete library of audition prints for the

duration of the contract, and a variety of promotional publicity aids—mats, sales-success stories in other markets, etc.

Catalog List

The nine-series catalog, which would cost almost four times as much on a per-show basis, includes "Front Page Detective," 39 episodes half-hour series; "Public Prosecutor," 26 episodes, 15 minutes; "Hollywood Half Hour," 26 episodes, half-hour; "Jackson and

(Continued on page 37)

125G Asked in Norr RCA Suit

NEW YORK, March 14.—A suit claiming damages of \$125,000 for services rendered to Radio Corporation of America and David Sarnoff, its chairman of the board, was filed in New York Supreme Court this week by Ray Norr, publicist. Norr claims that between December 4, 1948, and December 29, 1951, Sarnoff requested the plaintiff to render services relating to public relations, publicity and advertising. Norr claims that he did perform services of a special nature not within the duties of public relations, but relating to surveys, studies, advice, reports and opinions as to management, reorganization of sound radio broadcasting and other policies to be pursued with the threatened collapse of the firm's patent position when the Federal Communications Commission refused to accept for adoption the RCA color television system.

Norr further claims that the problems sent to him by Sarnoff were dealing with the prospects for the continued profitable operation of the radio networks against competition of television. Sarnoff was named a defendant because the plaintiff is in doubt as to whether, in requesting the special services, Sarnoff acted for the corporation or on his own.

Defendants made a general denial of all allegations and asked for dismissal of the suit, claiming that the National Broadcasting Company or RCA had paid him in full, NBC having paid \$10,000 which was accepted in 1951, and that there is due the plaintiff \$1,200 which he refused.

UTP, As Own Distrib, Marks Further Growth

NEW YORK, March 14.—United Television Programs this week made two significant moves toward growth—the firm organized its own print distribution operation, and it scheduled its

first nation-wide sales meeting in Hollywood, April 20.

Formerly serviced by Modern Talking Pictures, which shipped 200 prints weekly to UTP clients, the syndication operation will now handle its own shipping of film. Walter Klinger, formerly with Warner Brothers, will head up the department and also handle office management for UTP on the West Coast. It is reported that the firm will save \$15,000 a year by taking this step.

The UTP sales meeting, which will be held prior to the National Association of Radio and Television Broadcasters convention, will have all 13 of the distributor's field men flown to Hollywood. Three new field men have recently been hired—George Weiss and Herbert Miller to service the Midwest, and Charles McNamee to headquarter in the South.

Indicative of the degree of expansion the sales staff has undergone is the fact that last July there were only three men selling for the organization.

UTP has already earmarked a sales and exploitation budget six times greater for 1953 than it had last year. In 1952, about \$5,000 was spent promoting UTP products. In 1953, about \$30,000 is expected to be placed behind its various properties. The firm is also moving its main office on April 1 from Chicago to Hollywood, where it will be located at the California studios.

EDITORIAL

Re: NBC Film Growth

The rapid growth of the television film production and syndication activities of the National Broadcasting Company since formation of the web's TV film division last June was highlighted exclusively in a story in The Billboard's March 7 issue. The story mentioned a confidential report which was said to have been prepared for Brig. Gen. David Sarnoff, head of the parent Radio Corporation of America, and which pointed up the prospects of profitable operation in this field.

Following publication of this story, NBC President Frank White issued a statement from Gen. Sarnoff, which declared that The Billboard's story "stating that a confidential report had been made to me on the subject of TV Film Production and Syndication is incorrect. No such report has been submitted to me by anyone in the NBC or in the RCA. The statements that a \$40,000,000 annual profit is anticipated by NBC in about three years and that a profit of \$5,000,000 was netted by the NBC in 1952 from TV Film Production and Syndication are fantastic."

We will not argue the point with the General as to whether or not reports submitted to him are labeled "confidential." If one other RCA or NBC executive had access to the report, chances are we used the word loosely. Therefore, the General would quite rightly deny that "any such report" came to his attention.

Third Division

In fairness to ourselves, however, we must note that we were quite interested in a major development which was announced on the heels of publication of the item at issue. The story also had stated that the network's film operations had proved so fruitful that it was likely that even greater importance would be given to it, perhaps even to the extent of ultimately incorporating it separately. The issue had scarcely been delivered to the top echelon brass at RCA and NBC, when an announcement was forthcoming from these gentlemen establishing the web's film division as the third principal operating division of NBC, on a parity with the network and with the owned-and-operated stations divisions.

President White's announcement of this move cited the film wing's "rapid and continuing expansion in areas beyond network operations," as reported the following week by our esteemed and reliable contemporary, Broadcasting-Teletesting, which incidentally also used the same \$5,000,000 and \$40,000,000 figures published the preceding week in The Billboard. White's statement went on to say that the division "is continuing to expand into new fields of activity" and that "its volume of film syndication sales has increased very substantially and its activities embrace many varied aspects of film procurement, distribution and servicing," virtually echoing our story. Robert Sarnoff was named to head the expanded operations, even as The Billboard's story said he would when the division would be given greater recognition.

Underscored

In short, the NBC announcement hailing the growth and importance of its film operations merely underlined and expanded on the hat-tipping job done by The Billboard in the disputed story. Whether or not a "confidential" report preceded the move is relatively unimportant.

Rather than publish an apologetic story refuting our original item, The Billboard prefers to congratulate the General, RCA, NBC and specifically the new and more important film division on its growth, as reported frequently and fully by this publication up to and including the controversial March 7 story. We hope, in 1956, to be able to publish an official RCA financial statement bearing out the \$40,000,000 profit figure. In this hope, we are sure General Sarnoff will join us.

'Greatest Baseball' Readied for Video

NEW YORK, March 14.—One of the top budgeted TV film series in the sports category is currently being completed by Motion Pictures for Television, which will begin its sales drive on the new show next week. Titled "TV's Baseball Hall of Fame," the quarter-hour series is based on film clips of great moments in major league baseball. Thus, the show is to baseball what the "Greatest Fights" series is to boxing.

Lew Fonseca, director of promotion for the Major League's Motion Picture program has assigned to MPTV exclusive TV rights to official Major League films, going as far back as Christy Mathewson, and including all the All-Star games and World Series. Fonseca and Jim Harris, director of the show and an MPTV veepee, returned from Florida last week, where they shot new footage of baseball celebs in training. Interviews of

players and past greats are integrated with the action shots.

Three local sportswriters are scripting the series. They are Louis Effrat, of The New York Times; Dick Young, of The Daily News, and Leonard Lewin of The Mirror. There are 77 installments in all, corresponding to the number of home games played by each big league club. It is thought that the show is a natural fit slotting back to back with local broadcasts.

MPTV is rushing to put the finishing touches on the series in time for the opening of the season next month. As a sales promotion gimmick, MPTV has prepared a 3-minute trailer, which among other scenes, includes Bobby Thompson's pennant winning homer for the Giants two seasons ago.

Olio Gives Up Distribution

NEW YORK, March 14.—Effective immediately, all feature films and Westerns now being distributed to TV stations by Olio Video will be taken over by Screencraft Pictures, Inc., here. Former firm is retiring from the TV distribution field to devote its time and facilities to TV film production and the packaging of live video shows.

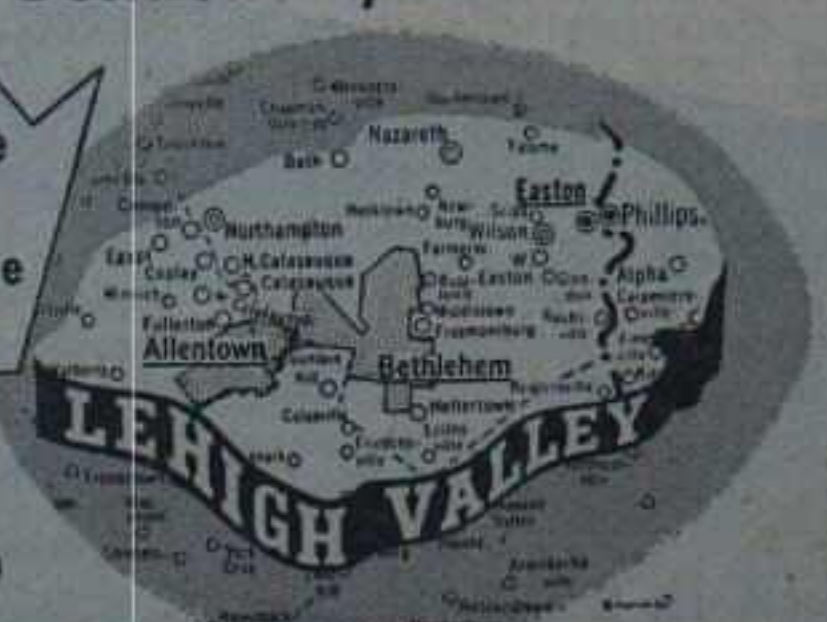
Screencraft has appointed Peter M. Piech as sales manager of its TV film department. The Olio Video theatrical products include 12 Tex Ritter Westerns, 10 Ken Maynard Westerns, four Jack Perrin Westerns, six Bob Steele Westerns, four Hoot Gibson Westerns, and one Rex Lease Western. Features, numbering 30, include flickers starring James Cagney, Myrna Loy, Bela Lugosi, Jack Oakie, Kay Francis, Brian Aherne, John Payne, and Preston Foster.

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

the only single medium reaching the entire



A Steinman Station



Represented by
ROBERT MEEKER Associates
New York Chicago Los Angeles San Francisco

IN THIS SECTION

- STATION EXECS PROBE FEATURE PIX PROBLEMS. Page 9
- STATIONS SELECT "BEST ALL-AROUND DISTRIBUTORS OF FEATURE FILMS" IN LATEST BILLBOARD POLL Page 12
- CASE HISTORIES OF WINNING DISTRIBUTORS. Page 12
- MOTION PICTURES FOR TELEVISION IS STANDOUT FIRST-PLACE WINNER. Page 12
- HOLLYWOOD TELEVISION SERVICE NOSES OUT UNITY FOR 2D SLOT. Page 12
- FAST-MOVING UNITY SCORES SOLID THIRD POSITION WIN IN POLLING. Page 12
- STERLING NECK AND NECK FOR NO. 4 VICTORY. Page 12
- TELE-PICTURES TIES FOR FOURTH PLACE. Page 12
- MOTION PICTURE FOR TELEVISION LIST. Page 14
- HOLLYWOOD TELEVISION SERVICE LIST. Page 15
- UNITY TELEVISION CORPORATION LIST. Page 15
- STERLING TELEVISION COMPANY LIST. Page 15
- TELE-PICTURES, INC., LIST. Page 15
- DISTRIBS CITE LACK OF ATTENTION TO CARE OF FILMS BY TV STATIONS. Page 16
- 13-CITY ARB RATINGS OF SYNDICATED SHOWS Page 20

The Billboard

THE TV FILM INDUSTRY'S LEADING WEEKLY TRADE NEWSPAPER

PRESENTS ITS

Monthly

TV FILM PROGRAM GUIDE and MARKET REPORT

SECTION TWO

STATION EXECS PROBE FEATURE PIX PROBLEMS

. . . A New Billboard Symposium

DON LICK
Program Director
WICU, Erie, Pa.

Our two biggest feature film problems are quality and cost. It is no deep secret that feature films make up a major share of station programming in many markets, but because of this fact, stations in a comparatively small market (such as this one) cannot afford to pay the tremendous prices asked by some feature film distributors. To pay their price means you lose money; to get them at "your price" means programming that is not up to standard.

GENE O'FALLON
Manager
KFEL-TV, Denver

If some method could be worked out whereby a group of stations, not necessarily located in one geographical area, could buy a "package" of quality features at reduced rates and bi-cycle the prints from one to the other, it would be to each station's advantage. Under this plan, the film distributor would certainly profit also, since he would be getting his films into markets, which, when buying for themselves, could not afford the going rates.

Also, adaptability of changes of programing, even up to the last few moments before air time, provides us with that typical approach not possible on film.

client a film show without letting him see it. We also take a dim attitude toward lengthy letters and literature describing the show, but not mentioning its price, which means we have to paw thru the brochures and letters—then write and ask the price. We are well aware that in so doing, the distributors are feeling us out to see how much they can get for their product. Our position is this: Tell us what you have, who is in it and how much it costs. Then if we have the client or time available, and can afford the film, we will contact the distributor immediately.

Our biggest problem is that of multiple runs. We have found advertisers in the Detroit area extremely reluctant to use motion pictures or half-hour dramatic series on a re-run basis. Some of the better movies can be repeated perhaps twice on a commercial scale, provided the runs are spaced sufficiently far apart. But most of the distributors contacting us talk three-and-five-run contracts.

I realize that they must procure sufficient money from each metropolitan market with each investment they make, and there certainly is a limit to the amount stations such as ours can pay for good movies on a single or two-run basis. And yet, distributors generally are not aware of the difficulty we have selling third, fourth and fifth runs. One suggestion I have is that more emphasis be placed on 15 and 18-month contracts for most features, which will enable stations like ours to better space multiple runs.

Another serious headache is the immediate pressure selling—the deluge of telephone and personal calls which result from the slightest display of interest or inquiry. I wouldn't want to discourage good service, but in many cases the high-pressure boys themselves become so engrossed in a simple presentation (to the point of interference) that a client loses interest. We try to sell a series of feature pictures before contracting for them where possible. This is good business. However, in the initial spade work, we can get along with meager information.

In spite of these criticisms, I can truthfully say that our relations with the majority of the distributors have been pleasant and profitable. We have found most of them to be honest deal-



GEORGE HEINEMANN
WNBO, Chicago
WNBQ-TV, Chicago

There are several ways in which distributors could co-operate in making the running operations of a station's film department a bit smoother. A film department is but one operation in a large organization, and, of necessity, must work in conjunction with other departments. This is not always possible, simply because the film department does not have the necessary data at its disposal. Not all distributors make available to stations at short notice story lines, release dates and other promotional material on their product. Lacking this data, the film department cannot co-operate to the fullest with the publicity department.

Thruout the industry, station music departments are required to hold on file music cue sheets for all films shown on their stations. Here again, some distributors fall down by failing to make these available as they are needed. It would seem a simple thing for them to keep an ample supply of cue sheets for all their films on hand, instead of making a major issue of it when stations request copies of same.

Further, it would aid immeasurably if film departments could depend on all films received from distributors being in good condition for air use. Here, too, there are but a few offenders among the distributors, but those few do create problems when their properties are in such condition that they cannot be used and substitutions must be made.

Finally, it would be of great value if, when preparing new films for release to the television markets and reissuing old



WILLIAM C. LACEY
Film Buyer
WABD, New York

ers, even tho the field has grown to its present proportions in such a short time. Most of them are understanding and willing to co-operate in every possible way.

Integration of commercials into our live programming is often easier, because of the flexibility offered by live programming.

Our principal criticism of film series produced especially for TV (which have made great progress in the past year) is that they are not filmed and sold on a 52-week basis. With some exceptions, most syndicated film programs are 13 or 26-week runs. This presents a re-programming problem in the middle of the season and often necessitates a change in name and type of program. A succeeding program, purchased by an advertiser to fill a spot of this kind may not be as strong an audience-getter as the program which has been running for 13 or 26 weeks.

(Continued on page 16)



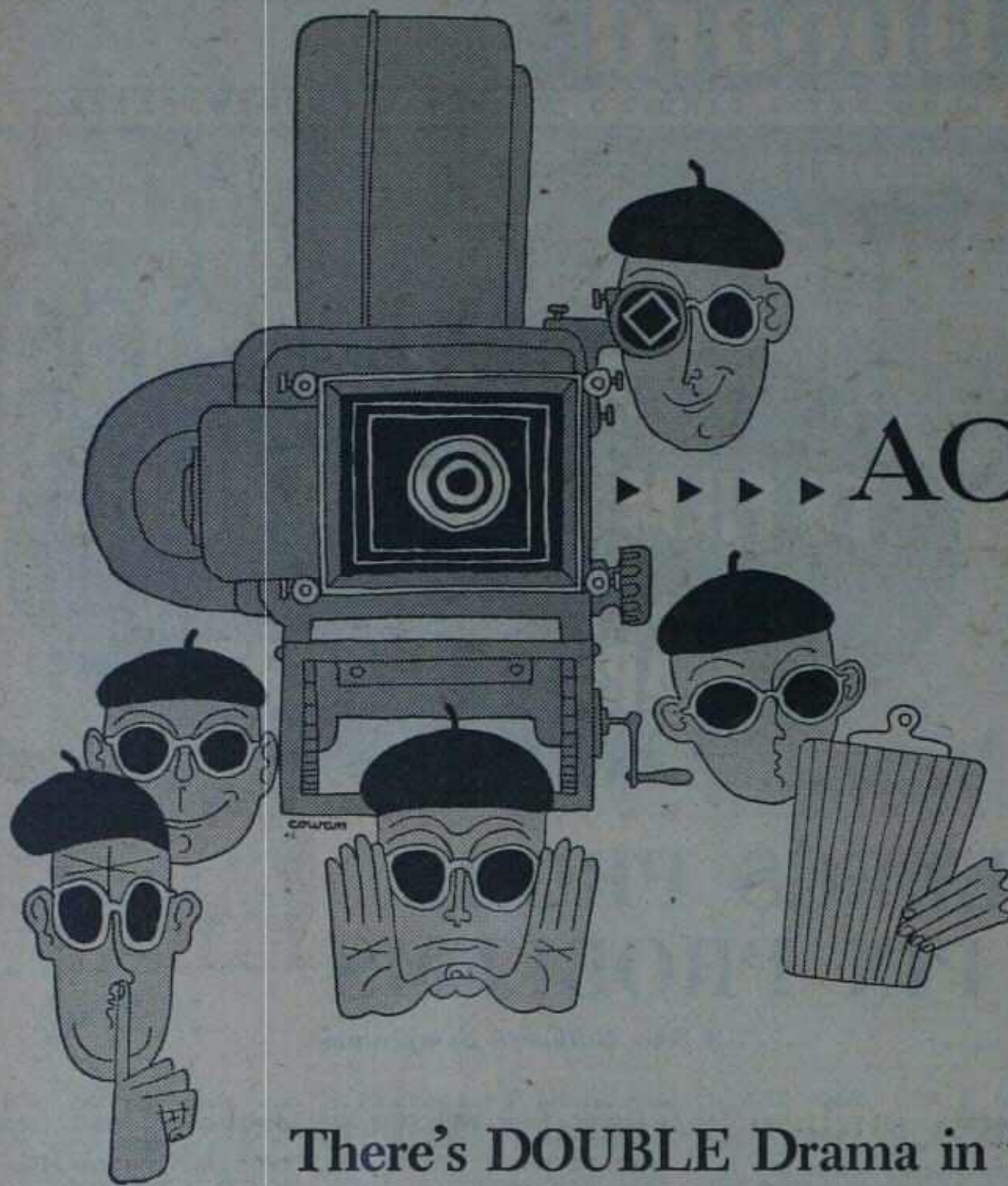
WILLIAM V. ROTHURM
Program Director
WSYR-TV, Syracuse

We are convinced that feature film programming produces ratings that are definitely commercial. Our experience indicates that feature films can be counted upon to deliver audiences comparable to any network daytime TV program and can hold its own in evening hours.

Again, the principal difficulty lies in the unavailability of sufficient film material to stem repetition. More and better quality feature films are needed for TV. Local stations, increasing in number as they will, will become a choice market if Hollywood will unlock the vaults.

Feature film distributors should attempt to stabilize prices. We know of only one distributor who maintains a fixed quotation on film. Others deal with station film buyers as if they were sight-seers along the market place in Bagdad. Let's have better product and less dealing! Asking prices of distributors are certainly not realistic when contracts finally reflect from 50 to 200 per cent cuts on original quotations.

Our principal criticism of film series produced especially for TV (which have made great progress in the past year) is that



ACTION HERE

There's **DOUBLE** Drama in the way TV's **"FAMOUS**

You **DON'T** have to be an oil company to sponsor these great TV films. Lots of other successful advertisers, both small and large, have discovered how drama on the screen brings drama at the cash register. Here are only a few of those who have sponsored "Famous Playhouse" films...

Armour & Company
Alka-Seltzer (Miles Laboratories)
American Broadcasting Company
Bankers Trust Company
Blatz Brewing Company
Campbell Soup Company
Canadian Broadcasting Corporation
Chrysler Dealers
Colonial Coffee
Cott Beverage Corporation
Crosley Broadcasting Corporation
Ethyl Corporation
The Gruen Watch Company
General Electric Dealers

Theodore Hamm Brewing Company
Griesedieck Brothers Brewing Company
Kaiser Frazer Dealers
Nash Dealers
Ohio Oil Company
Pepsi-Cola Company
Pontiac Dealers
Procter & Gamble Company
Rainier Brewing Company
Sears, Roebuck & Company
The F & M Schaeffer Brewing Company
Sinclair Refining Company
Snowcrop Marketers, Inc.
Sun Drug Company

Other MCA-TV Advertising Showcases, made expressly for television, include: "The Abbott & Costello Show," George Raft in "I'm the Law,"



BRINGS ACTION HERE ▶ ▶ ▶ ▶ ▶

"PLAYHOUSE" attracts audiences—and builds sales!

The dramatic appeal of these MCA-TV half-hour films—already sponsored regionally for 91 consecutive weeks by Standard Oil of California as "Chevron Theatre"—continues to create dramatic sales results for this satisfied user of television's most effective Advertising Showcases.

This versatile series, made *expressly for television* in Hollywood with Hollywood name talent, has won many customers for many types of sponsors in many markets. "Famous Playhouse" is flexible to your needs (and budget) . . . as first runs or subsequent runs . . . as a 26- or 52-week feature or a powerful summer replacement . . . as your own-name "Playhouse" in your market—but always as dramatic, forceful entertainment with a family appeal that results in impressive ratings.

For a TV Advertising Showcase that produces *sales action*, investigate these outstanding films. Availability, cost, and audition screenings can be arranged immediately through any MCA-TV office—

another advertising SHOWCASE from



NEW YORK: 598 Madison Avenue—PLaza 9-7500
 CHICAGO: 430 North Michigan Avenue—DElaware 7-1100
 BEVERLY HILLS: 9370 Santa Monica Blvd.—CRestview 6-2001
 SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922
 CLEVELAND: Union Commerce Bldg.—CHerry 1-6010
 DALLAS: 2102 North Akard Street—PROspect 7536
 DETROIT: 1612 Book Tower—WOODward 2-2604
 BOSTON: 45 Newbury Street—COpley 7-5830
 MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863

and (now in Production) "City Detective," starring Rod Cameron

Case Histories of the Winners: Their Organizations & Products

Product of Winners on Pages 14 and 15

Motion Pictures for Television Is Standout First-Place Winner

Motion Pictures for Television, Inc., chosen top feature film distributor in The Billboard's poll of TV stations, is the largest operation of its kind, and controls the largest single collection of features in the TV market today. Altho the exact number of titles on its books is not revealed, it is reputed to be greater than those of the next two or even three largest distributors put together.

But aside from sheer number, the MPTV operation is marked by aggressive selling and meticulous print handling. The firm now maintains its own offices in Boston, Dallas, Chicago, Detroit, Los Angeles and New York, each thoroly stocked with prints for the most expeditious servicing of the local station. Along this line, MPTV intends ultimately to have a branch in every major TV market. In ad-

dition, the MPTV sales staff is currently being expanded, having been doubled or tripled in some of its offices in the past month.

MPTV came into existence just about two years ago as a result of the merger of Flamingo Films, headed by Sy Weintraub and Jim Harris, and Associated Artists, Ltd., headed by Eliot Hyman. These three are today vice-presidents of MPTV, with Weintraub in charge of sales planning and Harris in charge of production. Head of MPTV is Matty Fox, and Joe Harris is exec veepee. General sales manager is Erwin (Ez) Ezzes.

The five regional sales managers reporting to Ezzes are Dave Wolper, headquartered in the Los Angeles office; Ken Rowsell, Dallas office; John Cole, Chicago office; Art Kalman, Detroit of-

ice, and Fred Yardley, Boston office.

With its vast library and its progressive approach to video, MPTV has played a major role in making feature film the vital factor it is in TV today, when for some stations it means the difference between profit and loss. The firm has also been instrumental in the creation of across-the-board and all-night programing of features.

In addition to features, MPTV distributes a "Flash Gordon" and other series. The firm is also moving deeper into the production and distribution of program series. It released the "Superman" show sponsored nationally by Kellogg's. And it is currently preparing the "Baseball Hall of Fame" series for syndication during the baseball season.

Here's How Stations Voted Feature Distribs

Rank	Distributor	Pts.
1....	Motion Pictures for Television, Inc.....	96
2....	Hollywood Television Service, Inc.....	46
3....	Unity Television Corporation.....	40
4....	Tele-Pictures, Inc.....	17
4....	Sterling Television Company.....	17

Also ran ...

M & A Alexander
Du Mont Film Syndication
Dept.

Specialty TV Films, Inc.
Peerless Television Productions
Hygo Television Films

Sterling Neck & Neck For No. 4 Victory

Sterling Television Company, Inc., which tied for fourth place in The Billboard's best theatrical distributor poll, grossed just under \$1,000,000 in 1952 and expects to exceed that figure this year. Originally formed as a distribution outlet for educational films and home movies, Sterling ventured into TV in October 1948 with only eight films, as compared to its present catalog of 3,500 flickers.

The firm, largest distributor of theatrical short subjects in TV, has sold its product to every station on the air today, and is currently doing business on a regular basis with more than 100 video outlets. Prexy Saul Turell attributes this record to the fact that every Sterling contract contains a two-week cancellation clause for the broadcaster. "We don't let a station buy itself into a hole" says the exec.

Sterling's stand-by-shorts service to stations has done much to solidify its standing with broadcasters. The service, which is carried by practically every station in the country (including the new UHF outlet in Portland, Ore.), is designed to provide stations with a library of stand-by film shorts, which can be spotted when and wherever they are needed—network failure, a rush substitute when kines are delayed in the mail, etc. Stations are supplied with an unlimited amount of prints, which they screen on a pay-as-you-play plan. The stations are on an honor system as far as reporting the plays to Sterling, and are not required to pay an initial fee for the service, or guarantee a minimum amount of plays.

Altho Sterling has chalked up most of its previous station sales in sustaining film programing

material, Turell predicts the firm's biggest business will ultimately be in agency sales. The exec points out that while agency sales were only 5 per cent of Sterling's business in 1951, they mounted to 30 per cent of the firm's total sales in 1952, and he expects them to make up to 50 per cent of Sterling's business by 1953—hitting their real peak in 1954. Right now, more than 100 Sterling film packages on the air were negotiated thru agency sales deals.

Sterling's present catalog includes 50 feature films and thousands of short subjects—35 in the award-winning class ("The Titan," "Biography of a Fish," "Boundary Lines," "The Rising Tide," etc.). The firm distributes film produced by McGraw-Hill Publishers, The National Film Board of Canada, Government of India, Government of Australia, United Nations, Films of the Nation and many prominent independent producers including Fitzpatrick (Travelogs) and Julian Bryan. Sterling was the first TV distribution outfit to package pilots (made for film series that never materialized), grouping them with other short subjects under a general series title, thus helping producers recoup some of their losses. Sterling pilot series include "The Feminine Touch," "Armchair Adventure," "For the Lady," "World We Live In," "This Land of Ours," "Magic Screen," "King's Crossroads" and "Junior Crossroads."

Latter two series combine theatrical shorts with film segs especially shot for TV by Sterling. These portions, featuring live commentary by Carl King, are utilized to integrate subject matter of the shorts into a gen-

(Continued on page 14)

Hollywood Television Service Noses Out Unity For 2d Slot

Hollywood Television Service, founded in 1951, is one of the youngest of the major TV film distribution companies in the industry. As a subsidiary of Republic Pictures, HTS has concentrated its efforts in distribution to TV feature films produced by the studio, and more recently, has been active in the production of filmed spot commercials. The company is headed by Earl Collins, president and general sales manager, and Morton Scott, vice-president and general manager.

HTS was one of the first distribution firms to offer feature films and serials pre-cut to fit the time needs of TV. Professional film editors follow the original scripts of the feature

films and cut each picture down to the desired 53½ minute length. The same procedure is followed in trimming episodes of serials down to 26½ minutes. This system of editing is used to give the films the benefit of professional editing, thereby saving personnel at the station level the job of trying to cut the film at the appropriate places, so as to fill properly the half-hour or hour time segment without distorting the continuity of each film's story line.

Despite the company's youth, its product has been in approximately two-thirds of the TV markets. This coverage is maintained thru a chain of film distribution offices which actually ship the films located in Los Angeles, Dallas, St. Louis, Chi-

cago; New Haven, Conn., and Atlanta. HTS is represented by a sales staff numbering 40 men in the field.

Its catalog lists approximately 350 feature films, plus eight serials, each composed of six chapters or a total of 48 serial episodes.

In addition to editing its films for TV's time table, HTS has sought similarly to answer the medium's needs in the realm of picture and sound reproduction quality. Sound tracks of each of the films have been redubbed at the sound characteristic best suited for TV. Similarly, prints of the films intended for TV distribution are made on special release stock found best suited for TV transmission.

Fast-Moving Unity Scores Solid Third Position Win in Polling

Unity Television Corporation, third place winner in The Billboard's best theatrical distributor poll, has been a leader in the TV feature film field since its inception in 1947 when there were only four television stations in existence. In fact, back in 1936, Unity prexy Arche Mayers (then sales manager for World Pictures) made what was probably the first commercial sale of feature film to TV.

The National Broadcasting Company was beaming experimental telecasts to a total of 40 TV sets in and around New York City at that time, and Mayers' deal with the web was a five-picture pact (including the French flicker classic "Grand Illusion") at \$50 per flicker.

Then, as now, Hollywood's majors were adamant in their refusal to release any product to television. However, Mayers (whose firm was distributing foreign films here) was able to sell the pictures to TV, because he had the uncanny foresight as far back as 1930 to include a clause in his distribution contracts to the effect that his firm controlled all rights, including radio, TV, telephonic transmission (theater TV) and "all media and devices now known and contemplated or hereafter invented, conceived or discovered."

Today, Unity does business with 90 per cent of the total television market, via distribution of more than 1,000 features, shorts and serials. On the basis of \$650,000 in new business (mostly complete catalog sales) chalked up during the first six weeks of 1953, Mayers expects sales this year will double those of 1952, the firm's previous peak year.

Unlike some feature film distribution outfits, Unity salesmen are encouraged to go in and help a station make sales to sponsors, a service usually reserved for films made especially for television. In anticipation of expanding his service to station-clients, Mayers has augmented his sales staff within the last three months and expects to have 20 sales reps and market analysts working in the field by summer.

Unity's present sales staff includes: Connie Lazar, Western division manager; Len Firestone, Northeast; Phillip Besser, Southeast; Bill Young, North Central; Bob Huffman, South Central; Vic Bikel, Southwest. Company officers are Arche Mayers, president; Sid Mayers, vice-president; Martin Mermelstein, treasurer. Unity's main offices are located in the Paramount Building, 1501 Broadway, New York City.

Unity's regular catalog of over

1,000 theatrical films includes 300 features, 52 Laurel and Hardy comedies, 39 half-hour programs, 125 cartoons, 40 Westerns and 22 serials. Some of the stars appearing in Unity features are Cary Grant, Marlene Dietrich, Gene Tierney, Stewart Granger, James Mason, Lilli Palmer, Jean Simmons, John Wayne (last year's movie box office champion), Linda Darnell, Ralph Richardson, Merle Oberon, Joan Blondell, Alan Ladd and many other equally prominent players. Features include such topnotch films as "Of Mice and Men," Cary Grant's "Topper," "The Iron Duke" (story of the Duke of Wellington) with George Arliss, and "Shanghai Gesture," with Gene Tierney, Victor Mature and Walter Huston.

Unity's most recent acquisition (not included in regular catalog) is Sol Wurtzel's 18-feature package, some produced as recently as 1949. Mayers is currently negotiating with a Hollywood studio and a national banking concern for the purchase of two more feature film packages.

Meanwhile, Unity is readying for its initial plunge into the production of films especially for TV, a plan Mayers describes as a "safety valve against the day when our feature properties expire." Aiming for a summer

Tele-Pictures Ties For Fourth Place

Three years ago, Robert L. Lippert, head of the independent motion picture production firm bearing his name, decided to release his feature films to television and formed Tele-Pictures, Inc., to handle their distribution. In reaching this decision, Lippert called upon his multi-facet background in the motion picture industry as movie producer, distributor and operator of a theater chain. He could feel the pinch at the theater box office as a result of TV's inroads. As neighborhood houses started to fold across the country, Lippert looked to TV for his answer. In this respect he followed the old business rule that when one market disappears, find a new one for your product.

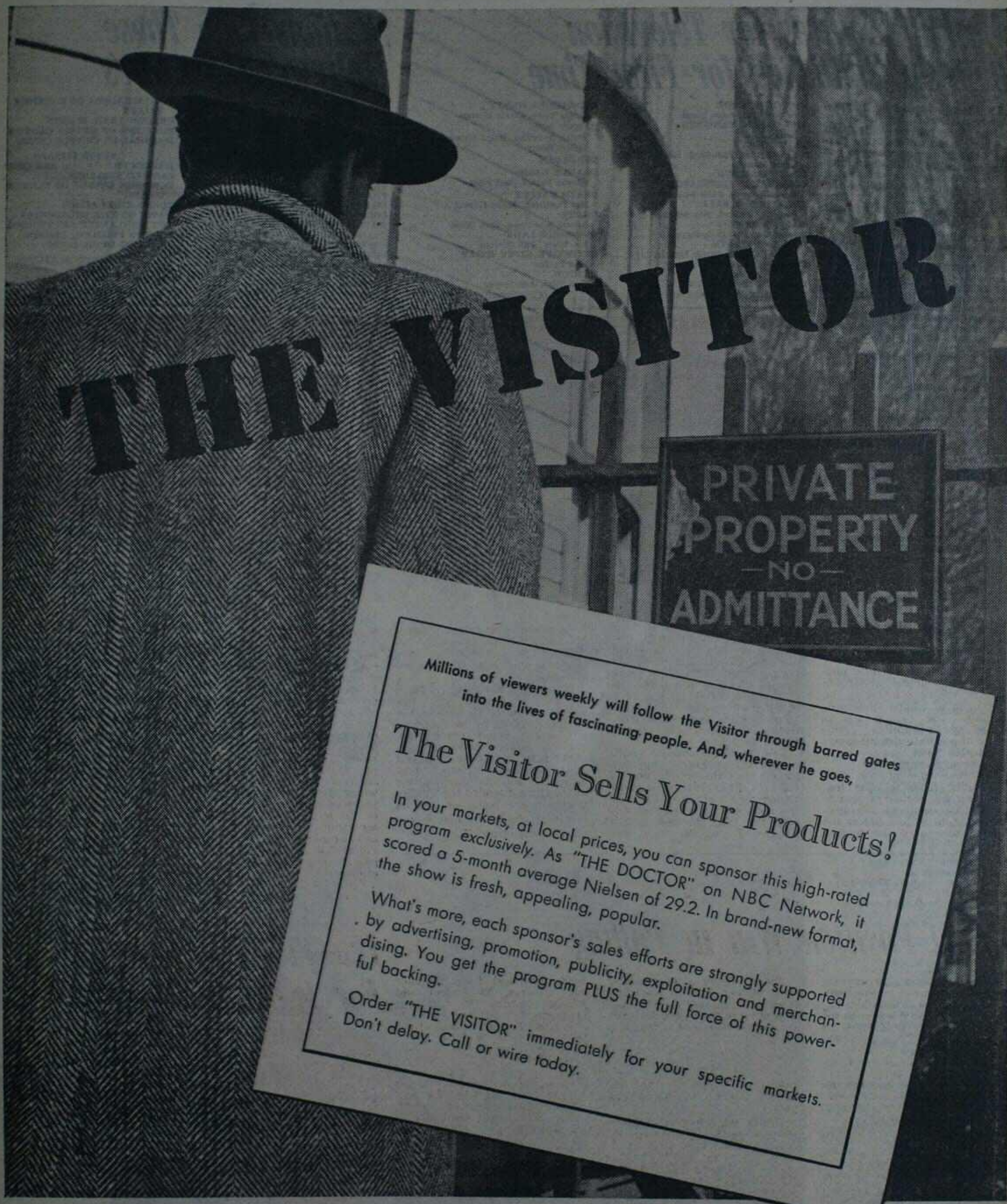
During the first year, Lippert's TV subsidiary firm, Tele-Pictures, released 26 feature films to the new market. These have earned \$710,000 for the

release date, Mayers plans to produce two half-hour dramatic series in Europe. One series will be based on famous cases of the French Secret Police, while the other, a romance-comedy epic, will feature a glamorous globe trotting fem filmed against a variety of international settings.

company, according to Lippert. The firm now has 33 full-length feature films in TV release, plus 13 half-hour films. The latter series is composed of films edited down to the half-hour time segment. Lippert's catalog still contains 43 unreleased feature films which will be channeled into the medium once proper clearances have been secured. Lippert places his estimated TV gross earnings to hit above the \$3,000,000 mark.

For its most potent sales appeal, Tele-Pictures has spotlighted recent productions released to TV. Product in release was made in 1951, with some of the films headed for forthcoming release bearing the 1952 production date. This point alone has placed the firm's product in an enviable competitive position in fighting the so-called "old movie" stigma.

Tele-Pictures has achieved its sales by maintaining two offices, Los Angeles and New York, and a sales staff of three salesmen on the road. The company is headed by Lippert as president, Robert L. Lippert Jr. as vice-president and E. J. Baumgarten as second veepee. It headquarters its operations at its Hollywood base.



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Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

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NBC FILM PROGRAMS



NEW YORK, CHICAGO, LOS ANGELES

Here Is Product Line-Up of 1st & 2d Place Winners in Poll

Motion Pictures for Television Line-Up Published for First Time

The complete list of feature films owned and distributed by Motion Pictures for Television has long been an industry "secret," since the firm chooses not to reveal its full list to anyone. Here, however, is a substantial portion (over 400 titles) of the MPTV list, compiled by The Billboard from numerous and reliable sources.

- ACCOMPLICE**
Veda Ann Borg, Richard Arlen
- ACROSS THE PACIFIC**
- ADVENTURES OF CASANOVA**
Arturo De Cordova, Lucille Bremer
- ADVENTURES OF CHICO**
- ADVENTURES OF KITTY O'DAY**
Jean Parker, Peter Cookson
- ADVENTURES OF MARTIN EDEN**
Glenn Ford, Claire Trevor
- ADVENTURES OF MICHAEL STROGOFF**
Akim Tamiroff, Fay Bainter, Anton Walbrook
- AIR FORCE**
- ALLOTMENT WIVES**
Kay Francis, Paul Kelly
- AMERICAN EMPIRE**
Richard Dix, Preston Foster
- THE APE**
Boris Karloff
- APOLOGY FOR MURDER**
Ann Savage, Hugh Beaumont
- APPOINTMENT WITH MURDER**
Catherine Craig, John Calvert
- ARE THESE OUR PARENTS**
Helen Vinson, Lyle Talbot
- ARMY WIVES**
Elyse Knox, Rick Vallin
- ARSON SQUAD**
Frank Albertson, Robert Armstrong
- ASSIGNED TO DANGER**
Gene Raymond, Doreen Dash
- ATLANTIC FLIGHT**
Jack Lambie, Paula Stone
- AVALANCHE**
Bruce Cabot, Veda Ann Borg
- BACKROOM BOY**
- BAREFOOT BOY**
Jackie Moran, Marcia Mae Jones
- THE BATTLE**
Charles Boyer, Merle Oberon, John Loder
- THE BEACHCOMBER**
Charles Laughton, Elsa Lanchester
- BECKY SHARP**
Miriam Hopkins, Nigel Bruce
- BEGGARS IN ERMINE**
Lionel Atwell, Betty Furness
- BEHIND LOCKED DOORS**
Lucille Bremer, Richard Carlson
- BEHIND THE MASK**
Kane Richmond, Barbara Reed
- BELOW THE DEADLINE**
Warren Douglas, Ramsay Ames
- BETRAYAL FROM THE EAST**
- BICYCLE THIEF**
Lamberto Maggiorani, Lianella Carell, Enzo Staiola
- THE BIG FIX**
- BLACK MARKET BABIES**
Ralph Morgan, Kane Richmond
- BLAKE OF SCOTLAND YARD**
- BLAZING BARRIERS**
Frank Coughlan, Edward Arnold Jr.
- BLOCKADE**
Henry Fonda, Madeleine Carroll
- BLOND FOR A DAY**
Hugh Beaumont, Kathryn Adams
- BLUEBEARD**
John Carradine, Jean Parker
- BORN TO SPEED**
Don Castle, Perry Austin
- BORROWED HERO**
Alan Baxter, Florence Rice
- BOY MEETS SOIL**
Johnny Downs
- BOY OF THE STREETS**
Jackie Cooper, Maureen O'Connor
- BOYS' REFORMATORY**
Grant Withers, Lillian Elliot
- A BRIDE FOR HENRY**
Anna Nagel, Warren Hull
- BROKEN DREAMS**
Randolph Scott, Martha Sleeper
- BUCKSKIN FRONTIER**
Richard Dix, Jane Wyatt
- BURY ME DEAD**
Cathy O'Donnell, June Lockhart
- THE CALENDAR**
- CALL OF THE JUNGLE**
Ann Corio, James Bush
- CAMPUS RHYTHM**
Freddie Stewart
- CAMPUS SLEUTH**
Freddie Stewart, June Preisser
- CASE OF THE BABY SITTER**
Tom Neal, Allen Jenkins
- CASE OF THE GUARDIAN ANGEL**
Hugh Latimer, John Penrose
- CASE OF THE MISSING HEIRESS**
Valentine Dyall, Julia Lang
- CATHERINE THE GREAT**
Douglas Fairbanks Jr., Elizabeth Bergner
- CELIA**
- CHALLENGE**
Robert Douglas
- CHANCE OF A LIFETIME**
Basil Rathford, Bernard Miles
- CHEERS OF THE CROWD**
Russell Hopton, Irene Ware
- THE CHINESE RING**
- CITY LIMITS**
Frank Craven, Ray Walker
- CLUB HAVANA**
Tom Neal, Margaret Lindsay
- CLUB PARADISE**
Robert Lowry, Doris Merrick
- THE COBRA STRIKES**
Sheila Ryan, Richard Fraser
- COME OUT FIGHTING**
Huntz Hall, Leo Gorcey, East Side Kids

- CONVICTS' CODE**
Robert Kent, Anna Nagel
- THE CORPSE VANISHES**
Bella Lugosi
- CRIME, INC.**
Leo Carrillo, Tom Neal, Martha Tilton, Lionel Atwell
- CRIME SMASHER**
- CRIMINAL INVESTIGATOR**
Robert Lowery, Edith Fellows
- THE CRYSTAL BALL**
Paulette Goddard, Ray Milland
- DANGER FLIGHT**
John Trent, Marjorie Reynolds
- DANCING PIRATE**
Charles Collins, Frank Morgan
- DANGEROUS CARGO**
Erich Von Stroheim
- DANGEROUS INTRUDER**
Veda Ann Borg, Charles Arnt

- DANGEROUS MONEY**
Sidney Toler, Gloria Warren
- DANNY BOY**
Walter Soderling, Helen Brown, Robert Henry
- DEADLOCK**
- DEADLY GAME**
Charles Farrell, June Lang
- DEATH VALLEY**
Nat Pendleton, Helen Gilbert
- DECOY**
Robert Armstrong, Joan Gillie
- DESIRABLE LADY**
Jan Wiley, Phil Warren
- DETECTIVE KITTY O'DAY**
Jean Parker
- DETOUR**
Tom Neal, Ann Savage

Stations Like These Hollywood Features

- RED RYDER FEATURES**
- TUCSON RAIDERS**
- MARSHAL OF RENO**
- THE SAN ANTONIO KID**
- CHEYENNE WILD CAT**
- VIGILANTES OF DODGE CITY**
- SHERIFF OF LAS VEGAS**
- GREAT STAGECOACH ROBBERY**
- LONE TEXAS RANGER**
- PHANTOM OF THE PLAINS**
- MARSHAL OF LAREDO**
- COLORADO PIONEERS**
- WAGON WHEELS WESTWARD**
- CALIFORNIA GOLD RUSH**
- SHERIFF OF RED WOOD VALLEY**
- SUN VALLEY CYCLONE**
- CONQUEST OF CHEYENNE**
- SANTA FE UPRISING**
- STAGECOACH TO DENVER**
- VIGILANTES OF BOOMTOWN**

- HOMESTEADERS OF PARADISE VALLEY**
- OREGON TRAIL SCOUTS**
- RUSTLERS OF DEVILS CANYON**
- MARSHAL OF CRIPPLE CREEK**
- SUPER SERIALS**
- DAREDEVILS OF THE RED CIRCLE**
- PAINTED STALLION**
- ROBINSON CRUSOE OF CLIPPER ISLAND**
- ZORRO RIDES AGAIN**
- HAWK OF THE WILDERNESS**
- THE VIGILANTES ARE COMING**
- ZORRO'S FIGHTING LEGION**
- FIGHTING DEVIL DOGS**
- PREFERRED FEATURES**
- PORTIA ON TRIAL**
- RHYTHM IN THE CLOUDS**

(Continued on page 23)

(Continued on page 23)

TELEVISION'S

ALL TIME GREAT STARS

Never before such exciting portrayals... such a galaxy of dramatic talent!

Menjou, the inimitable, Menjou, the incomparable, Menjou, the master performer at his elegant best!

Each month...

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Unity Catalog Gets Wide Station Usage

FEATURE GROUP "S"
AGAINST THE WIND
 Simone Signoret
BLONDE SAVAGE
 Lief Erickson
CORRIDOR OF MIRRORS
 Eric Portman, Barbara Mullen
DEAR MURDERER
 Eric Portman, Greta Gynn, Dennis Price
END OF THE RIVER
 Sabu
MAGIC BOY
 Stewart Granger
MR. EMMANUEL
 Felix Aylmer
MR. PERRIN AND MR. TRAIL
 Maureen O'Hara, David Farrar
MY BROTHER'S KEEPER
 Jack Warner
POET'S PUB
 Derek Bond
SONG FOR TOMORROW
THE BROTHERS
 Finlay Currie, Patricia Roc
IRON DUKE
 George Arliss
THE GUV'NOR
 George Arliss
EAST MEETS WEST
 George Arliss

KNIGHT WITHOUT ARMOR
 Marlene Dietrich, Robert Donat
UNPUBLISHED STORY
 Valerie Hobson, Richard Greene
FEATURE GROUP "R"
A BOY, A GIRL AND A BIKE
BACK ROOM BOYS
 Arthur Askey
BEEES IN PARADISE
 Jean Kent
BLIND GODDESS
 Eric Portman, Ann Crawford
BUSH CHRISTMAS
 Chips Rafferty
CALENDAR
 Greta Gynn
CARNIVAL
 Michael Wildgen, Jean Kent
COTTAGE TO LET
 Alastair Sims, John Mills
EASY MONEY
 Greta Gynn, Dennis Price
GENTLE SEX
 Lilli Palmer
GHOST TRAIN
 Wilfred Lawson
THE GREAT MR. HANDEL
 Wilfred Lawson
 (Continued on page 23)

Sterling Stock Is Vast, Diversified

THE TITAN
 Fredric March
THE HAIRY APE
 Susan Hayward, William Bendix
JEANNIE
 Michael Redgrave, Barbara Mullen
THE BRASS MONKEY
 Carole Landis
THE NIGHT HAS EYES
 James Mason
WHEN THIEF MEETS THIEF
 Douglas Fairbanks Jr.
INTRIGUE
 John Derek
NIGHT COMES TOO SOON
 Anne Howard
JACARE
 Frank Buck
INQUEST
 Elizabeth Allen, Herbert Lomas
SUSPECTED PERSON
 David Farrar, Patricia Roc
TOWER OF TERROR
 Michael Rennie, Moviata
THE ACCUSED
 Douglas Fairbanks Jr.
JUGGERNAUT
 Boris Karloff
FATHER AND SON
 James Mason

POISON PEN
 Ann Todd, Flora Robson
THE OUTSIDER
 George Sanders, Mary McGuire
MURDER TOMORROW
 Jack Livesey
MAN IN THE MIRROR
 Edward Everett Horton
THURSDAY'S CHILD
 Stewart Granger
AMATEUR GENTLEMAN
 Douglas Fairbanks Jr.
THE GIRL WHO COULDN'T QUIT
 Bill Owen, Elizabeth Henson
THE VILLAGE SQUIRE
 Vivien Leigh
CRIME OVER LONDON
 Margot Graham
BLACK EYES
 Otto Kruger
SECRET VOICE
 John Stuart
WILLIAM COMES TO TOWN
 William Graham
IT HAPPENED ONE SUNDAY
 Derek Farr
MURDER IN SOHO
 Jack LaRue
 (Continued on page 23)

Tele-Pic's Big List

The following 59 feature films are distributed by Tele-Pictures, Inc. They were all produced by Robert Lippert Productions between 1946 and 1951.

- THE RETURN OF JESSE JAMES**
John Ireland, Ann Dvorak, Henry Hull
- EVERYBODY'S DANCIN'**
Spade Cooley, Dick Lane
- SQUARE DANCE JUBILEE**
Mary Beth Hughes, Spade Cooley
- VARIETIES ON PARADE**
Jackie Coogan, Eddie Garr
- YES SIR, MR. BONES**
- FINGERPRINTS DON'T LIE**
Richard Travis, Sheila Ryan
- MASK OF THE DRAGON**
Richard Travis, Sheila Ryan
- PIER 23**
Hugh Beaumont, Ann Savage
- DANGER ZONE**
Hugh Beaumont, Richard Travis
- ROARING CITY**
Hugh Beaumont, Richard Travis
- LEAVE IT TO THE MARINES**
Sid Melton, Mara Lynn
- SKY HIGH**
Sid Melton, Mara Lynn
- STOP THAT CAB**
Sid Melton, Iris Adrian, Tom Neal
- THE BARON OF ARIZONA**
Vincent Price, Ellen Drew
- OPERATION HAYLIFT**
Bill Williams, Ann Rutherford, Tom Brown
- I SHOT JESSE JAMES**
Preston Foster, Barbara Britton, John Ireland
- TREASURE OF MONTE CRISTO**
Glenn Langan, Adele Jergens, Steve Brodie
- THE MOZART STORY**
- DEPUTY MARSHAL**
Jon Hall, Frances Langford, Dick Foran
- HOLLYWOOD VARIETIES**
Robert Alda, Hoosier Hot Shots
- HOLIDAY RHYTHM**
Mary Beth Hughes, David Street, Wally Vernon
- GUNFIRE**
Don Barry, Robert Lowery
- MOTOR PATROL**
Don Castle, Jane Nigh
- TRAIN TO TOMBSTONE**
Don Barry, Robert Lowery, Tom Neal
- APACHE CHIEF**
Alan Curtis, Tom Neal, Russell Hayden
- THERE IS NO ESCAPE**
Stanley Thurston, Patricia Hicks
- HI-JACKED**
Jim Davis, Marsha Jones
- BORDER RANGERS**
Don Barry, Robert Lowery, Wally Vernon
- WESTERN PACIFIC AGENT**
Kent Taylor, Sheila Ryan, Robert Lowery
- CALL OF THE FOREST**
Robert Lowery
- RADAR SECRET SERVICE**
John Howard, Adele Jergens, Tom Neal
- THE OUTLAW GANG**
Don Barry, Robert Lowery
- TOUGH ASSIGNMENT**
Don Barry, Marjorie Steele, Steve Brodie
- GRAND CANYON**
Mary Beth Hughes, Richard Arlen
- RED DESERT**
Don Barry, Jack Holt, Tom Neal
- BELLS OF SAN FERNANDO**
Donald Woods
- QUEEN OF THE AMAZONS**
Patricia Morison, Robert Lowery, J. Edward Bromberg
- DRAGNET**
Henry Wilcoxon, Mary Brian
- SCARED TO DEATH**
Bela Lugosi, Nat Pendleton
- MY DOG SHEP**
Tom Neal, William Farnum
- HIGHWAY 13**
Robert Lowery, Pamela Blake
- ROLLING HOMES**
Jean Parker, Russell Hayden
- RIMFIRE**
Mary Beth Hughes, Henry Hull
- ARSON, INC.**
Anne Gwynne, Robert Lowery
- THUNDER IN THE PINES**
Denise Darcel, George Reeves
- LAST OF THE WILD HORSES**
Mary Beth Hughes
- JUNGLE GODDESS**
George Reeves, Wanda McKay
- RETURN OF WILDFIRE**
Patricia Morison, Richard Arlen, Mary Beth Hughes
- SHEP COMES HOME**
Robert Lowery, Sheldon Leonard
- SKYLINER**
Richard Travis, Pamela Blake, Rochelle Hudson
- BUSH PILOT**
Jack LaRue, Rochelle Hudson
- KILLER DILL**
Stuart Erwin, Anne Gwynne
- LAST BULLET**
Jimmy Ellison, Russ Hayden
- GUNS OF JUSTICE**
- OUTLAW FURY**
- SUDDEN DEATH**
- BLAZING GUNS**
- RANGELAND EMPIRE**
- RINGSIDE**
Don Barry, Sheila Ryan, Tom Brown

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...ter week, brilliant beyond belief...

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AVORITE

TORY

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 To TUMS for CHICAGO and ST. LOUIS!
 To BLATZ BEER for MILWAUKEE!

SOLD...

To DREWRY'S BEER for 6 MARKETS!
 To OLYMPIA BREWING CO. for 6 MARKETS!
 To GENESEE BREWING CO. for 5 MARKETS!

SOLD...

To SMITHFIELD PACKING CO. for NORFOLK!
 To ZINSMASTER BAKERY CO. for MINNEAPOLIS!
 To SUN DRUG COMPANY for PITTSBURGH!



ZIV TELEVISION PROGRAMS, INC.
 1529 MADISON ROAD, CINCINNATI, OHIO
 NEW YORK HOLLYWOOD

Distributors Cite Lack of Attention To Care of Films by TV Stations

Although film has played an important role in every station's programing picture for some time now, many TV film distributors claim that the average station still doesn't pay enough attention to treatment and care of film. The distributors opine that stations need to further improve maintenance of projection equipment; submit more prompt play-reports, and strive for greater accuracy on tally jobs; handle films with more care; and, most important of all, invest some real money in salaries for technicians and executives with solid TV film backgrounds, and/or set up exhaustive TV film educational programs for present staffers.

On the other hand TV stations claim they are more sinned against than sinners, contending that in many cases stations know more about proper handling of film than distributors. (For a more detailed account of the case for stations against distributors see box accompanying this article.)

In support of these rather sensational charges, practically every distributor in the business has a fund of favorite stories to tell about his harrowing experiences. Funniest yarn is related by a distributor of theatrical films. Puzzled by the failure of a new station to return any prints on its first order, the exec decided to query the station direct, via long distance phone. At first the girlish young film director didn't know what he was talking about, but after he had patiently explained that "a print is a long slender roll of film," she exclaimed airily, "Oh, that. We already used it, and threw it away. Did you want it back?"

Some of the other stories are almost as difficult to believe. Distributors are a bit appalled by the last-minute orders placed by new stations going on the air, pointing out that such erratic buying makes prices necessarily higher. A station in Hawaii, called a Manhattan distributor last month and blithely requested that he air mail a group of features out to the Islands, because they'd already scheduled the films for the station's first broadcast that week. Before the astounded distributor could get in a word about price, quantity or possible shipping delays, the Islander thanked him pleasantly and hung up.

Claim Films Butchered

High mortality rate of TV prints has always been a major cause of dissension between distributors and TV station execs, with former insisting that dire deeds in the name of editing are performed on the prints between the time the film leaves their office, and is finally returned by the station; while latter usually insist that the print receives safe-conduct thruout its stay at the station, and it must have been two other outlets.

Nevertheless distributors say they are still receiving prints back from stations, which have been cut and spliced together again with everything from safety pins and staples to paper clips and scotch tape. One distributor received a print (from a Los Angeles station) which was literally in shreds.

In the early days, when prints were scarce, distributors used to bicycle prints from station to station, but now they usually try to get prints back after each booking so they can put them back in shape for the next station buyer. Back in the bicycling days, Herman Katz of Motion Pictures For Television, Inc., recalls when a commercial was left in a print (thus giving a Texas bank a free TV plug in Boston); and the time a station screened a feature which turned out to be the first three reels of two different pictures spliced together, followed by an emer-

gency announcement to the effect that the film would be continued the next day.

Even today, says Katz, the situation isn't fool proof. As an example Katz cited a recent mishap at WNBT, N. Y., which Katz thinks has "the best film department in terms of personnel and equipment." The station had two prints of the same feature (having rejected the first one as unsatisfactory) and in editing they somehow added on the concluding six minutes of the reject-print, thus repeating the last six minutes of the flicker on the air that night.

Chop Running Time

Katz deplores what some station editing jobs do to a film's running time, sometimes cutting it down so much that it breaks the continuity and MPTV has to ask the station to try and track down the missing footage. However, Katz says sometimes the fault lies with the station's equipment and not with its personnel. The exec doesn't think there is any "really good 16-mm. viewer or footage counter on the market today." He also thinks much of the available equipment is over-priced, pointing out that "a good viewer should cost from \$35 to \$50," while Bell and Howell for instance, put one out for about \$120. However, Katz has hopes about a new machine Comprehensive is about to bring out—a combination counter, viewer, etc., that will reportedly handle all station film problems.

Distributors also complain about the manner in which returned prints are packaged. Most prefer to have their films (always in cans, of course) returned in their original fiber cases or strong cardboard containers. A New York distributor received a print in a soaking-wet, thin cardboard box this month, with the bedraggled film, rattling around inside, sans its protective can.

Distributors blame "half-amateur" station technicians for such brutal editing jobs as lopping off the end credits on a film because the projectionist failed to heed the start marker on the leader; putting deleted scenes back in upside down or in the wrong order; cinching film while rewinding causing scratches and blisters; returning prints to distributors with "bloop sound tracks." Latter (trade name for sound film makes when a mutilated sound track passes thru the projector) occurs when station technicians cut across a word on the sound track and fail to mark the spot with ink so distributor will realize he has to obliterate it before shipping print out again.

Blue Ribbon Boner

Prize sound track boner was committed on a Unity Television film "The Magic Bow" with Stewart Granger. Faced with the need of cutting several prints of the film down to an hour, a network film man solved the problem by cutting all the violin solos dubbed in for Granger by the great Heifetz, the most important ingredient of the English film. The solos were replaced, but Unity's troubles weren't over. One of the reassembled prints was sent to Detroit, and the night it was screened Unity's prexy Arch Mayers received a desperate call from the Detroit station manager. The film, he screamed, was nothing but one long violin solo. Granger had been playing the same number over and over for the last 15 minutes. Investigation disclosed that all the clips of the deleted violin solos had somehow ended up on the same reel.

Altho aware that TV is still suffering from the usual growing pains of a new industry, distributors are of the opinion that it's time stations took off the boxing gloves and gave film the respectful kid gloves treatment it's accorded at all times by the motion picture industry in general and the movie projectionist in particular.

In line with this, TV distributors, who were formerly active in the motion picture field, point out the life of the average movie theater print is many, many times that of a TV print. True a 35-mm. print is more expensive than TV's 16-mm., but a half hour TV print at \$25 or 15 min-

ute print for \$15 is still expensive in view of the amount of prints required and the relatively low prices stations are able to pay for film in some of the new markets today.

Two Times and Out

Marathon's Konstantin Kalsler was afforded a dramatic comparison between the two mediums this year, when his public information film "Guardian Angel" played the movie and TV circuits at the same time. The exec discards each TV print after it had been used by two stations. (Some of the prints may still be usable, but on the basis of past experience, Kalsler decided a two-time usage figure offers the best safety margin on usable prints for TV.) The picture was screened by more than 80 stations, which meant that Kalsler sent out a considerable number of prints.

On the other hand, one print sufficed for the picture's lengthy Manhattan run at the Globe Theater and Grand Central's Newsreel house. Print played six times a day for two weeks at former, and was screened 12 times a day during a five day run at the latter.

One of the difficulties encountered by distributors when they attempt to grade prints, is that the usual run-thru to see if the sprockets are in order on a print isn't thoro enough to spot all the flaws in a returned print. The distributor needs the co-operation of the station, via notations on the film's condition and number of times it was played. Correct reports on replays, of course, are also important to a distributor from a financial angle.

The National Television Film Council has mullied over the idea of setting up some kind of station monitoring service of TV film plays for the past year or so, but the group is understandably reluctant to instigate anything that smacks too much of policing methods.

Carnival Co-Ops

The Council was formed back in 1948 by National Screen exec Mel Gold for the purpose of bringing agency men, distributors, producers, and station heads together to work out their problems in one group. The Council, which formulated the first standard exhibition contract, consistently plugs away at the task of educating stations about the film business, and in view of the station's lack of film knowledge back in 1948, (Texas stations were selling it at 50 cents a foot) out-going prexy Gold thinks the broadcasters "have made tremendous strides."

However, Gold admits there is still plenty of room for improvement, and TV film education programs for new stations will play a big part in the Council's 1953 activities. Items on the agenda under new prexy Arch Mayers include the publication of a special booklet which will contain complete data on proper handling of TV film, and detailed instructions on setting up and operating station TV film departments. This has been in the works for some time and should be out this year.

The Council is also mulling over a plan whereby all new TV productions would be set up to accommodate standardized times for cutting in local commercials, thus eliminating headaches for both the distributor and the station. However, standardized commercial cut-ins couldn't be applied to current theatrical films on the market today, so chances are the distributor-station film editing problem will be with us for some time to come.

Vitapix though has pioneered in this direction with its Johnny Mack Brown Western features. Films have been cut to exactly 52 minutes running time, with four cut-ins supplied for commercials on an hour show. Vitapix adopted plan to protect their costly prints—costly because instead of optically printing from the 35-mm. negatives, the firm spent about \$700 per picture to produce a 16-mm. duplicate negative with the sound track electronically reduced. Prints are made from latter at regular print prices, and the print quality is said to be much better.

Station's Ideas Re Pix Problems

... A New Symposium

Continued from page 1

ones for the same purpose, the producers and distributors would keep constantly in mind the codes and regulations of the National Association of Radio and Television Broadcasters and adhere strictly to them.

Most distributors thruout the industry do all they can to aid us in the above matters. The few offenders probably do not realize the feelings of non-co-operation which are left with the stations who represent further potential customers.



WILLIAM ROBB JR.
Program Manager
KEYL, San Antonio

Our greatest difficulty with film, especially with features, is the lack of proper care and maintenance at the source. I find it necessary to waste considerable time in cleaning, editing and repairing broken splices and sprockets in a great many of our feature films. The syndicated material made especially for TV is generally in excellent condition, and, while we do screen these films as a safety check, I feel that in the majority of cases we could dispense with that activity and still be safe.

Nevertheless, when films are shipped directly to us from another station, we often have found defects in the film which have not been corrected by the station's playing the film immediately before us. This certainly is no reflection on the station or stations, since I realize only too well the personnel problem involved in the necessity of one person's doing too many jobs in order for the TV station to exist financially.

Another suggestion which we might pass on is the advisability of turning out films for TV in even 13 or 26-week groups. We have difficulty in selling a series of 18 or 15 films in a series in which the terms call for a replay of enough of these films to make up the balance of the film contract for the 26 weeks. As a matter of fact, our experience has been such that we cannot even consider buying a package of this type.

I wish to commend the majority of TV film producers and the distributors for the wonderful job they are doing.



ANTHONY AZZATO
Film Director
WPIX, New York

(Note: Azzato has since resigned his post with the New York Daily News station.)

The recent heavy concentration of local programing by network stations in multiple markets has created a problem and a challenge for the independent TV station. The film programing of a local outlet must therefore constitute a major portion of its time. WPIX has pioneered in films since its inception on June 15, 1948. During 1949, WPIX was programing 30 features a week, reaching a peak of 40 a week in the fall of 1951.

All of the New York outlets now have increased their film programs on the local and network levels. No station wants to play bad, old, grade "B" movies, but in view of what the average distributor has available, there is no alternative. When a reasonably good group of films is offered, the asking price is beyond the reach of most outlets. It is unfortunate

that the films cannot be priced more realistically.

In New York it is practically impossible to sell a feature film to a sponsor outright, regardless of vintage—be it 1930 or 1952. Therefore, the business must come from spot participations. When contracting for large groups of films, the station must take the risk of programing film on a sustaining basis. It is imperative that in order to improve film programing a closer liaison among the distributors, producers, stations and agencies be set in operation.

HUGH L. KIBBY
Sales Service Manager
WFBM-TV, Indianapolis

It is my opinion that film producers and distributors might well prepare (expressly for television) film programs of three or three and one-half minutes in sufficient quantity to sustain weekly strips of five-minute programs. We have several such strips scheduled here on WFBM-TV, and, due to the lack of available material of this nature, have found it necessary to purchase longer films and edit them ourselves.

Just for example, we have purchased the group of 65 film programs, known as "Roving Camera," and edited each reel from this series into approximately 3-minute programs for use on a television show known as "Miniatures," which is scheduled here, 10:10-10:15 p.m., each weekday evening. While the initial cost for "Roving Camera" films is quite low, the cost of editing and replacing the reels in their original condition prior to returning them to the distributor is somewhat expensive.

It is my belief that films of the correct running time on virtually any subject would find a ready market in most TV stations. I am confident that many stations program such things as 10-minute weather programs. A weather program obviously cannot sustain more than 10 minutes, which leaves a five-minute period available for sale out of the usual quarter hour. Similarly, a strip of cartoon programing for children normally would require only 10 minutes for presentation, again leaving a five-minute availability.



JOHN PIVAL
Station Manager
WXYZ-TV, Detroit

Television's parade of film salesmen needs a marshal. The boys are not only out of step—some of them are not even on the parade route. Last reports indicate some may have stopped for a short beer.

The prize straggler is the fellow who spent two weeks in Detroit trying to sell a show without once calling on the stations. After an exhausting search for his company on the East and West Coasts, we were fortunate in locating his boss and buying the package over long distance phone.

Too many film salesmen are ignoring the biggest market for their product—the television station. Some have what they think is an excellent reason. They argue that stations cannot and will not pay as high a price as an agency or a sponsor.

This is generally true. However, it must be remembered that stations often must buy packages on "spec," with no definite client in mind. Sometimes we have to eat the package for dessert. To make these losses more palatable, we must necessarily buy the "spec" show at a little less than the top dollar.

A television station usually has a good sales force. If the individual salesman on the staff is worth his salt, he will know who in the market can afford a certain price for a show. With

(Continued on page 18)

Twenty-six half-hour Westerns built around one of the West's legendary women, with a story-line for all women.

ANNIE OAKLEY

Seventy-eight half-hour films of the early frontier starring movie heroine Jack Mahoney and Dick Jones.

THE RANGE RIDER

Thirty-nine half-hour mysteries, packed with action, featuring Don Haggerty as Jeff, sports-minded private eye.

FILES OF JEFFREY JONES

Fifty-two fifteen-minute dramas of mystery and suspense, adaptable also to twenty-six half-hours.

STRANGE ADVENTURE

Seventy-eight half-hour action dramas starring the greatest Western hero of them all, with Pat Buttram and Champion.

THE GENE AUTRY SHOW

Thirteen half-hour musical variety programs produced in Paris especially for television, starring Dolores Gray.

HOLIDAY IN PARIS

Twenty-six half-hour dramas, with Gloria Swanson introducing Hollywood stars, occasionally starring herself.

CROWN THEATER

Thirteen half-hour mystery programs, Don Haggerty as rough-and-ready Eddie and Patricia Morison, his girl.

CASES OF EDDIE DRAKE

Seven popular operas carefully edited as half-hours, with famous voices and commentary by Olin Dowdell.

WORLD'S IMMORTAL OPERAS

Twenty-six quarter-hour simulated telephone interviews using the big box-office appeal of twenty-six big stars.

HOLLYWOOD ON THE LINE

See how they run

(and re-run, too!)

All ten of these television film shows give you the best possible run for your money—high ratings and high quality production at low cost.

Three are already in Telepulse's first twelve syndicated shows, nation-wide.* All rate high, wherever they go. Second or third run, they're doing as good as or better than on the first. Sample: one show almost doubled its rating, third run over second, in San Francisco.

You're 'way out front with the showmanship and technical craftsmanship of such producers as Bing Crosby Enterprises and Flying A Pictures... not to mention our sales-building merchandising kits and on-the-spot counsel.

See how they run yourself. Ask your CBS Television Film Sales representative today for a private showing and the whole story. You've never seen such buys in your life.

CBS Television Film Sales

New York, Chicago, Los Angeles and Memphis

*Telepulse multi-market ratings for January 1953



TV STATION EXECS SPOTLIGHT MANY

Continued from page 16

the entire sales force out pounding the bricks, it can quickly cover all potentials. In most cases the local man will naturally command more confidence than a traveling salesman who is new to the agency or sponsor.

Yet so many of the celluloid Marco Polos completely neglect the help the station can give them! Some even go out of their way to avoid contacting the station to inquire about a Mr. Doe who was selling a 13-week series entitled "The Woes of Sophie Klutz," only to be told that the station never heard of Doe or "Sophie."

A good parade marshal would direct the boys to:

1. Call on the stations upon arrival in the city.
2. Bring two audition prints with him. In this way he can multiply his effectiveness. Without disturbing his own planned

schedule of calls, the salesman can thus—thru the loan of the second print to a station or agency—permit additional screening for other potential clients.

3. Quote the same price to all—stations, agencies and clients alike.

4. Call on all the prospects his time will allow. Ask the stations for leads; they'll be happy to co-operate. Too often the traveling man will spend days pitching to a client who can't afford even of the portion of the show's cost. A little guidance, readily available from a station, would have saved him a lot of time.

5. When his time is up and he has to leave town, he should enlist the help of the stations by advising them whom he called upon, and who might be interested further. The station people will be happy to follow up in the film salesman's absence.

Above all, let the film sales-

man bear this cardinal fact in mind: The stations want to help, not hinder him. This they cannot do unless he makes his presence and objectives known.



DEREK DYATT
Film Buyer
WTOP-TV, Washington

Having observed the TV film industry develop over the last two and a half years, I would say that the situation still remains a complex one. There doesn't seem to be many additional problems, if any new ones

at all. However, the "old" ones still exist to a large degree. But it must be said that there is a determined effort on the part of many film concerns to overcome these problems.

The major problem of efficient distribution has been overcome to a great extent by film companies allowing the stations to retain prints of a package on a library basis, thereby eliminating the practice of transshipments to other stations as well as the normal problems with regular express. There is still a bothersome problem stemming from brochures distributed by film companies that do not have film running times or no running times at all. This frequently causes film title changes in the local newspapers (if it is possible to get under the newspaper deadlines) because of the inability of the station to fit a 90-minute film in a 50-minute slot when such a problem is not

anticipated. These occurrences can seriously impair the promotion of a new film package.

Then, of course, there is the condition of prints. It is still felt that distributors could do a more scrupulous job of screening prints before sending them to stations. One of the best ways to undermine a relationship with a station is to send prints with "scotch tape" splices, adhesive tape, etc., as well as "plain old film." This, in most instances, causes the film technician to work extra hours, as well as a re-shuffling of the film schedule for that particular week. The station must reject films that are sent in that bad condition.

Finally, with the increased amount of feature film programming, the number of feature film programs with a definite time limitation has increased. This practice has created a major problem of film cutting—such as tailoring a 97-minute feature film to a 50-minute time slot. Obviously, this requires a careful, time-consuming editing job in order to have a coherent film as your finished product. To maintain the necessary facilities and personnel to cope adequately with this problem is much too expensive for the majority of stations. However, this problem can be greatly alleviated by distributors who are in a position to have short versions of these full-length features made for station distribution. This is, indeed, more a station problem than one for the distributor, and can only be resolved by running an excessively long feature in two parts.

In conclusion, I think that all people associated with TV film deserve much credit in establishing film as an essential part of television in just a couple of short years. I doubt if there will ever be much question about the fact that your average TV program schedule will be made up of an equal amount of film and live programs.



G. DON THOMPSON
Program Manager
KOTV, Tulsa, Okla.

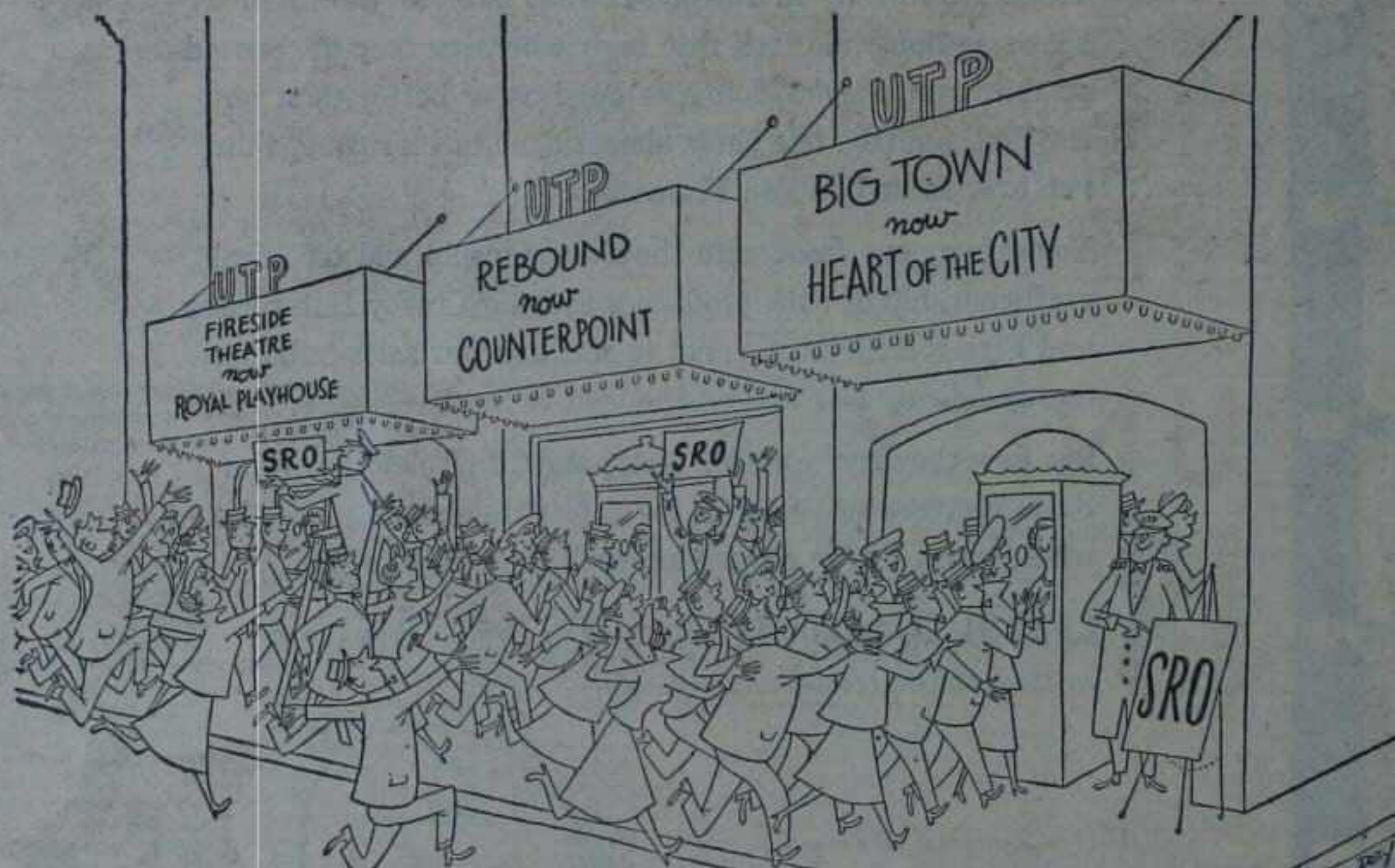
Somewhere along the line, producers, distributors and even the television stations themselves have failed to recognize one very important factor in the sale of feature pictures—the client.

It may seem very easy for a distributor of films, whether his product be good or bad, to sit in New York or Hollywood and demand such ridiculous prices for various markets across the country. Every film man who has called on this station, with few exceptions, bows his head and bites his lips when he quotes from his little market sheet that the boss gave him just before he left on his long journey. It goes something like this: "I know these are priced too high for this market; give me an offer, and I'll call the boss on the phone."

What kind of a ridiculous procedure is this? Nine times out of 10 the station does not have a need for features on the precise day the salesman happens to be in town. How can you make an offer on something you don't have a need for?

Let's make an assumption. The day this bundle of sales personality rolls into town, the station's sales manager just happens to have the Blue Jay Oil Company with a \$200,000 budget on the end of the diving board. They are about to make the "plunge" into this thing called television. They know nothing about it except what they have heard from Bill and Joe. Bill and Joe have been using television in Chicago. Both are using feature films.

The one thing they find out is... television is expensive. Now, \$300 doesn't sound too expensive for a 10-year old feature. But, just for the sake of saving a few dollars, a phone call or two back to the station's film buyer, who is still blessed with



SRO

Smash TV box-office! That was the story with every one of these big shows during their first run... and it's the same story now that they're again being brought to anxious TV audiences. Here's a real bonanza for local and regional advertisers! An unusual opportunity to cash in on a prestige name show at low cost. A once-in-a-blue-moon chance to send sales zooming as never before. Name your show, name your market... and you can just about name your sales ticket. Don't delay... contact UTP today!

Write or Phone for Complete Details



ROYAL PLAYHOUSE
(Fireside Theatre)
The highest rated dramatic film program in its first run as "Fireside Theatre." Series of 52 half-hours, each a hit. Produced by Bing Crosby Enterprises. Outstanding audience-compelling, sales-building TV series.



COUNTERPOINT
(Rebound)
26 half-hour dramatic suspense shows with tremendous adult appeal; hard-hitting shock and surprise endings. Produced by Bing Crosby Enterprises. Voted "best" by Nat'l Foundation for Psychological Research.



HEART OF THE CITY
(Big Town)
A leader in national ratings. Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Features popular radio-TV characters, crusading reporters Steve Wilson and Lorelei Kilbourne.

GOOD NEWS! "FIRST RUNS" STILL AVAILABLE IN MANY MARKETS...IF YOU HURRY!

3 more great shows from



*standing room only

New York, 444 Madison Avenue, PL 3-4620 • Chicago, 360 North Michigan, CE 6-0041 • Hollywood, 140 North La Brea, WE 8-9181

PROBLEMS IN BILLBOARD SYMPOSIUM

the presence of the feature salesman, the feature series is bought for \$250. The company's ad man has made a saving of 50 whole bucks. The series goes on the station, and everyone is happy.

Assumption Number 2: On this same day, in the same city, the same station had the same salesman making the same pitch to the same film buyer. The same sales manager was making the same pitch and had his new prospect on the same diving board, just waiting to make the same plunge into television. Only this time, the guy making the plunge is Sam's Hamburger Stand. Sam doesn't have \$200,000 to spend, but he has a few bucks he is willing to try. But, \$300 for a picture!

So the same phone calls are made to the same film buyer who has the same guy in his office with the same pictures that the oil man bought for the terrific price of \$250. Now, Sam has \$50 he can spend for his features. Here's the routine. The same salesman calls the same boss in the same seat in New York. Of course, the boss says the \$50 is ridiculous... but he'll take it. He is working under the theory that film won't make a dime on the shelf. But he is willing to make a sacrifice just to get into the market. The deal is made and Sam is happy with \$50 features. He has had a very successful day... he saved \$250. Blue Jay Oil Company was lucky enough to buy them for \$250.

Who is kidding who? The stations will have to establish what they will pay for features of certain quality, regardless to whom they will be sold. In turn, the distributors must spread their investment out over a longer period of time and over a larger number of television stations. Then this business of what a film is worth will right itself again.



FRELON FOWLER
Film Program Manager
ABC-TV

Feature film has now left behind the stigma of being merely "filler" film programming, and has begun to show its true place in the television broadcasting picture.

Late 1952 and continuing now, the feature film has brought in a high point of revenue to the nation's television network and local stations. We have the advent and continuation of the feature film as a "Feature Program." Gone are the filler film times and in their stead have come the "Picture Show," (WJZ-TV); "Eleventh Hour Theater," (WNBT); "Early Show" and "Late Show," (WCBS), all of which have been carefully put together as viewers' bait.

Justification for their continuance thruout 1953 is indicated by long-term contracts assuring continuance of such film programming a year or more in advance.

The outstanding recent innovation of this programming is indicated in the start of each program where the opening announcement includes a break for: "Participating in this evening's 'Picture Show' are Johnny Mop, Maxwell House Coffee and Sunkist." The film rolls to be broken at very well placed points in which the commercials can be intelligently placed. Then the film continues until the next logical point in the story where another commercial announcement may be inserted without interfering with the plot. This is an innovation, because up until 1952 the feature film, if not entirely sustaining, was treated merely as a spot carrier without due regard to the integrity of the feature film itself.

The feature film has become a fixture during the late evening hours, and I believe the viewing audience would voice loud objection were such programs as "The 11th Hour Theater," "The

Late Show" and "Curtain Rises" taken off the air. The beginning of this trend and immediate importance of the feature film at the late hour was noted by CBS' extremely high rating opposite the live show, "Broadway Open House." What's more it has been proved that there is a large enough feature audience to allow several stations in the same signal area to develop and hold a substantially large audience in direct competition with one another.

Another interesting trend began when ABC television commenced its "Complete Theater" in 1952, which was subsequently accepted and taken up by other television stations. This involved playing a better than average feature film thru to its completion, pausing for a station break, and then repeating the program in its entirety. Furthermore the films were often repeated up to three times. This had the two-fold results of per-

mitting better grade film thru an increased budget while reducing the per play tab and permitting the audience to enter the program at any given point and seeing the film thru to its completion.

In reality we were borrowing a way of presentation which the moving picture theater has long before us found to be good show business. What's more our hunch as to the practicality of such an operation proved correct when sponsors were quick to buy participating spots within the framework. The sponsors did not order specific times for their messages, but were happy to come aboard any time during the original or repeat playings. Moreover, we often noted a trend upward in audience size as the film and repeats went on. We noticed that other stations here and in other cities now regularly schedule the continuous performance.

MILFORD FENSTER
Film Manager
WOR-TV, New York

A major problem facing stations which use film is this: distributors do not know what they have, or why they have it. The catalogs which they provide give the title, cast and running time of the film, but very little information on what the station needs to help it in programming. For the most part, the distributors' catalogs do not include a synopsis of the films. Consequently, the station doesn't know whether it is programming a mystery, an outdoor or a musical. Furthermore, the firms that supply synopses in their catalogs do not supply them in complete enough form.

Another problem which confronts stations is the inaccurate running times given in the distributors' catalogs. Since the station has to use films for time periods of varying lengths, it is of utmost importance that they

know the exact running time for every film put on the air. Most of the time the film that comes originally from the laboratory varies in length from the one that is being circulated. The distributors send anything that they have around, without checking the prints to see whether they are still intact, after cutting and re-cutting by stations which had it previously.

At WOR-TV, we have had many instances where a print has been as much as 20 minutes shorter than the running time noted in the distributor's catalog. This has been a constant problem with us—the catalogs mean nothing.

To sum up the situation: The distributor sells a title, a picture—but the station is supposed to be buying more than that. The station is buying a film with the same running time as that shown in the catalog and it is buying a print that is of good
(Continued on page 24)

★ STAR NAMES for ★
★ Star-Selling Power! ★

UNITY presents
18 NEW FEATURES
The "Major Hollywood Package"
produced by SOL M. WURTZEL

*With an imposing array of
Outstanding Hollywood Stars!*

MARILYN MONROE in "Dangerous Years"
JEFF CHANDLER in "Roses Are Red"
WILLIAM GARGAN in "Rendezvous 24"
PAUL KELLY in "Deadline for Murder"
JEAN ROGERS in "Backlash"
DORIS DOWLING in "Crimson Key"
KENT TAYLOR in "Dangerous Millions"
JEROME COWAN in "Arthur Takes Over"

1000 TITLES
from
UNITY!

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY comedies
- ★ 39 HALF HOUR Programs
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS

Complete list of all 18 features
furnished on request

UNITY'S Catalogue
Is Growing Bigger
and Better to
Stimulate Markets
for Highest Ratings

UNITY TELEVISION CORPORATION

Write, Wire, Phone FOR YOUR UNITY CATALOGUE NOW!

13-CITY JAN. ARB RATINGS OF SYNDICATED SHOWS

This chart gives the ARB ratings for syndicated film series showing the second week in January in each of the 13 cities surveyed individually by the American Research Bureau. The program titles are arranged alphabetically by program category under each city. The reader may thus compare the audiences of these film shows in each of these key markets. The ARB charts in The Billboard over the past three weeks have shown how each of these shows compared with its own time-slot competition and with the show preceding it. For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C.; 516 Fifth Ave., New York; P. O. Box 6934, Los Angeles 22.

BALTIMORE	
3 stations—WMAR-TV, WBAL-TV, WAAM	
ADVENTURE	
Dangerous Assignment	17.3
NBC TV Film Division	
WBAL, 10:30-11, Thurs.	
The Unexpected	
Ziv Television Productions	13.2
WBAL, 10:30-11, Tues.	
COMEDY	
Abbott & Costello Show	14.0
MCA-TV	
WBAL, 10:30-11, Mon.	
DOCUMENTARY	
March of Time Thru the Years	13.3
The March of Time, Inc.	
WBAL, 7-7:30, Wed.	
MYSTERY	
Hollywood Offbeat	12.5
United Television Programs, Inc.	
WMAR, 10:30-11, Thurs.	
NEWS	
Telenews Daily	8.9
International News Service	
WBAL, 6:45-7, Mon.-Fri.	

WESTERN	
Cisco Kid	32.1
Ziv Television Productions	
WBAL, 7-7:30, Tues.	
Hopalong Cassidy	34.3
NBC TV Film Division	
WBAL, 5:30-6, Sat.	

BOSTON	
(2 stations—WBX-TV, WNAC-TV)	
ADVENTURE	
Foreign Intrigue	17.0
J. Walter Thompson Company	
WNAC, 10:30-11, Sat.	
CHILDREN'S	
Dick Tracy	26.3
United Television Programs	
WBZ, 6-6:30, Sat.	
Time for Beany	9.5
Paramount TV Productions, Inc.	
WNAC, 5:15-5:30, Mon.-Fri.	
DOCUMENTARY	
March of Time Thru the Years	9.7
The March of Time, Inc.	
WNAC, 6-6:30, Sat.	
Headline on Parade	6.0
United World Films	
WNAC, 7:15-7:30, Wed.	

MISCELLANEOUS	
Stranger Than Paradise	8.8
United World Films	
WNAC, 7:15-7:30, Fri.	
MYSTERY	
Boston Blackie	38.7
Ziv Television Productions	
WNAC, 7-7:30, Sat.	
NEWS	
Telenews Daily	12.5
International News Service	
WBZ, 7:15-7:30, Mon.-Fri.	
WESTERN	
The Range Rider	38.0
CBS Television Film Sales	
WBZ-TV, 7-7:30, Sun.	
Hopalong Cassidy	18.5
NBC TV Film Division	
WBZ, 1-1:30, Sat.	

CHICAGO	
(4 stations—WBKB, WNBQ, WENR-TV, WGN-TV)	
ADVENTURE	
Dangerous Assignment	14.9
NBC TV Film Division	
WENR, 10-10:30, Tues.	

Foreign Intrigue	10.3
J. Walter Thompson Company	
WENR, 10-10:30, Wed.	
China Smith	8.7
PSI-TV, Inc.	
WNBQ, 9:30-10, Thurs.	
Ramar of the Jungle	18.9
WENR, 7-7:30, Thurs.	
CHILDREN'S	
Dick Tracy	6.4
United Television Programs	
WGN, 6-6:30, Sat.	
Time for Beany	1.7
Paramount TV Productions, Inc.	
WGN, 5-5:15, Mon.-Fri.	
DOCUMENTARY	
March of Time Thru the Years	6.4
The March of Time, Inc.	
WENR, 10-10:30, Thurs.	
Clete Roberts World Report	1.5
United Artists Television	
WGN, 5:45-6, Mon.	
MYSTERY	
Boston Blackie	34.0
Ziv Television Productions	
WBKB, 9:30-10, Thurs.	
Films of Jeffrey Jones	13.0
CBS Television Film Sales	
WBKB, 10-10:30, Sun.	
WESTERN	
Cisco Kid	16.8
Ziv Television Productions	
WENR, 2-2:30, Sun.	
Hopalong Cassidy	13.3
NBC TV Film Division	
WENR, 3-3:30, Sun.	

CINCINNATI	
(3 stations—WLW-TV, WCPO-TV, WKRC-TV)	
ADVENTURE	
Foreign Intrigue	15.2
J. Walter Thompson Company	
WKRC, 9:30-10, Mon.	
DOCUMENTARY	
March of Time Thru the Years	9.6
The March of Time, Inc.	
WCPO, 9:30-10, Wed.	
DRAMA	
Television Theater	19.4
Stuart Reynolds Productions	
WKRC, 8-8:30, Mon.	

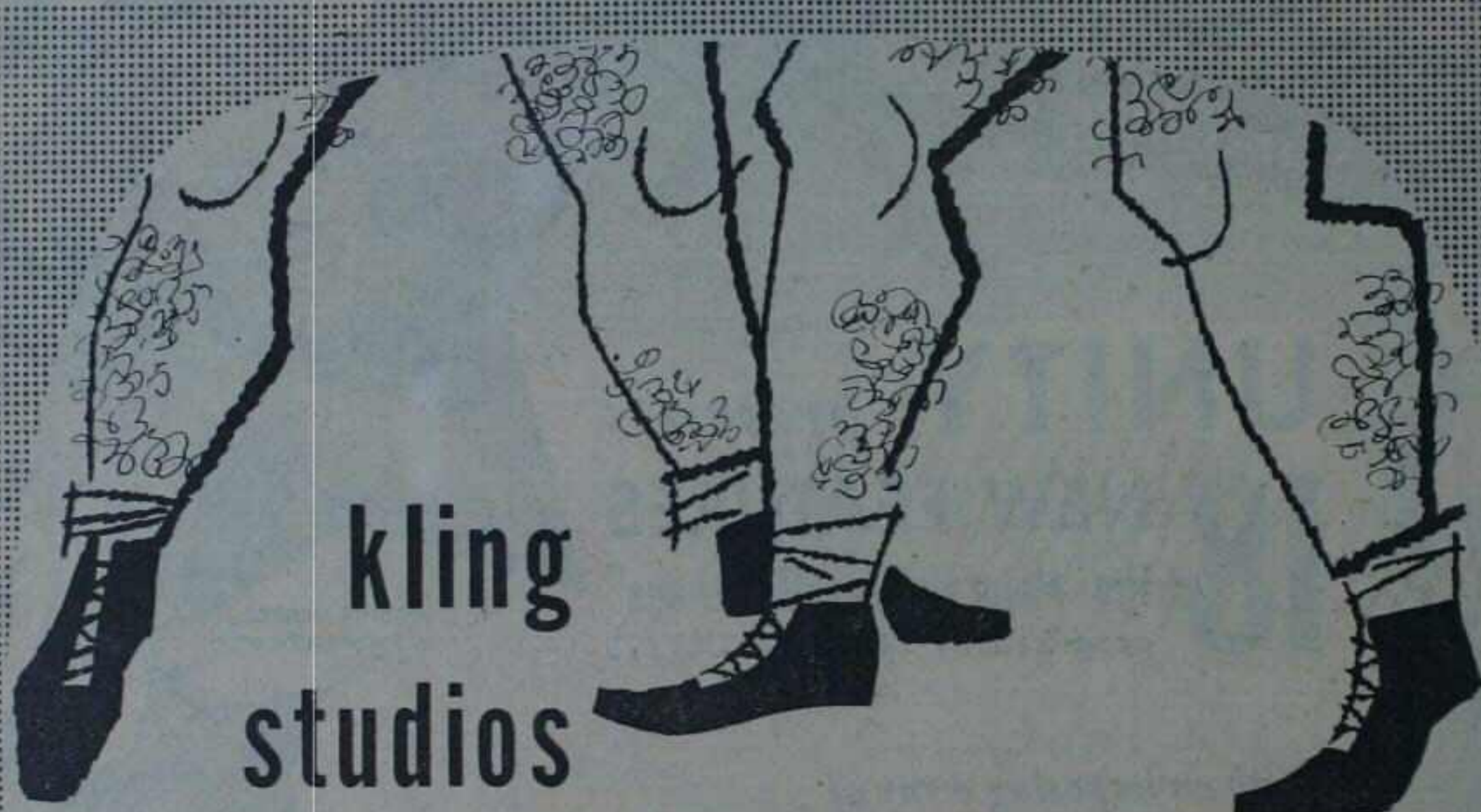
MYSTERY	
Boston Blackie	30.4
Ziv Television Productions	
WLW-TV, 8:30-9, Thurs.	
NEWS	
UP Moviezone News	4.5
United Press Moviezone	
WCPO, 6:30-6:45, Mon.-Fri.	
Washington Spotlight	1.5
United Television Programs	
WCPO, 7:30-7:45, Sun.	
WESTERN	
Cisco Kid	30.5
Ziv Television Productions	
WCPO, 6-6:30, Sun.	
Hopalong Cassidy	34.1
NBC TV Film Division	
WLW-TV, 3:45-4:15, Sat.	
Cowboy G-Men	33.3
United Artists Television	
WCPO, 1:30-2, Sun.	

CLEVELAND	
(3 stations—WNBK, WEWS, WJWL)	
ADVENTURE	
Foreign Intrigue	11.1
J. Walter Thompson Company	
WEWS, 10-10:30, Sun.	
Dangerous Assignment	16.1
NBC TV Film Division	
WNBK, 10:30-11, Thurs.	
COMEDY	
Abbott & Costello Show	5.1
MCA-TV	
WXEL, 10-10:30, Tues.	
COMMENTARY	
Hollywood Reel	5.4
Paramount TV Productions, Inc.	
WEWS, 7:15-7:30, Wed.	
DOCUMENTARY	
Crusade in Europe	16.7
20th Century-Fox	
WEWS, 9-9:30, Wed.	
March of Time Thru the Years	18.9
The March of Time, Inc.	
WEWS, 7:30-8, Sat.	
NEWS	
Washington Spotlight	6.1
United Television Programs	
WEWS, 7:15-7:30, Mon.	
QUIZ	
Movie Quick Quiz	5.3
Walter Schwimmer Productions	
WNBK, 6:45-7, Mon.-Fri.	
SPORTS	
Wrestling From Hollywood	8.1
Paramount Television Productions	
WXEL, 8-9, Sat.	
Sportsman's Club	6.1
Syndicated TV Films	
WEWS, 6-6:30, Sun.	
Sports Parade	5.1
United Artists Television	
WXEL, 10:30-10:45, Sat.	
WESTERN	
The Range Rider	38.1
CBS Television Film Sales	
WEWS, 6-6:30, Sun.	
Hopalong Cassidy	18.1
NBC TV Film Division	
WNBK, 6-6:30, Fri.	

COLUMBUS	
(3 stations—WLW-TV, WTVN, WBNS-TV)	
ADVENTURE	
The Unexpected	19.1
Ziv Television Productions	
WBNS, 9:30-10, Tues.	
Dangerous Assignment	16.1
NBC TV Film Division	
WBNS, 9:30-10, Sun.	
DOCUMENTARY	
March of Time Thru the Years	17.1
The March of Time, Inc.	
WBNS, 7-7:30, Fri.	
MYSTERY	
Boston Blackie	27.1
Ziv Television Productions	
WBNS, 9-9:30, Sat.	
NEWS	
Washington Spotlight	4.1
United Television Programs	
WBNS, 6-6:15, Sun.	
SPORTS	
Telesports Digest	10.1
United Artists Television	
WBNS, 7-7:30, Wed.	
WESTERN	
Hopalong Cassidy	11.1
NBC TV Film Division	
WBNS, 1-1:30, Sat.	
Gene Autry Show	17.1
CBS Television Film Sales	
WBNS, 7-7:30, Sun.	

DAYTON	
(2 stations—WLW-TV, WHIO-TV)	
ADVENTURE	
The Unexpected	19.1
Ziv Television Productions	
WHIO, 10-10:30, Sat.	
Dangerous Assignment	16.1
NBC TV Film Division	
WLW-TV, 10:30-11, Sun.	
DOCUMENTARY	
Crusade in the Pacific	16.1
The March of Time, Inc.	
WLW-TV, 7-7:30, Thurs.	
March of Time Thru the Years	7.1
The March of Time, Inc.	
WHIO, 6:30-7, Tues.	
WESTERN	
Hopalong Cassidy	22.1
NBC TV Film Division	
WLW-TV, 6-6:30, Mon.	

DETROIT	
(3 stations—WJBK, WWJ-TV, WXYZ-TV)	
ADVENTURE	
Foreign Intrigue	18.4
J. Walter Thompson Company	
WJBK, 10:30-11, Fri.	
China Smith	16.7
PSI-TV, Inc.	
WXYZ, 8-8:30, Thurs.	
Ramar of the Jungle	12.1
WXYZ, 6:30-7, Fri.	
CHILDREN'S	
Dick Tracy	13.1
United Television Programs	
WXYZ, 7-7:30, Tues.	
Time for Beany	6.1
Paramount TV Productions, Inc.	
WJBK, 5:15-5:30, Mon.-Fri.	
DOCUMENTARY	
March of Time Thru the Years	3.1
The March of Time, Inc.	
WJBK, 7-7:30, Fri.	



Kling studios present

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“boxing from rainbo”



in this corner—Chicago's Rainbo Arena, where present champions and future champions fight, is the scene of the most exciting boxing shows on television today! Skilled Kling camera crews, shooting at ringside with the modern multi-camera technique, capture all the slam-bang action. Jack Drees, ace sportscaster for ABC and outstanding boxing authority, announces the shows.



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★ LOW BUDGET PACKAGE THAT RINGS BELL WITH HIGHEST RATINGS!

DRAMA

Little Theater 21.9
 Tee Vee Company
 WWJ, 9:30-10, Thurs.

MISCELLANEOUS

Stranger Than Fiction 10.8
 United World Films
 WXYZ, 1:30-1:45, Sun.

MYSTERY

Heart of the City 31.6
 United Television Programs, Inc.
 WJFK, 9:30-10, Thurs.

Files of Jeffrey Jones 14.8
 CBS Television Film Sales
 WJFK, 6-6:30, Sun.

NEWS

Telenews Daily 3.6
 International News Service
 WJFK, 6:30-6:45, Mon-Fri.

SPORTS

Sports Parade 19.2
 United Artists Television
 WJFK, 10:30-10:45, Wed.

Wrestling From Hollywood 7.8
 Paramount Television Productions
 WWJ, 11:30-12:30, Sat.

Holler Derby 1.1
 TV Exploitations
 WXYZ, 9-9:30, Wed.

WESTERN

Cisco Kid 27.8
 Ziv Television Productions
 WXYZ, 7-7:30, Thurs.

Hopalong Cassidy 19.2
 NBC TV Film Division
 WWJ, 5:30-6, Sun.

LOS ANGELES

(7 stations—KNXT, KNBH, KTLA)
 KECA-TV, KHJ-TV, KTTV, KLAC-TV)

ADVENTURE

Dangerous Assignment 18.9
 NBC TV Film Division
 KNBH, 10:30-11, Fri.

China Smith 12.6
 PSI-TV, Inc.
 KECA, 8:30-9, Fri.

Foreign Intrigue 15.4
 J. Walter Thompson Company
 KNBH, 10:30-11, Thurs.

Ramar of the Jungle 16.8
 KTTV, 7-7:30, Tues.

The Unexpected 4.9
 Ziv Television Productions
 KECA, 8-8:30, Wed.

CHILDREN'S

Dick Tracy 2.6
 United Television Programs
 KNBH, 10:30-11, Wed.

COMEDY

Abbott & Costello Show 19.8
 MCA-TV
 KTTV, 8-8:30, Tues.

DOCUMENTARY

March of Time Thru the Years 8.3
 The March of Time, Inc.
 KTTV, 7:30-8, Mon.

Clete Roberts World Report 2.0
 United Artists Television
 KLAC, 6:45-7, Fri.

DRAMA

Invasion Playhouse 5.6
 Guild Films, Inc.
 KLAC, 7-7:30, Wed.

MYSTERY

Heart of the City 2.3
 United Television Programs, Inc.
 KTTV, 9-9:30, Fri.

NEWS

UP Movietone News 2.4
 United Press Movietone
 KHJ, 7-7:15, Mon-Fri.

QUIZ

Movie Quick Quiz 12.0
 Walter Schwimmer Productions
 KTLA, 7:15-7:30, Mon-Fri.

SPORTS

Sports Parade 5.9
 United Artists Television
 KNXT, 7:45-8, Wed.

WESTERN

Cisco Kid 15.1
 Ziv Television Productions
 KECA, 7-7:30, Mon.

Hopalong Cassidy 14.1
 NBC TV Film Division
 KNBH, 5:30-6, Sat.

The Range Rider 10.0
 CBS Television Film Sales
 KNBH, 7-7:30, Thurs.

NEW YORK

(7 stations—WCBS-TV, WNBT, WABD,
 WJZ-TV, WOR-TV, WPIX, WATV)

ADVENTURE

Foreign Intrigue 20.6
 J. Walter Thompson Company
 WNBT, 10:30-11, Thurs.

Dangerous Assignment 17.3
 NBC TV Film Division
 WNBT, 10:30-11, Mon.

DOCUMENTARY

March of Time Thru the Years 4.3
 The March of Time, Inc.
 WNBT, 7-7:30, Wed.

MYSTERY

Boston Blackie 9.4
 Ziv Television Productions
 WABD, 9:30-10, Fri.

NEWS

Telenews Daily 2.2
 International News Service
 WCBS, 6-6:15, Mon-Fri. 5.5
 WCBS, 11-11:15, Tues. & Thurs. 6.9

UP Movietone News 2.6
 United Press Movietone
 WPIX, 7-7:15, Mon-Fri.

SPORTS

Holler Derby 2.5
 TV Exploitations
 WPIX, 9-10:15, Fri.

WESTERN

Hopalong Cassidy 17.4
 NBC TV Film Division
 WNBT, 6:30-7, Sat.

Cisco Kid 9.7
 Ziv Television Productions
 WNBT, 7-7:30, Mon.

SAN FRANCISCO

(3 stations—KRON-TV, KPIX, KGO-TV)

ADVENTURE

The Unexpected 29.9
 Ziv Television Productions
 KRON, 8:30-9, Thurs.

Dangerous Assignment 22.6
 NBC TV Film Division
 KRON, 8-8:30, Sat.

Foreign Intrigue 12.1
 J. Walter Thompson Company
 KGO, 8-8:30, Wed.

CHILDREN'S

Time for Beany 16.3
 Paramount TV Productions, Inc.
 KPIX, 5-5:15, Mon-Fri.

COMEDY

Abbott & Costello Show 16.5
 MCA-TV
 KPIX, 9:30-10, Fri.

DOCUMENTARY

March of Time Thru the Years 5.5
 The March of Time, Inc.
 KGO, 6:30-7, Sun.

MISCELLANEOUS

Stranger Than Fiction 5.5
 United World Films
 KRON, 8-8:15, Fri.

MYSTERY

Heart of the City 25.7
 United Television Programs, Inc.
 KPIX, 9:30-10, Mon.

Boston Blackie 16.8
 Ziv Television Productions
 KRON, 9:30-10, Sun.

Files of Jeffrey Jones 13.1
 CBS Television Film Sales
 KPIX, 8-8:30, Sun.

NEWS

Telenews Daily 7.6
 International News Service
 KRON, 6:45-7, Mon-Fri.

Washington Spotlight 1.3
 United Television Programs
 KGO, 3:15-3:30, Sun.

QUIZ

Movie Quick Quiz 16.3
 Walter Schwimmer Productions
 KPIX, 5-5:15, Mon-Fri.

SPORTS

Holler Derby 2.9
 TV Exploitations
 KGO, 9:30-10, Mon.

WESTERN

The Range Rider 28.9
 CBS Television Film Sales
 KPIX, 7-7:30, Tues.

Cisco Kid 27.2
 Ziv Television Productions
 KRON, 7-7:30, Thurs.

Hopalong Cassidy 24.4
 NBC TV Film Division
 KGO, 6:30-7, Thurs.

Gene Autry Show 20.2
 CBS Television Film Sales
 KGO, 7-7:30, Thurs.

PHILADELPHIA

(3 stations—WPTZ, WFIL-TV,
 WCAU-TV)

ADVENTURE

Foreign Intrigue 21.0
 J. Walter Thompson Company
 WCAU, 10-10:30, Sat.

Dangerous Assignment 13.9
 NBC TV Film Division
 WPTZ, 10:30-11, Tues.

Ramar of the Jungle 18.3
 WFIL, 5-5:15, Mon-Fri.

CHILDREN'S

Crusader Rabbit 7.8
 Consolidated TV Programs
 WCAU, 4-4:55, Tues-Fri.

COMEDY

Abbott & Costello Show 17.9
 MCA-TV
 WCAU, 9-9:30, Sat.

DOCUMENTARY

March of Time Thru the Years 10.1
 The March of Time, Inc.
 WCAU, 7-7:30, Mon.

MISCELLANEOUS

Stranger Than Fiction 15.4
 United World Films
 WPTZ, 6:30-6:45, Sun.

MYSTERY

Boston Blackie 19.6
 Ziv Television Productions
 WCAU, 7-7:30, Wed.

NEWS

Telenews Daily 2.2
 International News Service
 WFIL, 6:30-6:45, Mon-Fri.

SPORTS

Sportsman's Club 2.8
 Syndicated TV Films
 WFIL, 11:15-11:30, Fri.

WESTERN

Cisco Kid 34.1
 Ziv Television Productions
 WCAU, 7-7:30, Fri.

The Range Rider 3.6
 CBS Television Film Sales
 WPTZ, 3-4:45, Sat.

Dangerous Assignment 14.9
 NBC TV Film Division
 WMAL, 7:30-8, Wed.

China Smith 14.4
 PSI-TV, Inc.
 WTTG, 9:30-10, Fri.

CHILDREN'S

Dick Tracy 13.0
 United Television Programs
 WTTG, 5:30-6, Sun.

Time for Beany 12.8
 Paramount TV Productions, Inc.
 WTTG, 6:45-7, Mon-Fri.

DOCUMENTARY

March of Time Thru the Years 11.2
 The March of Time, Inc.
 WTOP, 10:30-11, Tues.

MYSTERY

Front Page Detective 7.5
 Consolidated Television Sales
 WTOP, 10:30-11, Fri.

NEWS

UP Movietone News 6.7
 United Press Movietone
 WTTG, 11-11:15, Mon-Fri.

QUIZ

Movie Quick Quiz 12.8
 Walter Schwimmer Productions
 WTTG, 6:45-7, Mon-Fri.

WESTERN

Hopalong Cassidy 17.5
 NBC TV Film Division
 WNBW, 1:30-2, Sun.

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- ★ "Best Entertainment Program of the Year!"

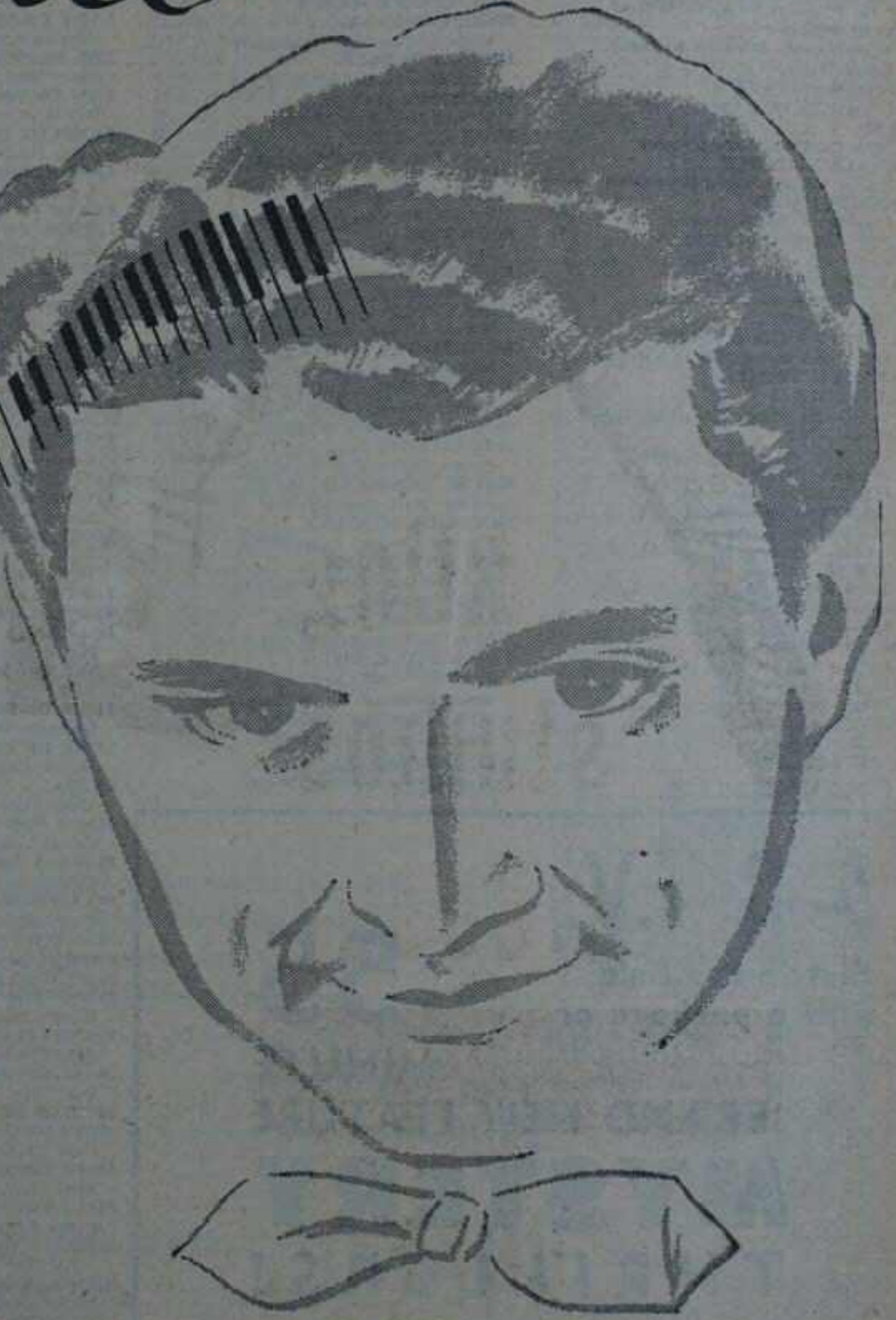


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First Time Published Anywhere: Winner MPTV's List of Features

Continued from page 14

DEVIL BAT'S DAUGHTER
John Ames, Michael Hale

DICK BARTON STRIKES BACK
Divorce
Kay Francis, Bruce Cabot

DIVORCE OF LADY X
Lawrence Olivier, Merle Oberon

DIXIE JAMBOREE
Frances Langford, Guy Kibbee

DOCKS OF NEW ORLEANS
Charlie Chan, M. Moreland

DOCKS OF NEW YORK
Leo Gorcey, Huntz Hall, East Side Kids

DON RICARDO RETURNS
Fred Coby, Isabella

DON'T GAMBLE WITH STRANGERS
Kane Richmond, Bernadine Hayes

DOOMED TO DIE
Marjorie Reynolds, Grant Withers

DOUBLE TROUBLE
Harry Langdon, Charlie Rogers

DOWN MISSOURI WAY
John Carradine, Eddie Downs

DRUMS
Sabu, Raymond Massey

DRUMS OF THE DESERT
Ralph Byrd, Lorna Gray

EAST SIDE KIDS
Robert Lowery, Billy Hallop

EASY MONEY
Elephant Boy
Sabu

THE ENCHANTED FOREST
Edmund Lowe, Brenda Joyce, Harry Davenport

ETERNALLY YOURS
Loretta Young, David Niven, Broderick Crawford

FACE OF MARBLE
John Carradine, Claudia Drake

FALL GUY
Robert Armstrong, Clifford Penn

FASHION MODEL
Robert Lowery, Marjorie Weaver

FATAL HOUR
Boris Karloff, Marjorie Reynolds, Grant Withers

FATHER STEPS OUT
Frank Albertson, Lorna Gray

FEAR
Peter Cookson, Anne Gwynne

FEMALE FUGITIVE
Evelyn Venable, Craig Reynolds

FIGHTING MAD
Leon Errol, Joe Kirkwood

FIFTY SECOND STREET
Kenny Baker, Ella Logan

FLIGHT TO NOWHERE
Alan Curtis, Evelyn Ankers, Jerome Cowan

FLIRTING WITH DANGER
Robert Armstrong, Edgar Kennedy

FLYING SERPENT
Flying Wild
Leo Gorcey, Huntz Hall, East Side Kids

FOG ISLAND
Lionel Atwell, Jerome Cowan

FOREIGN AGENT
John Shelton, Gale Storm

FOREIGN CORRESPONDENT
Joel McCrea, Lorraine Day, George Saunders, Herbert Marshall

FOUR FEATHERS
Ralph Richardson, C. Aubrey Smith

FRECKLES COMES HOME
Johnny Downs, Gale Storm

FREDDIE STEPS OUT
Freddie Stewart, June Preisser

THE FRENCH KEY
Albert Dekker, Evelyn Ankers

FRENCH LEAVE
Jackie Cooper

GANG BULLETS
Anna Nagel, Robert Kent

THE GANG'S ALL HERE
Gas House Kids
Robert Lowery, Charles Switzer

GAS HOUSE KIDS IN HOLLYWOOD
Benny Bartlett, Charles Switzer

GENTLEMEN FROM DIXIE
Jack LaRue, Marion Marsh

GENTLEMAN JOE PALOOKA
Ghost Goes West
Robert Donat, Jean Parker

GHOST TRAIN
G.I. HONEYMOON
Gale Storm, Peter Cookson

GINGER
Margaret Lindsey, Philip Reed

GIRL FROM RIO
Warren Hull, Movita

GIRL OF MY DREAMS
Mary Carlisle, Sterling Holloway, Arthur Lake

GOD'S COUNTRY
Robert Lowery, Helen Gilbert

THE GOLDEN EYE
Charlie Chan

GREAT GOD GOLD
Sidney Blackmer, Martha Sleeper

GREAT MIKE
Stuart Irwin, Carl Switzer

THE GREEKS HAD A WORD FOR THEM
Joan Blondell, Ina Claire

THE HAT BOX MYSTERY
Tom Neal, Pamela Blake, Allen Jenkins

HAUNTED HOUSE
Marcia Mae Jones, Jackie Moran

HE COULDN'T TAKE IT
Ray Walker, Virginia Cherrill

HEADING FOR HEAVEN
Stuart Irwin

HEARTACHES
Sheila Ryan

HER SISTER'S SECRET
Here Comes Kelly
Eddie Quillan, Joan Woodbury

HEROES IN BLUE
Dick Purcell, Bernadine Hayes

HIDDEN ENEMY
Warren Hull, Kay Linaker

HIGH CONQUEST
Anne Lee, Warren Douglas, Gilbert Roland

HIGH SCHOOL HERO
Freddie Stewart, June Preisser

HIGH TIDE
Lee Tracy, Don Castle

HISTORY IS MADE AT NIGHT
Charles Boyer, Jean Arthur

HOLLYWOOD AND VINE
Wanda McKay, Ralph Morgan

HONEYMOON LIMITED
Neil Hamilton, Irene Hervey

HOOSIER SCHOOLBOY
Mickey Rooney, Anna Nagel

HOOSIER SCHOOLMASTER
Hot Rhythm
Donna Drake, Robert Lowery

HOUSE ACROSS THE BAY
George Raft, Joan Bennett

HOUSE OF MYSTERY
Edward Lowery, Verna Hillie

HOW DO YOU DO?
Bert Gordon, Harry Von Zell, Cheryl Walker

I ACCUSE MY PARENTS
Mary Beth Hughes, Robert Lowell

I MARRIED A WITCH
Frederic March, Veronica Lake, Susan Hayward, Robert Benchley

I MET MY LOVE AGAIN
Joan Bennett, Henry Fonda

I RING DOORBELLS
Anne Gwynne, Robert Shayne

I WOULDN'T BE IN YOUR SHOES
Don Castle, Elyse Knox

IDENTITY UNKNOWN
Richard Arlen, Cheryl Walker

I'M FROM ARKANSAS
Slim Summerville, El Brendel

IN THIS CORNER
Scott Brady, Annabelle Shaw

ISLE OF MISSING MEN
John Howard, Helen Gilbert

IT'S A JOKE, SON
Kenny Delmar, June Lockhart

JACK OF DIAMONDS
Nigel Patrick, Joan Carroll

JAMAICA INN
Charles Laughton, Maureen O'Hara

JOE PALOOKA, CHAMP
Joe Kirkwood

JOHNNY FRENCHMAN
Jungle Book
Sabu

JUNIOR PROM
Freddie Stewart, June Preisser

THE KANSAN
Richard Dix, Jane Wyatt, Albert Dekker

KENTUCKY BLUE STREAK
Edward Nugent, Patricia Scott

KID SISTER
Judy Clarke, Frank Jenks

KENTUCKY CARNIVAL
John Arledge, Mary Lou Linden

KIDNAPPED
Roddy McDowell, Sue England

KILLER AT LARGE
Robert Lowery, Annabelle Shaw

KILROY WAS HERE
Jackie Cooper, Jackie Coogan

KING OF THE ZOMBIES
Dick Purcell

KING KELLY, U.S.A.
Guy Robertson, Irene Ware

THE KNOCKOUT
Joe Kirkwood, Leon Errol, Elyse Knox

LADY CHASER
Ann Savage, Robert Lowery

THE LADY CONFESSES
Mary Beth Hughes, Hugh Beaumont

LAW OF THE JUNGLE
Arlene Judge, John King

LARCENY IN HER HEART
Hugh Beaumont, Cheryl Walker

LAST ALARM
J. Farrell MacDonald, Polly Ann Young

LEAVE IT TO THE IRISH
Legion of Missing Men
Ralph Forbes, Ben Alexander

LET'S GO COLLEGIATE
Frankie Darro, Marcia Mae Jones

LIFE OF JACK LONDON
Michael O'Shea, Virginia Mayo, Susan Hayward, Ossa Mason

LIGHTHOUSE
Don Castle, June Lang, John Littel

LITTLE LORD FAUNTLEROY
Freddie Bartholomew, Dolores Costello

LITTLE PAL
Ralph Bellamy, Mickey Rooney

LITTLE TOKYO, U.S.A.
Living Ghost
James Dunn, Joan Woodbury

LONG VOYAGE HOME
John Wayne, Barry Fitzgerald, Thomas Mitchell

LOST IN THE STRATOSPHERE
The Loudspeaker
Louisiana
Jimmy Davis, Freddie Stewart

LOVE FROM A STRANGER
Sylvia Sydney, John Hodiak

LUCK OF ROARING CAMP
Owen Davis Jr.

LURE OF THE ISLANDS
Margie Hart, Robert Lowery

LYDIA
Merle Oberon, Joseph Cotten

MADE FOR EACH OTHER
Carole Lombard, James Stewart

MAKE A MILLION
Charles Starrett, Pauline Brooks

MAN FROM HEADQUARTERS
Frank Albertson, Joan Woodbury

MAN WHO COULD WORK MIRACLES
Roland Young, Joan Gardner

MAN WHO WALKED ALONE
Man with Two Lives
Edward Norris, Marlo Dwyer

MANHATTAN LOVE SONG
Robert Armstrong, Dixie Lee

MASK OF DIJON
Erich Von Stroheim

MASTER OF BANKDAM
Meet John Doe
Gary Cooper, Barbara Stanwyck

MEET SIMON CHERRY
Zena Marshall, John Bailey

MEET THE MAYOR
Frank Fay, Nat Pendleton

MELODY PARADE
Mary Beth Hughes, Manton Moreland

MEN ARE NOT GODS
Miriam Hopkins, Rex Harrison

MIDNIGHT LIMITED
John King, Marjorie Reynolds

MILLION DOLLAR BABY
Jimmy Fay, Arline Judge

THE MISSING CORPSE
J. Edward Bromberg

THE MISSING LADY
Kane Richmond, Barbara Reed

MR. WISE GUY
Leo Gorcey

MR. WONG, DETECTIVE
Boris Karloff, Grant Withers

MR. WONG IN CHINATOWN
Boris Karloff, Marjorie Reynolds

MONEY MEANS NOTHING
Monte Carlo Nights
Mary Brian, John Darrow

MOTHER AND SON
Murder by Invitation
Wallace Ford, Marian Marsh

MURDER IS MY BUSINESS
Hugh Beaumont, Cheryl Walker, Lyle Talbot

MURDER ON DIAMOND ROW
Ann Todd, Edmund Lowe

MUSIC MAN
Freddie Stewart, Phil Brito

MUTINY IN THE BIG HOUSE
Charles Bickford, Barton MacLane

MUTINY ON THE ELSINORE
Paul Lukas, Lyn Harding

G. Richards, Hall Johnson Choir
Mystery Liner
Noah Berry, Edwin Maxwell

MYSTERIOUS MR. WONG
Bela Lugosi, Arline Judge

MYSTERY MAN
Maxine Doyle, Robert Armstrong

MYSTERY OF THE 13th GUEST
Helen Parrish, Dick Purcell

MYSTERY PLANE
John Trent, Marjorie Reynolds

MEET THE MAYOR
Frank Fay, Nat Pendleton

NAVY SECRETS
Fay Wray, Grant Withers

NEARLY 18
Gale Storm, Bill Henry

NO ESCAPE
Dean Jagger, John Carradine

NORTHWEST TRAIL
Nothing Sacred
Carole Lombard, Frederic March

NOW BARABAS
The Nut Farm
Wallace Ford, Betty Alden

OH! WHAT A NIGHT
Edmund Lowe, Marjorie Rambeau

OLD SWIMMIN' HOLE
Marcia Mae Jones, Jackie Moran

ONE THRILLING NIGHT
Wanda McKay, John Beal, Tom Neal

OPEN CITY
Aldo Fabrizi, Anna Magnani

OUT OF THE BLUE
George Brent, Carole Landis, Turhan Bey

THE OUTER GATE
Ralph Morgan, Kay Linaker

THE OUTSIDER
Bernard Miles, Sheila Sims, Richard Herborough

OVER THE MOON
Rex Harrison, Merle Oberon

OVER THE RAINBOW
Paizan
Paradise Isle
Movita, Warren Hull, William Davidson

PERILOUS WATERS
Don Castle, Audrey Long

THE PHANTOM BROADCAST
Vivienne Osborn, Gail Patrick

THE PHANTOM KILLER
Manton Moreland

PHANTOM OF CHINATOWN
Keye Luke, Lotus Long

PHANTOM OF 42d STREET
Dave O'Brien, Kay Aldridge

PHILO VANCE'S GAMBLE
William Wright, Terry Austin

PHILO VANCE'S SECRET MISSION
Alan Curtis, Sheila Ryan

POLICE BULLETS
John Archer, Joan Marsh

PORT OF MISSING GIRLS
Harry Carey, Judith Allen

PRISON MUTINY
Eddie Nugent, Lucille Lund

PRISON SHADOWS
Eddie Nugent, Lucille Lund

PRIVATE LIFE OF DON JUAN
Private Life of Henry VIII
Private Angelo
Godfrey Tearle, Peter Ustinov

Q PLANES
Laurence Olivier, Valerie Hobson

QUEEN OF BURLESQUE
Evelyn Ankers, Carleton Young

QUEEN OF THE YUKON
Charles Bickford, Irene Rich

THE QUIET ONE
Railroaded
John Ireland, Sheila Ryan

RAIN
Joan Crawford, Walter Huston

THE RECKLESS WAY
Marion Nixon, Kane Richmond

REDHEAD
June Lang, Johnny Downs

RED STALLION
Red Stallion in the Rockies
Rembrandt
Charles Laughton, Gertrude Lawrence, Elsa Lanchester

RENEGADE GIRL
Ann Savage, Alan Curtis

REVENGE OF THE ZOMBIES
John Carradine, Gale Storm, Robert Lowery

REPEAT PERFORMANCE
Louis Hayward, Joan Leslie

RETURN OF THE APE MAN
John Carradine, George Zucco

RHYTHM PARADE
The Right Man
Alan Ladd, Julie Bishop

RIOT SQUAD
Richard Cromwell, Rita Quigley

RIP ROARING RILEY
Road to Happiness
John Boles, Mona Barrie

ROAR OF THE PRESSES
Rocky
Roddy McDowell, Nita Hunter

ROGUES GALLERY
Rogues Tavern
Wallace Ford, Barbara Pepper

ROMANCE OF THE LIMBERLOST
Jean Parker, Eric Linden, Marjorie Main

ROOSEVELT STORY
Rose of the Rio Grande
Rubber Racketeers
Ricardo Cortez, Rochelle Hudson

SALES LADY
Anna Nagel, Weldon Heyburn

SALOON BAR
Sarge Goes to College
Freddie Stewart, June Preisser

SARONG GIRL
Ann Corio, Manton Moreland

SCROOGE
Donald Calthrop, Philip Frost

SEARCH FOR DANGER
John Calvert, Myrna Dell

SECRETS OF A SORORITY GIRL
Mary Ware, Addison Richards

SENSATION HUNTERS
Shadow of Suspicion
Marjorie Weaver, Peter Cookson

SHADOWS OF CHINATOWN
Bela Lugosi, Herman Brix

SHADOW OF TERROR
Richard Fraser, Grace Glier

SHADOW OVER CHINATOWN
The Shadow Returns
Kane Richmond, Barbara Reed

SHANGHAI CHEST
Shanghai Cobra
Shed No Tears
She Shall Have Murder
Rosalind John

THE SHAPE OF THINGS TO COME
Raymond Massey, Ralph Richardson

SHE'S IN THE ARMY
Marie Wilson, Lucille Gleason

SHOCK
Ralph Forbes

SHOOT TO KILL
Russell Wade, Edmund MacDonald

SHOULD A GIRL MARRY?
Anna Nagel, Warren Hull

SIDEWALKS OF LONDON
Vivian Leigh, Rex Harrison, Charles Laughton, Larry Adler

SIGN OF THE WOLF
Michael Whalen, Grace Bradley

SILENT WITNESS
Frank Albertson

SILVER FLEET
Silver Queen
George Brent, Priscilla Lane

SILVER SKATES
Kenny Baker, Patricia Morrison

SING SING NIGHTS
Conway Tearle, Mary Doran

SKYBOUND
Lloyd Hughes, Eddie Nugent

SKY PATROL
John Trent, Marjorie Reynolds

SKYWAY
Ray Walker, Kathryn Crawford

SLIGHTLY HONORABLE
Pat O'Brien, Broderick Crawford

SMART ALEC
Leo Gorcey, Huntz Hall, East Side Kids

SMART GUY
Rick Vallin, Veda Ann Borg

SMART POLITICS
Freddie Stewart, June Preisser

SON OF THE NAVY
Jean Parker, James Dunn

SO'S YOUR AUNT EMMA
Zazu Pitts, Roger Pryor

SPY IN BLACK
Conrad Veidt, Valerie Hobson

SPY TRAIN
Richard Travis, Catherine Craig

STAGECOACH
John Wayne, Claire Trevor, Thomas Mitchell

STAGESTRUCK
Kane Richmond, Audrey Long

STAND IN
Joan Blondell, Humphrey Bogart

STAR REPORTER
Warren Hull, Marsha Hunt

STEPCHILD
Donald Woods, Brenda Joyce

STORY OF G.I. JOE
Burgess Meredith, Robert Mitchum

STRANGE ILLUSION
Warren William, Sally Eilers

STRANGE MR. GREGORY
Edmund Lowe, Jean Rogers

STRANGLER OF THE SWAMP
Rosemary LaPlante, Blake Edwards

STREET SCENE
Stunt Pilot
John Trent, Marjorie Reynolds

SUCCESSFUL FAILURE
William Collier, Lucille Gleason

SUICIDE SQUADRON
Norman Foster, Joyce Roberts

THE SULTAN'S DAUGHTER
Ann Corio, Charles Butterworth

SUNBONNET SUE
Gale Storm, Phil Reagan

SUNDOWN
Gene Tierney, George Saunders

SUSPENSE
Albert Dekker, Barry Sullivan, Bonita Granville

SWEETHEART OF SIGMA CHI
Phil Reagan, Elyse Knox, Phil Brito, Tom Harmon

SWEETHEARTS OF THE U.S.A.
Una Merkel, Parkyakurkas

SWING HOSTESS
Martha Tilton, Iris Adrian

SWING PARADE
Gale Storm, Phil Reagan, Connee Boswell

THE TAWNY PIPPET
Telephone Operator
Grant Withers, Judith Allen

THAT HAMILTON WOMAN
Vivian Leigh, Laurence Olivier

THERE GOES KELLY
Wanda McKay, Ralph Sanford

THIEF OF BAGDAD
Sabu, Conrad Veidt

THE 13th MAN
Weldon Heyburn, Inez Courtney

TIME FLIES
To Be or Not to Be
Jack Benny, Carole Lombard

TOMBOY
Tomorrow's Youth
Dickie Moore, Martha Sleeper

TONIGHT OR NEVER
Gloria Swanson, Melvyn Douglas

TOO MANY WINNERS
Hugh Beaumont, Trudy Marshall

TOP SGT. MULLIGAN
Nat Pendleton, Carol Hughes

THE TOWN WENT WILD
Freddie Bartholomew, Edward E. Horton, James Lydon

TRADE WINDS
Frederic March, Joan Bennett, Joan Blondell

TRAIL OF THE MOUNTIES
Emmet Lynn, Terry Frost

TRUE GLORY
Trouble Chasers
Billy Gilbert, Maxie Rosenbloom

UNDER THE BIG TOP
Anna Nagel, Jack LaRue

UNDERCOVER AGENT
Russell Gleason, Shirley Dean

(Continued on page 24)

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Here Is Unity Line-Up Which Scored Hot Third

Continued from page 15

- HARD STEEL**
Wilfred Lawson
- HUE AND CRY**
Alastair Sims
- IT ALWAYS RAINS ON SUNDAY**
Googie Withers
- I THANK YOU**
Felix Ayler
- ITMA (It's That Man Again)**
- JOHNNY FRENCHMAN**
Francoise Rosay, Patricia Roc
- KING ARTHUR WAS A GENTLEMAN**
Arthur Askey
- LOVES OF JOANNA GODDEN**
Googie Withers, Jean Kent
- MAN AT THE GATE**
Wilfred Lawson
- MARK OF CAIN**
Sally Gray, Eric Portman
- MASTER OF BARKDAM**
Ann Crawford, Dennis Price
- MILLIONS LIKE US**
Eric Portman, Patricia Roc
- MISS PILGRIM'S PROGRESS**
Michael Rennie, Yolande Donlan
- MY SISTER AND I**
Marita Hunt, Barbara Muller
- NICHOLAS NICKLEBY**
Sir Cedric Hardwicke
- ROOT OF ALL EVIL**
Michael Rennie, Phyllis Calvert
- SILVER FLEET**
Ralph Richardson
- TAWNY PIPI**
Bernard Miles
- THERE IS THE GLORY**
- TIME FLIES**
- TWO THOUSAND WOMEN**
Flora Robson, Phyllis Calvert
- VICE VERSA**
Roger Livesey
- WATERLOO ROAD**
John Mills, Stewart Granger
- WEAKER SEX**
Ursula Jeans, Derek Bond
- WE DIVE AT DAWN**
Eric Portman, John Mills
- WOMAN IN THE HALL**
Ursula Jeans, Jean Simmons
- FEATURE GROUP "K"**
- AUGUST WEEK-END**
Valerie Hobson
- BEAUTY PARLOR**
Joyce Compton, Mischa Auer
- BIG CITY INTERLUDE**
(Morals for Women)
Bessie Love, Natalie Moorehead,
Conway Tearle
- BRIDGE OF SIGHS**
Jack LaRue, Onslow Stevens
- BRIGHT MARRIAGE**
Joan Marsh
- BY APPOINTMENT ONLY**
Lew Cody, Sally O'Neil
- CAUGHT CHEATING**
- CITY PARK**
Sally Blane
- CROSS STREETS**
Anita Louise, John Mack Brown
- CURTAIN FALLS**
Dorothy Lee, William Bakewell
- DANCE, GIRL, DANCE**
Alan Dinehart, Evelyn Knapp
- DEVIL PLAYS**
Florence Britton
- EXTRAVAGANCE**
June Collyer
- FIFTEEN WIVES**
Natalie Moorehead, Raymond Hatton
- FORGOTTEN**
June Clyde, William Collier
- FUGITIVE ROAD**
Eric Von Stroheim
- GREEN EYES**
Charles Starrett
- GRIFF STREET**
Barbara Kent
- HAPPINESS C.O.D.**
Donald Meek
- THE HIDDEN CORPSE**
Zara Pitts
- HITCHHIKE TO HEAVEN**
Russell Gleason, Polly Ann Young
- IN THE MONEY**
Skeets Gallagher, Lois Wilson
- IT COULDN'T HAVE HAPPENED**
Reginald Denny, Jack LaRue,
Evelyn Brent
- JUST LIKE HEAVEN**
Anita Louise
- NATHLEEN MAVOURNEEN**
Sally O'Neil
- LADIES IN LOVE**
Alice Day
- LADY FROM NOWHERE**
Mischa Auer
- LADY IN SCARLET**
Reginald Denny
- LADY LUCK**
Patricia Farr, William Bakewell
- THE LASH**
John Mills
- LEFTOVER LADIES**
Marjorie Rambeau, Alan Mowbray,
Roscoe Karns
- LOST ZEPPELIN**
Ricardo Cortez, Conway Tearle
- LOVE AT FIRST SIGHT**
Norman Foster
- MAN OF SENTIMENT**
Marian Marsh
- MANHATTAN TOWERS**
Mary Brian
- MIDNIGHT LADY**
- MIDNIGHT SPECIAL**
- MURDER AT MIDNIGHT**
Alice White, Leslie Fenton
- MURDER IN THE RED BARN**
Eric Portman
- MURDER ON THE CAMPUS**
Charles Starrett
- NOTORIOUS BUT NICE**
Betty Compton, J. Carroll Naish,
Rochelle Hudson
- PEACOCK ALLEY**
Mae Murray
- PROBATION**
Betty Grable, Sally Blane
- PUBLIC OPINION**
Lois Wilson
- THE QUIET**
Emma Dunn, Charles Grapewin
- RAINBOW OVER BROADWAY**
Grace Hayes, Frank Albertson
- SIN OF LENA RIVERS**
Charlotte Henry

- THE SINGLE SIN**
Kay Johnson, Bert Lytell
- SOCIETY FEVER**
Lois Wilson
- STOLEN SWEETS**
Charles Starrett
- STRANGE PEOPLE**
Walter Brennan
- SWELLHEAD**
Jimmy Gleason
- TANGO**
Marian Nixon, Chuck Chandler,
Franklyn Pangborn
- THIRD ALARM**
Anita Louise, Jean Hersholt
- THOROUGHRED**
Toby Wing, Chick Chandler
- THRILL OF YOUTH**
June Clyde
- TROOPERS THREE**
Roscoe Karns, Slim Summersville
- TWIN HUSBANDS**
- WE'RE IN THE LEGION NOW**
Reginald Denny, Esther Ralston
- FEATURE GROUP "E"**
- A SHOT IN THE DARK**
Charles Starrett
- BANK ALARM**
Conrad Nagel
- BEHIND GREEN LIGHTS**
Sidney Blackmer
- BELOW THE DEADLINE**
Cecilia Parker
- BROKEN MELODY**
Merle Oberon, Margot Graham
- BURMA VICTORY**
- CAPTAIN CALAMITY**
George Huaton, Morita
- CHILDREN ON TRIAL**
- CIRCUMSTANTIAL EVIDENCE**
Chick Chandler
- CITY WITHOUT MEN**
Linda Darnell, Glenda Farrell
- CONDEMNED TO LIVE**
Mischa Auer
- CONFIDENTIAL**
Donald Cook, Evelyn Knapp
- CRIMSON DYNASTY**
Pierre Fresnay, Elissa Landi
- CRIMSON ROMANCE**
Ben Lyon, Eric Von Stroheim
- DANIEL BOONE**
George O'Brien, Heather Angel
- DARK HOUR**
Heida Hopper, E. E. Clive
- DEATH FROM A DISTANCE**
Lola Lane
- DOUGHNUTS AND SOCIETY**
Ann Rutherford, Louise Fazenda
- EASY MONEY**
Onslow Stevens
- ELLIS ISLAND**
Donald Cook, Jack LaRue
- ESCAPADE**
Sally Blane
- FALSE PRETENCES**
Sidney Blackmer
- GIRL WHO CAME BACK**
Sidney Blackmer
- GHOST CAMERA**
Ida Lupino
- GHOST WALKS, THE**
- GOLD RACKET**
Conrad Nagel
- HARMONY LANE**
Douglas Montgomery, Evelyn Venable
- HEADLINE WOMAN**
Heather Angel, Roger Pryor
- HIS DOUBLE LIFE**
Roland Young, Lillian Gish
- IN LOVE WITH LIFE**
Lila Lee, Dickie Moore
- JOURNEY TOGETHER**
Edward G. Robinson
- KING MURDER**
Conway Tearle, Natalie Moorehead
- KING OF THE SIERRAS**
Hobart Bosworth
- LADIES CRAVE EXCITEMENT**
Evelyn Knapp, Norman Foster
- LAUGHING AT LIFE**
Victor McLaglen, Bill Boyd
- LILLY OF KILLARNEY**
Sara Allgood
- LITTLE MEN**
Ralph Morgan, Erin O'Brien Moore,
Frankie Darro
- LOVE TAKES FLIGHT**
Bruce Cabot
- MARINES ARE COMING**
Conrad Nagel, Esther Ralston
- MILL ON THE FLOSS**
James Mason, Geraldine Fitzgerald
- MOONLIGHT SONATA**
Ignace Paderewski, Charles Farrell
- MR. ANTONIO**
Leo Carrillo
- MURDER AT GLEN ATHOL**
Henry Hull
- NAVY SPY**
Conrad Nagel
- OLIVER TWIST**
Dickie Moore
- ONE FRIGHTENED NIGHT**
Mary Carlisle, Evelyn Knapp
- PORT OF LOST DREAMS**
Bill Boyd, Lola Lane
- PRIDE OF THE LEGION**
Victory Jory, Rin-Tin-Tin Jr.
- RAIDERS, THE**
- SCHOOL FOR DANGER**
- SECRETS OF WU SIN**
- SHANGHAI GESTURE**
Gene Tierney, Victor Mature,
Walter Huston
- SONS OF STEEL**
Charles Starrett
- SPRING IN THE AIR**
Edmund Gwenn
- STREAMLINE EXPRESS**
Victory Jory, Evelyn Knapp
- TALL TIMBER**
George O'Brien
- WATERFRONT LADY**
Ann Rutherford
- WINDJAMMER**
George O'Brien
- WINGS OVER WYDING**
George O'Brien
- WITHOUT WARNING**
- WORLD ACCUSES**
Dickie Moore
- YELLOW CARGO**
- CONRAD NAGEL, JACK LARUE**

(Continued on page 24)

Sterling's Hollywood's Number 2 Strong List Victory Feature Pix

Continued from page 15

- PHANTOM SHOT**
John Stuart
 - GHOST STORY**
Lois Wilson
 - WARN THAT MAN**
Gordon Barker
 - CASE FOR THE CROWN**
Miles Mander
 - PRICE OF WISDOM**
Roger Livesey
 - THE VOICE WITHIN**
Barbara White
 - EAST OF PICCADILLY**
Sebastian Shaw
 - THE FLYING SQUAD**
Phyllis Brooks
 - THE LAST CURTAIN**
Greta Gynt
 - MISSING PEOPLE**
Malcolm Keen, Joyce Kennedy
 - DON'T SAY DIE**
Constance Smith, Tony Quinn
 - MIDNIGHT AT MADAME TUSSAUD'S**
James Carew
 - JACQUELINE MISBEHAVES**
Hugh Williams
 - PROJECT X**
Keith Andes, Rita Colton
 - CRY MURDER**
Carole Mathews, Jack Lord
- In addition to the above feature film listings, Sterling distributes thousands of theatrical shorts, with many of them packaged together to make up half hour TV film series. A partial list of Sterling's short subject library follows:
- THE WORLD WE LIVE IN**
(Half-Hour Series)
 - SOUTH AFRICA'S MODERN CITIES**
 - ANIMALS UNLIMITED**
 - BANTU FRONTIER**
 - SONG OF THE REEL**
 - SOUTH AFRICA,**
LAND OF CONTRAST
NAMAQUALAND & ZULULAND
WORCESTER, LIFE IN A SOUTH
AFRICAN TOWN
 - IN AND AROUND CAPETOWN**
 - SOUTH AFRICA ON SHOW**
 - BACK TO THE LAND**
 - MOUNTAIN WATERS**
 - BANTU GIRL**
 - DIANA IN AFRICA**
 - KABYLIA**
 - MOULAY IDRIS**
 - TOUREG**
 - GIANTS AND DWARFS**
 - CONGO ART**
 - LEOPOLDVILLE**
 - N. GIRL**
 - NEW WAYS FOR OLD MOROCCO**
 - DIANA IN AFRICA**
 - PORTS OF CALL**
 - AFRICA, LAND OF CONTRAST**
 - OUR AFRICAN COUSINS**
 - TEA FROM ALYOSALND**
 - ELEPHANT HUNT**
FOR THE LADIES
(Half-Hour Series)
 - ARTISANS OF FLORENCE**
 - AUBUSSON TAPESTRIES**
 - CARMEN**
 - CHOOSING FOR HAPPINESS**
 - IT'S FUN TO SING**
 - IT TAKES ALL KINDS**
 - JAPANESE FAMILY**
 - MARRIAGE TODAY**
 - PEIPING FAMILY**
 - RIVIERA DREAM**
 - SAMPON FAMILY**
 - SATURDAY EVENING POST COVER**
 - SCHOOL IN THE MAILBOX**
 - STEPS OF THE BALLET**

Continued from page 14

- TWO WISE MAIDS**
- HAPPY GO LUCKY**
- MAIN STREET LAWYER**
- WOMAN DOCTOR**
- STORM OVER BENGAL**
- SHEIK STEPS OUT**
- MICKEY THE KID**
- HITCH HIKE LADY**
- SHE MARRIED A COP**
- \$1,000 A MINUTE**
- CIRCUS GIRL**
- FAMILY FEATURES**
- THE HIGGINS FAMILY**
- EARL OF PUDDLESTONE**
- COVERED TRAILER**
- MAMA RUNS WILD**
- MY WIFE'S RELATIVES**
- SHOULD HUSBANDS WORK?**
- GIRL FROM GOD'S COUNTRY**
- COUNTRY GENTLEMEN**
- GENTLEMAN FROM LOUISIANA**
- LADY BEHAVE**
- LAUGHING IRISH EYES**
- MEET THE BOY FRIEND**
- GRANDPA GOES TO TOWN**
- PIONEER WESTERNS**
- OKLAHOMA RENEGADES**
- LONE STAR RAIDERS**
- HEROES OF THE SADDLE**
- UNDER TEXAS SKIES**
- ROCKY MOUNTAIN RANGERS**
- PIONEERS OF THE WEST**
- TRAIL BLAZERS**
- COVERED WAGON DAYS**
- KANSAS TERRORS**
- COWBOYS FROM TEXAS**
- CALL THE MESQUITEERS**
- HEROES OF THE HILLS**
- OUTLAWS OF SONORA**
- WILD HORSE RODEO**
- RIDERS OF THE BLACK HILLS**
- COME ON COWBOYS**
- GUNSMOKE RANCH**
- RIDERS OF THE WHISTLING SKULL**
- RANGE DEFENDERS**
- THE TRIGGER TRIO**
- HEART OF THE ROCKIES**
- HIT THE SADDLE**
- GHOST TOWN GOLD**
- ROARIN' LEAD**
- THREE MESQUITEERS**
- FRONTIER WESTERNS**
- RIO GRANDE RAIDERS**
- EL PASO KID**
- THE STRONGER**
- THIS CHARMING COUPLE**
- THIS IS PIPPIN**
- WHO WILL TEACH YOUR CHILD**
- WIND FROM THE WEST**
- AUSTRALIAN DIARY**
- BABY SITTER**
- BARBARA ANN SCOTT**
- BLACK SWAN**
- BREAD AND WINE**
- BULLY**
- BUYING FOOD**
- CASE HISTORY**
- PROBLEM CHILD NO. 1**
- CASE HISTORY**
- PROBLEM CHILD NO. 2**
- CHEAT**
- CHILDREN'S EMOTIONS**
- CHILD WELFARE IN SWEDEN**
- CHILD WENT FORTH**
- CHORAL CONCERT**
- CHORUS GIRL**
- CONDUCTING A MEETING**

(Continued on page 24)

- DAYS OF BUFFALO BILL**
- SHERIFF OF CIMMARON**
- CHEROKEE FLASH**
- BANDITS OF THE BADLANDS**
- SANTA FE SADDLE MATES**
- ROUGH RIDERS OF CHEYENNE**
- OREGON TRAIL**
- LARAMIE TRAIL**
- RED RIVER RENEGADES**
- ALIAS BILLY THE KID**
- PRIDE OF THE PLAINS**
- LONE STAR WESTERNS**
- SOMBRERO**
- MISSOURI OUTLAW**
- KANSAS CYCLONE**
- DESERT BANDIT**
- WYOMING WILD CAT**
- TWO GUN SHERRIF**
- DEATH VALLEY OUTLAWS**
- THE APACHE KID**
- GHOST VALLEY RAIDERS**
- FRONTIER VENGEANCE**
- TEXAS TERRORS**
- ONE MAN'S LAW**
- THE TULSA KID**
- PLAINSMEN WESTERNS**
- DURANGO VALLEY RAIDERS**
- DESERT PATROL**
- THE FEUD MAKER**
- THUNDER IN THE DESERT**
- PAROLED TO DIE**
- COLORADO KID**
- RIDIN' THE LONE TRAIL**
- ARIZONA GUNFIGHTER**
- THE RED ROPE**
- DOOMED AT SUNDOWN**
- GUNLORDS OF STIRRUP BASIN**
- LIGHTNIN' CRANDALL**
- TRUSTED OUTLAW**
- BORDER PHANTOM**
- GUN RANGER**
- CAVALRY**
- BOOTHILL BRIGADE**
- A LAWMAN IS BORN**
- GUNS IN THE DARK**
- TRAIL OF VENGEANCE**
- GAMBLING TERROR**
- BAR Z BAD MEN**
- LAWLESS LANDS**
- UNDERCOVER MAN**
- BENEATH WESTERN SKIES**
- BEYOND THE LAST FRONTIER**
- MYSTERY FEATURES**
- FRISCO WATERFRONT**
- THE HOUSE OF A THOUSAND**
- CANDLES**
- THE MANDARIN MYSTERY**
- RETURN OF JIMMY VALENTINE**
- THE PHANTOM SPEAKS**
- LARCENY ON THE AIR**
- HOLLYWOOD STADIUM MYSTERY**
- INVISIBLE ENEMY**
- GIRL FROM HAVANA**
- WHO KILLED AUNT MAGGIE?**
- THE DEVIL PAYS OFF**
- AFFAIRS OF JIMMY VALENTINE**
- LONDON BLACKOUT MURDERS**
- TRAGEDY AT MIDNIGHT**
- X MARKS THE SPOT**
- FALSE FACES**
- MYSTERY BROADCAST**
- THE PURPLE V**
- A SCREAM IN THE DARK**
- WHISPERING FOOTSTEPS**
- THE GIRL WHO DARED**
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Sterling's Powerful List

Continued from page 23

- CRAFTSMAN AT WORK
- CRAFTS OF THE FIRE
- WHY BUDGET
- DESIGN OF AMERICAN
- PUBLIC EDUCATION
- GARDENING MADE EASIER
- GIRL OF THE WEEK
- GOOD NEIGHBOR FAMILY
- GROWING UP
- HE ACTS HIS AGE
- ARMCHAIR ADVENTURE (Half-Hour Series)
- ALIVE FROM THE DEEP
- ANIMALS UNLIMITED
- ARCHERY
- ARCTIC HUNTERS
- ARIZONA LION HUNT
- BATTLING BLUE FINS
- BIRTH OF A VOLCANO
- BLUE WARRIORS OF THE PACIFIC
- CARIBOU HUNTERS
- CLIFF HANGERS
- DAREDEVIL OF THE ALPS
- DEATH IN THE ARENA
- DEEP SEA FISHING: ERROLL FLYNN
- DIANA IN AFRICA
- ELEPHANT HUNT
- FIGHTING BULLS
- FUR AND FEATHERS
- GREEN BLAZES
- HUNTERS OF THE NORTH POLE
- HUNTING WITH BOW AND ARROW
- JOURNEY TO MECCA
- KILLERS OF THE DEEP
- OIL STORY OF IRAN
- RIG 20
- SALT WATER WONDERLAND
- SHARK OF THE LINE
- SKYWARD ON SKIS
- SPELUNKING
- THRILL RIVER
- THRILLS AND SPILLS
- TUNA TOURNAMENT
- UNDERWATER ADVENTURE
- WHITE FURY
- WINTER IN THE SWISS ALPS
- ARCTIC DOG TEAM
- BLUE WATER OCEAN RACING
- DORY FISHERMAN
- INDIAN CANOEMEN
- INDIAN HUNTERS
- KENAI BIG GAME
- LIFE ON WESTERN MARSHES
- PRIMEVAL PARADISE
- RED RUNS THE FRASER
- ROCK BOTTOM
- SPORTS DOWN UNDER

INTO THE NIGHT (Half-Hour Series)

- APPOINTMENT IN APRIL
- BENEFICIARY
- CANDLELIGHT MURDER
- CASE OF CAPTAIN DENNING
- CASE OF NORMAN DOYLE
- CASE OF BILLY HUFF
- DEATH RIDES THE NIGHT
- DINNER DATE WITH DEATH
- HEART OF A WOMAN
- HOMICIDE SQUAD
- HOUSE OF ULYSSES
- HUSH-A-BYE BABY
- I'M NOT AFRAID
- INTERNATIONAL AFFAIR
- JEALOUS BLONDE
- KING BOOKIE
- MURDER OUT OF MIND
- NIGHT COMES TOO SOON
- PHANTOM SHOT
- RED ANGEL
- SCOTLAND YARD REPORTER
- TEMPO
- TEMPTATION MR. TUTTLE
- THESE STRANGE FEARS
- TRANSPARENT MAN

HALF-HOUR TV FILMS

- AUSTRALIA TODAY
- BARBER OF SEVILLE
- BREAKDOWN
- BEAUTIFUL DREAMER
- BLUEBEARD
- BLUE WATER OCEAN RACING
- CANADA'S AWAKENING NORTH
- CARMEN
- COASTLINE
- COLUMBA—
- CROSSROADS OF THE AMERICAS
- CONDITION IMPROVED
- CROSSROADS OF LIFE
- CRUCIBLE 1941-45
- CURTAIN TIME
- CROSSROADS AVENGER
- DANGER AT GHOST TOWNS
- DAVIS CUP HIGHLIGHTS
- DON PASQUALE
- DORY FISHERMAN
- FAMILY CIRCLES
- FEELINGS OF HOSTILITY
- FEELINGS OF DEPRESSION
- FEELINGS OF REJECTION

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- FLIGHT OF THE COMET
- GLIMPSES OF PICTURESQUE GERMANY
- HEADLINE HISTORY OF SPORTS 1951
- HEADLINE HISTORY IN NEWS 1950
- HEADLINE HISTORY IN NEWS 1951
- HOUSE ON THE HILL
- HOW TO MAKE GOOD MOVIES
- THE HOURS BETWEEN
- IMMORTAL BIZET
- JAPANESE FAMILY
- JULIUS CAESAR
- JUSTIN TYME
- JEANNE GRAY IN HOLLYWOOD
- LITTLE STORIES
- LEGEND OF SLEEPY HOLLOW
- LOUIS PASTEUR
- LUCIA DI LAMMERMOUR
- LUXEMBOURG HONEYMOON
- LAND OF THE LORELAI
- A LADY DESIRES
- MARRIAGE OF FIGARO
- MARTHA
- MAYFAIR
- MOANA ROA
- NEW ZEALAND
- NORWAY—NATION OF SKIERS
- NORWAY—NATION ON SKIS
- ONCE UPON A DREAM
- OTAGO
- OVER DEPENDENCY
- PUPPU TROUBLE
- RIGOLETTO
- RIVER BEYOND
- RIVIERA DREAM
- THE RISING TIDE
- SCIENCE AT YOUR SERVICE
- SCIENCE VS. CANCER
- SCHLITZ ON MT. WASHINGTON
- SIMON'S VARIETY NO. 1
- SIMON'S VARIETY NO. 2
- SPANISH HOLIDAY
- SCHOOLS TO THE SOUTH
- SYMPHONIC PROGRAM NO. 1
- SYMPHONIC PROGRAM NO. 2
- SYMPHONIC PROGRAM NO. 3
- SYMPHONIC PROGRAM NO. 4
- SYMPHONIC PROGRAM NO. 5
- THIS IS PIPPIN
- TO LIVE TOGETHER
- TRAINING YOU

Sterling Fourth

Continued from page 12

eralized theme for a half-hour program. A similar "combination" film series is currently in production at Sterling, with Sigmund Spaeth acting as commentator for a group of musical films. Series title, "Music for Everybody."

Sterling is also active in the films - produced - especially-for-television distribution field (firm placed high in The Billboard's best distributor poll in that category last month. Series handled include: "Fearless Fosdick," "Search for Christ," 165 Telecomics, "Gadabout Gaddis," Paul Killiam's "Movies Are Better Than Ever?," "Beat the Experts," "Meet the Victim," "The Jonathan Story," "Into the Night," "Wonders of the Wild," "Vienna Philharmonic," "Enchanted Music" and "International Revue."

Sterling's main offices are at 316 West 57th Street, New York City. Officers of the company are: Saul Turell, president; Bernice Coe, vice-president in charge of station sales; Bob Rhoades, secretary-treasurer; Carl King, head of agency sales; Richard Carlton, assistant agency sales head; Mignon Meyer, assistant station sales head; Hal Tulchin, general manager; Lee Orgal, West Coast representative, headquartering in Los Angeles.

TO TRAIN YOUR DOG

- THIS VALLEY IS OURS
- TREASURE OF THE BAHAMAS
- VAN MEEREN'S FAKED VERMEERS
- VENEZUELA
- VILLAGE TALE
- WILLIAM TELL
- WINTER OLYMPICS NO. 1
- WINTER OLYMPICS NO. 2

The Billboard's Symposium

Continued from page 19

quality, clear and in a condition to be put on the air without too much checking and preparation. All too frequently, the station obtains a product which is different in running time and in quality from the film advertised in the distributor's catalog.

One solution I might suggest is that distributors check and re-check their products before selling them to TV stations. Also the latest information about the films—current length, quality—should be included in an up-to-date catalog. By merely doing this, I think many of the TV station's headaches concerning film could be eliminated.

ELBERT WALKER
Program Manager
KHJ-TV, Hollywood

As I see it, the most important problem faced by any station in purchasing TV film shows is to secure them at a price where they may be sold by the station at a profit. In many cases, even the prices quoted for third, fourth and fifth runs of these pictures is out of reason for the local station operator.

BERT METCALF
Operations Manager
XELD, Brownsville, Tex.

One of the TV film problems of my station is a lack of clients able to pay for program time in a relatively small market. At present, distributors have not made available film product which allows frequent insertions of spots so that they can be sold to advertisers at a price their budget will allow.

This market is also faced with a problem in repeats. In radio it is possible to repeat the same disk indefinitely without receiving complaints from listeners. Here when we repeat a three-minute musical once every six weeks we get phone calls complaining. I believe that these musical shorts can be repeated once every three months, but not sooner.

I also maintain that my station's operation is of vast significance because it is functioning in a small market. Thus it is encountering problems which other stations, soon to go on the air in markets of the same relative size, will have to handle. The distributors must find some way out to cut corners so that small TV stations can service clients with small budgets. The problem of the distributors is to consider the ability of the clients in

these markets to pay for their TV advertising. They must find new gimmicks which allow advertisers with no more than \$100 each week to spend to afford video.

I believe that the situation in small TV cities will be totally different from that faced by radio stations in small towns. Distributors therefore will have to come up with some answers to the problems facing video station management in these small towns without trying to repeat the patterns previously established in small cities which have successful radio operations.

H. WEISS
TV Program Director
WDSU-TV, New Orleans

One of the most important problems facing the independent television stations is that of obtaining film fills of an interesting type, recent origin, good quality, and of varying lengths.

The nature of the film must be such as to allow us to fade out almost anywhere in the body of the film without ruining the continuity. In many of our local programs (sports events, etc.) and some of our network programs (i.e., national events), the length of the show cannot be predetermined, thus requiring the local station to fill to the nearest quarter or one-half hour.

The film available for this purpose is neither plentiful, interesting, nor varying in number. It becomes very obvious to the television audience that the television station is "just filling." We would appreciate it if film producers would make available to us film that would fulfill the above requirements.

Another problem facing the independent station is the lack of communication between the film distributor and the station program director. The station program director should have on file at all times the distributor's complete catalog and projected plans, with brochure on both, and, where possible, an audition print of the film. It so happens that most independent stations sell time, not shows, and when the time is sold, the sponsor of this time wants a show immediately. He does not want to wait for the results of long distance telephone calls, telegraph messages, etc. The sponsor usually winds up taking the film shows we have on hand, regardless of the merit of the product.

Unity Line-Up a Hot Third

Continued from page 23

- YOUNG AND BEAUTIFUL
- Judith Allen, Ted Fio Rito and Orchestra
- YOU WILL REMEMBER
- Robert Morley, Emyln Williams
- FEATURE GROUP "N"
- BROADWAY LIMITED
- Dennis O'Keefe, Victor McLaglen
- CAPTAIN CAUTION
- Victor Mature, Alan Ladd
- CAPTAIN FURY
- Brian Aherne, Victor McLaglen, Paul Lukas
- HANGMEN ALSO DIE
- Brian Donlevy, Walter Brennan
- IT HAPPENED TOMORROW
- Dick Powell, Linda Darnell
- KELLY THE SECOND
- Patsy Kelly, Maxie Rosenbloom
- MERRILY WE LIVE
- Brian Aherne, Constance Bennett
- OF MICE AND MEN
- Burgess Meredith, Betty Field
- ONE MILLION B.C.
- Victor Mature, Carole Landis
- THERE GOES MY HEART
- Frederic March, Patsy Kelly, Edward Everett Horton
- TWO MUGS FROM BROOKLYN
- William Bendis
- ROADSHOW
- Adolph Menjou, Carole Landis
- ZENOBIA
- Oliver Hardy, Harry Langdon, Billie Burke
- TOPPER SERIES
- TOPPER
- Roland Young, Constance Bennett, Cary Grant, Billie Burke
- TOPPER TAKES A TRIP
- Roland Young, Constance Bennett, Alan Mowbray
- TOPPER RETURNS
- Roland Young, Joan Blondell, Dennis O'Keefe, Rochester
- TURNABOUT
- Adolph Menjou, Carole Landis, John Hubbard
- LAUREL, HARDY FEATURES
- BLOCKHEADS
- BOHEMIAN GIRL
- CHUMP AT OXFORD
- OUR RELATIONS
- PACK UP YOUR TROUBLES
- PARDON US
- SAPS AT SEA
- SONS OF THE DESERT
- SWISS MISS
- WAY OUT WEST
- FEATURE WESTERNS
- TIM MCCOY
- Code of the Cactus
- Straight Shooters
- Fighting Renegades
- Trigger Fingers
- Six Gun Trail
- Texas Wildcats
- Outlaw's Paradise
- Lightning Carson Rides Again
- KEN MAYNARD
- Alias the Bad Man
- Arizona Terror
- Branded Men
- In Old Santa Fe
- Trailing Trouble
- Boots of Destiny
- Range Law
- Texas Gun Fighter
- Two Gun Man
- Whistlin' Dun
- Pocahontas Kid
- Fightin' Thru
- Sunset Trail
- BOB STEELE
- Headin' North
- Riding Fool
- Oklahoma Cyclone
- BILL CODY
- Outlaws of the Range
- Blazing Justice
- Frontier Days
- Cyclone Ranger
- Six Gun Justice
- Vanishing Riders
- Lawless Border
- Texas Rambler
- FRED SCOTT
- Fighting Deputy
- Roaming Cowboy
- Code of the Fearless
- Songs and Bullets
- In Old Montana
- Knight of the Plains
- Under Montana Skies
- King of the Sierras
- Border Romance
- SOL M. WURTZEL FILMS
- DANGEROUS YEARS
- Marilyn Monroe, William Halop, Dickie Moore
- STRANGE JOURNEY
- Paul Kelly, Osa Massen
- RENDEZVOUS 24
- William Gargan, Maria Palmer
- ROSES ARE RED
- Jeff Chandler, Patricia Knight
- CRIMSON KEY
- Kent Taylor, Doris Dowling
- DEADLINE FOR MURDER
- Paul Kelly, Kent Taylor
- DANGEROUS MILLIONS
- Kent Taylor, Donna Drake
- TROUBLE PREFERRED
- Peggy Knudsen
- ARTHUR TAKES OVER
- Lois Collier
- HALF-PAST MIDNIGHT
- Kent Taylor, Peggy Knudsen
- NIGHT WIND
- Charles Russell
- MISS MINK
- Jimmy Lydon, Lois Collier
- TUCSON
- Jimmy Lydon, Penny Edwards
- INVISIBLE WALL
- Jeff Chandler
- SECOND CHANCE
- Kent Taylor, Betty Compton
- JEWELS OF BRANDENBURG
- Richard Travis, Carol Thurston
- BACKLASH
- Jean Rogers, John Eldredge
- FIGHTING BACK
- Paul Langton, Joe Sawyer

MPTV's List of Features

Continued from page 22

UP IN THE AIR

Manton Moreland, Frankie Darro, Marjorie Reynolds

VACATION DAYS

Freddie Stewart, June Preisser

VENGEANCE

Jean Marais, Vivienne Romance

VIOLENCE

Nancy Coleman, Michael O'Shea

VOGUES

Joan Bennett, Warner Baxter

WATERLOO ROAD

WAVE, WAC AND A MARINE

Henny Youngman

WE DINE AT DAWN

WHAT A MAN

Johnny Downs

WHERE ARE YOUR CHILDREN?

Jackie Cooper, Gale Storm

WHITE PONGO

Richard Fraser

WHITE ZOMBIE

Bela Lugosi

WHY GIRLS LEAVE HOME

Lola Lane, Constance Worth

WIFE OF MONTE CRISTO

Lenore Aubert, Charles Dingle

WIFE WANTED

Kay Francis, Paul Cavanaugh, Robert Shayne

WILDFIRE

Bob Steele, Sterling Holloway

WINGS OVER THE PACIFIC

Inez Cooper, Edward Norris

WINNER TAKE ALL

Joe Palooka

WINTER CARNIVAL

Ann Sheridan, Richard Carlson

WINTER WONDERLAND

Lynne Roberts, Charles Deake, Eric Blore

WOMAN OF THE TOWN

Claire Trevor, Henry Hull

WOMAN'S MAN

John Halliday, Kitty Kelly

WOMAN IN BROWN

Conrad Nagel, Fritz Kortner

THE WOMAN WHO CAME BACK

Nancy Kelly, John Loder, Otto Krueger

WOMEN IN BONDAGE

Gail Patrick, Nancy Kelly, Bill Henry

WOMEN MUST DRESS

Minna Gombel, Hardie Albright

WOMEN IN MY LIFE

Marion Shilling, Rex Bell

YOU CAN'T BEAT THE LAW

Edward Norris, Joan Woodbury, Jack LaRue

YOU ONLY LIVE ONCE

Sylvia Sydney, Henry Ponda

YOUNG AND WILLING

William Holden, Susan Hayward, Eddie Bracken

GUILD THEATER SERIES

THE LONG FALL

Hugh Beaumont, Edward Brophy

SISTERS IN CRIME

Richard Travis, Edward Brophy

COME BE MY VICTIM

Ann Savage, Hugh Beaumont

FLESH AND LEATHER

Hugh Beaumont, Edward Brophy

JEWELS OF JEOPARDY

Richard Travis, Hugh Beaumont

PIER OF PERIL

Edward Brophy, Richard Travis

THE FINGERPRINT

Richard Travis, Sheila Ryan

MISSING WITNESS

Sheila Ryan, Richard Travis

ORIENTAL CLUE

Richard Travis, Sheila Ryan

DRAGON OF DEATH

Sheila Ryan, Richard Travis

ON FOUR WHEELS

Sid Melton, Iris Adrian

FOLLOW THAT CAB!

Iris Adrian, Tom Neal

THE STREET IS MY BEAT

Sid Melton, Tom Neal

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120 West 42nd Street, New York 36, N. Y.

Chase Club, St. Louis
(Friday, March 6)

Capacity, 850. Price policy, \$1.50-\$2.50. Shows, 9-11:45. Booking, non-exclusive. Manager, Harold Koplak. Publicity, Jeanne Dunaway. Musical director, Bobby Swain. Estimated budget this show, \$8,000.

Wayne King, like Ole Man River, just seems to keep on rolling along. His shows are now presented a la Fred Waring, with vocalists and various other entertainment features.

King lives up to his billing by opening show with a Victor Herbert medley, then does "Fiddle Fiddle," "You Belong to Me" and "Josephine." He spots himself on sax for "Stardust," "Make Believe" and "Do You Ever Think of Me."

Among the vocalists with the King crew are Barbara Becker and Harry Hall, with local TV reps. Miss Becker received a real ovation. Hall was also well received.

Other singers included a local group, consisting of Jim Hayes, John Peters, Art Gibbs, Bud Greeley, Marie Collins, Eddie Van, Marilyn Moore and Rosalee Boland. Hayes and Miss Moore did solos, with Marie Collins adding a dance number as her additional bit. The entire group was well trained and excellently presented. **Abie L. Morris.**

Night Club-Vaude Reviews

Black Orchid, Chicago
(Friday, March 6)

Capacity, 125. Minimum, \$3. Shows, 10 p.m. to 4 a.m., continuously. Owner, Al Greenfield. Press, Max Cooper. Booking, non-exclusive.

Harry Bellafonte tops the new bill here, continuing the folksinger format set by Josh White, spot's opener. Singer Janet Brace and mimic Bob McFadden complete the line-up for the three-a-night schedule.

Bellafonte scored solidly in the small room. Dramatic offering of work songs, marked by quick posturing, were well balanced by such numbers as his RCA-Victor "Scarlet Ribbons" and quickie ditties with comic endings. Bowing out after several encores, he left the full house ripe for more later. He skipped "Gomen Nasai" at the opener.

Bob McFadden combines warmth and ability to sell his act. Describing himself as an imitator of mimics, he opens with a straight song and moves to convincing impressions of standard subjects, such as Vaughn Monroe and Billy Eckstine. A version of Ennio Pinza vocalizing earns warm mitings. Then did "The Way You Look Tonight" as it might be done by various notables, as Winston Churchill, for another click.

Janet Brace handles the romantic tunes in a small, intimate voice. Her mannerisms and facial expressions sometimes add a pleasant twist but more often distract and work to her detriment. Newly formed Jim Stutz Trio backs the show.—Tom Parkinson.

Boulevard Room, Hotel Jefferson, St. Louis
(Monday, March 9)

Capacity, 425. Price policy, \$1-\$1.50. Manager, Joe Harper. Booking, Merriel Abbott. Publicity, Ted Thompson. Estimated talent cost this show, \$3,500.

Personable Met opera tenor, Felix Knight, tops the bill and scores solidly with his night club routine. He prefaces his act with an explanation that he is working clubs because he can't see eye to eye with Rudolph Bing. Met topper, Knight opens with "Mattinata," then "September Song," "Walls of Jericho," "La Donne Mobile," "Galaway Bay," "There's Nothing Like a Dame," and was forced to beg off after his "Donkey Serenade." Knight has an excellent floor presence and should be able to work any good room where patronage appreciates a robust tenor. He might be wise to do more operatic material. The crowd here ate it up.

The dance team of the Barrys did some breath-taking spins and lifts to give the crowd plenty of gasps and thrills, to heavy applause.

Juggler Ben Beri scored easily with his routines. His act moves fast, winding up a real solid hit. The Hal Havird crew continued on the stand, playing nicely for dancing and doing a real workmanlike job on some difficult show music. **Abie L. Morris.**

Caught Again

LATIN QUARTER, NEW YORK: Even if Ted Lewis' act is as good as anything he's ever come up with, the show surrounding him will need plenty of hypos to make him look as good as he really is. As it stands today, it is Lewis who makes the supporting acts look good, getting only a little assist in return.

In the straight production department, Lou Walters' touch (with Mme. Kamarova's assistance) is as skillful as ever. The terp numbers are fast, there's plenty of flash and a lot of girls with net tights are always commercial.

It is in the specialty division that the show doesn't mesh. Ted Lewis, in his first Stem date as a single, has some really good material (Hughie Prince's stuff) plus a combo of nostalgia that he knows how to sell so well. His old stand-bys, "The Body and the Face," gets the assistance but not the results. Lewis works with a little girl, Jo-Ann Lowe, who needs plenty of work before she **(Continued on page 53)**

Blue Angel, New York
(Tuesday, March 10)

Capacity, 150. Price policy, \$4-\$5 minimum. Operators, Herbert Jacoby-Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated talent cost, \$2,000.

Month in and month out this room manages to come up with shows that, for sheer talent, equal the best in town. Some of the acts are standard among the smaller class spots; some are completely new. But standard, new or old, it's usually a good show. Current bill is right in the groove. It has comedy, singing and novelty—with the emphasis on the comedy.

Connie Sawyer, hardly a novice on the carriage trade saloon circuit, is still one of the funniest gals around. Her catalog of specials, her off-hand selling style and her tongue-in-cheek delivery gets big yocks practically all the way.

Robert Clary, who has acquired added stature from his solid chore in the Stem revue, "New Faces" (he doubles into the Blue Angel), is not only a good singer but his comedy is made to order for the chi-chi trade. On night caught his polylingualistics fractured them.

Kirkwood and Goodman, who have added some moderate hoofology to their comedy act, have been seen too often to need further description. The boys are literate and funny. The combo keeps them alling laughs.

Felicia Sanders, a very pretty girl, has one of the most interesting styles and voices caught in a long time. Girl is a powerful seller in a deliberate underselling fashion. She obviously knows how to act and how to interpret the lyrics. Using a combo of standards, plus some novelties, girl gives an authoritative treatment to songs that wins respect and admiration almost from the first eight bars. **Bill Smith.**

Clover Club, Miami
(Monday, March 9)

Capacity, 450. Two shows nightly, 9:30 and 12:30. Price policy, \$2.50 beverage minimum with dinner, \$5 without dinner. Owner-operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Estimated talent cost, \$6,000.

As far as niteries are concerned, the season fell apart suddenly last week, so it was a tribute to the new bill that the room was packed opening night. After at least a week of clean tablecloths, Billy Gray, Patti Moore and Ben Lessy drew a good crowd on their premiere; but whether business holds up during their two weeks here remains to be seen.

The trio started off with a blackout that only picked up mild applause, but ended with the whole room howling as they traded gags, sang sly songs, and performed various tricks of pantomimery. Miss Moore and Lessy **(Continued on page 53)**

Aladdin Room, Algiers Hotel, Miami Beach, Fla.
(Wednesday, March 11)

Capacity, 250. One show nightly, 11:30. Price policy, \$2.50 beverage minimum. Booking non-exclusive. Hotel-owned and operated. Publicity, Helen Mandell. Estimated talent cost \$3,500.

The room was packed on opening night with people who frankly admitted they came "to see what this guy can do on a cafe floor." This guy is Robert Q. Lewis and he proved he can be as entertaining in a spotlight as he can in front of a microphone, and the customers were pleased to the extent of loud and long applause.

As he hits the deck, the orchestra dons horn-rimmed specs, a Lewis trademark and, after some brief snappy patter, Robert Q. launches into a special-lyric tune based on various types of eye-glasses. As he cracks wise about such things as specs designed for male wolves, the beach, sin, etc., he displays the glasses for a response that ranges from chuckles to screams.

And that's the way it was all thru his stint: a chuckle, a scream. **(Continued on page 53)**

Chateau Madrid, New York
(Tuesday, March 10)

Capacity, 200. Price policy, \$3.50-\$4 minimum. Operator, Angel Lopez. Booking non-exclusive. Publicity, Bayne-Zussman. Estimated talent budget this show, \$1,750.

This room, now about the only class Latin club in town, draws heavily on the momba fanciers. Some of the best Latin dancing can be seen here, with the customers hip-swiveling unabashed. Since the room was last visited, it has undergone a sharp facelift. A new platform has been built with a sliding platform underneath the bandstand that comes out for the show.

The set show now consists of the piano team of Felo and Bruno, playing a return date; Alfredo Sadel, tenor, and a two-girl dance act—the Golden Sisters.

The Golden Sisters, two pint-sized-sloe-eyed kids open with a precision momba in unison style that catches the eye almost immediately. The chief drawback is their insufficient routine. A momba beat can be exciting but its sameness can also be boring.

Felo and Bruno

Felo and Bruno, working on dual minipianos (with occasional shouts), do a solid job. It is obvious the two lads do business here to judge from the shouted requests. The boys stayed on—they're the headliners—for almost 20 minutes, and the crowd wanted more.

Alfredo Sadel, said to be a Venezuelan import, is a medium-sized, black-haired lad with a fair tenor voice. The boy mixes them up, using Latin and American pops, the latter mostly ballads. When he sticks to the South of the border tunes he does nicely. On the American stuff, he doesn't impress. Part of the reason may be because he knows the lyrics but not their meaning.

Basically, however, it is the dance sessions for the customers that is the lure here. **Bill Smith.**

Mocambo, Hollywood
(Wednesday, March 11)

Capacity, 220. Prices, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$3,200. Estimated budget previous show, \$4,500.

A friendly reception greeted the almost unheralded return of Mel Torme after less than three years' absence. Torme acknowledged this in his opening number, "The West Coast Is the Best Coast in the Land," from his "California Suite." "You Belong to Me" followed. Prophetic words, those, for the ensuing reception by an appreciative audience, left no doubt that the feeling was mutual.

Singer's development of mature charm and gratitude, plus friendly humor were in evidence as he paced his offerings with disarm- **(Continued on page 53)**

Fazio's Supper Club, Milwaukee
(Saturday, March 7)

Capacity, 300. Price policy, \$2.50 per person minimum. Two shows nightly, three on Saturday. Owner-operator-publicity, Jimmy Fazio. Booking, non-exclusive. Estimated talent budget this show, \$1,000.

Despite Lent and income taxes, the club keeps jamming them in. Current attraction is Capitol Record's Helen O'Connell. On the night caught, she worked to turn-away crowds for the first two shows, and the place was still packed for the final early morning stanza.

In the midst of her successful comeback the former Dorsey canary is doing herself a lot of good in the tireless manner in which she plugs her platters via disk jockey interviews and personal appearances. The gal's aired chats with practically every platter spinner in town, immeasurably aided in building good will and interest in her renewed career and her stay at Fazio's Supper Club.

Good Style

As good to look at as ever, and nicely gowned, she displayed a highly effective floor style as she belted out her tunes. She met with an immediate warm reception from the audience, anxious to appreciate the gal whose singing catapulted "All of Me," "Green Eyes" and several other waxings a decade or so ago into the big hit category.

Everything she did drew big mits. But, possibly due to the necessity of rushing thru the shows in order to get a crowd turnover, her efforts appeared too hurried. She opened with a bouncy "Taking a Chance on Love," and showed a nice change of pace with "Wish You Were Here" and "Keep It a Secret."

No Milking

She could easily have milked for a bigger bundle of applause by saving her medley of distinctively Helen O'Connell hits for encore beg-offs. Instead, she casually tossed them off. While the audience spontaneously broke into applause as soon as she started her signature tunes, it could have been built into bigger things.

She wound up her stint with "Getting Sentimental Over You" and a novelty, "You're the Only One That I Adore," that didn't impress too heavily as a closer.

The Tommy Sheridan Trio, backing the shows and spilling out delectable dance tunes, is still the prime favorite here.

Benn Ollman.

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10% Is Peanuts Now; Pay Higher --Or Just Starve

15% or 20% Is More Usual Thru Split Commissions, Other Deals

Continued from page 1

of these acts can even get work for less than 15 or 20 per cent. Some of the big offices who insist they charge a straight 10, don't split, and would rather let an outside agent book their act for no commission, get around it via

Beachcomber Is Shut in Miami, Loss Was 700G

MIAMI BEACH, March 14.—First cafe casualty of the season was the Beachcomber Club, which shuttered Saturday (7) after a disastrous two years in which the lessee claimed he dropped \$700,000.

Ed Fielding, who leased the 500-seat premises with back-breaking contractual limitations against employing big-name acts, closed suddenly after a hefty two-week engagement by the Will Mastin Trio. This act did more business than any act Fielding used in the two seasons. But the two-weeker was too short to recoup his losses.

There has been a general drop in practically every ritery in both Miami and Miami Beach during the past 10 days, following a big exodus of tourists when the Hialeah race track closed earlier this month. The pinch is being felt all around town, and Ciro's has already announced it will shut the main room at the conclusion of the current Jack Carter-Toni Arden show on Wednesday (22). The Cub Room cocktail lounge, however, will remain in operation, probably with the Red Caps, who have been packing 'em in all season.

As of midweek, Bill Miller, who was undecided last week whether or not to keep the big 700-seat Riviera (formerly Copa City) open after Jean Carroll winds up on March 23, has notified the American Guild of Variety Artists he's closing next week.

Liquor Board Axes Beverly

CINCINNATI, March 14.—Beverly Hills Country Club, Newport, Ky., charged with permitting gambling on its premises, Wednesday (4) received from the Kentucky Alcoholic Beverage Control Board a 114-day suspension of its liquor and beer licenses. The board gave the club a choice of accepting the entire suspension or a 40-day suspension and a fine of \$35 per day for the remaining days. The total fine was \$2,590, which the club paid.

At a prior hearing, the club management stated that alleged gambling discovered by board agents last May took place in an adjoining building. Garson Tucker, club president, stated that the building in which gambling is said to have occurred is separate from the structure licensed to sell alcoholic beverages. The board, however, stated that evidence offered at the hearing disclosed that although "it may have been thru a hallway, foyer or fire exit," there was means of entrance and exit from the licensee's premises. The suspension order also stated that the board had found a connection between the premises operated by Beverly Hills, Inc., and premises operated by Country Club Enterprises, the property on which, Tucker said, the gambling occurred.

Daniel W. Davies, Beverly Hills attorney, said that the club management had not decided whether it would appeal the suspension.

the personal management gimmick. This in effect means that the big office collects its full 10 with no splits, but the personal manager or the act itself gives the outside agent a full 10, making it 20 per cent.

A 15 per cent commission is now almost standard practice on acts that can be moved with a little pushing. Latter practice is followed widely by the independent agents who split 7½ to each regularly. As a matter of hard fact, any act in the \$750 class or less who refuses to pay above the 10 per cent simply doesn't work.

Where an indie has an attraction he can still force a booking. In fact he can almost write his own ticket on the supporting acts and even get them more money based on the argument that he controls the attraction. But few indies control attractions. Latter are almost completely with the big offices, William Morris, Music Corporation of America, and General Artists Corporation.

Big's Rule

This means that the indies, unless they manage to make their own deals with buyers, have to go to the big offices to find work for their people. The big offices have their own lists and are understandably reluctant to use outsiders. If they use an outside act it is because the attraction insists on it, but that situation is rare.

This control of attractions has not made it unusual for agents working for the big offices to take advantage of their strength to collect something for themselves from small acts who need jobs. They may even make deals with buyers of the attractions to deliver them for a "consideration." An act will be told he'll get work if he pays the agent "a bonus" plus the 10 per cent to the office. Agents have also been known to tell buyers they will deliver certain attractions if they are "taken care of."

Big office toppers are vaguely aware that such conditions exist, but are keeping their hands off because no actual proof exists. On the commission splits the agency heads know the score, but feel that with demand down and the supply greater than ever there's little that can be done at this time.

Some recognition of this increased commission practice is given by the agencies thru attempts being made to legalize at least the 15 per cent rate thru enactment of new laws. At present the general business law of New York State permits agencies to charge only 5 per cent commissions.

So far, agencies have been unsuccessful mainly because the talent unions have objected. Where they'll go from here, with the revision of the business law dead for this year, nobody knows.

In the meantime, however, law or no law, acts pay 15 and 20 per cent—or they just don't work.

Champions to Play Cafes

NEW YORK, March 14.—The Champions will come back into cafes when they open for Bill Miller's Riviera, Fort Lee, N. J., in the spot's first show of the season, tentatively set for May.

With the Champions, Marge and Gower, Miller has bought Vic Damone, just out of the Army, and Sammy Davis Jr.

The Riviera date for the Champions will make it their first cafe date in five years when they worked at the Plaza Hotel. Since then, they've been in Hollywood making pictures, and have done a number of Broadway shows.

NITERY CLOSES, OP BLAMES TV

SAN ANTONIO, March 14.—Television, says Andy Rice, owner and operator of the Circus Club, has knocked him out of the box. He is closing the spot and will move to Odessa, Tex., where he plans to open another night club. According to Rice, television is one of the reasons he is closing here because it is making the night club business so unprofitable. Rice said that Odessa has no TV station at the present time, while this city has two.

THOMAS PULLS

2-a-Night Is Paying Off Big for Copa

NEW YORK, March 14.—The first full week of the new two-shows-a-night policy (with the exception of week-ends) at the Copa pulled about \$51,000 with Danny Thomas as the headliner.

According to Jules Podell, Copa op., the figure compared favorably with the takes on the old three-shows-a-night policy. The current bill of Thomas, with Dolores Hawkins, and the dance team of the Cernys, plus the line and music, breaks at around \$45,000.

But while the new policy is currently showing a profit, the question is will it show a proportionate profit with a weaker bill than one headed by a Danny Thomas?

During the last week, the Copa, in common with other clubs, was hit by a 10 per cent per hour increase in waiter's wages. It is estimated by Podell that this added tariff will boost his annual pay roll by \$15,000.

Borge Curran Date Hits 72G

SAN FRANCISCO, March 14.—Victor Borge closed a 14-day run here at the Curran Theater today after grossing an estimated \$72,000 in the 19 performances of his one-man show.

Beginning Friday (6) the management reverted to an old-time practice of selling seats on the stage, and with permission of the local fire department, seated 100 there at \$4.20 for the following performances.

The piano-comic was offered two additional weeks, but commitments to the Oklahoma City Times prevented holding him over. Following the latter date he heads for Montreal where he will be in Her Majesty's Theater, March 23-29, after which he is booked for solid weeks at the eight Shubert theaters.

BG-Armstrong Pkg. for Det.

DETROIT, March 14.—The package combination of Benny Goodman and Louis Armstrong has been booked for a one-day stand at the Broadway-Capitol Theater by Saul Korman, circuit owner, for May 2 as the first stage-show to play the 3,500-seat house in several months.

The Broadway-Capitol, hitherto playing a subsequent-run film policy, is switching to first runs with occasional stagershow.

Actors Ask Nudes Nix

HAMBURG, Germany, March 14.—The German Actors' Federation sent a petition to the German authorities in Bonn asking that nude dancers be barred from spots in German cities.

Willi Flemdann, proxy of the actors' org., says that only the hicks from the sticks patronize the spots presenting nude exhibitions, which he claims offer nothing in the way of talent or art.

AGVA Pulls Show And War Flares

Baltimore Hassle Cues Uneasy Peace Twixt Union, Room Ops

NEW YORK, March 14.—The all-out war brewing between the American Guild of Variety Artists and the Theater Restaurant Owners of America almost broke out in the open Wednesday (11) when an AGVA rep pulled a show in Baltimore. Cooler heads intervened and the impending showdown was averted.

Vince Iononne, Baltimore AGVA rep, called on Rube Kolker, operator of the Blue Room, Mayfair Hotel, Baltimore, requesting he sign a minimum basic agreement. Kolker refused, stating that, as a member of TROA, he wouldn't sign anything without that org's okay. Iononne pulled the show (three dancers; three singers). Max Cohen, president of the Baltimore chapter of TROA, was called in and he in turn called on all other Baltimore clubs to close shows.

Lenny Litman, TROA officer, flew in from Pittsburgh. He reached Jackie Bright, AGVA veepee, working for Harry Altman, Town Casino (Altman is chairman of TROA's executive board). Bright phoned Jack Irving, AGVA head, vacationing in Miami, and peace—a restless peace—was declared.

Bond At Issue

Iononne said he hadn't asked that Kolker sign an agreement until after he requested that Kolker increase his bond to cover all acts on the show. Furthermore he was acting on instructions from Dick Jones, Eastern head of AGVA. Kolker paid the additional bond, \$170, and the acts went to work.

Irving declared that Jones' position in demanding additional bonds was well taken. "No matter what kind of an arrangement we finally make with TROA we will not permit our members to work where their salaries are not protected," Jones said that, as a result of AGVA's stand in the Baltimore case, additional Baltimore ops signed minimum basic agreements.

The temporary armistice between TROA and AGVA was agreed upon, with March 19 set for the next confab. TROA had previously ordered its members (it claims more than 600) to stop paying anything to AGVA's welfare fund, claiming it was a violation of a federal law. It also warned that any action taken against any member by AGVA would be considered action against all.

AGVA replied that TROA's offers were verbal and without meaning, and if it meant business, to put its plan on paper, then the plan would be considered. It further asked that TROA furnish AGVA a full roster of its membership, taking the position that without such a roster the union never knew if an operator was a member or not. A TROA officer said the org would refuse to disclose its membership.

Charge Bad Faith

AGVA officials claimed TROA is acting in bad faith. It charged that while TROA was dickering about terms and conditions, it had joined the Chicago operators in a suit against AGVA before the National Labor Relations Board.

AGVA further stated that the

Tucker to N.O. At \$6,500 Per

NEW YORK, March 14.—Sophie Tucker will play the Roosevelt Hotel, New Orleans, next May in what will be her first date in that room.

Seymour Weiss, operator of the Roosevelt, however, doesn't intend that Miss Tucker's date will be the beginning of any big-name hiring policy. His usual show budget is about \$2,500 weekly. Miss Tucker's usual salary is about \$6,500.

welfare fund contribution of \$2.50 per performer per week wasn't the matter worrying the big operators. It was AGVA's insistence that actors be termed employees and the operators employers that was at the bottom of the whole controversy. Under this clause, many clubs are liable for large sums of money for unemployment taxes and other items, which few, if any ops, have ever deducted. Most performers are hired as independent contractors.

On the welfare fund contribution, TROA has made an offer of \$5 to \$500 a year direct contribution from each club, the amount dependent on the show budget, each club to be classified accordingly. TROA has also asked that bonds not be collected from its members, that TROA would be responsible for any non-payment by any of its members. As precedent it gives the deal AGVA has with the Entertainment Managers Association, a New York club date booker's org.

Chi AGVA Bid For Settlement

CHICAGO, March 14.—Chicago's executive committee of the American Guild of Variety Artists this week called upon the union's national executive board to declare a 14-day moratorium on strikes and unfair listing of bookers here so that negotiations can be conducted between the parties involved. This resolution came out of a special session of the local board, which followed a turbulent general membership meeting Wednesday (11) that started at 3 p.m. and ended just before midnight.

In its message to AGVA New York headquarters, the local group also declared that when a strike or walk-out is called, it should be nationwide and include all violators instead of concentrating in one area.

The membership meeting, which preceded the confab, originally was called to nominate delegates for the June convention in Boston. The meeting did get around to that order of business but only after an eight-hour period wherein a good percentage of the upward of 80 members present spoke their piece. Henry Katz, AGVA attorney, was the target of many of the addresses.

Delegates finally nominated, from which six will be elected, include Jessie Rosella, Tommy Martin, Violet Strand, Jack Gwynne, Chick Schloss, Eddie Burnett, Ray Conlin Sr., Joe Wallace, Harry King and Rufe Davis.

Kaye Still Hit At the Palace

NEW YORK, March 14.—The Danny Kaye bill at the Palace will drop Monday night shows starting March 17. Chief reason is that Kaye wants to ease off with taxes a motivating factor. In any event, one of the clauses in the contract called for fewer shows after a specified number of weeks.

Palace grosses have held up thruout Kaye's run, now in its eighth week. House regularly hits between \$53,000 and \$56,000, depending on the standees. On a rainy matinee last week, house had 250 tickets unsold at noon. When the show started, it had sold all seats, and had a flock of standees in the back.

There's a possibility that Kaye will stay on at the Palace for 20 weeks in order to beat Judy Garland's record; her run was 19 weeks. However, picture commitments may stymie the prolonged stay. Based on box office returns, Kaye is running way ahead of anything the Palace has had since it returned to the big name policy.

COPACABANA

Latin Casino

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PEnnypacker 5-4220 — PEnnypacker 5-4164

Mr. Johnnie Ray
c/o General Artists Corp.
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New York, N. Y.

Dear Johnnie:

Your first appearance at the Latin Casino in Philadelphia had to be seen to be believed. Every night was a record breaker.

Everybody has been asking us when you are coming back and we hope you will reserve a date for us for 1954.

Gratefully,

Dallas Gerson
David Dushoff

Dallas Gerson

David Dushoff

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MARCH 23**



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GENERAL ARTISTS CORPORATION
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Personal Management
BERNIE LANG

Six Largest Diskeries Reduce Pops by 37% in 1st Quarter

But C&W, R&B Output Increases; Dealers Like Change, Pubs Don't

NEW YORK, March 14.—As the end of the first quarter of the year approaches, a comparison shows a drastic reduction from a year ago in the number of pop record releases issued by the large record companies while, at the same time, these same firms are pushing out more new hill-billy and rhythm and blues records. With a few notable exceptions, these trends are true of all of the six individual companies (Capitol, Columbia, Decca, Mercury, M-G-M and RCA Victor) whose releases in these three music categories are tabulated weekly in The Billboard Music Publishers' Record Scoreboard.

At this date in 1952 these six companies had already released a total of 717 published sides since the first of the year; thus far this year the figure has dropped to 518 sides, or a decrease of 27 per cent in the number of releases.

THIS IS THE FIRST OF A SERIES OF WEEKLY ARTICLES EXAMINING VARIOUS FACETS OF MUSIC PUBLISHER-RECORD COMPANY RELATIONS.

Company by company, with the exception of Columbia which has released exactly the same number thus far this year as compared with 1952, the de-emphasis on quantity of release has been across the board. Decca, for example, which led in number a year ago with 172 sides, has pared this down to 99 sides for a 44 per cent cutback. Capitol has dropped from 163 to 98 sides. The spread between the high and low which a year ago ranged from 76 (Columbia) to 172 (Decca) has been narrowed to a spread of 66 (Mercury) to 99 (Decca) thus far in 1953.

Sinatra Joins Capitol Fold

• Continued from page 1

Capitol's artist-repertoire veepee, Alan Livingston, this will be one of a number of projected plans to be utilized in recording Sinatra, in addition to regular waxing of plug song material.

In leaving Columbia, Sinatra moves from the label where he first started climbing the ladder of disk sales. He joined Columbia following his breaking away from the Tommy Dorsey band, which at that time recorded for Victor and where Sinatra initially won the record buyer's ear.

The pacting of Sinatra by Capitol ends the constant speculation that has been going on ever since it was known that the singer's pact with Columbia Records had ended. At that time Columbia indicated that it would be willing to continue with the warbler, but the fact that a coolness existed between Sinatra and Columbia was no secret. Capitol Records made a pitch for the singer when he let it be known that he was looking around. A few other diskeries also were interested in the singer's services.

MENZIES GETS ALL-OUT PUSH

NEW YORK, March 14.—Hamish Menzies, Scottish-born chanter recently pacted by Decca Records, is being given an all-out promotional boost by the label. The artist's first slicing of two ditties he penned himself, "You Can Be in Love" and "Less Than Tomorrow," has gone out to the diskery's full deejay list in a special envelope which carries full biographical data. Window streamers and other dealer aids have been distributed, and Menzies' initial waxing has been tagged a salesman's plug record.

The reason for this slice in the number of releases is simply the adoption of two basic merchandising principles: (1) quantity does not necessarily spell quality, and more specifically (2) it's easier to concentrate on a few items. During the last year The Billboard has carried several stories pointing out that Columbia was releasing considerably fewer records than these other labels but nevertheless led in the number of hits.

The recognition of this move by record companies to put the push behind a fewer number of pop items is being met with mixed reactions thruout the music trade. Record distributors, dealers and operators are obviously in accord with the new pattern that is emerging. The overabundance of pop releases has long been one of dealers' biggest beefs.

On the other hand, music publishers in the last few months

have noticed an increasing pinch in getting their tunes recorded. The pinch has been so great that there is increasing evidence of publishers moving into the record business directly or thru tie-ups with small record firms to get their tunes exposed.

Specialized Fields

While the trend in the pop business is toward fewer releases, the reverse pattern is showing up in such specialized markets as country and western and rhythm and blues. In the hillbilly field alone, the six labels tabulated on the Scoreboard show an increase of 34 per cent in number of releases thus far this year over the same period in 1952. This gain has been racked up despite a sluff-off in activity by both Mercury and M-G-M. In terms of actual output, the increase has been from 178 sides to this year's figure of 238. Biggest jumps have been

(Continued on page 44)

Industry Interested in Obie-AFM Tug of War

NEW YORK, March 14.—The disk industry is watching with growing interest the silent tug of war between the American Federation of Musicians and Eli Oberstein, Obie, one-time artist and repertoire chief of RCA Victor and a pioneer in merchandising low-priced disks in chain stores, has been increasingly successful lately. His labels, including Royale and Varsity, are being sold via such large chains as Whelan's Drugs, in large department stores and other outlets. According to publishers, royalty returns on tunes disked by Obie have proven a welcome source of revenue.

This is a source of irritation to the American Federation of Musicians, who refuse to give Obie a license, owing to past alleged infractions of AFM regulations. Union execs wish to remove him from the competitive disk field, but don't know how. These execs have been listening to Obie's disks and wondering (1) whether the disks are made in the United States; (2) if they are, then how to bring to book the musicians who make the dates if they are AFM members, and (3) whether the disks are made by other firms and sold to Obie.

Outside USA

Obie, however, says he makes his disks outside the United States. This would negate the need for an AFM license.

There have been reports that

RIAA Board Elects Rackmil '53 President

NEW YORK, March 14.—The board of directors of the Record Industry Association of America re-elected Milton R. Rackmil, of Decca Records, as president of the association for 1953 at a meeting held here Tuesday (10). Other RIAA board members elected were: Lawrence K. Green, Vox, vice-president; Harry C. Kruse, London, vice-president, and Frank B. Walker, M-G-M, treasurer. All of the officers were unanimously elected for one year. John W. Griffin will continue as executive secretary, and Ernest S. Meyers as counsel.

Tho it is the policy of the board to rotate the presidency of the RIAA among the board members elected each year, consideration was given to the fact that the activities of the RIAA did not get started until the late spring, 1952, and that none of the previously elected officers had a chance to serve a full year, and thus Rackmil was unanimously chosen to serve the full term of 1953.

Obie has tried to make his peace with the AFM and obtain a disk contract. Obie denies this. It is no secret, however, that the Music Performance Trust Fund views the situation with some irritation.

Meanwhile, publishers and their agents are getting their royalties. "He is doing a fine business," a key figure remarked. Obie himself affirms this enthusiastically, and claims that by the end of the year he will really be traveling in high gear.

Guy Lombardo Week Strong

NEW YORK, March 14.—Orkster Guy Lombardo wound up the second week of his road tour with a batch of strong grosses. The dates and figures follow: Shreveport, La., March 6, \$7,910; Dallas, March 7, \$13,200; Fort Worth, March 8, \$7,646.40; Dallas, March 9, \$6,572.40; Wichita Falls, Tex., March 10, \$9,035; Oklahoma City, March 11, \$5,491.78, and Enid, Okla., March 12, \$4,429.88.

THE MAMBO? IT'S PASSAMBO

If You Seek a Cuban Peso, Try Guaracha or a Rumba

• Continued from page 1

For whereas pop hits may develop from the more traditional Latin-American forms (as a "Peanut Vendor," "Yours," "Amapola" etc.), no pop hits derive from mambos.

Sheet music-wise, mambos produce little revenue. They are all similar structurally and there's no demand for copies. The market for mambo wax, on the other hand, seems to be expanding, and several diskeries, such as Tico and Seeco, have made considerable headway in the field.

Marks, whose catalog includes some of the greatest copyrights in the Latin field, declared that he had ceased publication of mambos. He noted that hits from Cuba had declined measurably in recent years. Tradesters have attributed this to the prevailing mambo fad.

Money In Melody

Ernesto Lecuona, great Cuban writer, is still writing melodic pieces and eschews the mambo. Gonzales Roig, writer of "Yours," is writing melodic pieces. A number of Lecuona's great confreres, whose works were pop hits in the United States, have passed away (Moises Simon, writer of "Peanut

New Decca Plant Highlights Trend

Gloversville Factory Is Firm's Bid in Industry's Competition on Quick Delivery

NEW YORK, March 14.—Decca Records has acquired the former Surpass Building in Gloversville, N. Y., and by mid-summer will have the facility in operation as a pressing plant serving the Eastern Seaboard and parts of the South. Tho the new plant will manufacture all types of records, it will concentrate mainly on non-breakables—LP, 45 r.p.m. and Extended Play vinyl.

Decca's expansion move—its three other plants will remain in operation—will speed the delivery of 45's to distributors in the East. This has become increasingly necessary as the donut platter continues to attract a growing share of the single record business. It is estimated that about 35 per cent of all single pop disks sold now are 45's. The juke box market, especially, is increasing its consumption of donut slicings.

Others' Moves

The move also highlights the periodic re-alignment of pressing facilities by diskeries to keep pace with industry conditions. A few months ago, RCA Victor transferred 45 r.p.m. production from Cannonsburg, Pa., to its main plant at Indianapolis. The

company is also reported on the search for suitable real estate in the East for the erection of a new plant to speed delivery of current pop wax to Eastern markets, earlier this year Columbia purchased the factory of a furniture manufacturer in Terre Haute, Ind., which it is expected to convert into a pressing facility.

In all these moves the competitive nature of the record business is the prime impetus. The diskeries must be able to move their versions of tunes that have hit potential into enough areas—and in the speeds desired by consumers—to establish their product before a competing label skims the cream of the action.

Old Plants

Decca will continue to produce non-breakables in its Richmond, Ind., plant, as well as maintain in operation factories in Los Angeles and Bridgeport, Conn. Diskery management, however, expects the new Gloversville plant to become the dominant producer in the chain.

Columbia's plants are located in Bridgeport and Los Angeles. Victor has pressing facilities in Los Angeles largely to pump out "hit" re-runs, with the top 20 sellers on the label pegged in that category. Capitol's main factory is in Scranton, Pa., with its output augmented by additional facilities in Los Angeles. Mercury maintains its own factories in St. Louis and Los Angeles, but farms out production orders elsewhere when hits are riding on the label. M-G-M disks are produced almost entirely in the firm's Bloomfield, N. J., plant, altho it makes use of leased pressing facilities on the West Coast when necessary.

ASCAP Board To Elect Pres. By March 31

NEW YORK, March 14.—The problem of electing a president faces the board of the American Society of Composers, Authors and Publishers. Last year, the election developed into quite a hassle, with Otto Harbach finally being named to serve a third term. This year a new choice must be made.

The ballots for the elections to the board have been out for a couple of weeks, and will be counted by the end of this month. It is customary for the board to meet soon after the election and elect a president. The latter is drawn from the writer ranks, but is voted upon by all board members. Two possibilities for the presidency have already been bruited about—Stanley Adams and Jack Yellin.

Red Foley on Tour, Booked Up to May 1

NEW YORK, March 14.—Country warbler Red Foley is about to do his first tour in six years, headlining a package that includes his wife, Sally Sweet, Grady Martin's Slewfoot Five, Lonzo and Oscar, Moon Mullican and Rod Brasfield. Opening dates are for Roanoke and Norfolk on April 19 and 20. Also set at the moment are Pensacola and Tampa, Fla., and three days at the Houston Fireman Show, April 29 and 30 and May 1. Tour is being booked by Dub Albritton, Foley's manager.

N. J. Fair Trade Ruling Studied

NEW YORK, March 14.—The recent decision by the New Jersey Supreme Court that non-signers of fair trade agreements cannot be bound by minimum price agreements (The Billboard, March 14) is being carefully perused by interested tradesters. The decision was held as a blow to the further fair trading of records by some industry observers.

Others, however, claim the New Jersey action concerns a specific type of fair trade agreement used by some drug manufacturers prior to the enactment of the McGuire Act last summer. Altho they agree that the latter type of "contract" is clearly invalidated by the court decision, they maintain the court did not pass on the validity of agreements entered into subsequent to passage of the federal legislation.

Forty-four States now have fair trade legislation on their statute books. Only last month the Georgia Fair Trade Act was ruled unconstitutional by that State's supreme court, and Georgia joined the traditional holdouts, Texas, Missouri and Vermont.

MAN THE MOON, CLEFFERS!

Astrophysics Hits Alley, Or Venus, Here We Come

By DENNIS McDONALD
 NEW YORK, March 14.—It is no secret that events in the past few months have set think-bones knocking in the music publishing business. Last fall, in the Information Bulletin of the Library of Congress, an article by Donald F. Reines outlined the shape of things to come in the copyright world, projecting problems in the not-too-distant future. Added alarms, causing considerable cogitation, were the U. S. refusal to belong to the International Copyright Union, and recent reports from certain scientists that probably the U. S. would reach the moon by 1960 and Mars and Venus before 1975.

These seemingly diverse factors have not as yet perturbed the more earth-bound publisher, the higher-minded firms, such as Bregman, Vocco & Conn with its current "Outside of Heaven," and Chappell with its "How Do You Speak to an Angel?" are concerned over all this galactic talk. As Rocco Vocco put it in an interview this week: "It takes 36 years to get to Aldebaran, and a song published by us today would be in the public domain by the time it reached there. The earth market will be nothing compared to what's out there. And our firm cannot afford to have the entire Milky Way singing our songs for free. Something must be done!"

But the publishers are not alone in this problem. The American Society of Composers, Authors and Publishers, as well as Broadcast Music, Inc., are also

alarmed. Science has lead us to expect mutations of life on these planets and even suggested the probability of creatures with two heads. "Would this make a songwriter a co-author?" asks Otto Harbach, president of ASCAP. "And can such a two-headed individual be shared by the license organizations?"

A further problem, as pointed (Continued on page 32)

Canadians to Bally Native Music in USA

MONTREAL, March 14.—Canadian music — compositions written in Canada by native writers — will be promoted and exploited in the United States and other countries under a campaign planned by BMI Canada, Ltd., according to Robert J. Burton, general manager, in a report Tuesday (10) to the Canadian Association of Broadcasters Conference here.

Burton, who is also vicepres of Broadcast Music Inc., counterpart of BMI Canada in the United States, stated a staff had been created to devote full time to the promotion of Canadian project. Burton's report includes statistics relative to the results of the previous year's activities of BMI Canada in the publication and performance of Canadian-composed music.

With 120 affiliated composers and 27 publishers furnishing the source of music by Canadians, the BMI Canada repertoire now includes more than 5,000 compositions of all types. Over 3,000 (Continued on page 32)

American Is Willet Agent

HOLLYWOOD, March 14.—Slim Willet this week named American Music, Inc., as sole selling agent for his new pubbery, Slim Willet Songs. Deal is for five years and gives American, in addition to sheet music selling rights, the exclusive in handling foreign licensing.

Guitar playing singer is riding high with his "Don't Let the Stars Get in Your Eyes" and "Let Me Know." These two, his first published songs, became immediate hits. They were published by Four-Star Sales, BMI affiliate and subsidiary of Four-Star Records, Pasadena, Calif., firm for which Willet records.

In addition to his pubbery and recording ventures, Willet currently headlines "Big State Jamboree" each Saturday night in Abilene, Tex. Show, featuring name guests, is broadcast over radio station KRBC in Abilene, Willet's home town.

In addition to the Willet tie-up American Music is exclusive selling agent for Montclare Music Corporation. This is the outfit that's clicked the past year with such songs as "Rock of Gibraltar," "Mr. Tap Toe" and the new Jimmy Boyd-Frankie Laine hit, "Tell Me a Story." Montclare is a three-man corporation consisting of stockholder Sylvester Cross, American prexy; Wally Brady, professional manager for American and Choice Music, and Terry Gilkyson.

Rackmil Heads Univer'l Again

NEW YORK, March 14.—Milton R. Rackmil, head of Decca Records, was re-elected president of Universal Pictures at a meeting of the firm's board of directors here this week. Earlier, he had been re-elected a director of the picture company together with all other incumbents.

Rackmil, whose salary at Universal is \$80,000 a year, left for Hollywood following the director's meeting. He indicated there were no present plans to merge Universal with Decca. The diskery holds about 42 per cent of Universal stock.

Coral Sets EP; No Duplication Of 45 Catalog

NEW YORK, March 14.—Coral Records will start issuing Extended Play records early next month, paralleling a similar move by its parent company, Decca (The Billboard, March 14). Ten disks will comprise the label's initial EP release, with two to be issued by Coral's affiliate firm, Brunswick. The records will list at \$1.40 plus tax.

The plan of the diskery is not to duplicate any 45 r.p.m. packages now in its catalog. A second EP release will be made in May. Following this, all new package merchandise will also be made available as EP sets.

No Duplications

Since the decision to go EP was made several months back, Coral has gradually slowed down production of regular 45 r.p.m. packages. The firm is not expected to duplicate any existing donut-platter sets for about a year, by which time stock already manufactured should have been absorbed.

Artists featured on the initial Coral EP release are the Ames Brothers, Les Brown, Don Cornell, Bob Crosby, Alan Dale, Pancho, Ray Bloch, Lawrence Welk, Teresa Brewer and Woody Herman. The first Brunswick EP's will include etchings by Billy Taylor and Errol Garner.

Columbia Pop Album Sales Jump by 40%

NEW YORK, March 14.—Sales of Columbia Records pop album sets have jumped by nearly 40 per cent for the first two months of 1953 as against the first two months of last year. Sparked by the remarkable sales of the "Benny Goodman Concert No. 2," the entire pop album line is enjoying its best sales period in recent company history.

The diskery is riding high with four strong-selling albums: "Sweethearts," with Marion Marlowe and Frank Parker, which has hit the 50,000 mark; "Lib. race at the Piano," which is over

Merc's Green Around World On Biz Trip

CHICAGO, March 14.—Irving B. Green, president of Mercury Records, left last week on a round the world trip, to review the company's export business. Following the expansion of distributorships in key South American countries, Green will establish contacts in the Far East for the distribution of Mercury's catalog.

In Hawaii, on his first overseas stop, Green will study the possibility of establishing a licensee for production and distribution.

Because sales activities in the countries serviced by present Hong Kong facilities indicate a need for a production set-up, Green intends to establish pressing facilities to augment present sales effort. Mercury sales results in the Far East, to date, on the entire catalog indicate that this part of the world will soon be a key market.

While in Europe, Green will review existing facilities and make plans for more complete coverage of the market to meet demand for Mercury products.

In keeping with stepped-up activity in the export market, Green also will establish contacts for further expansion of distributing centers in countries where needed. Green also will survey results of sales promotion to date with a view to improving relations with present licensed outlets.

His itinerary will take him to the principal cities of the world. His schedule follows: Los Angeles, Honolulu, Auckland, Sydney, Melbourne, Manila, Tokyo, Hong Kong, Singapore, Karachi, Rome, London, New York and Chicago.

Recently Mercury signed distributor pacts with organizations in Brazil and Japan.

Loopholes to Stay In T-H for Present

No Move on for Legislation Reversing Supreme Court 'Featherbed' Decision

WASHINGTON, March 14.—Leaders of two congressional committees which are currently studying proposed revisions in the Taft-Hartley Labor Law indicated that, for the present, there will be no move to recommend legislation seeking a reversal of the Supreme Court decision this week which held that "featherbedding" practices do not violate the Taft-Hartley law. The high court's verdict was a major victory for the American Federation of Musicians as well as the National Labor Relations Board which contended that musicians' union demands for work in a theater, whose manager said he did not want nor need the music, do not violate the Taft-Hartley Law.

While Sen. Robert A. Taft (R., Ohio), Republican leader in the Senate and a co-author of the T-H Act, said this week that he anticipates about 15 major changes in the T-H Law will be recommended by the Senate Labor and Public Welfare Committee and the House Education and Labor Committee, none of the recommendations currently discussed include changes affecting featherbedding. The House Education and Labor Committee soon will prepare a preliminary report as a result of extended hearings it has held, and the Senate com-

mittee is preparing to stage hearings. Senator Taft said this week that he expects House-Senate-administration agreement on recommendations before legislation is sent to the floor.

At the present time there appears to be little interest on the part of either of the congressional committees to re-examine the featherbedding controversy which was subject to two Supreme Court decisions this week. The court, besides upholding the AFM, also upheld the International Typographic Union in a case involving the use of "bogus" type set by I. T. U. members but never actually used in newspapers. There is some talk that the American Newspaper Publishers' Association may prod Congress to seek amendment to the T-H Law clarifying the featherbedding status so as to override the Supreme Court verdict. If this comes about it might also threaten the AFM position.

In the musicians' case, the court's (Continued on page 32)

TOMMY'S BACK

On New, Old Tunes Dorsey Is First-Rate

NEW YORK, March 14.—Tommy Dorsey and his ork returned to the Hotel Statler for his first engagement at the Cafe Rouge here in five years. That T. D. has returned with a fine ork is, of course, stating the obvious, for in his close to two decades of music-making Tommy has always served up first-rate music for dancing, played in swingy, sweet and listenable arrangements. It was a cheerful and friendly opening, crowded with the many friends and fans, welcoming the "sentimental gentleman" back to the big town.

The Dorsey ork is still, after 10, these many years, one of the most danceable of all, whether the band is playing from the old book, with the well-known Sy Oliver arrangements, or the newer things that the ork has been doing over the last few years. The happy audience crowded the floor each time the ork was sending out the music, and gave out with much applause each time the Dorsey crew came thru with "Marie," "Song of India," "Opus No. 1" and other favorites. Dorsey on trombone is, as ever, smooth and expert.

Gordon Polk and Lynn Roberts handled the peppy vocal efforts very effectively, adding many sight bits to their warbles. And Johnny Amoroso, back with the ork after a few years in the service, was first-rate with his chanting on the dreamy ballads.

The large crowd at the opening and the way the band swings indicate that the years have not dimmed the luster of the Dorsey ork. As long as T. D. continues to pull, it indicates that the music business is still in a good way, with the good things still appreciated. Bob Rolotitz.

65,000; the "Benny Goodman Concert," which has sold 30,000 two-LP sets and 26,000 single LP's—a total of 86,000 platters, and the Rosemary Clooney-Harry James album "Hollywood's Best," which has passed the 30,000 mark. A single platter from the Clooney-James set sold about 130,000 records. The Goodman, Liberace and Marlowe-Parker albums are on The Billboard's best-selling album charts.

In addition to the four big guns, Columbia will next week release two albums that have already pulled advance orders of 50,000 from distributors. These are "Arthur Godfrey's Calendar Show," a waxing of one of Godfrey's musical TV programs, and the Doris Day set, "By the Light of the Silvery Moon," featuring the thrush in tunes from her forthcoming picture.

Other S ts

The diskery has also done well with other and less noted album sets, including the nine volumes quietly titled "Quiet Music." Each of these has sold about 10,000 platters.

In the EP 45 department, the diskery has moved 25,000 each on the Doris Day EP, "April in Paris," and the Rosemary Clooney "The Stars Are Singing."

A Liberace EP has hit the 20,000 EP mark. Two other LP sets, a new Liberace album, and the Jo Stafford-Paul Weston set, "Broadway's Best," which were recently recorded, are already near the 20,000 mark.

Parties Puzzle Application of Standby Rule

AKRON, March 14.—The principals in the standby pit band fight that was decided in the United States Supreme Court this week were uncertain as to what the decision would mean as far as stagework bookings in Akron.

It was the Palace Theater in which the fight against standby orchestras began several years ago. The theater was having occasional stageworks, and the American Federation of Musicians, Local 24, was demanding the pit band be hired for the engagement on a standby basis.

In the high court decision it was held that "it's work if a musician sits in a theater orchestra pit without blowing his horn, and it (Continued on page 32)

Progressive Accents Jazz

NEW YORK, March 14.—Harry Sultan, local record retailer, and his associate, Irwin Gewirtz, have bought in on Progressive Records, and with the label's founder, Gus Grant, have prepped a program to build the firm as a jazz waxery. They have already signed Brew Moore, Al Cohn, Chuck Wayne, Ray Turner and Dave Lambert to exclusive disk pacts, with each jazzster to head up his own instrumental combo. An LP cut by Cohn is now being readied for early release.

Progressive has also taken on national distribution of a new waxing by thrush Ann Hathaway on the Avalon label. Sultan, who now has two retail record stores here, is opening a third New York outlet soon.

NAMM Alters Education Plan

NEW YORK, March 14.—Educational projects run by the National Association of Music Merchants will be handled on a regional basis in the future, with promotional work to be concentrated in areas where the need is greatest. This approach was outlined in the mid-year report just issued by Harry E. Callaway, NAMM prexy.

Plans are to develop a number of elaborate business clinics on the elementary school level and then provide merchants with assistance in developing sound sales plans. The association will continue to sponsor industrial music clinics, which bring together industrial recreation leaders and music men for discussion of mutual problems.

Accomplishments

Hallaway's report reviewed accomplishments of the association during the past several months in providing its members with promotional aids and special services. NAMM will hold its next convention in Chicago in July. Paul W. Jenkins, of Kansas City, Mo., has been named chairman of a nominating committee which will choose a slate of nominees for election to the board of directors at the conclave.

Imperial Inks Benny Strong

HOLLYWOOD, March 14.—Imperial Records this week made a strong bid to invade the pop field by signing Benny Strong and his ork to a long-term contract, and revealed plans to hypo its output in this field.

The Strong pact is the first step in Imperial's departure from country and western and rhythm and blues. Lewis R. Chudd, Imperial head, announced diskery is definitely in the pop field business and will continue to seek tie-ups with promising artists.

Strong already has recorded two standards with an early release date. He formerly recorded for Capitol. His future sides with Imperial will not be necessarily confined to his trademark stylings of old tune revivals. A coast-to-coast radio promotional campaign also is in the offing to launch the pop invasion spearheaded by Strong.

Meanwhile, Chudd is considering acquiring fem warblers for his pop records.

Why Met Is in the Red: 1902 Bill Shows Reason

NEW YORK, March 14.—Offices of the Metropolitan Opera Fund this week sent out a comparison of costs of the Met's orchestra in 1902 as against present costs. Story was occasioned by the Met's receipt of a rare document—the itemized 1902 bill—given to the Met from the collection of Edwin Franko Goldman. The comparison with today's costs indicates one of the chief reasons why the Met is in the red—inasmuch as admissions have not risen nearly enough to compensate.

The original bill, payable to Naham Franko, conductor of the opera ork in 1902, called for one week's salary for a 65-man ork the sum totaling \$2,405. This included four regular performances and all the week's rehearsals except one, according to Max Rudolf, artistic director of the Met under Rudolf Bing.

Max Rudolf pointed out that, when the Met recently staged one extra Sunday night benefit performance of "Rigoletto," the ork bill for that performance alone was \$2,186—the musicians being paid for the entire week.

In 1902, according to the old statement, the Met spent \$4,576 for one week's orchestra salaries which included a trip to Philadelphia, matinee and evening performances on Thursday and Saturday, and a general rehearsal Sunday for a concert to be conducted by Walter Damrosch.

The Met stated: "As far as available records show, the orchestra played eight performances plus almost daily rehearsals. Expenditure for rehearsals the week ended February 23, 1902, was \$146—it covered the

only rehearsal that week for which the musicians were paid. For rehearsals the comparable week this year the Met paid the orchestra men \$6,000."

But in 1953!

The Met adds: "Orchestra salaries for the same week this year cost the Met (and the public) over five times as much—\$24,481.70 for only seven performances of 'Bohème'... on the CBS-TV 'Omnibus' program."

Lauder Greenway, chairman of the Met's Fund Drive, noted: "At this rate of increased expenses, one would expect the income from admissions would have risen proportionately. If not five times as much as in 1902, perhaps a little less. The facts are, however, that ticket prices are hardly more expensive than they were 50 years ago. In 1902, orchestra seats cost \$5. Today they are \$8. Orchestra circle was \$5; today you can get the same seat for \$6.50. In each case, a ticket in any place in the house today costs only a little more than it did 50 years ago. Yet in 1902, \$5 was a respectable week's salary in many trades."

Help Needed

Greenway said he was "delighted" over having received the 1902 bill. "Compare this bill," he said, "with the statement for the same week of this year, and our situation must be evident to everyone. It is obvious that the Met cannot continue to meet expenses by the sale of tickets alone."

The Met's old orchestra circle is scheduled to be removed. The new seating will provide for 154 more patrons. This and other similar improvements, together with Bing's sell-out performances, will permit the old house to earn maximum money, Greenway said. He added that the Met must raise \$1,500,000 to cancel the existing deficit; to maintain artistic standards; to make structural changes; to pay for engineering studies relative to the building of a new house. To date the Fund has received about \$400,000.

CALENDAR SET

Godfrey TV Hit Is Ditto For Disks

There's an old quotation that "Nothing succeeds like success," and when that expression is applied to Arthur Godfrey, it is easy to see that it is true. This time the irrepressible Godfrey has come up with an LP album set, "Arthur Godfrey's TV Calendar Show," adapted from one of his recent television segs, which looks as if it could easily become one of the strongest Godfrey wax items since "Dance Me Loose."

As an indication of the commercial value of the waxing, the Godfrey "Calendar Show" was first presented on "Arthur Godfrey and Friends" over Columbia Broadcasting System TV on January 28. Reaction was immediate, and the network repeated the seg four weeks later, a very unusual procedure for a TV show. When the seg clicked again, CBS decided to put it on wax.

12 in Set

There are 12 tunes in the set, all penned by Joan Edwards and Lynn Duddy. The one with the strongest pop possibilities, "Summer Symphony," is sung in fine style by Julius La Rosa. Godfrey comes off his cheery best on "Easter in Waikiki" with Haleloke and "If It Wasn't for Your Father." Marion Marlowe and Frank Parker are very effective on "It's Autumn Again," with Parker doing a good job on "It's the Irish in Me." Lou Ann Simms is at her record-best with "Rockaway Beach," and the rest of the cast do good work, helped no little by Archie Bleyer's chorus and ork.

This show set, with its double TV exposure, looks like a strong seller for the diskery, and should move a lot of copies between now and Easter. The firm intends to hand it an all-out promotional push.

ARTHUR GODFREY'S TV CALENDAR SHOW (1-12") Orchestra and Chorus directed by Archie Bleyer. Original music composed by Joan Edwards and Lynn Duddy (for "Arthur Godfrey and Friends" TV Show). Cast: Arthur Godfrey, The Mariners, Marion Marlowe, Frank Parker, Haleloke Kahauoloua, the Chordettes, Janette Davis, Julius La Rosa, Lu Ann Simms, Tony Marvin. Columbia (33) GL 521

Decca Speeds Album of New Hit Musical

NEW YORK, March 14.—Decca Records has moved fast to capitalize on its hot original-cast album rights to the new hit musical, "Wonderful Town." The diskery cut the show at an extended session Sunday (8) and, after rapid processing of the 14 sides, expects to have the first sets available for retail sales here Tuesday (17). The package will be offered on all three speeds. Execs claim 100,000 in advance orders have already been tabulated.

The diskery is also prepping a strong drive behind its sound track album of the new 20th Century-Fox movie, "Call Me Madam," featuring Ethel Merman, George Sanders and Donald O'Connor. This package will be released next week, and a tie-in promotion has been set with the picture firm.

Allied to Distribute Savoy, Regent Lines

HOLLYWOOD, March 14.—Allied Music Sales Company this week acquired distributorship for Savoy and Regent records. Savoy gives Allied a boost in its already successful stable of r.&b. labels, and with Regent, puts the distributor in the pop and classical LP field. The labels had previously been handled by Sunland Music.

"My Kind of Woman" by Emmitt Slay Trio on Savoy is coming up strongly. Songs from two other labels, Aladdin and Duke, distributed by Allied, show in the top 10 seller r.&b. list. They are "Let Me Go Home Whiskey" (Aladdin) by Willie Mae Thornton and "Cross My Heart" (Duke) with Johnny Ace. Tabbed as a new record to watch is a fourth disk, "Hound Dog," on Peacock, an Allied-handled label.

Allied head Irving Shorten said he will retain catalogs for both Savoy and Regent on previous as well as upcoming output.

'10,000 MILES' ON HIT ROAD

HOLLYWOOD, March 14.—A couple of years and 10,000 miles later an American folk tune, ironically titled "Ten Thousand Miles," is finally on top—in Stockholm, Sweden. The Mary Rose Bruce number topped, then dropped to second as best seller in the Scandinavian city with a Sweden version featuring singer Brita Borg on a Sonora label.

The twist perplexes Bob Roth, topper of Serenade Music here, which owns the song's domestic copyright. When "Ten Thousand Miles" was recorded by Dinah Shore for RCA Victor a couple of years ago, it got a fair reception. But now with it being a top melody in a foreign land, Roth's wondering if "Ten Thousand Miles" must make the return trip to get a nod from Americans.

Hal Cook Now Heads Capitol National Sales

NEW YORK, March 14.—Hal Cook is being upped to the position of national sales manager of Capitol Records Distributing Corporation, effective April 1. In his new position, Cook will be responsible for all of the firm's domestic sales and promotion in the United States and the territories, and will direct all pop, kiddie and classical activities handled out of the firm's New York headquarters.

Cook's promotion is another in a series of important moves by Capitol over the past few years to expand sales-wise. Last year, for instance, the diskery finished 10 per cent ahead of 1951 in total sales. During 1952, Cook, as New York district manager and national promotion manager, helped to hike sales in this district by 25 per cent, well above the national average.

Cook has been with Capitol Records for five years, starting as a field representative in the Midwest. He has been branch manager at St. Louis, district promotion manager in Chicago, and spent two years as pop promotion manager in Hollywood before his transfer to New York in 1951.

Al Levine, present New York branch manager, is being upped to district sales manager to fill Cook's old position, and Anthony Rubino takes over as branch manager in New York.

Merc, Canadian Firm Sign Pact

CHICAGO, March 14.—Mercury Records has signed a five-year contract with Quality Records Ltd., Toronto, in a move to expand volume and give distributors better service.

The contract was drawn up by Guy Herbert, vice-president of Quality Records; I. B. Green, president of Mercury, and I. H. Steinberg, treasurer of Mercury.

Quality will do all its pressing in its own facilities which are among the most modern in Canada. Mercury will ship masters to Quality for pressing.

Mercury hopes to get better coverage thru this tie-in with Quality, which replaces Mercury Records of Canada. Quality has five distributing outlets in Canada and all are currently pushing Patti Page's "Doggie in the Window."

The key men at Quality are Frank Weaver and D. A. McKim, both located at the company offices at 380 Birchmont Road, Toronto 13. The distributors are Ontario Sales Division of Quality Records Ltd., 47 Camden Street, Ontario, headed by Jack Boswell; Radio Accessories, Ltd., 202 Craig Street W., Montreal, headed by Len Vallins; Monarch Record Distributors in the Galt Building, Winnipeg, headed by Alex Groshak; Taylor, Pearson & Carson, Ltd., Box 70, Calgary, Alta., headed by Bill Carry, and Western Agencies, 951 Seymour Street, Vancouver, headed by Arnot Clark.

BATTER UP!

Talent Set For Nat'l Press Party

WASHINGTON, March 14.—The final line-up of musical talent of the American Society of Composers, Authors and Publishers invited to entertain at the third annual National Press Club Party here on March 26 was announced yesterday (13). Song writers planning to attend are: Harry Warren ("Lullabye of Broadway," "You'll Never Know"); Hoagy Carmichael ("Stardust," "Lazy Bones," "Rockin' Chair"); L. Wolfe Gilbert ("Waiting for the Robert E. Lee," "Ramona," "Down Yonder"); Harry Akst ("Dinah," "Am I Blue," "Baby Face"); Leroy Anderson ("Blue Tango," "Sleigh Ride," "Syncopated Clock"); Alex Kramer and Joan Whitney ("You'll Never Get Away," "Candy").

Deems Taylor, former ASCAP president, will emcee, and the entire ASCAP board of 24, including Oscar Hammerstein, Otto Harbach and Gene Buck, has been invited.

Morgan Files In Bankruptcy

CINCINNATI, March 14.—Al Morgan, night club, TV and recording pianist currently appearing on WLW-T here, Monday (9) filed a bankruptcy petition in U. S. District Court, listing debts of \$130,280 and assets of \$19,900.

Morgan, whose London recording of "Jealous Heart" won him a TV network show a couple of years ago, listed a total of \$119,296 as unsecured claims. Among these was a \$15,000 claim said to be due the estate of Arthur H. Dennert as rental under a lease agreement involving Glenn Rendezvous, Newport, Ky., which Morgan operated for a short period about two years ago and on which he reportedly lost \$19,000. Also listed were claims of \$25,000 due to R. G. Associates Corporation, New York, booking agency; General Artists Corporation, New York, \$2,500 as commissions; a similar one due Frank J. Hogan, Chicago, \$55,000; \$4,300 due O. W. Helsing, Helsing Vaudeville Lounge, Chicago, representing a p.a. contract for 1951-'52; \$6,794 income tax and \$1,057 withholding and Social Security tax of employees of Al Morgan Enterprises.

Morgan listed gross income of \$91,000 in 1950 and \$137,000 in 1951.

Listed as assets were \$15,000 in insurance policies payable to his wife, Decca and London recording royalties valued at \$2,000; \$2,700 as value of automobiles secured by a mortgage; \$2,000 in property that can be reverted, and \$200 household goods.

Feller East For Cap Post

HOLLYWOOD, March 14.—Sid Feller, recently named head of Capitol's Eastern artist-repertoire department, leaves the Coast after a month's huddles to assume his New York post.

Past month was devoted to procedure and policy indoctrination as well as a series of meetings with Alan Livingston, Capitol's veepee in charge of artist-repertoire. Cap's new Eastern a.&r. head will report directly to Livingston.

Jan. Music Sales Off 5% From 1952

WASHINGTON, March 14.—Altho retail store sales in January generally were 11 per cent above sales chalked up in January, 1952, music stores in particular defied the trend with sales falling 5 per cent below the figure for the previous January, the Commerce Department reported this week. January music store sales declined a full 48 per cent since December, while nationally the customary seasonal decrease in sales amounted to only 22 per cent, preliminary figures released by Commerce reveal.

COLONY UNFAIR TO SHOPLIFTERS

NEW YORK, March 14.—The theft of EP's by light-fingered customers has caused many dealers no end of concern. Colony Music here reckoned it had the problem settled by displaying only empty EP envelopes, keeping the EP disks on shelves in special sleeves. This week it found it was right when a young man left the store without buying anything, walked across the street, and then returned to the store. From under his coat he pulled out about 20 EP envelopes, threw them on the floor, and with a look of disdain, snarled, "I never knew anyone could be so cheap!"

Revenue Office Revises Report On Disk Taxes

NEW YORK, March 14.—At the urging of the Record Industry Association of America, the Commissioner of Internal Revenue last week prepared a revised report of excise taxes collected on records for the 18-month period from July, 1951, thru December, 1952. The period covers sales of records made during the months from May, 1951, thru October, 1952. These revised tax figures were sent to John Griffin, executive secretary of the RIAA, by the Collection Division.

The Collection Division made adjustments for the 18-month period in certain months to compensate for prior reports in which taxes collected on various products, other than records, had been combined with record taxes, and thus did not accurately reflect current collections. The new figures sent to the RIAA are a report of actual collections, independent of adjustments, and are a true picture of industry-wide sales.

Revised Figures

Here are the revised tax collection figures for the 18-month period, July, 1951, thru December, 1952 (Taxes collected each month are for sales made two months previously.): July, 1951, \$386,383; August, \$518,711; September, \$388,442; October, \$614,462; November, \$724,545; December, \$644,818; January, 1952, \$637,897; February, \$362,073; March, \$797,714; April, \$598,405; May, \$560,923; June, \$445,983; July, \$316,424; August, \$457,215; September, \$474,525; October, \$499,226; November, \$606,819; December, \$625,693.

The revised figures show a total excise tax of \$6,868,452 for sales made in 1951, as against previously released figures of \$7,591,660 for the year. For sales made during the first 10 months of 1952 total tax was \$5,362,929, whereas previous figures were reported as \$4,659,725.

Vets Given Music By Diskers, Pubs

NEW YORK, March 14.—Thru the helpfulness of the major diskeries and a large number of music publishers, servicemen at the Franklin Delano Roosevelt Veterans' Hospital in Montrose, N. Y., will be able to hear and play their favorite music starting next month. RCA Victor, Decca, Capitol and M-G-M Records have agreed to send deejay samples to patients about once a month, and sheet music, in both piano and dance arrangements, will be made available periodically by such publishers as George Paxton, Leeds, BMI and others.

Move to supply the FDR Hospital veterans with music has been headed by Don Becker of Bibletone Records, who has also been working on talent to entertain the patients at the Montrose building. The Record Industry Association of America is now trying to set up arrangements with many of the diskeries to send up talent to the hospital when available.

Music Publishers' Record Scoreboard

Sides in Current Release

For Week Ending March 14

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

PUBLISHERS	TUNE	ARTIST AND LABEL
A.G.V.	That's All	Acquaviva, M-G-M (p)
	The Cavalier's Ball	Acquaviva, M-G-M (p)
Acuff-Rose Group	Somebody Else's Heartache	Sonny James, Cap (f)
—Acuff-Rose	The One I Can't Forget	Sonny James, Cap (f)
	I Couldn't Keep From Crying	Sammy Kaye, Col (p)
	Home for the Aged	Mr. Sunshine, M-G-M (f)
	I'm Just a Lucky Guy	Mr. Sunshine, M-G-M (f)
	A Treasure of Love	Al Britt, M-G-M (f)
	No Help Wanted No. 2	Ernest Tubbs-Red Foley, Dec (f)
—Miles	Afraid	Vic Damone, Mer (p)
	We're Not Speaking Anymore	Al Britt, M-G-M (f)
American	What'll He Do?	Molly Bee, Cap (p)
	Mexican Joe	Billy Walker, Col (f)
	Come a Little Bit Closer	The Ravens, Mer (f)
	Uh-huh Honey	Autry Inman, Dec (f)
	When I Lost You	Frank Pane, Mer (p)
Bahb	Hot Dog Rag	Richard Hayes, Mer (p)
Bertin	Hot Dog Rag	Richard Hayes, Mer (p)
Bowery Group	Hot Dog Rag	Richard Hayes, Mer (p)
—A.R.C.	Hot Dog Rag	Richard Hayes, Mer (p)
—B & F	Hot Dog Rag	Richard Hayes, Mer (p)
Campbell	Hot Dog Rag	Richard Hayes, Mer (p)
Central Songs	Hot Dog Rag	Richard Hayes, Mer (p)
Chappell	Hot Dog Rag	Richard Hayes, Mer (p)
Chappell Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Mutual	Hot Dog Rag	Richard Hayes, Mer (p)
Clover	Hot Dog Rag	Richard Hayes, Mer (p)
Disors	Hot Dog Rag	Richard Hayes, Mer (p)
Redd Evans	Hot Dog Rag	Richard Hayes, Mer (p)
Fairway Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Malabar	Hot Dog Rag	Richard Hayes, Mer (p)
Famous Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Paramount	Hot Dog Rag	Richard Hayes, Mer (p)
Forrest	Hot Dog Rag	Richard Hayes, Mer (p)
Four Star	Hot Dog Rag	Richard Hayes, Mer (p)
Sam Fox	Hot Dog Rag	Richard Hayes, Mer (p)
General	Hot Dog Rag	Richard Hayes, Mer (p)
Joe Gold	Hot Dog Rag	Richard Hayes, Mer (p)
Golden Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Riverside	Hot Dog Rag	Richard Hayes, Mer (p)
Hill & Range Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Alamo	Hot Dog Rag	Richard Hayes, Mer (p)
Hill & Range	Hot Dog Rag	Richard Hayes, Mer (p)
—Hollis	Hot Dog Rag	Richard Hayes, Mer (p)
—Hollis	Hot Dog Rag	Richard Hayes, Mer (p)
—Ludlow	Hot Dog Rag	Richard Hayes, Mer (p)
Hollybrook	Hot Dog Rag	Richard Hayes, Mer (p)
Kingsway	Hot Dog Rag	Richard Hayes, Mer (p)
Laurel Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Valando	Hot Dog Rag	Richard Hayes, Mer (p)
Leeds Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Pickwick	Hot Dog Rag	Richard Hayes, Mer (p)
E. B. Marks	Hot Dog Rag	Richard Hayes, Mer (p)
Marsin	Hot Dog Rag	Richard Hayes, Mer (p)
Mansey Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Carnegie	Hot Dog Rag	Richard Hayes, Mer (p)
Robert Mellin	Hot Dog Rag	Richard Hayes, Mer (p)
Mills	Hot Dog Rag	Richard Hayes, Mer (p)
Ivan Magall	Hot Dog Rag	Richard Hayes, Mer (p)
Montclare	Hot Dog Rag	Richard Hayes, Mer (p)
E. H. Morris Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Mayfair	Hot Dog Rag	Richard Hayes, Mer (p)
Music Publishers	Hot Dog Rag	Richard Hayes, Mer (p)
—Holding Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Harris	Hot Dog Rag	Richard Hayes, Mer (p)
—Remick	Hot Dog Rag	Richard Hayes, Mer (p)
—Witmark	Hot Dog Rag	Richard Hayes, Mer (p)
Northern	Hot Dog Rag	Richard Hayes, Mer (p)
Noteworthy	Hot Dog Rag	Richard Hayes, Mer (p)
Paul	Hot Dog Rag	Richard Hayes, Mer (p)
Peer Int.	Hot Dog Rag	Richard Hayes, Mer (p)
Preskell	Hot Dog Rag	Richard Hayes, Mer (p)
Robbins Group	Hot Dog Rag	Richard Hayes, Mer (p)
—Feist	Hot Dog Rag	Richard Hayes, Mer (p)
—Miller	Hot Dog Rag	Richard Hayes, Mer (p)
Robbins	Hot Dog Rag	Richard Hayes, Mer (p)
Russell	Hot Dog Rag	Richard Hayes, Mer (p)
Santley-Joy	Hot Dog Rag	Richard Hayes, Mer (p)
Shapiro-Bernstein	Hot Dog Rag	Richard Hayes, Mer (p)
Sophisticate	Hot Dog Rag	Richard Hayes, Mer (p)
Sunbeam	Hot Dog Rag	Richard Hayes, Mer (p)
Tony Vogel	Hot Dog Rag	Richard Hayes, Mer (p)
Ward & Sears	Hot Dog Rag	Richard Hayes, Mer (p)
Weiss & Barry	Hot Dog Rag	Richard Hayes, Mer (p)

Music as Written

IRWIN-PINCUS TO WED ...

Irwin Pincus, formerly with the William Morris Agency and now stationed at the Glen View Naval Air Base in Illinois, will be married to Miss Hilane Ball tomorrow (15) at the Stephen Wise Free Synagogue here. The groom's father, George Pincus, is general manager of Shapiro-Bernstein, Inc.

GARNER TO CUT EP'S FOR COLUMBIA ...

Errol Garner cut 13 extended length sides for Columbia Records this week, for the diskery's album chief, George Avakian. All of the sides were waxed in one take. They will be used by the firm for an Errol Garner EP series, the first of which will be released next month.

DECCA A&R REPS ARE TRAVELERS ...

Decca artist and repertoire execs are doing plenty of traveling these days. Pop chief Jimmy Hilliard has left for a couple of weeks on the West Coast. His assistant, Paul Cohen, is on a Southern junket with recording dates skedded in Nashville. And Si Rady, head of Decca's classical department, is off on a month-long business trip to Europe.

DANA ACQUIRES POLISH TANGOS ...

Dana Records has acquired a line of Polish tangos from the Syrena Company, all cut by the latter diskery in Poland before World War II. Walter Dana set the deal with William Falencki, Syrena exec now residing here.

PEGGY MANN INKS CORAL PACT ...

Coral Records has signed Peggy Mann to a wax pact. Her first slicing on the label features the ditty "So Did I," which she recorded originally on the Cavalier label and was re-cut for Coral with backing by George Cates.

SHURE-TONE TO UP ITS PRODUCTION ...

Shure-Tone Products, phonograph manufacturer, has leased additional facilities at its plant here to double the space now devoted to production. When the new facilities are fully utilized, the company expects to boost its output to 2,000 units a day, according to Irving Shurack, president and sales manager.

MEYERSON HUDDLES WITH KAYE ...

Harry Meyerson, a & r. topper for M-G-M, is in Hollywood, huddling with the firm's West Coast representative, Jesse Kaye, about future recording plans, including soundtrack albums.

HANDWERGER TO TALK AT ALUMNI MEET ...

Sol Handwerger, director of advertising and promotion for M-G-M Records, is set as the guest speaker at the Northeastern University's New York Alumni Association meeting, March 19. He'll give an inside picture of the record business.

THIS SCRAP MAY BE WORTH REAL \$\$...

Sid Rosen, of Village Music, has started a deejay contest for his new song, "Scrap of Paper," which has been cut by Delores Hawkins on Okeh. The pubber is sending out entry blanks in the form of a scrap of paper to deejays thruout the country this week. When they are all returned, a drawing will be held and the winning deejay will receive a \$100 bond, with two \$50 bonds and seven \$25 bonds for additional prizes.

Ziggy Elman has been pacted to appear with the newly-formed Benny Goodman ork on its forthcoming concert tour. ... Mario

and Anahid Ajemian were featured by the Associated Press service this week. Anahid is the wife of Columbia album head George Avakian. ... The Douglas Duke Trio is now at the Hour Glass in Newark, N. J. The Mercury Records trio opens at the Hickory House here on April 13. ... The Collegians and The Travelers, new pop vocal groups, have signed term contracts with Okeh Records. ... Gene Goodman of Regent and Harmon Music was on the road this week plugging the Art Lund Coral waxing of "Alone With the Blues" and the Jimmy Boyd Columbia slicing of "Two Easter Sunday Sweethearts." Harry Goodman, of the firm, will return to West Coast next Tuesday (17). ... Redd Evans, head of Jefferson and Redd Evans Music left this week for a deejay trip thru the South to push on "Seven Lonely Days," "Two Kinds of Love" and "Lovelight." ... Percy Faith will conduct the Oklahoma Symphony ork in Oklahoma City on March 15. ... Thrush Nancy Reed has signed a waxing contract with Jubilee Records. ... Jerry Cooper, Mercury artist, was in Buffalo and Erie, Pa. this week to visit deejays about his waxing of "Have You Ever Been Lonely?" and "I'm Sorry I Made You Cry."

Statler. ... Kenn Rogers, recently appointed overseas representative and export manager for Remington Records, left last week to set up a Paris office.

Danny Sutton was visiting deejays in Rochester and Buffalo, N. Y., this week, plugging his King waxing of "Oh What a Fooling." He opens at the Town Casino in the latter city Monday (16) for a week. ... The Four Lads bow in at Blinstrom's, in Boston, Monday (16). ... Goldie Goldmark, of Sheldon Music, off on a road trip, working on the firm's tune "Magic Touch."

Miriam Stern has been named executive director of the Songwriters' Protective Association. She formerly held the title of executive secretary.

Chicago

Dorothy Shay, the "Park Avenue Hillbilly," in town for a recording session. She returns to the Empire Rom May 21. ... Dick Jurgens moves into the Aragon Ballroom on Easter Sunday for a month, according to Will Jurgens, a recent Chicago visitor. ... Hal Pearl, organist, celebrates his 10th year at the ivories of the Aragon Ballroom console. ... Wayne Muir, currently at the Congress Hotel, is using a clavichord, a new instrument, in his Glasshatters orchestra.

BIBLETONE ADDS TO STABLE ...

Bibletone Records added a lot of new talent to its sacred stable this week with the pacting of three quartets and a new warbler. The vocal groups now with the label are the Sunshine Boys, from Atlanta, the Imperial Quartet, from Dallas, and the Revalaires Quartet from Atlanta. New warbler is Peanut Faircloth, of Augusta, Ga., who has turned out some c.&w. wax for Decca but will stick to gospel music on the Bibletone label.

'FALL ASLEEP' HAS FRENCH FOLLOWING ...

"I'd Love to Fall Asleep," new tune recently snagged by Southern Music, and just released by Coral Records with Karen Chandler, was a big tune in France, its country of origin, a while back. Ditty was penned by Louis Gaste and English lyrics were added by Sammy Miller. Southern picked up the tune for the Western Hemisphere from B. Feldman, Ltd., who published the song in England and on the Continent.

BIG 3 ACQUIRES 'LONESOME' ...

The Big Three has acquired the tune, "Lonesome," which has been released on the BBS label with warbler Vinnie De Campo. The song was penned by Carl Lampl and Buddy Kaye. Lampl, a sweater manufacturer from Chicago, was given a plaque for his writing activities by the ops at the MOA meeting in Chicago last week. The tune will go into Miller Music.

New York

Randy Wood and Al Bennet, of Dot Records, have started a Midwestern jaunt promoting the Hilltoppers' newest disk. ... Jilla Webb is visiting jockeys in Cleveland, Detroit and Chicago with her latest M-G-M release. She's set for a week at Palm Gardens, Columbus, O., starting March 30. ... Fred Mann, who heads deejay relations for RCA Victor, has just announced his engagement to non-tradester Adele Shinbaum, from Montgomery, Ala. ... Buddy Greco has joined the Gaylords. ... Portem, a local indie distributor owned by Bob Pare, has added the Allied line. ... Billy May is set for his first local hotel engagement on March 23 when he opens for two weeks at the

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Rosemary Clooney set for the stage of the Chicago Theater next week. ... Louis Jordan set for the stage of the Regal Theater for Easter week. ... Johnny Desmond pinch-hitting for Danny O'Neil on TV while Danny is laid up with the flu. ... Russ Morgan in town on a deejay junket. ... Eydie Gorme opens at the Palm Gardens in Columbus, O., for a week.

Eileen Barton opens at Fazio's Supper Club, Milwaukee, April 10 for one week and from there will tour three ballrooms in the St. Paul area. ... Kay Starr opens at the Chicago Theater April 10. ... Ray Anthony into the Aragon ballroom for a one-night stand April 1. ... June Christy opens at the Yankee Inn, Akron, for one week beginning March 23. ... Randy Blake, Hillbilly deejay for 17 years, took to spinning pop tunes as he launched a one-hour show on WJJD.

Pee Wee Hunt into the Preview last week with his orchestra. ... Patti Page has renewed her TV contract for an additional year. She opens at the Chicago Theater for a week April 24. ... Ari Talmage, Mercury Records, due back in Chicago after a vacation in Florida.

Detroit

Betty Jane Watson and Jerry Austen, singing team, opened Monday (9) at the Hotel Statler Terrace Room. ... Little Jack Little opened Monday at Yeamans Supper Club. ... Kathy LaPrise has been pinch-hitting for singer Ginny Ameal, who has been ill, at Sammy Soffer's Indian Room. ... Sam Morgante is turning his masters of the Don Pablo recording of "Trying." Don Doug Ryan's vocals, over to Dot Records for pressing and release.

Philadelphia

Clarence Fuhrman back at Wagner's Ballroom for the music making. ... New dancery in suburban Ardmore is the Main Line Ballroom being set up by local furniture man and decorator Louis Goldberg. ... Vincent Rizzo, one-time maestro for Paul Whiteman units, strolling with his fiddle at the Sans Souci. ... Buddy Savitt takes over at Lou's Moravian. ... Crosley Record Company, new local independent label, set up by Katherine F. Hodge, Russell E. Smith, Ralph Romano and Nicholas A. Busillo. ... Ronnie Bonner placed his

(Continued on page 32)

Total Sides for Week Released by Each Label

* These totals do not include P. D. tunes

For Week Ending March 14

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	8	4	—
COLUMBIA	6	6	—
DECCA	8	8	—
MERCURY	18	—	4
M-G-M	12	4	2
RCA	8	4	—

Total Number of Sides Released by Each Label

* These totals do not include P. D. tunes

January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	98	52	—
COLUMBIA	76	42	6
DECCA	99	42	—
MERCURY	66	8	16
M-G-M	96	32	26
RCA	83	62	—

DON'T CRY ...
"HOLIDAY"
IS COMING ON
UNITED RECORDS



Loopholes to Stay for Present

Continued from page 29

verdict was 6-3, upholding the NLRB against Gamble Enterprises, Inc. Associate Justice Harold H. Burton, in writing the majority decision, relied largely on statements of Senator Taft that the act was not intended to cover "featherbedding" practices. The case involves hiring a local orchestra made up of AFM members as a condition of allowing an out-of-town band to play at the Palace Theater, Akron.

Justice Burton stated in the majority verdict that "for generations, professional musicians have faced a shortage in the local employment needed to yield them a livelihood." Continuing, he stated:

"They have been confronted with the competition of military bands, traveling bands, foreign musicians on tour, local amateur organizations and, more recently, technological developments in reproduction and broadcasting. To help them conserve local sources of employment, they developed protective societies. Since 1896 they also have organized and maintained on a national scale, the American Federation of Musicians affiliated with the American Federation of Labor. By 1933, practically all professional instrumental performers and conductors in the United States had joined the federation, establishing a membership of over 200,000 with 10,000 more in Canada." The opinion went on to point out that the federation uses "its nation-wide control of professional talent to help individual members and local unions." The court held that in the Akron Palace Theater case, it was "not dealing here with offers of more 'tokens' or nominal services" by the local orchestra which was installed in the theater at the time out-of-town orchestra was playing; in other words, this was not a case of "engaging a stand-by orchestra." The court stated that "payments for 'standing by,' or for the substantial equivalent of 'standing by,' are not payments

for services performed, but when an employer receives a bona fide offer of competent performance of relevant services, it remains for the employer, thru free and fair negotiation, to determine whether such offer shall be accepted and what compensation shall be paid for the work done.

The high court's opinion marked a reversal of a lower court verdict. Justice Robert Jackson, citing the dissenting opinion, declared that before the T-H Act "The union was compelling the theater to pay for no work. When this was forbidden," continued Justice Jackson, "it sought to accomplish the same result by compelling it to pay for useless and unwanted work. This is not a continuation of an old usage long practiced as incorporated into the industry but a new expedient devised to perpetuate a union policy in the face of its congressional condemnation. Such subterfuge should not be condoned."

Man the Moon!

Continued from page 29

out by the ASCAP exec, is that it is one thing for a Japanese "Gomen Nasai," as recorded by Eddie Howard, to go in the U. S., but will tunes from Sirius, Canis Major or Minor or 23 Cygni ever make it here?

Publishers and artists too are weighing the possibilities of such current song as "Second Star to the Right" and "No Moon at All" as having revival potentials. Hank Snow's "Moon on a Rocket Ship," issued by RCA Victor, seems a likely prospect for re-hearing circa 1970. But, as Perry Como said: "It's any man's guess whether 'Don't Let the Stars Get in Your Eyes' will stand up with a space-minded public or not. Who knows?" he added, "It might be regarded as a safety song."

But perhaps the greatest problem is how in copyright terms "outside the United States" will be interpreted. Current international relations present far less complications than interplanetary regulations—how to record strange sounds, how to classify such tunes, etc.

And will the moon lose its glamour, calling on the pop balladeer for entire re-emphasis, or de-emphasis in 1960? It's not far away—only seven years—and those in the music business who contemplate outer space are of the opinion they'd better get on the move.

Canadians Bally

Continued from page 29

numbers are pops, while 2,000 are classical or standard in type. One-third of the total is in the French language.

Burton, addressing the delegates to the CAB Conference regarding the accomplishments of BMI Canada, said that BMI-licensed songs earned an over-all 81.2 per cent in the year-end popularity survey conducted by the British United Press. Analyzing the top 10 songs of the year, Burton stated BMI licensed eight of them for a total of 80 per cent. Of the year's top 10 tunes, BMI songs showed up on the weekly surveys 137 times out of a total of 177, for a BMI percentage of 77.4 per cent.

Quoting figures of the Lucky Strike "Hit Parade," Burton added that here BMI-licensed songs were in the No. 1 position 37 out of 50 weeks, for a percentage of 74. Over-all popularity of BMI songs on the "Hit Parade" gave BMI a majority percentage of almost 57, Burton added.

LINKE WANTS NO BUFFALOES

NEW YORK, March 14.—Dick Linke, Capitol Records flack, was talking to a trader about the firm's latest Tex Ritter c&w. release, "Buffalo Dream." The trader informed him that the platter had a chance of going pop with enough exposure. "Do you think it can go as big as 'Doggie in the Window'?" "Well, I doubt that," stated the knowing one. "Whew," exclaimed Linke, "that's a relief. I was wondering where I'd be able to get enough buffaloes."

Music as Written

Continued from page 31

"Easy Terms" with the Arcade Music Company here. . . . Disk jockeys Ed Hurst and Joe Grady, with a record shop and a TV series under their wing, branch out with a talent package outfit to be called Grady and Hurst Productions. . . . Mike Pedicine back at Ciro's for the music making. . . . Stan Turner and the Royalists at the Catalina Sho-Bar for the first time.

Hollywood

John Arcesi, young singer selected as the third most promising new vocalist in The Billboard's 1953 disk jockey poll, is now with Music Corporation of America. He had been represented by General Artists' Corporation.

Capitol Records has a new treasurer. He's Victor O. Bergquist, former Montgomery Ward & Company executive. . . . The Broadway song writing team of Howard Fenton and Gene Bone has been broken up long enough for the latter to accompany Jeanette MacDonald during her engagement at Las Vegas' Sahara Hotel. . . . Vogue Records is priming Sy Melano for bigger things. Young singer's "Mi Amore" soon gets promotion build-up. . . . Vogue also has high hopes for its animal be-bop, "Kimebo-Kimebo."

Karen Chandler's personal manager, Fred Amsel, in movie capital to discuss motion picture offers for his client resulting from her Coral recording of "Hold Me, Thrill Me, Kiss Me" and her Perry Como TV-er appearance. He's also lining up TV guestings and club dates. There's talk, too, of a radio show originating in Hollywood.

Hal Goodwin, vet KLAC announcer, married Marilyn Morrice March 17. She's secretary to deejay Peter Potter, same radio station. . . . Songstress Joanne Gilbert is huddling at Paramount for her first starring film, "Red Garters." . . . Eddie Mesner, Aladdin Records prexy and a&r. rep. in New York for waxing sessions with the Five Keys and Lynn Hope. . . . Hollywood arranger Dan Michaud completed musical score for new operetta, "Spring Breeze," based on book by his wife, Amatore Michaud.

Doris Day completed recording "My Secret Love" at Warner Bros. for musical, "Calamity Jane." Tune is one of seven Sammy Fain-Paul Francis Webster songs for pic. . . . West Coast baseball brass heard pre-release rendition of new baseball song written for Bing Crosby's Pittsburgh ball club.

Jules Falk Claim Dismissed in Court

ATLANTIC CITY, March 14.—In a decision handed down this week, Superior Court Judge Vincent S. Haneman dismissed the claim of Jules Falk, former producer of Steel Pier operas, for an estimated \$3,500 in commissions from the sale of Baldwin pianos in this area.

In this case, Falk sought that amount from the DeLuca Piano Company for services rendered in getting the Baldwin piano franchise for that local music store. It was claimed that Daniel DeLuca, operator of the store, contracted with Falk on August 31, 1945, to pay him 5 per cent commission on each piano sold in the event Falk was instrumental in obtaining the local Baldwin agency.

The defendant denied Falk landed the agency for him and, in a counterclaim, sought the return of \$254.36 in commissions paid Falk before learning Falk had no part in getting him the franchise.

In the same opinion, Judge Haneman also dismissed the counterclaim and said he was satisfied that Falk believed that his conversations with a Baldwin company official resulted in the defendant obtaining the agency.

"The payments heretofore made, having been made voluntarily, were without fraud or coercion, and cannot be recovered," read the decision in part.

As to the main case, Judge Haneman charged Falk had failed to prove he got the piano agency, and had evidence based on conjecture and inference and not substantial facts.

"I'm in Love With a Left-Handed Pirate." Number is dedicated to Fred Haney, Pirates' new manager. New ditty introduced by Joyce Hodge, TV vocalist. Marguerite May wrote the music, lyrics by Arthur L. Wilson, member of Los Angeles Mayor Fletcher Bowron's staff. "Easter Bunny Day," seasonal record, being released on M-G-M label. Tune is by New Yorker Joseph W. Burns, lawyer turned songwriter.

Music Plus Shipments Set Early April

NEW YORK, March 14.—Shipment of the first LP records in a new basic classical library series called Music Plus will be made to distributors in early April. Tho a number of labels have suggested a basic library of classical repertoire based on their own catalogs, this is probably the first attempt by a company to devote its entire energies to the merchandising to record buyers of a basic library of the most important works.

Music Plus is a project of Music for Millions, Inc., listed as "a non-profit organization for promoting the enjoyment of great music." It is headed by a sponsoring committee which is chaired by the musicologist, Dr. Sigmund Spaeth. The records used, for the most part, will be pressed from Remington masters and distributed via Remington distributors.

Key to the new series and the source of the name, Music Plus, is the incorporation of a separate band of explanatory comments by Spaeth on each disk. In other words, each record will include an uninterrupted performance of the repertoire, and in the center of the disk there is a separate band which contains Spaeth's comments and theme analysis (illustrated by musical excerpts). Liner notes include the exact timing of each section of the musical performance.

The first release in this series will consist of 20 12-inch LP's that will retail for \$2.99 each, including Federal tax. The repertoire will consist of well-known works, such as Schubert's "Unfinished," Chopin waltzes, excerpts from Handel's "Messiah" and Dvorak's "New World" symphony. Most of the initial releases are orchestral works. Additional releases will be issued from time to time. The list of the repertoire was originally selected by Spaeth and checked out with music critics and musicologists to make the listings as representative as possible.

In addition to buying the records singly, customers will be able to buy the first release of 20 disks for \$59.80, which will include a leather-covered storage box for the records and Spaeth's book of "At Home With Music." Plans are being worked out so customers can purchase the complete unit on an installment plan basis.

'Red Monkey' Stirs Lot of Action

NEW YORK, March 14.—A new instrumental novelty, "Little Red Monkey," started in England via a TV series, has created a lot of recording activity here. The tune, which is published by the Big Three here, and by Robbins, Ltd. in England, has been waxed to date by The Harmonicats on Mercury, the Three Suns on RCA Victor and the Jack Finck on M-G-M. Records are now being prepped at Capitol and Columbia.

The tune was written by Jack Jordan, British arranger and composer, as the theme for a British Broadcasting Corporation TV series, "The Red Monkey," at the request of Eric Maschwitz, producer of the show. The ditty was immediately cut by the Harry Grove Trio for English Decca, and is being released on London here this week, and by Frank Chacksfield for Parlophone. The latter disk will be released soon on the Coral label.

Parties Puzzle

Continued from page 29

is legal for the union to require the management to have him there. If he's there and willing to play, that's enough."

Stephen Lecause, manager of the Palace, and L. L. Teagle, Local 24 business agent, couldn't say what would happen in the future. Teagle said that recently while the case has been pending, the union has had an agreement with the theater that 50 per cent of the stagshows would have outside bands and the other half would use local bands.

The house is operated by the Ted Gamble chain.

JUST RELEASED!

Two Great Sides by

GUY MITCHELL

With Mitch Miller and Chorus

"WALKIN' AND WOND'RING"

(My Heart Cries Out in Vain)

and

"A WISE MAN OR A FOOL"

SANTLY-JOY, INC.

1619 Broadway, New York, N. Y.

COMING UP FAST!

HOLD ME, THRILL ME, KISS ME

RECORDED BY

- KAREN CHANDLER . . . Coral
- ROBERTA LEE with JERRY GRAY'S Orch. . . Decca

MILLS MUSIC, INC. 1619 BROADWAY, NEW YORK 19, N.Y.

the 2 BIG Songs of 1953-

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"WITHOUT MY LOVER" (Bolero Goucho)
Recorded by MITCH MILLER

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Recorded by LES PAUL MARY FORD

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"NIAGARA"

KISS

MILLER MUSIC CORPORATION

BING CROSBY Sings

"OPEN UP YOUR HEART"
(And Let Me In)

and **"TWO SHILLELAGH O'SULLIVAN"**

Published by LONGRIDGE MUSIC, Inc.
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Another BMI Pin-Up Hit!

NO HELP WANTED

Published by Acuff-Rose
Recorded by Rusty Draper (Mercury), Hank Thompson (Capitol), The Carlisles (Mercury), Maddox Bros. & Rose (Columbia)

Exclusively Licensed by BROADCAST MUSIC, INC.

TREMENDOUS!

THE HILLTOPPERS

"IF I WERE KING"
DOT 15055

GIVE TO THE RUNYON CANCER FUND

Vol. 2, No. 11

DOLORES GRAY

and The Commanders

KAW-LIGA



and
My Heart
Is A
Kingdom

Decca 28582 (78rpm)
and 9-28582 (45 rpm)

NEW RELEASES—SINGLES

- | | |
|---|--------|
| FARE-THEE-WELL
ILL WIND (You're Blowin' Me No Good)
<small>Roberto Lee and Gordon Jenkins</small> | 28606* |
| YOU CAN BE IN LOVE (And Still Be Lonely)
LESS THAN TOMORROW
<small>Hamish Menzies</small> | 28601* |
| I CAN'T GET YOU OUT OF MY HEART
OH JIMMY, JIMMY!
<small>Jane Turzy</small> | 28607* |
| YOU'RE A REAL GOOD FRIEND
NO HELP WANTED #2
<small>Red Foley and Ernest Tubb</small> | 28634* |
| HANK, IT WILL NEVER BE THE SAME WITHOUT YOU
BEYOND THE SUNSET
<small>Ernest Tubb</small> | 28630* |

Also available on 45 rpm (add prefix '9-' to record number)

DECCA BEST BETS

I'LL BE HANGIN' AROUND
THE GOLDEN YEARS
Russ Morgan 28590*

GOMEN-NASAI (Forgive Me)
THE TIES THAT BIND
Gordon Jenkins and Charlie Lavers 28612*

OHIO
A QUIET GIRL
Bing Crosby with John Scott Trotter
Both from "Wonderful Town" 28610*

YOUR CHEATIN' HEART
CONGRATULATIONS TO
SOMEONE
Louis Armstrong 28628*

Also available on 45 rpm (add prefix '9-' to record number)

DECCA DATA

YOUR WEEKLY GUIDE
TO AMERICA'S FASTEST
SELLING RECORDS

BEST SELLERS

COUNTRY

- | | |
|--|--------|
| PAYING FOR THAT BACK STREET AFFAIR
CRYING STEEL GUITAR WALTZ
<small>Kitty Wells</small> | 28578* |
| THAT'S ME WITHOUT YOU
I'LL GO ON ALONE
<small>Webb Pierce</small> | 28534* |
| I HAVEN'T GOT THE HEART
THE LAST WALTZ
<small>Webb Pierce</small> | 28594* |
| THE DEATH OF HANK WILLIAMS
HANK WILLIAMS SINGS THE BLUES NO MORE
<small>Jimmy Logsdon</small> | 28584* |
| DEAR JUDGE
I WILL MISS YOU WHEN YOU GO
<small>Ernest Tubb</small> | 28550* |
| JEALOUS LOVE
BUMMING AROUND
<small>T. Texas Tyler</small> | 28579* |
| BACK STREET AFFAIR
I'LL ALWAYS TAKE CARE OF YOU
<small>Webb Pierce</small> | 28369* |
| DON'T LET THE STARS GET IN YOUR EYES
SALLY (What A Pal—Wh.:! A Gal)
<small>Red Foley</small> | 28460* |
| LORD, I'M COMING HOME
WHEN I PRAYED LAST NIGHT
<small>Jimmie Davis with Anita Kerr Singers</small> | 28555* |
| MIDNIGHT
DEEP BLUES
<small>Red Foley</small> | 28420* |

INTERNATIONAL SERIES

- | | |
|---|--------|
| MONEY! MONEY! POLKA
FOR THE WEDDING
<small>Eddie Habat</small> | 28558* |
| UNDER THE BRIDGE—POLKA
MILWAUKEE WALTZ
<small>"Whoopie" John Wilfahrt</small> | 28531* |
| CLARINET POLKA
SWEDISH WALTZ
<small>"Whoopie" John Wilfahrt</small> | 45022* |
| BEHIND THE GARAGE—POLKA
ALL I WANT IS YOU
<small>Bernie Roberts</small> | 28503* |
| KEYSTONE POLKA
LOVE'S JOY
<small>Georgie Cook</small> | 28440* |

*Also available on 45 rpm (add prefix '9-' to record number)

BEST SELLERS

POPULAR

- | | |
|---|--------|
| TWICE AS MUCH
SOMEONE TO CARE FOR
<small>Mills Brothers</small> | 28586* |
| YOU FOOLED ME
IF YOU TAKE MY HEART AWAY
<small>Four Aces</small> | 28560* |
| PLAYIN' DOMINOES AND SHOOTIN' DICE
HOT TODDY
<small>Red Foley</small> | 28587* |
| OH, HAPPY DAY
TILL I WALTZ AGAIN WITH YOU
<small>Dick Todd</small> | 28506* |
| THE GLOW WORM
AFTER ALL
<small>Mills Brothers</small> | 28384* |
| BUMMING AROUND
LET ME KNOW
<small>Dick Todd</small> | 28583* |
| TILL I WALTZ AGAIN WITH YOU
MUST I CRY AGAIN
<small>Russ Morgan</small> | 28539* |
| PRETEND
THAT'S ME WITHOUT YOU
<small>Guy Lombardo</small> | 28576* |
| HUSH-A-BYE
MOTHER DARLIN'
<small>Bing Crosby and Fred Waring</small> | 28581* |
| SIDE BY SIDE
A FOOL SUCH AS I
<small>Grady Martin</small> | 28588* |
| KAW-LIGA
MY HEART IS A KINGDOM
<small>Dolores Gray</small> | 28582* |
| HEART AND SOUL
JUST SQUEEZE ME
<small>Four Aces</small> | 28390* |
| BLUE TANGO
BELLE OF THE BALL
<small>Leroy Anderson</small> | 27875* |
| OPEN UP YOUR HEART
YOU DON'T KNOW WHAT LONESOME IS
<small>Bing Crosby</small> | 28470* |
| SMALL WORLD
SILLY HEART
<small>Dorothy Collins</small> | 28574* |
| WOULD YOU LIKE TO TAKE A WALK
WHO WALKS IN WHEN I WALK OUT
<small>Ella Fitzgerald and Louis Armstrong</small> | 28552* |

*Also available on 45 rpm (add prefix '9-' to record number)

Exciting

NEW ALBUMS

IMAGINATION

VICTOR YOUNG
and His Singing Strings
DL 5450 • 9-382



TRUMPET
MOODS
RANDY
BROOKS
and His Orchestra
DL 5446 • 9-378

FLETCHER
HENDERSON
MEMORIAL
ALBUM
FLETCHER
HENDERSON
and His Orchestra
DL 6025



RED FOLEY

*One of
Foley's Finest!*

PLAYIN' DOMINOES AND SHOOTIN' DICE and HOT TODDY

Decca 28587 (78 rpm) and 9-28587 (45 rpm)



MGM SPRING HITS



JONI JAMES
YOUR CHEATIN' HEART

And **I'LL BE WAITING FOR YOU**

MGM 11426 78 RPM
 K 11426 45 RPM

HAVE YOU HEARD
and
WISHING RING

MGM 11390 78 RPM K 11390 45 RPM

WHY DON'T
YOU BELIEVE
ME

and
PURPLE SHADES
 MGM 11323 78 RPM K 11323 45 RPM

BILLY ECKSTINE

A FOOL IN LOVE *and...* **COQUETTE**

MGM 11439
 78 RPM
 K 11439
 45 RPM

Ginny Gibson

KISS

and
CONDEMNED
WITHOUT
TRIAL

MGM 11435 • K-11435

RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!



SILVANA MANGANO

Anna
and I LOVED YOU

Sings... MGM 11457 78 RPM K-11457 45 RPM

ART MOONEY
 and his
ORCHESTRA

BABY DON'T DO IT
 and
ALL NIGHT LONG

MGM 11456 78 RPM
 K 11456 45 RPM

TOMMY EDWARDS

A FOOL SUCH AS I
 and I CAN'T LOVE ANOTHER

MGM 11395 78 RPM
 K 11395 45 RPM

INTRODUCING

DOREEN DAVIS

GOODBYE, CHARLIE, GOODBYE
 and
LOVE ME NOW

MGM 11449 78 RPM
 K 11449 45 RPM

JILLA WEBB

THERE'S POISON IN YOUR HEART
 and
I'M HAPPY TO KNOW YOU'RE HAPPY

MGM 11447 78 RPM
 K 11447 45 RPM

LIONEL HAMPTON

GLADYSEE BOUNCE
 and
ALONE

MGM 11448 78 RPM
 K 11448 45 RPM

FRANK WALKER'S FAMOUS LETTER TO... HANK WILLIAMS

JIMMY SWAN in **THE LETTER**
 AND...
 THE LITTLE CHURCH

MGM 11450 78 RPM
 K 11450 45 RPM

ALAN DEAN

SERENADE OF THE MANDOLINS
 and
THE MOON WAS YELLOW

MGM 11454 78 RPM
 K 11454 45 RPM

DANNY WINCHELL

OHIO
 and
I CAN'T HELP LOVING YOU

MGM 11455 78 RPM
 K 11455 45 RPM

BIG R&B HIT!

the **CRICKETS** sing **YOU'RE MINE**

MILK AND GIN • MGM 11428 • K-11428

Another "Sabre Dance" **HIT!**

FANTASTIQUE

and **TARANTELLA**

WARWICK BRAITHWAITE and the
 COVENT GARDEN ORCHESTRA

MGM 30760 78 RPM K 30760 45 RPM

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... For Week Ending March 14

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) Indicates tune is from a legit musical.

1. Till I Waltz Again With You 1 14

By Sidney Prosen—Published by Village (BMI)
BEST SELLING RECORD: T. Brewer, Coral 60873; **OTHER RECORDS:** Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; R. Morgan, Dec 28539; Jerry Murad's Harmonics, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J. Swanson, Jubilee 6014; D. Todd, Dec 28506.

2. Doggie in the Window 3 7

By Bob Merrill—Published by Santly-Joy (ASCAP)
BEST SELLING RECORD: Patti Page, Mercury 70070. **OTHER RECORDS:** R. Kujawa, Dana 795.

3. Don't Let the Stars Get in Your Eyes 2 16

By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Como, V 20-5064. **OTHER RECORDS:** L. Amiche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; M. Katz, Cap 2370; G. MacKenzie, Cap 2256; Ted Maksymowicz, V 26-9270; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.

4. Tell Me You're Mine 4 11

By Fredianelli-Vasin—Published by Capri Music (BMD)
BEST SELLING RECORD: Gaylords, Mercury 70067. **OTHER RECORDS:** Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28568. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus.

5. Pretend 6 7

By Lew Douglas, Farman & Le Vero—Published by Brandom (ASCAP)
BEST SELLING RECORDS: Nat (King) Cole, Cap 2346; E. Barton, Coral 60927; **OTHER RECORDS:** D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; R. Marderie, Mercury 70045; H. Rene, V 20-5119.

6. Oh Happy Day 5 11

By Don Howard Kopieow—Published by Bregman, Vocco & Conn (ASCAP)
BEST SELLING RECORD: L. Welk, Coral 60893. **OTHER RECORDS:** M. Baker, Savoy 874; Four Knights, Cap 2315; K. Griffin, Col 39915; D. Howard, Essex 311; J. J. Johnson, V 20-5097; D. Todd, Dec 28506.

7. I Believe 12 3

By Erwin Drake, Jimmy Shirl—Published by Cromwell (ASCAP)
BEST SELLING RECORD: Frankie Laine, Col 39938. **OTHER RECORDS:** J. Freeman, Cap 2332.

8. Your Cheatin' Heart 11 4

By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORD: Joni James, M-G-M 11426. **OTHER RECORDS:** J. Garber, Cap 2377; F. Laine, Col 39938; H. Williams, M-G-M 11416.

9. Keep It a Secret 7 18

By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: J. Stafford, Col 39891. **OTHER RECORDS AVAILABLE:** A. Carter, Col 21063; B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. **TRANSCRIPTIONS AVAILABLE:** Henry Jerome, Lang-Worth.

9. Side by Side 8 7

By Harry Woods—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: Kay Starr, Cap 2334. **OTHER RECORDS AVAILABLE:** E. Britt-R. Allen, V 20-5178; F. Carle, V 20-4741; D. Drew, Mercury 70096; B. Garrett-L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman, Rondo 207; D. Jurgens, Col 38107; P. Petty, M-G-M 30425; P. Scala, London 238; A. String, Regent 126.

Second Ten

- 11. WHY DON'T YOU BELIEVE ME?..... 9 19
 Published by Brandom (ASCAP)
- 12. HAVE YOU HEARD?..... 9 11
 Published by Brandom (ASCAP)
- 12. WILD HORSES..... 13 4
 Published by George Simon (ASCAP)
- 14. ANYWHERE I WANDER..... 10 5
 Published by Frank Loesser (ASCAP)
- 15. GOMEN NASAI..... — 1
 Published by Disney (ASCAP)
- 16. DOWNHEARTED..... 9 —
 Published by Paxton (ASCAP)
- 17. HOLD ME, THRILL ME, KISS ME..... 10 8
 Published by Mills (ASCAP)
- 18. HOT TODDY..... 16 4
 Published by Coachella (ASCAP)
- 19. SEVEN LONELY DAYS..... — 1
 Published by Jefferson (ASCAP)
- 20. SAY IT WITH YOUR HEART..... 19 2
 Published by Felst (ASCAP)

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.



Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. PRETEND DON'T LET YOUR EYES GO SHOPPING..... M. Cole	2346
2. SIDE BY SIDE NOAH!	2334
3. I'M SITTING ON TOP OF THE WORLD SLEEP	2400
4. MY BABY'S COMING HOME LADY OF SPAIN..... L. Paul & M. Ford.....	2265
5. BLUE GARDENIA CAN'T I	2389
6. OH, HAPPY DAY A MILLION TEARS..... Four Knights	2315
7. I BELIEVE THE GHOST OF A ROSE..... J. Froman	2332
8. AND THE BULL WALKED AROUND, O-LAY! JEEPERS CREEPERS	2388
9. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II..... J. Standley	2249
10. APRIL IN PORTUGAL SUDDENLY	2374
11. MY HEART BELONGS TO ONLY YOU I WAS A FOOL..... J. Christy	2308
12. YES SIR, THAT'S MY BABY YOKOHAMA MAMA	2392
13. GOMEN—NASAI I LEARNED TO LOVE YOU TOO LATE..... M. Whiting & J. Wakely	2402
14. LITTLE BROWN JUG COCKTAILS FOR TWO	2364
15. THE NEARNESS OF YOU GYPSY GIRL	2383
16. HUSH-A-BYE HARLEM NOCTURNE	2373
17. RED LIGHT BARTENDER'S BLUES	2386

LATEST RELEASE

No. 360

GOODBYE, CHARLIE, GOODBYE I'M WOND'RING	Vicki Young	2395
WHAT'LL HE DO! DANCIN' WITH SOMEONE	Molly Bee	2396
HANK'S SONG I'LL NEVER HAVE YOU.....	Ferlin Huskey	2397
BALTIMORE ORIOLE POINCIANA	The Four Freshmen	2398
SOMEBODY ELSE'S HEARTACHE THE ONE I CAN'T FORGET.....	Sonny James	2399
SINGING TEACHER IN HEAVEN READY TO GO HOME.....	Jimmie Skinner	2401
GOMEN NASAI I LEARNED TO LOVE YOU TOO LATE.....	Margaret Whiting & Jimmy Wakely	2402

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW..... H. Thompson	2376
2. PURPLE HEART I WILL ALWAYS BE WAITING FOR YOU..... Jim & Jesse	2365
3. WHAT WILL I DO TIED DOWN	2385
4. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	2296
5. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES..... J. Dolan	2367
6. BROAD-MINDED I KNOW WHAT YOU'RE TALKING ABOUT..... Louvin Bros.	2381
7. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE..... M. Carson	2342
8. UNDESIRE MY FOOLISH HEART..... T. Preston	2391
9. GOIN' STEADY JUST OUT OF REACH..... F. Young	2299
10. I DON'T KNOW SWEET TEMPTATION	2338
11. HILLBILLY HULA I'M A POOR LONESOME FELLOW..... J. Carman	2345
12. GO ON! GET OUT! HIGH NOON	2120
13. TENNESSEE LOCAL BLACKBERRY BOOGIE	2170
14. SATISFIED HIDE ME, ROCK OF AGES..... M. Carson	1900
15. LET ME KNOW I'M SORRY TO SAY I'M SORRY..... S. McDonald	2326

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BACHANALIA! Billy May	374
2. MUSIC FOR LOVERS ONLY Jackie Gleason	352
3. THE KAY STARR STYLE Kay Starr	363
4. THE YOUNG MAN WITH THE HORN Ray Anthony	373
5. BYE BYE BLUES Les Paul & Mary Ford	356
6. CAMPUS RUMPUS Ray Anthony	362
7. BACKGROUND MUSIC—SONGS WE REMEMBER 3 Top Artists	376
8. BACKGROUND MUSIC—SHOW TUNES 3 Top Artists	378
9. BACKGROUND MUSIC—BRIGHT AND BOUNCY 4 Top Artists	377
10. BACKGROUND MUSIC—LIGHT AND LIVELY 4 Top Artists	375
11. STAN KENTON PROLOGUE Stan Kenton	386
12. YOURS ALONE Jane Froman	354
13. WITH A SONG IN MY HEART Jane Froman	309

another top performance
by

NAT
King
COLE



"Can't I"

with
BILLY MAY
and his Orchestra

coupled with

"BLUE GARDENIA"

with Orchestra conducted by **NELSON RIDDLE**

Capitol Record No. 2389

2 great gals—
2 delightful duets!

GISELE
MacKENZIE
and **HELEN**
O'CONNELL
sing



"GET IT
WHILE YOU'RE
YOUNG"

and
"LIPSTICK-A-POWDER
'N'-PAINT"

Capitol Record No. 2404

..... a juke-box hit!
MERRILL MOORE
sings and plays
"Red Light"
and
"Bartender's Blues"
on Capitol Record No. 2386

THE "HOLD ME, THRILL ME, KISS ME" GIRL HAS ANOTHER BIG HIT!



KAREN CHANDLER

Sings...

I'd love to fall asleep

(And Wake Up in Your Arms)

and

GOODBYE, CHARLIE, GOODBYE

With Orchestra directed by Jack Pleis

Coral 60958
(78 rpm) and
9-60958
(45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending March 14

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1. TILL I WALTZ AGAIN WITH YOU (R)—Village....	1	12
2. DON'T LET THE STARS GET IN YOUR EYES (R) Four Star Sales.....	2	15
3. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	4	5
4. KEEP IT A SECRET (R)—Shapiro-Bernstein.....	3	14
5. OH HAPPY DAY (R)—Bregman, Vocco & Conn.....	6	12
6. TELL ME YOU'RE MINE (R)—Capri Music.....	7	9
7. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	13	3
8. PRETEND (R)—Brandom.....	8	7
9. I BELIEVE (R)—Cromwell.....	9	2
10. ANYWHERE I WANDER (R) (F)—Frank Loesser.....	10	6
11. WHY DON'T YOU BELIEVE ME? (R)—Brandom.....	5	17
12. SIDE BY SIDE (R)—Shapiro-Bernstein.....	12	3
13. HAVE YOU HEARD? (R)—Brandom.....	11	7
14. WILD HORSES (R)—George Simon.....	—	1
15. GLOW WORM (R) E. B. Marks.....	14	22

Tunes with Greatest Radio and Television Audiences

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

Top 32 in Radio

A Fool Such As I (R)—Robbins-B. Miller—ASCAP	Keep It a Secret (R)—Shapiro-Bernstein—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	Lady of Spain (R)—Sam Fox—ASCAP
April in Portugal (R)—Chappell—ASCAP	Little Did We Know (R)—Johnson Montel—BMI
Because Your Mine (R) (F)—Feist—ASCAP	Maw We, Mais Oui (R)—Taufman—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Mister Piano Player (R)—Mark-Jules—ASCAP
Caravan (R)—American Academy—ASCAP	My Baby's Coming Home (R)—Rosbury—ASCAP
Doggie in the Window (R)—Santly-Joy—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Pretend (R)—Brandom—ASCAP
Event Now (R)—Pickwick—ASCAP	Say It With Your Heart (R)—Feist—ASCAP
Glow Worm (R)—Marks—BMI	Second Star to the Right (R) (F)—Disney—ASCAP
Have You Heard? (R)—Brandom—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Till I Waltz Again With You (R)—Village—BMI
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
Hush A Bye (R)—Remick—ASCAP	Wild Horses (R)—Simon—ASCAP
I Believe (R)—Cromwell—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
I Confess (R)—Witmark—ASCAP	
Kaw-Liga (R)—Milene—ASCAP	

Top 10 in Television

Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Oh, Happy Day (R)—Longridge—ASCAP
It's the Irish in Me (R)—Duet—ASCAP	Pour Me a Glass of Teardrops (R)—Advance—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Tell Me Your Mine (R)—Capri—BMI
Mister Tap Toe (R)—Montclair—BMI	Till I Waltz Again With You (R)—Brandom—ASCAP
	Wild Horses (R)—Simon—ASCAP

England's Top Twenty

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

1. Broken Wings—John Fields (Shapiro-Bernstein)	11. That's A-Why—Connelly (Santly-Joy)
2. Wonderful Copenhagen—Morris (Frank)	12. Make It Soon—Connelly (Santly-Joy)
3. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	13. Why Don't You Believe Me?—Francis Day (Brandom)
4. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	14. Comes Along a Love—Kammer (Shapiro-Bernstein)
5. She Wears Red Feather—Dahh (Oxford)	15. I Went to Your Wedding—Victoria (St. Louis)
6. Now—Dash (Ardmore)	16. In a Golden Couch—Box & Cox (Box & Cox)
7. Doggie in the Window—Connelly (Santly-Joy)	17. Isle of Innisfree—Peter Maurice (Loedo)
8. Glow Worm—La Fleur (E. B. Marks)	18. Takes Two to Tango—Francis (Harman)
9. Because You're Mine—Robbins (Feist)	19. The Love of My Life—Reine (Chappell)
10. You Belong to Me—Chappell (Ridgeway)	20. Walkin' to Missouri—Dash (Hawthorn)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending March 14

Frankie Laine and Jimmy Boyd
THE LITTLE BOY AND THE OLD MAN
TELL ME A STORY
39945 * 4-39945

Frankie Laine
I BELIEVE
YOUR CHEATIN' HEART
39938 * 4-39938

Jimmy Boyd
TWO EASTER SUNDAY SWEETHEARTS
MY BUNNY AND MY SISTER SUE
39955 * 4-39955

Guy Mitchell
SHE WEARS RED FEATHERS
PRETTY LITTLE BLACK-EYED SUSIE
39909 * 4-39909

Richard Bowers
GOMEN-NASAI
TOKYO BOOGIE WOOGIE
39954 * 4-39954

Jo Stafford
KEEP IT A SECRET
ONCE TO EVERY HEART
39891 * 4-39891

Jo Stafford
WITHOUT MY LOVER
SMOKING MY SAD CIGARETTE
39951 * 4-39951

DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND MINE
39906 * 4-39906

Percy Faith
THE SONG FROM MOULIN ROUGE
SWEDISH RHAPSODY
39944 * 4-39944

Lu Ann Simms
MOVING AWAY
THE BEST TIME
39928 * 4-39928

Tony Bennett
CONGRATULATIONS TO SOMEONE
TAKE ME
39910 * 4-39910

Johnnie Ray
OH, WHAT A SAD, SAD DAY
MISTER MIDNIGHT
39939 * 4-39939

Jo Stafford
A FOOL SUCH AS I
JUST BECAUSE YOU'RE YOU
39930 * 4-39930

Rosemary Clooney
WHAT WOULD YOU DO
I LAUGHED UNTIL I CRIED
39931 * 4-39931

Ken Griffin
TILL I WALTZ AGAIN WITH YOU
HAVE YOU HEARD?
39952 * 4-39952

THE PITCH FROM MITCH



The way things look right now, all our girls are riding high, wide and handsome, and a pretty picture it makes. In alphabetical order, you'll find Rosemary Clooney, Doris Day and Jo Stafford with first-rate records at the top of the list. Rose has a new coupling of "What Would You Do" and "I Laughed Until I Cried" that shows her in a typical Clooney show-casing, and she really turns on the meaning in both tunes. Her new movie "The Stars Are Singing" has just opened in New York after a special premiere in her home-town area, and indications are that it's going to be a record-breaker. Here's a girl who's apparently just at the beginning of her career, and look how great she is already!

Doris Day can't complain that nobody likes her, either. On top of her duets with Frankie Laine and Johnnie Ray, money-makers both, she came through with "Mister Tap Toe," which is still at the top, and "You Have My Sympathy," which is climbing fast. Moreover, her new movie, "By the Light of the Silvery Moon," is set to open next at the Radio City Music Hall. Her last picture cracked all records there during the 1951-'52 holiday season, with lines twice around the block, and she may do it again. We're readying an album of songs from this movie, and if the film is half as good as Doris' singing, it'll clean up everywhere. Wait till you hear her in this set—she gets better all the time.

And Jo Stafford: well, have you seen the notices on Jo's "Broadway's Best" album in the New York Times or The Saturday Review? Both writers class her among the all-time great popular singers, like Mildred Bailey. In a word, they flipped. But obviously they haven't heard about Jo's string of hits, going way back to "You Belong to Me" and "Jambalaya," and coming down to "Keep It a Secret," "A Fool Such As I" and her new one, "Without My Lover." For great popular singing, wait until you hear this one. It has a long, long melodic line, but Jo sustains it like nobody's business. I know this tune is a tricky thing, because I made a record of it myself, but she makes it sound easy. Imagine three girls like these on one artist roster: they can sing, they make hits, and they're all mighty easy on the eyes. Who could ask for anything more?

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending March 14

Marty Robbins
I COULDN'T KEEP FROM CRYING
AFTER YOU LEAVE
21075 * 4-21075

June Carter
NO SWALLERIN' PLACE
JUKE BOX BLUES
21074 * 4-21074

George Morgan
A LOVERS' QUARREL
MOST OF ALL
21070 * 4-21070

The Maddox Brothers and Rose
NO HELP WANTED
HEARTS AND FLOWERS
21065 * 4-21065

Marty Robbins
I'LL GO ON ALONE
YOU'RE BREAKING MY HEART
21022 * 4-21022

Leon McAuliffe
BITTER TEARS
REDSKIN RAG
21072 * 5-21072

Rosemary Clooney and George Morgan
WITHERED ROSES
YOU LOVE ME JUST ENOUGH TO HURT ME
21071 * 4-21071

Lefty Frizzell
I'M AN OLD, OLD MAN
YOU'RE JUST MINE
21034 * 4-21034

The Chuck Wagon Gang
JUST A VEIL BETWEEN
WE'LL BE HAPPY ALL THE TIME
21058-s * 4-21058-s

Lester Flatt and Earl Scruggs
DIM LIGHTS, THICK SMOKE
FLINT HILL SPECIAL
21054 * 4-21054

BEST SELLING ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW
"Lp" CL 521 * 45 set G 4-18 * 78 set G-18

SWEETHEARTS—Marion Marlowe and Frank Parker
"Lp" CL 6241 * 45 set B-331 * 78 set C-331

LIBERACE at the piano
"Lp" CL 6217 * 45 set B-308 * 78 set C-308

BROADWAY'S BEST—Jo Stafford
"Lp" CL 6238 * 45 set B-321

SKATING TIME—Ken Griffin
"Lp" CL 6237 * 45 set B-327 * 78 set C-327

BERLIOZ: HAROLD IN ITALY
William Primrose, viola, with Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra "Lp" ML-4542.

ANNA RUSSELL SINGS
Anna Russell with Harry Dworkin, piano. "Lp" ML 4594.

MARTYN GREEN'S GILBERT AND SULLIVAN
with Chorus and Orchestra
"Lp" ML 4643 * 45 set A-1042.

TCHAIKOVSKY: SYMPHONY NO. 6 (Pathetique)
The Philadelphia Orchestra, Eugene Ormandy, Conductor.
"Lp" ML 4544.

BEST SELLING CHILDREN'S RECORDS

Jimmy Boyd
MY BUNNY AND MY SISTER SUE
TWO EASTER SUNDAY SWEETHEARTS
MJV-160 * MJV 4-160
39955 * 4-39955

Gene Autry
PETER COTTONTAIL
THE FUNNY LITTLE BUNNY
MJV-68 * MJV 4-68

Rosemary Clooney
EGGBERT, THE EASTER EGG
BUNNY ON THE RAINBOW
MJV-131 * MJV 4-131

Gene Autry
SONNY THE BUNNY
BUNNY ROUND-UP TIME
MJV-103 * MJV 4-103

Jimmy Boyd
EARLY BIRD
I'LL STAY IN THE HOUSE
MJV-157 * MJV 4-157
39927 * 4-39927

NEW POPULAR RECORDS

FRANKIE YANKOVIC and his Yanks
FELICIA NO CAPICIA
JOSEPHINE, PLEASE NO LEAN ON THE BELL
39960 * 4-39960

CHARLES NELSON with Paul Weston
THE GOLDEN YEARS from "Houdini"
ROLLIN' HOME
39975 * 4-39975

CIRCUS
Ringling Bros. Grand Entry * Symphonio March * The Big Cage * High Ridin' * Jungle Queen * and other circus favorites.
RINGLING BROS. and BARNUM & BAILEY'S BAND, Merle Evans, Conductor

NEW CHILDREN'S RECORDS

SALLY SWEETLAND with TONY MOTTOLA
THAT DOGGIE IN THE WINDOW
OH, WHERE HAS MY LITTLE DOG GONE?
387-PV

Mitch

NEW FOLK MUSIC RECORDS

LEFTY FRIZZELL
BRING YOUR SWEET SELF BACK TO ME
TIME CHANGES THINGS
21084 * 4-21084

BILLY WALKER
YOU HAVE MY HEART NOW
MEXICAN JOE
21085 * 4-21085

LOU MILLET
BAYOU PIGEON
GET A GRIP ON YOUR HEART
21086 * 4-21086

Laughter and Tears . . . a great record classic!

Jimmy Boyd and Frankie Laine

THE LITTLE BOY AND THE OLD MAN

TELL ME A STORY

39945 * 4-39945
Set MJV-161 * Set MJV 4-161

COLUMBIA RECORDS

The Billboard Music Popularity Charts

... for Week Ending March 14

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- Dancin' With Someone** 86
CORAL 60953—Teresa Brewer, whose "Till I Waltz Again With You," is currently the biggest platter in the country, has a good chance for another solid hit with this new cutting. It's a melodic waltz, and the diminutive thrush sings her heart out on the sentimental lyrics. Backing is smooth. Platter should bust out quickly, and pull much foot.
- Breakin' in the Blues** 74
The thrush tells why she is so blue on this weeper, selling it with feeling over a hefty backing. Flip is the side that should grab the action.
- VICKI YOUNG**
Goodbye, Charlie, Goodbye 82
CAPITOL 2395 — Vicki Young, new thrush on the label, sings this appealing lament with warmth and tenderness that presage a bright future for the chanteuse. She has a most attractive voice and a good sound. The Dave Cavanaugh ork backs her with mellow cellos. Platter is a good one and could take off. Watch it.
- I'm Wonderin'** 81
Once again Vicki Young comes thru in wonderful fashion on a bouncy ballad, backed tastefully by the ork. The two sides make a very strong package, and the thrush looks like a comer. Each side should pick up plenty of spins.
- TOMMY REYNOLDS**
It's a Wonderful World 80
DERBY 820—Reynolds, who has reshaped his ork into the sound of the late Jan Savitt crew, comes thru with a fine effort. The shuffle-rhythm of the former Quaker City ork is dominant thruout, and even the closing clarinet lick is thrown in. For good measure, Bon Bon, Savitt's old vocalist, has returned for the date. A fine side that could bust thru.
- I Ain't Got Nobody** 78
Another arrangement out of the Savitt book, this one instrumental all the way. Ork beat is a standout, and the group builds fine mellowness. This disk should do well too.
- BERNICE PARKS**
Two Kinds of Love 80
MERCURY 70104 — Bernice Parks starts off her disk career with the label with an outstanding performance on a touching new ballad. The thrush sings up a storm on this powerful effort, pouring her heart into the tune, and with the ork's backing her in the same emotional style. If the side can get enough exposure it could bust thru.
- The Game of Let's Pretend** 73
Pleasant vocal by the thrush, but the flip has all the power.
- DELL WOOD ORK**
12th Street Rag 80
REPUBLIC 7036—Here's a sparkling keyboard version of the old fave by Miss Wood that could keep the coins dropping into boxes. She's got a set of mighty nimble fingers, and her style would grace any music hall. Ops who have locations that go for this kind of piano should latch onto this. Nice banjo section included.
- Pickin' and Grinnin'** 70
More bouncy keyboard work by Miss Wood. Doesn't hit the sparkle of the other side.
- HAMISH MENZIES**
You Can Be in Love 79
(and Still Be Lonely)
DECCA 28601 — Hamish Menzies, young singer from Scotland, debuts impressively on the label with a personalized reading of a pleasant new ballad backed by the ork and a large chorus. Menzies' style is individual and attractive and could help this platter pull many spins. He bears watching.
- Less Than Tomorrow** 77
Another interesting performance by the singer on a simple effort, backed again by full chorus and ork. On this side the warbler's vocal has charm, tho it is in the night club vein. With the proper material Menzies could break thru.
- PAUL WESTON ORK**
Anna 79
COLUMBIA 39968 — "Anna," the lilting instrumental from the film of the same name, is performed excitingly here by the Weston ork, which uses brass tastefully on the Latin tune. If the ditty catches, this version will share much of the loot.
- Dutch Treat** 77
A light riff opus penned by the ork leader is played with charm by the Weston ork on this instrumental slicing. Should pull spins.
- DICK HAYMAN ORK**
Anna 77
MERCURY 70114—The Hayman ork shines brightly in a very listenable rendition of the movie ditty. The label has an instrumental waxing here that should receive plenty of attention if the tune makes it.
- April in Portugal** 74
Here the lush Hayman strings slag out an attractive version of the pretty melody. Fine program wax.

(Continued on page 36)

NEW RECORDS TO WATCH

- DEL WOOD**
12th Street Rag — Republic 7036 — The gal pianist has a potentially fine side here that drives all the way. It's particularly fine for boxes but could also catch on retail-wise. Flip is "Pickin' and Grinnin'."
- HAMISH MENZIES**
You Can Be in Love
Less Than Tomorrow—Decca 28601—New face on the label kicks off with an interesting disk. Material does not stack up as the greatest, but the young Scot has an intimate approach and a distinctive style.
- JOHNNIE RAY**
Somebody Stole My Gal—Columbia 39961—The "Cry" boy is back to a standard, the vehicle he used for his two most recent hits. Operators and deejays appear to be remaining cool to him, but this one could shake him loose again. Flip is "Glad Rag Doll."
- VAUGHN MONROE**
Lonely Eyes—RCA Victor 20-5236—Easily Monroe's best effort in some time tho "Lonely Eyes" pulled him somewhat out of the doldrums. This material stacks up as being strong enough to aid him considerably in his try for a comeback. Flip is "Don't Build Your Dreams Too High."
- JUNE CARTER**
No Swallerin' Place — Columbia 21074 — A very clever tune by Frank Loesser, written especially for the gal. She hands it a very fetching performance that should pull a lot of plays and possibly shake her loose as a big seller. Flip is "Jukey Box Blues."
- ERNIE TUBB-RED FOLEY**
No Help Wanted No. 2
You're a Real Good Friend—Decca 28634—

Country & Western

- PORTER WAGONER**
That's It 79
V 20-5215—Lively ditty gets a fine performance by Porter Wagoner. His vocal is matched by solid instrumental performance. Piano work is especially good. Jukes can use.
- Don't Play That Song** 75
Porter Wagoner delivers a distinctive vocal on this side. His attractive warbling style, plus a well-written tune, makes a good side.
- JOHNNY HORTON**
The Mansion You Stole 79
MERCURY 70100—Johnny Horton is in fine voice on this country ballad. It's a weeper, and it tells very well the old tale of broken hearts and misplaced trust. Could move up.
- Tennessee Jive** 72
Johnny Horton belts out an adequate vocal to this novelty. Ork support is plenty jivey. Side should get some box plays.
- BOB WILLS**
Little Girl, Little Girl 77
M-G-M 11452—An attractive country weeper is performed in sincere fashion by Bob Wills and Ramona Reed on this tender new ditty. The ork backs the pair neatly. Side should pull many spins and plays in the West.
- Sittin' on Top of the World** 74
Bob Wills sings, in his own happy fashion, this pleasant new ballad, helped nicely by the Texas Playboys. Wills talks his way thru the dinking as usual, which should please his many fans.
- COY McDANIEL**
Hasty Wedding 76
M-G-M 11451—Coy McDaniel does a good job via multiple guitar dub-ins on this melodic instrumental slicing. Tune is made up of folk melodies including Irish reels and songs. Side is a cute one and could pull spins and loot in country areas.
- King-Size Kisses** 65
The warbler is merely adequate on this new ditty, but the fault may lie in the weak material.

(Continued on page 43)

Spiritual

- THE SOUL STIRRERS**
Blessed Be the Name of the Lord 82
SPECIALTY 845 — An outstanding performance by the group that starts quietly and builds gradually in a restrained but effective manner. Opening lead shows a very warm style, with the following leads adding excitement.
- Jesus Paid the Debt** 80
Group's technique of changing leads sparks the way to another fine side.
- THE ORIGINAL GOSPEL HARMONETTES**
In the Upper Room 76
V 20-5231—This is most familiar of all spirituals and this group gives it an excellent reading, with the lead thrush turning in an especially fine performance. It's competing against several standout versions but nevertheless should do very well, especially in the group's home area.
- He's All I Need** 76
Another effective performance by the female group. Lead again impresses. Label should work on this disk.

Children's

- ART CARNEY-BOBBY NICK-ANNE LLOYD**
Tootle (Part 1 and 2) 82
GOLDEN RECORD BR 22 — Steam engine Tootle goes on his first cross-country trip with stops at about a half dozen cities. There's a song about each city, and they're all tuneful and informative. Sales of this item should be heavy.
- ANNE LLOYD-PAT O'MALLEY**
The Golden Treasury of Train Songs (Part 1 and 2) 80
GOLDEN RECORD BR 23 — Kids fascinated by trains, and that includes just about all of them, will get plenty of kicks from this disk. It contains excerpts of six ditties about trains of several types and even a take on the recent hit, "Gandy Dancers' Ball." Art work on the cover should help sell many copies.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

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

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

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.

The two are back together again in a rousing fun-for-all coupling that could be a strong winner.
BONNIE LOU
Seven Lonely Days — King 1192 — Another very good recording of this tune that has already broken out in the pop field. Gal is well-known in the Midwest thru WLW and could catch on in that area. Flip is "Just Out of Reach."

Rhythm & Blues

- FOUR BLAZES**
My Hat's on the Side of My Head — United 1252—Action has already started on this one in the Midwest area. It's a happy novelty with a fine performance by the group. Flip is "Not Any More Tears."
- SHIRLEY AND LEE**
Shirley, Come Back to Me
Baby—Aladdin 3173—"Shirley" is another answer, this time to "I'm Gone," the duo's present hit. Action already been reported here.
- ANNIE ROSS**
Farmer's Market—Prestige 839—Bop vocal by thrush is a neat one, dressed up with clever lyrics. Could do very well in the market.
- COUNTRY AND WESTERN ALBUM**
HANK WILLIAMS AS LUKE THE DRIFTER
M-G-M E-203
HANK WILLIAMS MEMORIAL ALBUM
M-G-M E-202
Two sets that should be gobbled up by his fans. The latter album packages eight of his recent and current hits while the other showcases some of his less well-known works.

Rhythm & Blues

- So Long** 84
SPECIALTY 457—A melodic blues lament receives an outstanding vocal by Price, who sings it with feeling. The ork backing is hefty and bluesy. It's an exciting, moving side, and it could be a potent one for the warbler. Looks like a solid coin-grabber.
- What's the Matter Now?** 77
The warbler asks his question with spirit, helped by a wild ork backing. Side is cluttered by too much instrumentation, and the flip will probably grab most of the attention.
- SHIRLEY AND LEE**
Shirley, Come Back to Me 79
ALADDIN 3173 — Shirley and Lee follow up their hit waxing of "I'm Gone" with a bright new ditty based on the same tune with strong new lyrics. They sing it with gusto, and it could be another solid one for the duo. It should pull box loot.
- Baby** 72
Side is less freakish than the flip, but also lacks some of the appeal. Built mostly around one riff.
- PIANO RED**
I'm Gonna Tell Everybody 78
V 20-5224—Piano Red, back on a country-ish r.&b. kick here, sings out, happily on this bright novelty, backed with drive by the ork. Red furnishes some pleasant piano. Should pull juke coin.
- She's Dynamite** 78
Another very cute novelty receives a persuasive vocal by the warbler, while the ork beats it out to his urging. Tune could easily be cut for the c.&w. field. A good platter.
- JIMMY FORREST**
Mrs. Jones' Daughter 78
UNITED 1249—Follow-up to "Hey, Mrs. Jones" is set to a mambo beat. Vocal is a unison effort, followed by an excellent sax break by Forrest. A good disk.
- Mr. Goodbeat** 76
A powerful job of blowing by Forrest on medium-fast tempo instrumental. Ork sets a solid beat behind him.

(Continued on page 51)

Jazz

- GEORGE WALLINGTON TRIO**
When Your Old Wedding Ring Was New 73
PRESTIGE 805—The bouncy c.&w. tune is performed with spirit by Wallington with good rhythm support. Side is from his recent album on the label.
- Summer Rain** 74
Wallington comes thru with a tender reading of a mood item that he penned a while back. Good work by the pianist.
- HARRY BABASIN QUARTET**
Sandey Meanders 73
PACIFIC JAZZ 403 — A fly little ditty receives an imaginative instrumental reading from the foursome. Group is a good one, and side could interest "quiet jazz" fans.
- How About You?** 73
Smooth and listenable version of the melodic oldie by the Babasin crew. Group plays it slow and easy for an effective performance of the tune.

International

- REGINA KUJAWA**
Az Zolancez Z Toha Znow 78
DANA 795 — Diskery continues its practice of putting Polish lyrics to the click pops. Again this is a first-rate disk. Gal even gets the proper Teresa Brewer inflections into the Polish version of "Till I Waltz Again With You."
- Ten Piesek W Oknie** 78
This side is "Doggie in the Window." Well done, too. Makes the platter a two-sided natural for sales to the Polish-speaking people.
- STAS JAWORSKI ORK**
Panny Miody 78
STELLA 2001—The singer does a good job as he sings the nostalgic "Bride's Waltz" on this new waxing. The ork backs him quietly. A pleasant side.
- Graj Skrzypku** 69
Antoni Ryzel is capable with his Polish vocal on this tango, called "Play Fiddler Play," in English.

Sacred

- THE LE FEVRE TRIO**
Take My Hand, Precious Lord 79
BIBLETONE 7039 — The Le Fevre Trio does a fine job with their melodic gospel song, selling it with conviction, backed warmly by rhythm accompaniment. Group shows off some excellent harmony, and the pretty side could be a good seller for the trio.
- Hallelujah I'm Coming Home** 78
The group changes pace with a different tempo sacred effort, which they perform in their own happy style, over jazzy piano backing. Side is a good one and should get deejay spins. This is a fine two-sided platter for the sacred field.
- THE REVELAIRES QUARTET**
Talk, Talk, Talk About Jesus 77
BIBLETONE 1010—A happy, bouncy gospel tune receives a spirited performance from the new quartet, sparked by lead Jim Waits. Side is a bright one and should catch sales in the West and South.
- When You Travel All Alone** 67
The sacred group sells this slow-tempo opus with sincerity, over a quiet organ backing. Jim Waits turns in an adequate solo.
- THE HARMONEERS QUARTET**
Jesus Will Take Care 75
BIBLETONE 8011—Pleasant reading of an attractive gospel effort by the Harmonicers Quartet, featuring a good lead, a booming bass and a lilting piano.
- Go Down to the Jordan** 68
A routine sacred ditty receives an adequate reading here.

Latin American

- PEDRO VARGAS**
Plenas Tralolomerus 80
V 23-5957—To many, Vargas is the Bing Crosby of Mexico. To the uninitiated he's as fine a Latin-American ballad singer as has been around. This time he essays a lovely mambo-key bolero ballad for a first-rate disk.
- Ya** 78
Orkster Bobby Capo is credited with having written this mambo beat ditty. Vargas handles it with finesse.
- RAMON MARQUEZ ORK**
Mambo—Mr. List 78
FIESTA 20-010—The Marquet ork turns in an exciting performance of List's "Hungarian Rhapsody No. 2," arranged solidly for the ork as well.

(Continued on page 52)

This is the Hit Tune *for April*
THE WINNER...

**NO ONE
WILL EVER
KNOW**

39964 - 4-39964

**3,000 Kiddies
See 'Hit' Fete**

By STEVE SCHICKEL

CLEVELAND, March 7. — Thousands of dollars' worth of talent converged on Cleveland Thursday (5) to appear at the Hit Tune Party, co-sponsored by the Cleveland Phonograph Merchants Association.

Three thousand screaming youngsters piled into the Public Music Hall to hear and cheer their favorite artists in a two and one-half hour show. Schools in Cleveland were closed early so that the kids could attend this musiethon.

The highlight of the affair was the selection of the Hit Tune of the Month. Bill Randle, radio station WERE deejay, conducted the activities and played eight unreleased records. An audio meter was used to judge the applause. All tunes were played on a Seeburg 100 Select-o-Matic juke box.

Winning record was "No One Will Ever Know," sung by Tony Bennett, Columbia.

The Hit Tune will be featured on every juke box in the State and will receive all kinds of publicity to get the thing going. Following this push, one tune a month will be selected in the same manner for the rest of the year. Tune parties have not been held since 1947.

The Billboard, March 14.

b/w
I'm the King of
Broken Hearts

**tony
bennett**



COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," etc. Reg. U. S. Pat. Off. Marcos Registrados

THIS WEEK'S BEST BUYS

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

CAN'T I

BLUE GARDENIA—Nat (King) Cole—Capitol 2389

With "Pretend" now high on the charts, Cole is off to a solid start on this new disk. Pittsburgh, New York, several Mid-west and Southern reports, reported good initial sales. Strongest of the week's pop listings. With exception of Chicago where both sides are selling, it's "Can't I." A previous "New Record to Watch."

TRAIN, TRAIN, TRAIN

I CAN'T GET STARTED—Buddy Morrow Ork—RCA Victor 20-5212

Reports show that Morrow is off to a good start on another r.&b. tune. Boston and Philadelphia turned in good reports while building strength is noted in the North Central area and Carolinas. Has been moving up steadily on manufacturer re-order list.

RAMONA

SPINNING A WEB—Gaylords—Mercury 70112

Record came in for good activity during the past week with New York, Chicago, Philadelphia and Pittsburgh noting particularly good action.

YES SIR, THAT'S MY BABY

YOKOHAMA MAMA—Harry Kari—Capitol 2392

Yogi Yorgeson, alias Harry Kari, has gotten off to a fast start. Disk is already on the Los Angeles chart and was reported as good in the Carolinas, Northern Pennsylvania and a number of Midwestern points. It's a crazy thing that could be a flash item but at the moment it appears to be building fast. Side performance varies by market.

MY BUNNY AND MY SISTER SUE

TWO EASTER SUNDAY SWEETHEARTS—Jimmy Boyd—Columbia 39955

This record was selected as a children's record "Best Buy" last week. Enough strength has now been reported to justify it as a retail "Best Buy." Based on the reports received, it is not recommended as a "Best Buy" for operators. Reports show that operators are showing preference for such standards as "Easter Parade" for their boxes. Retailers are reminded about the comparatively short Easter selling period.

GOMEN NASAI—Harry Belafonte—RCA Victor 20-5210

This record, too, is recommended only for dealers at the present moment. Title strips are not being distributed to operator subscribers as yet. Retail-wise, this is outstripping the Bowers in Los Angeles and St. Louis, according to the territorial charts. Belafonte is also on the Seattle chart and is showing life in New York and Cincinnati. The Howard version has the edge in Chicago. A previous "New Record to Watch."

Country & Western

DON'T LET THE STARS GET IN YOUR EYEBALLS

UNHAPPY DAY—Homer and Jehro—RCA Victor 20-5214

The madcap duo appear to be off again to a healthy start on these parodies of pop hits. Chicago, Buffalo, Cincinnati and North Carolina came thru with solid reports. A previous "New Record to Watch."

Rhythm & Blues

NINE BELOW ZERO

MIGHTY LONG TIME—Sonny Boy Williamson—Trumpet 166

On the Atlanta chart with several other Southern areas, Chicago and L. A. adding strong reports. Most reports favor "Nine Below Zero." It's a blues item. A previous "New Record to Watch."

STEAM WHISTLE JUMP

SHIEK OF ARABY—Earl Bostic—King 4608

Strong in L. A. and Chicago with good sales reported in Cincinnati, Buffalo and Philadelphia. Both sides moving in last named.

SO LONG

WHAT'S THE MATTER NOW?—Lloyd Price—Specialty 457

Off very fast. Southern reports are good. Also Chicago, Philadelphia and L. A. Washington, D. C. favors flip. A previous "New Record to Watch."

Popular Album

ARTHUR GODFREY'S TV CALENDAR SHOW—

Columbia GL 521

Recorded as a result of several television airings, the album has been ordered heavily and retail sales have already been reported.

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 Billboard Music Popularity Charts

Coming Up in the Trade

The Dealers Pick

Popular

1. I'M SITTING ON TOP OF THE WORLD
Les Paul-Mary Ford—Capitol 2400
2. APRIL IN PORTUGAL
Les Baxter—Capitol 2374
3. HELLO, SUNSHINE
Norman Brooks—Zodiac 101
4. YES, SIR, THAT'S MY BABY
Harry Kari—Capitol 2392
5. GOMEN NASAI
Richard Bowers—Columbia 39954
6. GOMEN NASAI
Harry Belafonte—RCA Victor 20-5210
7. SALOME
Dinah Shore—RCA Victor 20-5176
8. CAN'T I?
Nat (King) Cole—Capitol 2389

Country & Western

1. THE LIFE OF HANK WILLIAMS
Hawkshaw Hawkins—King 1174
2. THE LAST WALTZ
Webb Pierce—Decca 28594
3. I COULDN'T KEEP FROM CRYING
Marty Robbins—Columbia 21075
4. LET ME KNOW
Skeets McDonald—Capitol 2326
5. BUMMING AROUND
Jimmie Dean—Four Star 1613

Rhythm & Blues

1. PAPA
Scat-Man Crothers—Hollywood 142
2. NINE BELOW ZERO
Sonny Boy Williamson—Trumpet 166
3. RED TOP
King Pleasure—Prestige 821
4. YOU'RE MINE
The Crickets—M-G-M 11428
5. DON'T KNOW WHY
Kenzie Moore—Specialty 456

The Disk Jockeys Pick

Popular

1. OHIO
Lisa Kirk—RCA Victor 20-5187
2. CAN'T I?
Nat (King) Cole—Capitol 2389
3. GOMEN NASAI
Harry Belafonte—RCA Victor 20-5210
4. YOU HAVE MY SYMPATHY
Doris Day—Columbia 39913
5. I'M SITTING ON TOP OF THE WORLD
Les Paul-Mary Ford—Capitol 2400
6. APRIL IN PORTUGAL
Les Baxter—Capitol 2374
7. AND THE BULL WALKED AROUND O'LAY
Stan Kenton—Capitol 2388

Country & Western

1. COULDN'T KEEP FROM CRYING
Marty Robbins—Columbia 21075
2. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594
3. MEXICAN JOE
Jim Reeves—Abbott 116
4. DOLL OF CLAY
Cowboy Copas—King 1166
5. I KEPT IT A SECRET
Chartline Arthur—RCA Victor 20-5207
6. HONEYMOON ON A ROCKET SHIP
Hank Snow—RCA Victor 20-5155

The Operators Pick

Popular

1. GOMEN NASAI
Richard Bowers—Columbia 39954
2. GOMEN NASAI
Eddy Howard—Mercury 70107
3. HOW DO YOU SPEAK TO AN ANGEL?
Eddie Fisher—RCA Victor 20-5137
4. I'LL BE WAITING FOR YOU
Joni James—M-G-M 11426
5. I CONFESS
Perry Como—RCA Victor 20-5152

Country & Western

1. HONEYMOON ON A ROCKET SHIP
Hank Snow—RCA Victor 20-5155
2. PLAYIN' DOMINOES AND SHOOTIN' DICE
Ramblin' Jimmie Dolan—Capitol 2367
3. I COULDN'T KEEP FROM CRYING
Marty Robbins—Columbia 21075
4. I DON'T KNOW
Tennessee Ernie—Capitol 2338

Late Reports on Recent 'Best Buys'

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.

Popular

CARAVAN

Ralph Marterie Ork—Mercury 70097

Made the national retail and disk jockey charts for the first time this week.

TWICE AS MUCH

Mills Brothers—Decca 28586

Solid sales over several weeks have pushed this record on to the national juke box chart.

HELLO, SUNSHINE

Norman Brooks—Zodiac 101

Appearing this week on the Pittsburgh, Detroit and St. Louis territorial charts and reported to be picking up in New York and Philadelphia. West Coast reports are still weak and indications of tapering have been observed in Boston and the Carolinas after having reached a saturation point.

GOMEN NASAI

Richard Bowers—Columbia 39954

On the Atlanta, St. Louis and L. A. territorial charts. Pick-up reported in Boston, Buffalo and the Southeast.

THE SONG FROM MOULIN ROUGE

Percy Faith Ork—Columbia 39944

On Washington, D. C. chart and reported selling well on the West Coast, in the Middle West and South. Retail reports stronger than operator.

(Continued on page 48)

Country & Western

HOT TODDY

PLAYIN' DOMINOES AND SHOOTIN' DICE

Red Foley—Decca 28587

"Hot Toddy" has taken over in most quarters. On the national chart for first time this week, and showing up on the Dallas-Fort Worth, Nashville and Cincinnati territorials as well. Reports from Chicago, Philadelphia and the Carolinas also were good. Dolan's Capitol version of "Dominoes" is stronger in such spots as L. A. and Houston.

BUMMING AROUND

Jimmie Dean—4 Star 1613

Fifth on the Disk Jockey chart this week and also advancing on the retail chart. Especially strong in Cincinnati, Chicago, Texas and L. A. Slowed down in the Carolinas. Complete distribution not yet achieved with result that other versions are getting push in some areas.

THE LAST WALTZ

I HAVEN'T GOT THE HEART

Webb Pierce—Decca 28594

All-around excellent reports spearheaded by territorial listings in Nashville and Dallas-Fort Worth areas. Flip

(Continued on page 48)

Rhythm & Blues

MY KIND OF WOMAN

Emitt Slay Trio—Savoy 886

On national retail chart this week. On a number of territorial charts.

TWENTY-FOUR HOURS

Eddie Boyd—Chess 1533

Hit both the national retail and juke box charts.

YOU'RE MINE

The Crickets—M-G-M 11428

Strength scattered, strongest in New York, Philadelphia, Washington, Baltimore, Chicago and the South. Buffalo and Cincinnati reports only fair.

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 Billboard, 2160 Patterson St., Cincinnati, Ohio.

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: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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Jackpot



BEST SELLERS

1. **DOGGIE IN THE WINDOW**
Jealous Eyes **PATTI PAGE**..... No. 70070*
2. **CARAVAN**
While We Dream..... **RALPH MARGERIE**..... No. 70097*
3. **NO HELP WANTED**
Texarkana Baby..... **RUSTY DRAPER**..... No. 70077*
4. **TELL ME YOU'RE MINE**
Aye, Aye, Aye..... **THE GAYLORDS**..... No. 70067*
5. **SEVEN LONELY DAYS**
If You Take My Heart Away..... **GEORGIA GIBBS**..... No. 70094*
6. **GOMEN NASAI**
Kiss Your Tears Away..... **EDDY HOWARD**..... No. 70107*
7. **POUR ME A GLASS OF TEARDROPS**
It's a Miracle..... **BILLY WILLIAMS**..... No. 70094*
8. **ANNA**
April In Portugal..... **RICHARD HAYMAN**..... No. 70114*
9. **GONE**
The Mexican Maidens..... **BOBBY WAYNE**..... No. 70074*
10. **RAMONA**
Spinning A Web..... **THE GAYLORDS**..... No. 70112*
11. **AFRAID**
Lovelight..... **VIC DAMONE**..... No. 70108*
12. **TWO KINDS OF LOVE**
Game Of Let's Pretend..... **BERNICE PARKS**..... No. 70104*
13. **LET ME KNOW**
Hot Dog Rag..... **RICHARD HAYES**..... No. 70110*

COUNTRY & WESTERN

- KNOTHOLE**
Leave That Liar Alone
THE CARLISLES
- THE MANSION YOU STOLE**
Tennessee Jive
JOHNNY HORTON No. 70100*
- NO HELP WANTED**
This Heart Is Not For Sale
THE CARLISLES No. 70028*
- SINGING WATER BABY BLUES**
Cottin' Pickin' Boogie
MERL LINDSAY No. 70117*
- WALK ME BY THE RIVER**
That's Only Half Of It
Lulu Belle & Scotty No. 70092*
- BACK TO THE CROSS**
God Loves His Children
LESTER FLATT & EARL SCRUGGS No. 70064*

RHYTHM & BLUES

- I'M COMIN' BACK TO YOU**
Lookin' For You
CARMEN TAYLOR No. 70105*
- I'LL BE BACK**
Don't Mention My Name
THE RAVENS No. 70060*
- ECSTASY**
Hittin' On Me
BUDDY JOHNSON No. 70116*
- COME A LITTLE BIT CLOSER**
She's Got To Go
THE RAVENS & JIMMY RICKS No. 70119*
- YOU LET MY LOVE GROW COLD**
Ain't Nothin' Good
DINAH WASHINGTON No. 70125*
- THE JAMES MOODY STORY**
And Now Moody Speaks
JAMES MOODY No. 70102*

*Denotes Available on RPM

GETTING PLENTY ACTION!



"THE BULL WALKED AROUND OLAY"

AND

"CHANGEABLE" RICHARD HAYES

MERCURY 70103*

JUST RELEASED!

A Sound!

"MISERLOU"

AND

"EVENING IN MONTE CARLO"

TERRY SHAW

on the Mighty Organ

MERCURY 70123*

40 Musicians And A Harmonica Make

"RUBY"

BY

DICK HAYMAN

A SMASH HIT!

MERCURY 70115*



CAPTURING THE HEARTS OF ALL AMERICA.... A HAPPY HOPPY HIT!

"Goody, Goody Gum Drop" BY BABY PAM

7 YEAR OLD SINGING SENSATION

MERCURY 70124*



The Billboard Music Popularity Charts

... for Week Ending March 14

TOP POPULAR RECORDS

Best Selling Singles

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

Table with 3 columns: Rank, Title, Weeks on Chart. Includes songs like 'DOGGIE IN THE WINDOW', 'TILL I WALTZ AGAIN WITH YOU', 'DON'T LET THE STARS GET IN YOUR EYES'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with 3 columns: Rank, Title, Weeks on Chart. Includes songs like 'TILL I WALTZ AGAIN WITH YOU', 'DOGGIE IN THE WINDOW', 'SIDE BY SIDE'.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with 3 columns: Rank, Title, Weeks on Chart. Includes songs like 'TILL I WALTZ AGAIN WITH YOU', 'DOGGIE IN THE WINDOW', 'DON'T LET THE STARS GET IN YOUR EYES'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Title, Weeks on Chart. Includes albums like 'HANS CHRISTIAN ANDERSEN', 'STARS AND STRIPES FOREVER'.

45 R.P.M.

Table with 3 columns: Rank, Title, Weeks on Chart. Includes albums like 'HANS CHRISTIAN ANDERSEN', 'SWEETHEARTS'.

Best Selling Children's Records

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

Table with 3 columns: Rank, Title, Weeks on Chart. Includes children's records like 'PETER PAN', 'BOZO HAS A PARTY'.

the "money" songs*

ARE ON RCA VICTOR RECORDS

*Thanks to Arnold Shaw, author of the new Tin Pan Alley novel, "The Money Song"

BEST SELLERS

Based on actual sales reports for week ending March 13

NEW RELEASES

RCA Victor Release #53-12

POPULAR

78 45

- WILD HORSES/I CONFESS
Perry Como 20-5152 (47-5152)*
- DON'T LET THE STARS GET IN YOUR EYES/LIES
Perry Como 20-5064 (47-5064)*
- HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED
Eddie Fisher 20-5137 (47-5137)*
- HOT TODDY/SERENADE
Ralph Flanagan 20-5095 (47-5095)*
- TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED
Buddy Morrow 20-5212 (47-5212)*



A Brand New Smash For
SUNNY GALE
I FEEL LIKE I'M GONNA LIVE FOREVER
HOW COULD YOU
20-5216 (47-5216)*

- THE MAGIC TOUCH/WILL-O'-THE-WISP
Hugo Winterhalter 20-5209 (47-5209)*
- SALOME/LET ME KNOW
Dinah Shore 20-5176 (47-5176)*
- ECSTASY TANGO/WAGGASHOE
The Three Suns 20-5185 (47-5185)*
- GOMEN NASAI (FORGIVE ME)/SPRINGFIELD MOUNTAIN
Harry Belafonte 20-5210 (47-5210)*
- BLUE VIOLINS/FANDANGO
Hugo Winterhalter 20-4997 (47-4997)*
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddie Martin 20-5052 (47-5052)*
- TEARDROPS ON MY PILLOW/STOLEN WALTZ
Sunny Gale 20-5103 (47-5103)*
- I DON'T KNOW/HEY, MRS. JONES
Buddy Morrow 20-5117 (47-5117)*
- AND THE BULL WALKED AROUND, OLAY/MAMA, HE TREATS YOUR DAUGHTER MEAN
The Ramblers-Tamara Hayes 20-5240 (47-5240)*

COUNTRY-WESTERN

- DON'T LET THE STARS GET IN YOUR EYEBALLS/ UNHAPPY DAY
Homer & Jethro 20-5214 (47-5214)*



A Big New Country-Western Hit
HANK SNOW
THERE WASN'T AN ORGAN AT OUR WEDDING
HONEYMOON ON A ROCKET SHIP
20-5155 (47-5155)*

- A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'
Hank Snow 20-5034 (47-5034)*

RHYTHM AND BLUES

- FOOL THAT I BE/NUMBER 000
Otis Blackwell 20-5225 (47-5225)*
- I WANNA KNOW/LAUGHING BLUES
The Du Droppers 20-5229 (47-5229)*
- BREAKFAST BALL/BLUE FAIRY BOOGIE
Boots Brown 20-5228 (47-5228)*

POPULAR

78 45

- LAST STOP
I'M WITH YOU
Dorothy Loudon 20-5238 (47-5238)*



Watch This One Climb
VAUGHN MONROE
and his Orch. with Moon Men
CO-ED
DON'T BUILD YOUR DREAMS TOO HIGH
20-5236 (47-5236)*

- MAMA, HE TREATS YOUR DAUGHTER MEAN AND THE BULL WALKED AROUND, OLAY
The Ramblers featuring Tamara Hayes 20-5240 (47-5240)*

- LITTLE RED MONKEY
ANNA (El N. Zumbon)
(From the film "Anna")
The Three Suns 20-5246 (47-5246)*

- SLAP HAPPY—Polka
BYE BYE, MY BABY—Polka
Johnny Vadnal and his Orch. 20-5232 (47-5232)*

COUNTRY-WESTERN

- PAP'S CORN LIKKER STILL
BREAD AND GRAVY
Grandpa Jones 20-5234 (47-5234)*

- MY BROWN EYED DARLING
I'LL NEVER MAKE YOU BLUE
The Lonesome Pine Fiddlers 20-5235 (47-5235)*

SACRED



A Twelve-Year-Old Sensation
JERRY GLENN
I CAN'T HELP WHAT OTHERS DO
I CLAIM JESUS FIRST
20-5233 (47-5233)*

- KNOWN ONLY TO HIM
TENDERLY HE WATCHES
(Every Step, Every Mile of the Way) (47-5072)*

- GOD IS LOVE
THE MYSTERY OF HIS WAY
..... (47-5073)*

- IN GOD WE TRUST
JUST FOR TODAY
..... (47-5074)*

- JUST WHISPER
SONG OF HOPE
The Golden Chorus (47-5075)*
(Above four records from "Songs of Hope" Albums P/EPB/LPM-3111)

- THE BEAUTIFUL CITY
STAND BY ME
..... (47-5076)*

- NOAH
BY THE RIVER OF LIFE
..... (47-5077)*

- DRY BONES
YOU BETTER RUN
..... (47-5078)*

- WHEN THEY RING DEM GOLDEN BELLS
DIDN'T THEY CRUCIFY MY LORD
The Jordanaires (47-5079)*
(Above four records from "Beautiful City" albums P/EPB/LPM-3081)
*45 rpm cat. nos.

MR. DEALER:

See RCA Victor's Dealer RECORD BULLETIN for a complete listing of 25 big March Albums.

HOLD ON TO YOUR SEAT

Here's a New Kind of Record!



DOROTHY LOUDON

sings

last stop

and

I'M WITH YOU

RECORD NO. 20-5238 (47-5238)*

BEAUTIFUL CO-ED NEEDS YOUR ATTENTION

A CO-ED is usually an eye-catching item with a sweater, a permanent thirst for malted milk, and a magnetic quality that attracts football players. A CO-ED can also be a thin, grooved object which, when handled properly, will give out sounds every music lover will want to hear. That thin, grooved object is an RCA Victor record of Vaughn Monroe singing CO-ED, a great new tune by Sylvia Dee and Sid Lippman. Sylvia and Sid will be remembered for the sentimental favorite, TOO YOUNG. One of our secret agents informs us that Vaughn Monroe is about to make a picture entitled THE PROFESSOR AND THE CO-ED, but you don't have to wait for the movie to become acquainted with Vaughn's CO-ED. You can contact her right now on an RCA Victor record. This beautiful CO-ED's number is 20-5236 (47-5236). If a man answers, don't hang up. It'll be Vaughn Monroe with full information on CO-ED.

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



CLIP—
FILL IN—
ORDER
TODAY!

Coming Next Week!
SPIKE JONES, THE DADDY OF A NEW NOVELTY HIT!
"LULU HAD A BABY"

RCA VICTOR

FIRST IN RECORDED MUSIC



EPA-401

EPA-426

EOA-437

The Billboard's Music Popularity Charts

For Week Ending March 14

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

- Detroit**
New Orleans... **APRIL IN PORTUGAL**
L. Baxter, Capitol 2374
- St. Louis**... **TWO EASTER SUNDAY SWEETHEARTS**
J. Boyd, Columbia 39955
- Seattle**
Los Angeles
St. Louis... **GOMEN NASAI**
H. Belafonte, Victor 20-5210
- Boston**... **MEXICO**
J. Remo, M-G-M 11419
- Los Angeles**... **YES, SIR, THAT'S MY BABY**
H. Kari, Capitol 2392
- Pittsburgh**... **WITHOUT MY LOVER**
J. Stafford, Columbia 39951

Territorial Best Sellers

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

New York

1. Till I Waltz Again With You
T. Brewer, Coral
2. Doggie in the Window
P. Page, Mercury
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Have You Heard?
J. James, M-G-M
5. Tell Me You're Mine
Gaylords, Mercury
6. Wild Horses
P. Como, Victor
7. Your Cheatin' Heart
J. James, M-G-M
8. Oh, Happy Day
D. Howard, Essex
9. Pretend
Nat (King) Cole, Capitol
10. Keep It a Secret
J. Stafford, Columbia

4. Tell Me You're Mine
Gaylords, Mercury
5. Oh, Happy Day
D. Howard, Essex
6. Wild Horses
P. Como, Victor
7. I Believe
F. Laine, Columbia
8. Pretend
E. Barton, Coral
9. Keep It a Secret
J. Stafford, Columbia
10. Your Cheatin' Heart
J. James, M-G-M

Denver

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Have You Heard?
J. James, M-G-M
4. Oh, Happy Day
L. Welk, Coral
5. Tell Me You're Mine
Gaylords, Mercury
6. Don't Let the Stars Get in Your Eyes
P. Como, Victor
7. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
8. Side by Side
K. Starr, Capitol

Detroit

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. No Help Wanted
R. Draper, Mercury
4. Say It With Your Heart
B. Carroll, Derby
5. Till I Waltz Again With You
T. Brewer, Coral
6. Hello, Sunshine
N. Brooks, Zodiac
7. Pretend
Nat (King) Cole, Capitol
8. April in Portugal
L. Baxter, Capitol
9. Don't Let the Stars Get in Your Eyes
P. Como, Victor
10. Have You Heard?
J. James, M-G-M

Dallas-Ft. Worth

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Doggie in the Window
P. Page, Mercury
4. Oh, Happy Day
D. Howard, Essex

Cincinnati

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Pretend
Nat (King) Cole, Capitol

Chicago

1. Doggie in the Window
P. Page, Mercury
2. Caravan
R. Marterie, Mercury
3. I Believe
F. Laine, Columbia
4. Till I Waltz Again With You
T. Brewer, Coral
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Wild Horses
P. Como, Victor
7. Hot Toddy
R. Flanagan, Victor
8. Anywhere I Wander
J. LaRosa, Cadence
9. Tell Me a Story
F. Laine & J. Boyd, Columbia
10. Seven Lonely Days
G. Gibbs, Mercury

Los Angeles

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. I Believe
F. Laine, Columbia
4. Tell Me You're Mine
Gaylords, Mercury
5. Oh, Happy Day
L. Welk, Coral
6. Doggie in the Window
P. Page, Mercury
7. Gomen Nasai
H. Belafonte, Victor
8. Gomen Nasai
R. Bowers-Tokyo Ork, Columbia
9. Yes, Sir, That's My Baby
H. Kari, Capitol
10. Have You Heard?
J. James, M-G-M

Philadelphia

1. Doggie in the Window
P. Page, Mercury
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Till I Waltz Again With You
T. Brewer, Coral

4. How Do You Speak to an Angel?
E. Fisher-H. Winterhalter, Victor
5. I Believe
F. Laine, Columbia
6. Your Cheatin' Heart
J. James, M-G-M
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. Hot Toddy
R. Flanagan, Victor
9. Seven Lonely Days
G. Gibbs, Mercury
10. Have You Heard?
J. James, M-G-M

Boston

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Tell Me a Story
F. Laine & J. Boyd, Columbia
4. Till I Waltz Again With You
T. Brewer, Coral
5. Tell Me You're Mine
Gaylords, Mercury
6. Pretend
Nat (King) Cole, Capitol
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. Kaw-Liga
Hank Williams, M-G-M
9. Mexico
J. Remo, M-G-M
10. Hot Toddy
R. Flanagan, Victor

Pittsburgh

1. Doggie in the Window
P. Page, Mercury
2. Tell Me a Story
F. Laine, J. Boyd, Columbia
3. Till I Waltz Again With You
T. Brewer, Coral
4. I Believe
F. Laine, Columbia
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Tell Me You're Mine
Gaylords, Mercury
7. Anywhere I Wander
J. LaRosa, Cadence
8. Hello Sunshine
N. Brooks, Zodiac
9. Wild Horses
P. Como, Victor
10. Without My Lover
J. Stafford, Columbia

New Orleans

1. Pretend
Nat (King) Cole, Capitol
2. Doggie in the Window
P. Page, Mercury
3. Side by Side
K. Starr, Capitol
4. Your Cheatin' Heart
J. James, M-G-M
5. I Believe
F. Laine, Columbia
6. April in Portugal
L. Baxter, Capitol
7. Have You Heard?
J. James, M-G-M
8. Congratulations to Someone
T. Bennett, Columbia
9. Tell Me a Story
F. Laine, J. Boyd, Columbia

St. Louis

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Your Cheatin' Heart
J. James, M-G-M
4. Tell Me a Story
F. Laine, J. Boyd, Columbia
5. Hot Toddy
R. Flanagan, Victor
6. Two Easter Sunday Sweethearts
J. Boyd, Columbia
7. Gomen Nasai
H. Belafonte, Victor
8. Hello, Sunshine
N. Brooks, Zodiac
9. Wild Horses
P. Como, Victor
10. Gomen Nasai
E. Bowers-Tokyo Ork, Columbia

Washington-Baltimore

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Wild Horses
P. Como, Victor
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Song From Moulin Rouge
P. Faith, Columbia
6. Anywhere I Wander
J. LaRosa, Cadence
7. Pretend
Nat (King) Cole, Capitol
8. Side by Side
K. Starr, Capitol
9. Pickin' Sweethearts
McGuire Sisters, Coral
10. Say It With Your Heart
B. Carroll, Derby

Seattle

1. Doggie in the Window
P. Page, Mercury
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Till I Waltz Again With You
T. Brewer, Coral
4. Tell Me You're Mine
Gaylords, Mercury
5. Pretend
Nat (King) Cole, Capitol
6. Tell Me a Story
F. Laine, J. Boyd, Columbia
7. Gomen Nasai
H. Belafonte, Victor
8. I Believe
F. Laine, Columbia

Atlanta

1. Side by Side
K. Starr, Capitol
2. Till I Waltz Again With You
T. Brewer, Coral
3. No Help Wanted
R. Draper, Mercury
4. Doggie in the Window
P. Page, Mercury
5. Pretend
Nat (King) Cole, Capitol
6. Your Cheatin' Heart
J. James, M-G-M
7. Gomen Nasai
R. Bowers, Tokyo Ork, Columbia

Reduce Pops 37%

Continued from page 28

made by Capitol, RCA Victor and Decca with gains of 50 per cent or more in the number of releases over a year ago.

A similar upward trend is noted in the number of rhythm and blues releases, tho the increase—15 per cent—is not as startling. This gain has been recorded despite the fact that Decca to all intents and purposes has left the field (its subuid Brunswick is not tabulated in these figures) and Columbia's r.&b. activities have been turned over to the Okeh label. M-G-M has jumped from six sides at this time a year ago to its current 28. RCA Victor has upped its activity from 26 to 43 sides. Mercury is up from nine to 16.

The increasing interest that these companies have evidenced in the r.&b. field has been noted from time to time in these pages in the last year. The reason is simply that the larger companies want in on a market that has been almost exclusively in the hands of the independent labels during the war.

The hillbilly side is something else. The majors have had a stranglehold in this field. During the last year, however, there has been increasing interest in the development of new artists. A number of these comparative newcomers have successfully hit the big-time in the last few months. In addition, there is building evidence of record companies signing up rustic disk jockeys to platter contracts. Also, country music has enjoyed a very successful year, especially in view of the many hillbilly tunes that jumped the fence and became big pop sellers, thus spotlighting additional attention to this field.

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Flip to "Market Place" PAGE 52

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

VOX JOX

By GENE PLOTNIK

Chatter

Ken Scott, formerly with WCNT, Centralia, Ill., has moved to WPEO, Peoria, Ill. His disk shows on WCNT are being handled temporarily by **Tommy Dunn**. . . . **Ted Work**, formerly with WINX, Washington, and WBTM, Danville, Va., is now spinning them via WUST, Bethesda, Md., a suburb of Washington, 9-10 a.m. and 1-2 p.m. daily. . . . **Jim Landry** is leaving the broadcasting business to go with Electrical Supply Company, RCA Victor distributor in Louisiana and Mississippi. Landry is a veteran of 20 years in the radio business. His latest has been an early morning show known as the "Timekeeper" via WJBW, New Orleans. . . . **Jimmy Sexton** has joined WAUD, Auburn, Ala., and a deejay, **Tony Carter**, on the same station is pushing progressive music on his "Platter Parade" and is out for more disks in that vein. . . . **Jim Lounsbury** is now spinning them 1:30-2:30 p.m. daily on WJJD, Chicago. . . . **Ed McKenzie**, WXYZ, Detroit is guest conductor of the music column in the current Good Housekeeping magazine, devoted to an appraisal of "The Amateur Songwriter's Chances." . . . **Joe Liber**, formerly with the "Voice of Capstone" at the University of Alabama, is now top pop man at WZOB, Fort Payne, Ala. . . . **Rod McKuen**, deejay at KROW, Oakland, Calif., is taking a two-hour variety show into 27 hospitals and Army camps during March and April.

He may then take the show overseas. . . . **Jolly Joe Nixon**, KCUI, Fort Worth, has had two tunes recorded on M-G-M, two on Mercury and one on Specialty. In an effort to help bring back the bands, WICC, Bridgeport, Conn., is running "Jazz Cavalcade" every Saturday with **Bob Crane** in charge.

Gimmix

Johnny Michaels, WVKO, Columbus, O., runs a regular unpopularity poll among his listeners. Each week the most hated record is broken over the air. Michaels works out of the Disk Jockey Record Shop in Columbus. Recently they had a sale in which customers could buy the disk they least liked for 1 cent and break it. For 10 cents, the customer could break the record over Michaels' head, with proceeds going to the Heart Fund, and the pieces of head possibly going for research. . . . **Jim Nartz**, KPOL, Los Angeles, got a big mail response to a contest asking 50 words or less about "the happiest day of my life." This ties in with a certain hit record that nobody, when asked, seems to like, see? Best letters won prizes, including records, for their writers. . . . **Joe Ryan**, WALL, Middletown, N. Y., recently devoted a show to RCA Victor's 1,000,000 best sellers, a few of which are now out of print. . . . **Bud Shurian**, WARE, Ware, Mass., is running a weekly contest to get names for his tropical fish. Each week's winners get four pop records. Shurian thinks this is the fishiest show in Massachusetts.

DEALER DOINGS

By BOB FRANCIS

Around and About

Laurence Beyer, Pemberton Plumbing Company, Mineral Wells, Tex., wishes that both Victor and Columbia would concentrate more on selections which would fill both sides of a regular 45. "We have any number of calls for 'Warsaw Concerto,' 'Dance of the Hours,' 'Afternoon of a Faun,' and 'Poet and Peasant' on EP, but can't get them because 'Jalousie,' 'Song of India' or 'Star Dust' and other short numbers are being released instead. Two of our best sellers on EP have been 'Finlandia' and 'Light Cavalry Overture'."

In re promotion of "Doggie in the Window," **Rubin Zeidman**, of Lester's, Providence, advises: "Our window has a sign, seven feet by one foot—a ladder with a pup sitting on top of it. The ladder points up the Hit Parade, which has been a business getter. On the plus business of 'Doggie,' we are also featuring a toy pup sale of a pup at \$2.98, which barks and performs via a lever." . . . Further information on "Doggie" comes from **McCurley's Record Shop**, Ada, Okla. "Most of our business comes from window plugging of single records, plus inside promotion. The 'Doggie in the Window' display has attracted many people into the store whose interest doesn't stop with just the plugged record. This may be old hat to others, but it is the first time that the pitch has been used locally." . . . **Butch Rusher**, of One Stop Record Shop, Fort Worth, would like everybody to know that **Dean Turner**, deejay on KWBC, Fort Worth, is resuming his air stint "Cowtown Roundup," starting Thursday (20). Butch will attend to advertising and booking.

Help! Help!

A letter from **Ferguson's Record Shop**, Memphis, stacks up as an open missive to diskery sales managers. "I, and I suspect other dealers, can use more help from you than we are getting. It would pay you off in more orders. Briefly, here are notions which would help a dealer and mean more returns for all of us: "Currently, most major labels run a weekly ad in The Billboard listing their pop selling tops—sometimes albums. Why doesn't each major label expand these charts and send

them out to their dealers, so that we can replenish our stocks and check our top sellers quickly?"

"Here's what we would like to see on these check lists," says Ferguson:

1. Best-selling pop singles—say 10 to 20.
2. Best-selling pop LP's and EP's, ditto.
3. Best-selling classical EP's or single 45's, as above.
4. Best-selling classical LP's, maybe 10 or 20.
5. Best-selling pop standard singles, 10—25 (list might be furnished only once or twice a month—like RCA's 101 listing).
6. Best-selling kiddie records.
7. Hillbilly and race records.

"With a check list like the above," he adds, "I could make a fast, accurate check of my top-sellers every Monday morning and re-order what I sold over the week-end. Too often, we have to go over so many things that we forget something new and hot, which means lost sales all around. I think if the manufacturers and distributors would supply such an expanded list, either by mail, or in The Billboard, it would mean more sales for all of us."

Buckner, Pubbers Settle Argument

NEW YORK, March 14.—The legal action by **Milt Buckner** against **Swing and Tempo Music Publishers** was settled in Federal Court here last week (12), while the trial was under way, before U. S. District Judge **Irving Kaufman**. Financial details of the settlement were not disclosed at the trial.

Buckner had brought suit against **Swing and Tempo** for an accounting of royalties on the following tunes, which were penned by **Buckner** and **Lionel Hampton**, and assigned to the pubby: "San Quentin Quail," "Flight of the Barfly" and "Slide, Hamp, Slide." **Buckner** claimed that the defendants has failed to submit statements as required, and contended that the firm owed about \$2,400 on these tunes and others. He asked for an accounting on the tunes plus \$10,000.

Record Reviews

International

Continued from page 38

GEORGIE COOK

By the Beautiful Sea 68
DECCA 28595—This is the oldie done in polka tempo and sung by the group in English. More hoke than polka, tho. Nevertheless, it sounds like good summertime fare for ops.
Maple Leaf 66
Instrumental this. More of the polka feeling here, and it could do well north of the border.

ANN HUZAR-JOE CHOMA

Oy Ty Divchena 60
STELLA 1005—Tenor and soprano team on an attractive waltz ballad sung in Ukrainian. Sounds like good stuff for the Ukrainians. Ork has a smooth American sound.
Sunshine Kolomyika 60
This is an instrumental in a tempo akin to a fast polka or shayz. Ork is good.

Sacred

Continued from page 38

THE FOGGY MOUNTAIN QUARTET

Pray for the Boys 72
OKEH 18004—The boys doing the chanting get a fine backwoods sound in singing about the boys in battle. This is more country weeper than sacred material, tho it's listed as a sacred disk.
Reunion in Heaven 70
Some pretty good gospel-type material was written by **Lester Flatt** and **Earl Scruggs**—pretty good chanters themselves. The group does nicely.

THE HAPPY GOODMAN FAMILY

In the Sweet Forever 60
BIBLETONE 5050—The Goodman Family sings this gospel item with little effort or feeling.
Someone to Care 60
Same comment.

Jazz

Continued from page 38

JOE HOLIDAY ORK

I Hadn't Anyone Till You 72
PRESTIGE 815—Holiday comes thru with a pleasant reading of the Ray Noble tune, sticking closely to the melody. There isn't much emotion in this work but he plays the tune skillfully.
Blue Holiday 69
New mood piece, penned by Holiday, is performed smoothly by the tenorman, over a warm rhythm backing. Not too much here, as the tune goes nowhere.

MILES DAVIS ORK

It's Only a Paper Moon 74
PRESTIGE 817—Trumpeter Miles Davis has a good chance to show his stuff on this two-sided disk of the oldie. He does a good job thruout, blowing away in his own cool style while the group supports him closely. **Sonny Rollins** on tenor, and **Jackie McClean** on alto turn in some nice solos too. Platter is strictly for the Davis aficionados.

CECIL YOUNG QUARTET

That Old Black Magic 70
KING 4604—The oldie is given a cool arrangement by **Cecil Young** and the quartet, but the interpretation is traditional enough to snare some buyers who do not care for the extreme jazz forms.
Yes Sir! That's My Baby 70
Very progressive arrangement of the standard. For cool characters only. These, however, will appreciate this boppish side by **Cecil Young**. Good for jazz jox.

Country & Western

Continued from page 38

THE AMBER SISTERS

One More Time 73
CAPITOL 2394—Fetching country novelty, **Amber Sisters** give it a lilting performance in rapid tempo. Should merit spins in country markets.
I've Waited Too Long 72
Slow-paced country ballad is sung with heart by the **Amber Sisters**. Nice harmonic effects enhance the side.

LITTLE BARBARA

(I Would Like to Have Been)
Hank's Little Flower Girl 73
CORAL 64150—Another dirge occasioned by the death of **Hank Williams**—but this is sung by a tot—six-year-old **Barbara**. It's sad and nasal, but it will probably get spins in the present nostalgic Williams era.
Mom, I Want a Dolly Just Like You 69
Mom and daddy separated one year ago today, and **Barbara** wants a dolly just like Mommy. It's a weeper with all the stops out.

YORK BROTHERS

Why (Was I Born to Be Blue) 72
KING 1170—Hill folk should lay out some coin for this etching. Interesting rhythmic gimmicks in the backing will also win it extra air exposure.

Baby Come on Home 70

The York boys harmonize the converted blues weeper effectively. Side could do some regional business.

SAGE TRIO

Our Last Good-bye 70
SAGE 1002—**Billy Sage** does an effective job on a new weeper, singing the ditty with the proper dolefulness. Tune is attractive and side could get spins.
Wind of the Prairie 55
A western ballad is handled in so-so style by the Sage Trio on this waxing.

Spiritual

Continued from page 38

SENSATIONAL NIGHTINGALES

I Thank You, Lord 74
PEACOCK 1709—A strong lead voice steers the group thru a rocking sacred chant done with much fervor and drive.
A Sinner's Plea 71

LITTLE JOE

Let Us Pray 7
BRUNSWICK 84005—Lead singer here is billed as a 13-year-old boy. He has an amazingly mature voice for that age. There's a lot of excitement in this one, as the side builds steadily and hits several wild emotional peaks.
Will You Be Glad to See Your Son Come Home? 65
Boy's voice impresses again on this side. Over-all performance fails to match the other side.

THE GOSPEL PILGRIMETTES OF ATLANTA

My Lord Won't Deny Me 72
BRUNSWICK 84006—This one is a cappella, with the Pilgrimettes adding fast tempo hand-clapping to their vocal backing. Lead shifts back and forth. There is a single male voice that adds contrast. It's a wild side.
This Heart of Mine 65
Another hand-clapping side that fails to establish the same rapport as the flip effort.

This is the original record developed with a new sound beat. Don't be satisfied with carbon copies

MOST SENSATIONAL BEAT RECORD IN YEARS

The Billboard Music Popularity Charts . . . for Week Ending February 14

THIS WEEK'S BEST BUYS

CARAVAN

CARAVAN—Esquire Boys—Rainbow 188

This record, too, has been out for some time and has been worked market by market with considerable success. It's a deal of success with it. One New York one-stop still reports it as very strong in sales. Action has also been reported in Chicago, St. Louis and on one Los Angeles report. Many especially have been good, and on that basis it is recommended for operators especially. Flip is "We Drifted Apart."

This is the ORIGINAL record Developed with the NEW SOUND BEAT!

By . . .

the **ESQUIRE BOYS**

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The Billboard's Music Popularity Charts

Classical Records

For Week Ending March 14

Best Selling Classics

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

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, and R.P.M. (33 1/3 and 45). Lists top classical records like Beethoven's Ninth and Rachmaninoff's Concerto for Piano No. 2.

Popular Record Reviews

Continued from page 38

TERESA BREWER MARGARET WHITING. JIMMY WAKELY. Gomen Nasai... 76. CAPITOL 2402—If all the hype on this ditty turns into action, then this version should grab off a share of the coin. I Learned to Love You Too Late... 75. Could be that the team will get more than their usual action on these country-style duets they've been making. This is a good one.

chanted by Manning. Beat is rapid and features a couple of hesitation gimmicks that add interest. Side bears watching. You Can Live With a Broken Heart... 73. Manning creates a poignant mood in this tender reading of the opus. Chanter has a distinctive set of pipes, and this side, too, could earn spins. COVENT GARDEN ORK. Fantastic... 75. M-G-M 30760 — Good classical-type stuff here in a selection from the Rossini - Respighi "Fantastic Toyshop." Jocks should give this one a listen. Could make some noise. Tarantella... 72. Warwick Braithwaite conducts the English concert ork in a sweeping instrumental reading of the Rossini-Britten Italian folk dance item. Good for jocks who go for Anderson, Mantovani, etc.

chance to sell her sound. Orking is properly lush under the baton of Joe Lipman.

ALAN DEAN. The Moon Was Yellow... 73. M-G-M 11454—The ditty is the fine old standard. Dean, a fine singer, does his usual warm chanting job on it. Deserves some extra attention. Serenade of the Mandolins... 73. Dean once more sells to the hilt. This time on an interesting ballad offering. The ork fills with lush fiddles, marimba and, of course, a mandolin or two. DANNY WINCHELL. Ohio... 73. M-G-M 11455—Ditty is one of the first from "Wonderful Town" to reach wax thus far. For Winchell it's a bit of a switch; he doesn't get a chance to make with the dramatics. Ditty is a dreamy ballad which should get spins. I Can't Help Loving You... 73. This is a bouncy little item which Winchell delivers in proper fashion for a listenable side.

Reviews of the Current Classical Releases

CHOPIN: PIANO CONCERTO NOS. 1 AND 4 IMPROMPTUS—Pianist (1-10")... 73. Capitol (33) H 8186. This Capitol 10-inch LP couples three of the best-known pieces written by composers who were noted for their technical virtuosity. One side contains Rachmaninoff's "Preludes in C Sharp and G Minor." To the first of these—written when Rachmaninoff was very young—and to the second, which is surely one of the composer's most fluid and melodic pieces, Leonard Pennario gives careful, sensitive readings. Side 2 holds Liszt's Hungarian Rhapsody No. 2, and to this flashy, folk-derived composition Pennario brings a properly fiery interpretation. RACHMANINOFF: PRELUDE IN C SHARP AND G MINOR; LISZT: HUNGARIAN RHAPSODY NO. 2—Leonard Pennario, Mieczyslaw Horszowski, Pianist (1-12")... 72. Vox (33) PL 7870. The performances on this 12-inch disk by pianist Mieczyslaw Horszowski and the Vienna State Philharmonic conducted by Hans Swarowsky capture the melancholy loveliness of the composer's "Piano Concerto No. 1 in E Minor." Flip carries the melodic, brilliant Impromptus in A flat major, F sharp minor, G flat major and C sharp minor. The performances are admirable technically, and lovers of this romantic, mood-evoking music will find this well-engineered disk to their liking. RACHMANINOFF: SYMPHONIC DANCES, OP. 45—Rochester Philharmonic Orchestra; Erich Leinsdorf, Cond. (1-12")... 70. Columbia (33) ML 4621. This is the first LP waxing of the Three Symphonic Dances, Opus 45, the last of Rachmaninoff's compositions, dedicated to Eugene Ormandy and the Philadelphia Orchestra. The dances are played with understanding here by the Rochester Philharmonic Orchestra, directed by Erich Leinsdorf. Tho this is minor Rachmaninoff, it contains the mood, romantic feeling and melodic appeal that mark so much of the composer's work, and should attract many of his followers. GOLDMARK: "RUSTIC WEDDING" SYMPHONY, OP. 26—Sir Thomas Beecham, Conducting The Royal Philharmonic Orchestra (1-12")... 70. Columbia (33) ML 4626. This is a fine waxing of the little-performed Goldmark "Rustic Wedding" Symphony. The work is ultra melodic and not at all heavy, despite the composer's having written it prior to 1860. The various movements give a fairly good description of the musical content—"Wedding March," "Bride's Song," "Serenade," "In the Garden" and "Dance." Beecham, of course, handles the score with his usual aplomb. A colorful cover adds to the sales appeal of the package. STRAVINSKY: HISTOIRE DU SOLDAT — Instrumental Ensemble Under the Direction of Fernand Oubradous (1-12")... 69. Vox (33) PL 7960. This is a superb waxing of one of Stravinsky's lesser-known compositions as originally waxed on the French Pathe label. The work is a combination of an oratorio, which it most closely resembles, plus a ballet and an opera. It is performed here in French, with Michel Auclair as the Soldier, Marcel Herrand as the Devil and Jean Marchat as the Reader, and each comes thru excellently in his part. The ensemble, under the direction of Fernand Oubradous, performs the striking music with meaning and emotion. There is one other LP version of the Stravinsky work on the market, but this excellent recording should interest many. MASSENET: BALLET MUSIC AND MOORISH RHAPSODY FROM "LE CID" AND "SCENES ALSACIENNES" — Royal Opera House Orchestra; Covent Garden, London; Warwick Braithwaite, Cond (1-12")... 68. M-G-M (33) E 3016. The diskery has packaged two of Massenet's best known works on this pleasant LP waxing. The composer's spritely Ballet Music and Moorish Rhapsody from "Le Cid" and the gentle and melodic "Scenes Alsaciennes" are performed skillfully by the Royal Opera House Orchestra under the vigorous conducting of Warwick Braithwaite. Combination of the two Massenet selections will help this one sales-wise. The cover is attractive. BRAHMS AND BEETHOVEN SONGS — Herta Glaz, Mezzo-Soprano (1-12")... 67. M-G-M (33) E 3012. M-G-M has come thru with a potentially strong artist for the label. Miss Glaz, in the long run, may turn out to be a fortunate acquisition for the diskery. She proves to be a mezzo-soprano of consummate skill and feeling in these interpretations of Brahms' "Zigeunerlieder" and seven Beethoven songs. Altho the market for this kind of material is fairly limited—particularly for an artist not in the well-known category—the label should do some business with this package. POP CONCERT FAVORITES — Aarhus Civic Orchestra, Denmark; Thomas Jensen, Cond. (1-12")... 68. Mercury (33) MG 15045. The coupling on this long-play disk is unusual, for it presents a combination of Slavic and Viennese pieces. Khachaturian's "Sabre Dance," Smetana's "Dance of the Comedians" and Tchaikovsky's "March Slav" are on one side. For contrast, the flip contains "Treasure Waltz" and "Tritsch-Tratsch Polka" by Johann Strauss Jr. and "Radetsky March" by Strauss Sr. In sum, the disk presents a concert of light classical favorites, performed with spirit by the Aarhus Civic Orchestra of Denmark, with Thomas Jensen conducting. The latter is well in the fore as one of the leading batonists in the Scandinavian countries.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Fair; 40-49 Poor. HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

BELL BROS. The Match Girl... 65. CITATION 1172—This ditty, or one just like it, was around during this past Christmas. It's the age-old story of the little girl who tried to sell matches on the street. The idea and handling are both okay. I Wish You Happiness... 63. Routine chanting, orking and material here. FREDERIC VONN. Bolero... 65. VEEVO 1099—Pianist Frederic Vonn performs Ravel's "Bolero" in traditional classic style—the performance gaining momentum as it goes along. Warsaw Concerto... 55. Adequate performance of the classic. Disk's sound is somewhat muddy. LYN BALLARD. The Horse-Tail Song... 63. GRENOBLE 805—Story is about the little gal with the long hair. Ballard is teamed with a gal trio in the style of the Chordettes. Ditty sounds like okay kiddie stuff. (There's Gonna Be a) Great Revival... 58. This is routine in every respect. DON MARIO. Tell Me Tonight... 55. PALACE 117 — Don Mario warbles the romantic standard straight. It's quite dull. The Devil Never Sleeps... 50. Pretentious tune, belonging in the special material genre. Not much pop interest here, despite Don Mario's dramatic vocal and gimmicked laughter at the close.

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending March 14

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1.		5	KAW-LIGA —Hank Williams Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP
2.		8	NO HELP WANTED —Carlisles That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI
3.		5	YOUR CHEATIN' HEART —H. Williams Kaw-Liga—M-G-M(78)11416; (45)K-11416—BMI
4.		6	DEATH OF HANK WILLIAMS —J. Cardwell Two Arms—King(78)1172; (45)45-1172—BMI
5.		9	EDDY'S SONG —E. Arnold Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI
6.		3	PAYING FOR THAT BACK STREET AFFAIR —K. Wells Crying Steel Guitar Waltz—Dec(78)28578; (45)9-28578—BMI
7.		9	FOOL SUCH AS I —Hank Snow Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP
8.		5	I'LL GO ON ALONE —Webb Pierce That's Me Without You—Dec(78)28534; (45)9-28534—BMI
9.		12	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
10.		1	I'LL GO ON ALONE —M. Robbins You're Breaking My Heart—Col(78)21022; (45)4-21022—BMI
10.		1	HOT TODDY —R. Foley Playin' Dominoes and Shootin' Dice—Dec(78)28587; (45)9-28587—ASCAP

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Record
1.		5	KAW-LIGA —Hank Williams M-G-M(78)11416; (45)K-11416—ASCAP
2.		11	NO HELP WANTED —Carlisles Mercury(78)70028; (45)70028X45—BMI
3.		2	YOUR CHEATIN' HEART —H. Williams M-G-M(78)11416; (45)K-11416—BMI
4.		10	GOIN' STEADY —F. Young Cap(78)2299; (45)F-2299—BMI
5.		3	BUMMING AROUND —J. Dean Four Star 1613—BMI
6.		3	EDDY'S SONG —Eddy Arnold V(78)20-5108; (45)47-5108—BMI
7.		5	THAT'S ME WITHOUT YOU —W. Pierce Dec(78)28534; (45)9-28534—BMI
8.		7	FOOL SUCH AS I —H. Snow V(78)20-5034; (45)47-5034—ASCAP
9.		6	DEATH OF HANK WILLIAMS —J. Cardwell King(78)1172; (45)45-1172—BMI
10.		14	I'LL GO ON ALONE —M. Robbins Col(78)21022; (45)4-21022—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart	Record
1.		5	KAW-LIGA —Hank Williams M-G-M(78)11416; (45)K-11416—ASCAP
2.		4	YOUR CHEATIN' HEART —H. Williams M-G-M(78)11416; (45)K-11416—BMI
3.		2	FOOL SUCH AS I —H. Snow V(78)20-5034; (45)47-5034—ASCAP
4.		6	NO HELP WANTED —Carlisles Mercury(78)70028; (45)70028X45—BMI
5.		6	EDDY'S SONG —E. Arnold V(78)20-5108; (45)47-5108—BMI
6.		2	THAT'S ME WITHOUT YOU —W. Pierce Dec(78)28534; (45)9-28534—BMI
7.		3	DEATH OF HANK WILLIAMS —J. Cardwell King(78)1172; (45)45-1172—BMI
7.		1	GOIN' STEADY —F. Young Cap(78)2299; (45)F-2299—BMI
9.		3	I'LL GO ON ALONE —W. Pierce Dec(78)28534; (45)9-28534—BMI
10.		25	JAMBALAYA —Hank Williams M-G-M(78)11283; (45)K-11283—BMI

thank
thank
thank
thank

THANK YOU

TO THE DISC JOCKEYS FOR PICKING PORTER AS ONE OF THE "MOST PROMISING COUNTRY ARTISTS"!

PORTER WAGONER



SCORES With...

THAT'S IT

(b/w "DON'T PLAY THAT SONG")

78 rpm
20-5215

45 rpm
47-5215



RCA VICTOR



The Billboard Music Popularity Chart

... for Week Ending March 14

TOP COUNTRY & WESTERN RECORDS

JIMMY SMITH

"DON'T APOLOGIZE"
Victor 20-5200

RIDGEWAY MUSIC, INC.
Charlie Adams
6007 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent, KEYS MUSIC, INC.
146 W. 54th St., New York, N. Y.

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.

- Houston
Dallas-Fort Worth... **MEXICAN JOE** J. Reeves, Abbott 116
- Memphis... **DOLL OF CLAY** Cowboy Copas, King 1166
- Nashville
Dallas-Fort Worth... **LAST WALTZ** W. Pierce, Decca 28594
- Cincinnati... **ALL THAT I'M ASKING IS SYMPATHY** Slim Whitman, Imperial 412
- Nashville... **I HAVEN'T GOT THE HEART** W. Pierce, Decca 28594

Territorial Best Sellers

- | Cincinnati | New Orleans |
|--|--|
| 1. Kaw-Liga
H. Williams, M-G-M | 1. Kaw-Liga
H. Williams, M-G-M |
| 2. Death of Hank Williams
J. Cardwell, King | 2. Your Cheatin' Heart
H. Williams, M-G-M |
| 3. No Help Wanted
Carlises, Mercury | 3. Death of Hank Williams
J. Cardwell, King |
| 4. Paying for That Back Street Affair
K. Wells, Decca | 4. So Long
M. Mullican, King |
| 5. Bumming Around
J. Dean, Four Star | 5. Dear Judge
E. Tubb, Decca |
| 6. All That I'm Asking Is Sympathy
S. Whitman, Imperial | 6. Paying for That Back Street Affair
K. Wells, Decca |
| 7. Your Cheatin' Heart
H. Williams, M-G-M | 7. Bayou Baby
M. Travis, Capitol |
| 8. I'll Go on Alone
M. Robbins, Columbia | 8. Fool Such as I
H. Snow, Victor |
| 9. Hot Toddy
R. Foley, Decca | 9. Goin' Steady
F. Young, Capitol |
| 10. Fool Such as I
H. Snow, Victor | 10. Let Me Know
D. McDonald, Capitol |
-
- | Houston | Dallas-Ft. Worth |
|---|---|
| 1. Kaw-Liga
H. Williams, M-G-M | 1. Kaw-Liga
H. Williams, M-G-M |
| 2. I Couldn't Keep From Crying
M. Robbins, Columbia | 2. No Help Wanted
Carlises, Mercury |
| 3. Mexican Joe
J. Reeves, Abbott | 3. Goin' Steady
F. Young, Capitol |
| 4. Bumming Around
J. Dean, Four Star | 4. That's Me Without You
S. James, Capitol |
| 5. Playing Dominos and Shootin' Dice
J. Dolan, Capitol | 5. After You Leave
M. Robbins, Columbia |
| 6. Your Cheatin' Heart
H. Williams, M-G-M | 6. Last Waltz
W. Pierce, Decca |
| 7. Let Me Know
S. Willet, Four Star | 7. Mexican Joe
J. Reeves, Abbott |
| 8. No Help Wanted
Carlises, Mercury | 8. Your Cheatin' Heart
H. Williams, M-G-M |
| 9. Divided by Two
K. Wells, Decca | 9. Bumming Around
J. Dean, Four Star |
| 10. Eddy's Song
E. Arnold, Victor | 10. Hot Toddy
R. Foley, Decca |

Nashville

- Your Cheatin' Heart
H. Williams, M-G-M
- After You Leave
M. Robbins, Columbia
- Hot Toddy
R. Foley, Decca
- No Help Wanted
Carlises, Mercury
- Kaw-Liga
H. Williams, M-G-M
- Paying for That Back Street Affair
K. Wells, Decca
- I Haven't Got the Heart
W. Pierce, Decca
- Dear Judge
E. Tubb, Decca
- I'll Go on Alone
M. Robbins, Columbia
- Last Waltz
W. Pierce, Decca

FOLK TALENT AND TUNES

Carl Shook, WKYW, Louisville, says honest, he isn't Jimmy Logsdon's press agent. It's just that Logsdon has been busy... In between numerous radio-TV guestings, Logsdon exited WINN, Louisville, to join WLRP in New Albany, Inc., as a deejay, then added a half-hour weekly show over WHAS-TV which features Logsdon's sister Martha and the Golden Harvest Boys... Pee Wee King reports his music was well received at the Shamrock Hotel, Houston, which makes him happy, as does news that his son (Frank Jr.) is on his way to recovery from injuries received in a bicycle accident.

The "Grand Ole Opry" show played Louisville's Armory twice to packed houses to net \$8,682.82 for the benefit of Bill Monroe, according to Shook. It was a star-studded line-up of talent—Redd Foley, Ernest Tubb, Carl Smith, Hank Snow, the Carter Sisters and Mother Maybelle, Moon Mullican, Eddie Hill, Lew Childre, Grady Martin, Dixie Lee, Pee Wee King, Roy Acuff and the Smoky Mountain Boys, Redd and Gene Stewart, Jimmy Osborne, Jimmy Logsdon, Duke of Paducah, Geri Carr and Her

over WXGI, Richmond, Va., have been extended 30 minutes. Also added is a three-hour live show featuring Dewey Ritter (Coral Records) on Saturday afternoons when the studio is open to the public.

Bud Mesner, has opened his fifth record and music store in Carlisle, Pa. His Skyliners band has a two-week engagement in the Hillbilly Nite Club, Baltimore... Curtis G don, RCA Victor hillbilly star, has skedded a tour thruout Texas during the remainder of March and the month of April to plug his records. He broadcasts every Saturday from his Radio Ranch, Mobile, Ala., and has started a new television show over WKAB-TV. All this in addition to his half-hour TV-er on the same channel Monday thru Friday.

Late Reports on Recent 'Best Buys'

Popular

- Continued from page 40
- WILL-O-THE-WISP ROMANCE**
THE MAGIC TOUCH—Hugo Winterhalter Ork—RCA Victor 20-5209
Holding an even, steady course on most reports, with noticeable pick-up in Boston and Southern California.
- KAW-LIGA**
Hank Williams—M-G-M 11416
This was previously listed as "Best Buy" in country field. It's now showing growing strength in the pop field.
- DANCIN' WITH SOMEONE**
Teresa Brewer—Coral 60953
With the exception of areas not completely distributed, all key checks nationally show that the record is off to an impressive start.
- I'M SITTING ON TOP OF THE WORLD**
SLEEP
Les Paul-Mary Ford—Capitol 2400
Disk is off to fast start with no negative reports received.

Country & Western

- Continued from page 40
- side made Nashville chart ahead of "Last Waltz."
- I COULDN'T KEEP FROM CRYING**
AFTER YOU LEAVE
Marty Robbins—Columbia 21075
"Crying" high on Houston territorial chart, while Dallas and Nashville give the palm to the flip side. Record also doing very well in Chicago and Cincinnati.
- HONEYMOON ON A ROCKET SHIP**
THERE WASN'T AN ORGAN AT OUR WEDDING
Hank Snow—RCA Victor 20-5155
Maintaining the strong pace it has followed since release.
- ALL THAT I'M ASKING IS SYMPATHY**
Slim Whitman—Imperial 9180
Placed on the Cincinnati territorial and continues to rack up good sales in Philadelphia, Buffalo, Chicago and L. A.

WATCH IT CLIMB

"CRYING STEEL GUITAR WALTZ"

Tannen Music, Inc.
146 W. 54th St., New York 19, N. Y.

FINEST COUNTRY TUNE IN YEARS!

"(My Sweetheart Caught) THE BRIDE'S BOUQUET"

#1801
Vocal by Tex Wheeler and Donna Jean with The Al Myers Quintet

GRENOBLE RECORDS
Box 821, Hilltop Station Columbus 4, Ohio

OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR

WHY?

Flip to "Market Place" PAGE 52

New Singing SENSATION!

CURLY WIGGINS

ON INTRO Records

IT'S DYNAMIC!
NEW—DIFFERENT

"LITTLE GIRL DRESSED IN BLUE"

INTRO 6067
Published by M. M. COLE, Chicago, Ill.

intro RECORDS
Beverly Hills

All-Girl Band, Billy Boyd, Neal Burris and Tomm. Sosebee... the emcee work was handled by Bob Reid, WGRC, Louisville, and Shook, WKY

Moving north (Maryland and Pennsylvania) is Tommy Little, who for the past six years worked in North Carolina. Little has signed with Ollit Records, with his first release under the new label being "One Time Too Often" and "Mean, Mean Woman." Now doing five shows a day is Curley Kinsey of WGTA, Summerville, Ga. Soon He'll repeat a taped program especially for the Army for airing in Korea. His first, he reports, was quite a success... With addition of Rhett Grant's live show on KDET, Center, Tex., that station now has an added hour of recorded hillbilly shows—all sponsored... "Sunday Hillbilly Concert Hall" is the title tabbed a new half-hour Sunday show (5 p.m.) added to WLOW, Norfolk.

Billy McGee, formerly with RCA Victor, has been signed by Lewis R. C. add for his Imperial Records label. The hillbilly singer records his first sides for Imperial in Mobile, Ala., tomorrow (22)... Jack Rivers, KRSC deejay enters the television sphere with a show over KTNT-TV, Tacoma, Wash... Bob Ferguson, KWSC, Pullman, Wash., has taken on an additional half-hour once a week over a sister station, KMPS... B h the morning and evening segments of George Popkin's "Country Store"





records proudly presents...

ROU ACUFF

Singing



“WHAT WILL I DO”

and

TIED DOWN

CAPITOL 2385



The Billboard's Music Popularity Charts

... For Week Ending March 14

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1.	(MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown—Atlantic 986—BMI	2	9
2.	BABY, DON'T DO IT—Five Royales—Apollo 443—BMI	1	6
3.	LET ME GO HOME WHISKEY—A. Milburn—Aladdin 3164—BMI	5	4
4.	I DON'T KNOW—W. Mabon—Chess 1531—BMI	3	14
5.	SOFT—Tiny Bradshaw—King (78)4577—(45)45-4577—BMI	6	11
6.	CRAWLIN'—The Clovers—Atlantic 989	10	2
7.	CROSS MY HEART—J. Ace—Duke 107—BMI	4	8
8.	YES, I KNOW—Linda Hayes—Recorded in Hollywood 244—BMI	6	7
9.	MY KIND OF WOMAN—Emitt Slay—Savoy 886—BMI	—	1
10.	24 HOURS—E. Boyd—Chess 1533—BMI	—	1

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Record	Last Week	Weeks on Chart
1.	(MAMA) HE TREATS YOUR DAUGHTER MEAN—R. Brown—Atlantic 986—BMI	5	5
2.	BABY, DON'T DO IT—Five Royales—Apollo 443—BMI	1	9
3.	I DON'T KNOW—W. Mabon—Chess 1531—BMI	2	15
4.	SOFT—Tiny Bradshaw—King (78)4577—(45)45-4577—BMI	10	11
5.	WOKE UP THIS MORNING—B. B. King—RPM 380—BMI	3	2
6.	YES, I KNOW—Linda Hayes—Recorded in Hollywood 244—BMI	5	5
7.	PEDAL PUSHIN' PAPA—Dominoes—Federal (78)12114—(45)45-12114—BMI	4	2
8.	DREAM GIRL—Jesse & Marvin—Specialty 447—BMI	7	9
9.	24 HOURS—E. Boyd—Chess 1533—BMI	—	1
10.	WHOOPI'N' AND HOLLERIN'—E. Forest—Duke 108—BMI	7	2
10.	CROSS MY HEART—J. Ace—Duke 107—BMI	—	7

This Week's Territorial Best Sellers to Watch

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

City	Record	Label
St. Louis	MY HAT IS ON THE SIDE OF MY HEAD	Four Blazers, United U-146
Atlanta	NINE BELOW ZERO	Sonny Boy Williamson, Trumpet 166
New Orleans	HOUND DOG	W. M. Thornton, Peacock 1612
Washington, D. C.-Baltimore, Md.	PAPA	Scat Man Crothers, Recorded in Hollywood 142
	PLEASE BELIEVE ME	D. Brown, Gotham G-290
	WHAT'S THE MATTER	L. Price, Specialty 457

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

New York

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- Soft—T. Bradshaw, King
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- You're Mine—Crickets, M-G-M
- Yes, I Know—L. Hayes, Recorded in Hollywood
- I Don't Know—W. Mabon, Chess
- Dream Girl—Jesse & Marvin, Specialty
- Cross My Heart—J. Ace, Duke
- Red Top—King Pleasure, Prestige

Chicago

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- 24 Hours—E. Boyd, Chess

- Soft—T. Bradshaw, King
- Crawlin'—The Clovers, Atlantic
- My Kind of Woman—E. Slay Trio, Savoy
- One Mint Julep—The Clovers, Atlantic
- Yes, I Know—L. Hayes, Recorded in Hollywood
- Pretend—Nat (King) Cole, Capitol
- I Don't Know—W. Mabon, Chess

Los Angeles

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- Yes, I Know—L. Hayes, Recorded in Hollywood
- Cross My Heart—J. Ace, Duke
- I Don't Know—W. Mabon, Chess
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- Ain't It a Shame—L. Price, Specialty

Detroit

- I'm Gone—Shirley & Lee, Aladdin
- I Believe—E. James, Meteor
- Baby, Baby—J. Witherspoon, Modern

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- Crawlin'—The Clovers, Atlantic
- Soft—T. Bradshaw, King
- My Kind of Woman—E. Slay Trio, Savoy
- I Don't Know—W. Mabon, Chess
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- Person to Person—E. Vinson, King
- 24 Hours—E. Boyd, Chess
- Yes, I Know—L. Hayes, Recorded in Hollywood

Cincinnati

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- Cross My Heart—J. Ace, Duke
- Soft—T. Bradshaw, King
- My Kind of Woman—E. Slay Trio, Savoy
- Baby, I'm Doing It—Annisteen Allen, King
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- I Don't Know—W. Mabon, Chess
- Crawlin'—The Clovers, Atlantic
- Dream Girl—Jesse & Marvin, Specialty

Philadelphia

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- Dream Girl—Jesse & Marvin, Specialty
- Red Top—King Pleasure, Prestige
- Crawlin'—The Clovers, Atlantic
- Cross My Heart—J. Ace, Duke
- Soft—T. Bradshaw, King
- I Don't Know—W. Mabon, Chess
- You're Mine—Crickets, M-G-M

St. Louis

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo
- Woke Up This Morning—B. B. King, RPM
- Whoopin' and Hollerin'—E. Forest, Duke
- Yes, I Know—L. Hayes, Recorded in Hollywood
- My Hat Is on the Side of My Head—Four Blazers, United
- Cross My Heart—J. Ace, Duke
- Dream Girl—Jesse & Marvin, Specialty
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- Crawlin'—The Clovers, Atlantic

Atlanta

- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It

- Five Royales, Apollo
- Let Me Go Home Whiskey—A. Milburn, Aladdin
- Yes, I Know—L. Hayes, Recorded in Hollywood
- I Believe—E. James, Meteor
- My Kind of Woman—E. Slay Trio, Savoy
- Don't Know—W. Mabon, Chess
- 24 Hours—E. Boyd, Chess
- Crawlin'—The Clovers, Atlantic
- Nine Below Zero—Sonny Boy Williamson, Trumpet

Charlotte

- Let Me Go Home Whiskey—A. Milburn, Aladdin
- (Mama) He Treats Your Daughter Mean—R. Brown, Atlantic
- Baby, Don't Do It—Five Royales, Apollo

ATLANTIC'S
2 BIG
NEW HITS

Ruth Brown
MAMA
He Treats Your Daughter Mean #986
The Clovers
CRAWLIN'
b/w YES, IT'S YOU #989

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New Money-maker!
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b/w
"WHAT'S THE MATTER NOW!"
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IT'S A HIT
SAVOY #886
"MY KIND OF WOMAN"
EMMETT SLAY TRIO
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A Great Spiritual Record
"WALK THROUGH THE VALLEY"
By
EDNA GALMON COOK
Exclusively on
REPUBLIC
7019

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS

Popular

LESLIE BROTHERS
THIS NIGHT (MADALENA)
SAY IT ISN'T TRUE
15222 and 45-15222

STEVE LAWRENCE
TANGO OF ROSES
HOW MANY STARS HAVE
TO SHINE?
15208 and 45-15208

LINDA SHANNON
GOODBYE, CHARLIE
GOODBYE
THE LEGEND OF THE WELL
1179 and 45-1179

Folk/Western

JACK CARDWELL
THE DEATH OF HANK
WILLIAMS
TO ARMS
1172 and 45-1172

HAWKSHAW HAWKINS
THE LIFE OF
HANK WILLIAMS
PICKING SWEETHEARTS
1174 and 45-1174

HARLEY GORE &
RUBY WRIGHT
TIL I WALTZ AGAIN
WITH YOU
WHEN I GAVE YOU MY
LOVE
1169 and 45-1169

YORK BROS.
SO FULL OF LOVE
BABY, I'M LOST WITH-
OUT YOU
1156 and 45-1156

ST. JOSEPH HIGH SCHOOL
BOUNCE
LAKEWOOD AND JOHN
MARSHALL BLUES
1173 and 45-1173

WAYNE RANEY
NO ONE'S CRYING
BUT ME
POWERFUL LOVE
1160 and 45-1160

Rhythm/Blues

ANNISTEEN ALLEN
BABY, I'M DOIN' IT
YES, I KNOW
4608 and 45-4608

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

EDDIE "CLEANHEAD"
VINSON
LONESOME TRAIN
PERSON TO PERSON
4582 and 45-4582

ROY BROWN
TRAVELIN' MAN
HURRY, HURRY, BABY
4602 and 45-4602

SJNNY THOMPSON
LAST NIGHT
CHLOE
4595 and 45-4595

Federal

BILLY WARD AND HIS
DOMINOES
THE BELLS
PEDAL PUSHIN' PAPA
12114 and 45-12114

LITTLE ESTHER
TURN THE LAMPS
DOWN LOW
HOLLERIN' AND
SCREAMIN'
12115 and 45-12115

LITTLE WILLIE LITTLEFIELD
K. C. LOVIN'
PLEADING AT MIDNIGHT
12110 and 45-12110

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INC.
1540
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Cincinnati 14,
Ohio

4. **Cross My Heart**
J. Ace, Duke
5. **I Don't Know**
W. Mabon, Chess
6. **Ain't It a Shame**
L. Price, Specialty
7. **Nobody Loves Me**
Fats Domino, Federal
8. **Crawlin'**
Clovers, Atlantic
9. **I'm Gone**
Shirley & Lee, Aladdin
10. **Baby, I'm Doing It**
Annisteen Allen, King

New Orleans

1. **(Mama) He Treats Your Daughter Mean**
Five Royales, Apollo
3. **Hourd Dog**
W. M. Thornton, Peacock
4. **Woke Up This Morning**
B. B. King, RPM
5. **Let Me Go Home Whiskey**
A. Milburn, Aladdin
6. **Cross My Heart**
J. Ace, Duke
7. **Soft**
T. Bradshaw, King
8. **Yes, I Know**

- L. Hayes, Recorded in Hollywood
8. **I Don't Know**
W. Mabon, Chess
10. **Tell Me, Pretty Baby**
L. Price, Specialty

Washington—Baltimore

1. **(Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
2. **Baby, Don't Do It**
Five Royales, Apollo
3. **Dream Girl**
Jesse & Marvin, Specialty
4. **Papa**
Scat Man Crothers, Recorded in Hollywood
5. **Woke Up This Morning**
B. B. King, RPM
6. **Let Me Go Home Whiskey**
A. Milburn, Aladdin
7. **Cross My Heart**
J. Ace, Duke
8. **Please, Believe Me**
D. Brown, Gotham
9. **What's the Matter?**
L. Price, Specialty
10. **You're Mine**
Crickets, M-G-M

RHYTHM & BLUES NOTES

B. BOB ROLONTZ

The Billy Eckstine - Ruth Brown - Count Basie ork tour, which started on a six-week one-nighter trip two weeks ago, has racked up mighty strong grosses to date on its road trek. At Atlanta this week, the doors had to be closed at 8:45 and over 2,000 fans were turned away at the doors. After the Eckstine-Brown-Basie one-nighter tour is over, the warbler and the thrush, with Johnny Hodges, Timmie Rodgers and Coles and Atkins, will play a week at the YMCA Circus for Underprivileged Children, which opens in St. Louis on April 27. This is the first appearance of Eckstine and Ruth Brown at the Y Circus.

Charles Brown starts off on a tour on March 30, opening at Lubbock, Tex., and winding up in Tulsa, Okla., on April 25. Every day is booked for the Brown trip. . . . Linda Hayes, the Recorded in Hollywood thrush, had a sock opening at the Apollo Theater, New York, Thursday (12). . . . Floyd Dixon and Margie Day will star at the Carolina Ball, to be held at the Huntspoint Palace, New York, March 21. . . . Teddy Reig, who has been r.&b. waxing director with a number of labels, has joined Shaw Artists agency in the location department.

Willie Mae Thornton, who has a potent record on the Peacock label with "Hound Dog," is on a one-nighter trek with warbler

Johnny Ace and his ork. . . . Marie Adams is touring the South with the Arthur Prysock ork. She will soon join the Johnny Otis aggregation on the road. . . . The Buffalo Booking Agency has packed the Deuces of Rhythm, the Tempo Toppers Quartet and Little Richard. . . . Bill Cook, deejay over WAAT, Newark, N. J., is now managing Little Mr. Blues, Rainbow recording artist.

Milt Buckner and his trio opened at the Bandbox, New York, Friday (13). . . . Freddie Cole, Nat Cole's brother, signed with Shaw Artists last week. F. Cole is turning out wax for Okeh Records. He will be at the Regal, Columbus, O., for a 10-day stay starting April 3. . . . Columbia Records has released a new album featuring the Duke Ellington ork. The set is called "Ellington Uptown," and features the Duke, Louis Bellson, Billy Strayhorn, Juan Tizol, Ray Vance and Harry Carney. . . . Errol Garner closes at Birdland, New York, April 1, and opens April 3 at the Regal Theater, Chicago.

Philadelphia

Charlie Gaines gets the call at the Germantown Tavern. . . . Reane Hal and his quintet are first-timing it in town at the Powelton Cafe. . . . The Jackie Davis Trio is back in town this week at Emerson's Grille. . . . Chris Powell and The Five Blue Flames come back at the Showboat, with Joe Morris set for a return trip in the same boite starting March 30.

Rhythm & Blues Record Reviews

Continued from page 38

LLOYD PRICE

THE FOUR BLAZES . . . 77
Not Any More Tears . . . 77
UNITED 1252 — The Blazes come thru with a good reading of a new blues-ballad, featuring Thomas Braden on the vocal, while the group backs him closely. The ork supplies a real beat.

My Hat's on the Side of My Head . . . 80
A happy novelty is sold neatly by the Blazes, over okay ork help. Ditty sounds fine for night club material.

PAPA LIGHTFOOT

P. L. Blues . . . 76
ALADDIN 3171 — An uninhibited blues effort, with a solid beat, features swinging harmonica work by Lightfoot and a big ork beat. Side could pull many coins below the Mason-Dixon line.

After-While . . . 75
Papa Lightfoot turns in some wild harmonica stylings on this deep Southern blues, and the ork pounds out a beat behind him. Instrumental could do well in the Southern market, especially on the boxes.

OTIS BLACKWELL

Number 000 . . . 74
V 20-5225—Blackwell sings about his hard luck in playing the numbers. It's a strong performance by the singer, with the ork providing a suitable backing. One of the better disks turned out by the label recently.

Fool That I Be . . . 75
Another very effective reading by Blackwell on this "fool" side. Ork sets a dominant tempo and includes a hesitation beat that adds to the effect. It's a good record.

(Continued on page 52)

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Rhythm & Blues

Continued from page 51

FIVE BILLS
Till I Waltz Again With You76
BRUNSWICK 84002—Here's a lovely version of the big pop hit by the Five Bills. They sing it with style and taste, tho' the disk will probably do better in the pop than the r.&b. market. The group is a good one.
Can't Wait for Tomorrow....75
A mighty pretty ballad is sung with feeling by the vocal quintet, and it should pull spins from both the r.&b. and pop jocks.

JACK PARKER ORK
I Need You, I Want You76
7-11 RECORDS 2100—A strong shout blues performance by Emmet Davis with the ork backing him solidly.
Cheap Old Wine Whiskey....74
Emmet Davis sings of the tough luck that bad wine and whiskey have brought into his life. It's a blues format with a strong ork backing.

MR. SAD HEAD
Hard Luck and Traveling76
V 20-5230—Mr. Sad Head does a first-rate job with this new blues, singing it with feeling and meaning. Tune is a warm mood blues and should get decent attention.
I'm High....73
A routine but melodic novelty, somewhat in the tradition of "I'm Looped" a while back, receives an effective warble from Sad Head, while the ork backs him strongly. Side becomes monotonous half-way thru, however.

TERRY TIMMONS
He's the Best in the Business75
V 20-5227—A swinging, relaxed blues. Terry Timmons chants a good vocal. The ork's backing to Miss Timmons' chanting is restrained, permitting her to make full impact when it is necessary. An okay side.
Evil-Eyed Woman....72
Slow, moody blues chanted by Terry Timmons. A satisfying platter.

MAXWELL DAVIS
Hot Point74
ALADDIN 3174 — Relaxed instrumental built around an interesting riff. Maxwell Davis turns in a good solo.
Gomen Nasai....73
The Japanese import gets an r.&b. instrumental treatment on this side. It has a curious interest.

THE ROYALS
I Feel So Blue74
FEDERAL 12121—The boys have a smooth ballad here, and they deliver it with feeling for a good side.
The Shrine of Saint Cecilia....67
The religious pop song has been around for some time and has been previously waxed, issued and sold. No good reason why it should suddenly make noise via this version, good as it is.

NAT FOSTER
Lonely Soldier Blues70
M-G-M 11445—Foster sounds much better here with another fairly routine blues ballad. Could be that he does best with the slower beat. In any event, this is an agreeable hunk of wax.
Tall, Tall Woman....68
Ditty is ordinary blues stuff and Foster is an okay, but unexciting, chanter. Yet it's good wax.

TEDDY WILLIAMS
Bar and Grill Blues69
M-G-M 11446 — Williams gets more feeling into his chanting when he's handed a blues item like this one.
Why Do You Do Things to Cause Me Sorrow?....67
Williams has some of the Eckstine sounds in his voice, but impresses mostly as a good band singer. The ork is good and the ditty is an attractive pop-like item.

THE JETS
Volcano68
7-11 RECORDS 2102—Jets get together on a quiet vocal which blends nicely. Backing is in Latin tempo.
Gomen Nasai....68
Another in the growing number of r.&b. diskings of this Japanese tune. This one is handled in lead and chorus manner with a Latin backing.

MARI JONES
There Is No Greater Love68
HOLLYWOOD 409—Pop style ditty is chirped prettily by Miss Jones. Small combo backs her neatly. Listenable wax.
Drifting Blues....63
Routine blues gets an adequate reading.

BOOTS BROWN ORK
Breakfast Ball65
V 20-5228—An instrumental, the arrangement builds somewhat, but the melodic and tonal patterns are uninteresting.
Blue Fairy Boogie....64
Victor gets a good, muddy rhythm and blues quality on this disk, but the instrumental itself is boring, despite the obvious intent to build excitement.

ARDEL CARL
Morning Blues60
HI-LO 1419 — A routine blues is handed a routine warble by the singer.
My Mother's Eyes....55
This is really a doozy. To the backing of the well-known tune, Carl talks and sings to his girl that he and she are thru. Tune ends up with a chorus of the title song. What market this side is for is a mystery.

Other Records Released This Week

Popular

Since You Went Away From Me—Sandy Stewart-Joe Reisman Ork (Before) Okeh 6941
Before — Sandy Stewart-Joe Reisman Ork (Since You Went Away From Me) Okeh 6941

Rhythm & Blues

April in Paris—Bill Davis (Lullaby of Birdland) Okeh 6946
Every Pound—Melvin Smith (I Don't Have to Hunt No More) V 20-5226
Gonna Buy Me a Telephone—Morris Pejoe Ork (Tired of Crying Over You) Checker 766
I Don't Have to Hunt No More—Melvin Smith (Every Pound) V 20-5226
I Wanna Know—The Du Droppers (Laughing Blues) V 20-5229
Laughing Blues — The Du Droppers (I Wanna Know) V 20-5229
Lullaby of Birdland—Bill Davis (April in Paris) Okeh 6946
My Woman Knows the Score—Mercy Dee (One Room Country Shack) Specialty 458
One Room Country Shack—Mercy Dee (My Woman Knows the Score) Specialty 458
Tired of Crying Over You—Morris Pejoe Ork (Gonna Buy Me a Telephone) Checker 766

Country & Western

Broken Vows and a Broken Heart—The Church Brothers (Way Down in Ole' Caroline) Blue Ridge 209
Good Clarinet Polka — Vic Robertson (Mong Angels in Heaven) Vic's 9
Mong Angels in Heaven—Vic Robertson (Good Clarinet Polka) Vic's 9
That Heaven Bound Train—Johnny Rion (When You Are Away) Coral 64148
Seven Lonely Days—Don Meehan (Story of a Triffin' Gal) V 20-5219
Story of a Triffin' Gal—Don Meehan (Seven Lonely Days) V 20-5219
Way Down in Ole' Caroline—The Church Brothers (Broken Vows and a Broken Heart) Blue Ridge 209
When You Are Away—Johnny Rion (That Heaven Bound Train) Coral 64148

Latin American

Latin American — Latin American ..
Desconfianza — Gualberto Castro (Tienes Que Pagar) V 23-5958
Inolvidable Cancion—Nelo Sosa y Su Conjunto (Te Agarra El Guardia) V 23-5935
Paloma Piquito De Oro—Los Dos Reales (Por Ningun Motivo) V 23-5961
Por Ningun Motivo — Los Dos Reales (Paloma Piquito De Oro) V 23-5961
Te Agarra El Guardia—Nelo Sosa y Su Conjunto (Inolvidable Cancion) V 23-5935
Tienes Que Pagar—Gualberto Castro (Desconfianza) V 23-5958

Sacred

I Feel Like Traveling On—Clyde Moody-Brown's Ferry Four (Unclouded Day, The) King 1177
I'm in Love With Someone (Who Can't Be Long of Me)—Zeb Truner (Jersey Rock) King 1176
Jersey Rock—Zeb Truner (I'm in Love With Someone) King 1176
Unclouded Day, The — Clyde Moody-Brown's Ferry Four (I Feel Like Traveling On) King 1177

Children's

Laughing Hyena Sout, The (Part 1 & 2) — Pinto Colvig-Billy May Ork—Capitol CAS 3124
Shipwrecked on Planet X (Part 1 & 2)—Rocky Jones, Space Ranger—Columbia MJV 155
Woody Woodpecker and the Animal Crackers—Mel Blanco-Dave Cavanaugh Ork—Capitol CAS 3149

International

Stoyit Hora—Joe Choma (Tytko Te) Sizla 1004
Tytko Te—Joe Choma (Stoyit Hora) Sizla 1004

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Hot Jazz

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Miles Davis (1-10")
Blue Note (53) LP 5013
Modern jazz aficionados, and those who enjoy Davis' trumpet work should listen to this new release. It spotlights the man with a horn on some new and old favorites, including "Dear Old Stockholm," "Yesterdays," "How Deep Is the Ocean," and "Chance It." Davis does good work thruout, even tho' none of the selections in the set is of more than temporary interest. He is backed by a strong group of jazz stars, with Jay Jay Jackson, Jackie McLean, Gil Cogins, Oscar Pettiford and Kenny Clarke all getting a chance to be heard now and then.

Latin American

Continued from page 38

a bright mambo. Ork work is clean, and the crew swings. Side is a good one and could grab loot in the market.
Cucaracha Mambo....74
Another good performance by the Latin crew, this time of the olde dressed up in mambo tempo. The sidemen add to the disk with a gang vocal.

LUPE Y RAUL

Mi Novia Esta Enferma72
V 23-5952 — The Mexican boy-girl team come thru with a good folk-like reading of an attractive Latin-American ditty.
Donde Esta Mi Palomita....72
More of the same.

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Burlesque Bits

By UNO

Rose La Rose, who just completed a long string of box-office records on the Hirst and Kane circuits the same as she did on a tour of last summer's barn theaters when she was featured in "White Cargo," has constructed a new strip routine that embodies an ingenious mixture of song, chatter, audience participation, a two-dimensional costume change and acrobatics, which she introduces as a first chapter of her double act. . . . Comic James Coghlin is ill at his home in Big Rapids, Mich. . . . Torchy Blair, wife of Buffy Bryant, straight man on the Hirst wheel, is headlined at the Fox, Indianapolis, for two weeks, after which she moves to the Gayety, Detroit, for another fortnight and then back to the Fox. . . . While comic Abie Gore is recuperating from a heart attack at the Receiving Hospital in Detroit, Kittie Harris continues as a strip principal at the Empress, same town. . . . Ann Bergen, now strip principal on the Kane circuit, is mourning the loss of her dad, James Bergin, a retired letter-carrier who died from a heart ailment March 1 at his Manhattan home and was buried March 5 in St. Johns Cemetery, Long Island. . . . Mar - Shan (Marsha Blue) got back from Miami Beach to open as added attraction at the Lido Club, New York. . . . Ted White, former co-producer of burly shows absent from the field the last 12 years, is now affiliated with Mrs. Stella Wilner in her Follies Costume Shop in New York. . . . Charles Zigman is celebrating his 10th year as manager of the Hill Street Theater in Los Angeles and his 21st year with the same theater circuit. . . . Zorina, Billy Foster and Frenchie LaVonne are new at the New Follies, Los Angeles.

Montreal theatrical history recorded a memorable event on February 27 when the Roxy, formerly the Prince Edward, 40 years in existence, lowered its final curtain after four months of strenuous court battles by its owner, Paul Cardinal, in his efforts to keep the house open. The structure, like all the others on the same block had been, will be

demolished by the city for a street-widening project. Cardinal fight now is dickering for the Gayety, a much larger house in town. A saddened closing stock cast included Harry White, Eddie Lloyd, Syd Nadell, French comic Ti-Zeph, Debra Dante, Ruth Swank and Maud Marly. Vaude acts included the Dario Sisters, Bob Roberts, Howard McCloud and Margaret Watkins. The Manager was Arien Trudell, and Secretary and treasurer, Pauline Germaine. White had completed his 23d consecutive week; Lloyd, his 26th, and Ruth Swank her 22d. Both White and Lloyd have appeared many times within the last three years at the Roxy. For White, the total intermittent weekly engagements totaled 108. For Lloyd, a few more. . . . Ted Coybe, 53, for years stage manager of the Burbank, Los Angeles, before that house became the New Follies, died unexpectedly on February 23. At the time of his death he managed a Drive-In theater in Southgate, Calif. . . . Producer Pal Brandeaux, still confined in St. Michaels Hospital, Newark, N. J., with two broken legs as the result of a fall backstage of the Empire, is now in a wheel chair from where he is designing the costumes and directing the annual show in aid of the hospital's welfare department. A constant visitor is Paul Morokoff, Hudson's, Union City, N. J. producer.

Caught Again

Continued from page 25

can compare with Geraldine Dubois. Lewis works all thru the show, he brings on the acts and occasionally works with them. Incidentally plenty of emsees can learn from Lewis' intros. He sells an act so well that they're hits before they even come on. His pitch-ballyhoo of Meredith Old was a classic example. The fact that Miss Old has a sock contortion act helped, but it was the intro that got her off way ahead.

Leni Lynn, tiny redhead with a big soprano voice, did a couple of bits with Lewis before she did her spot, getting nice mits for her chore. The dance team of Manor and Mignon was imaginatively produced. The well-stacked, very pretty blond gal came on first for a graceful terp to be joined later by her tall, dark partner. Together they showed some excellent tricks, finishing to solid hands.

Chop Chop (Ed Wheatley), familiar to Chi audiences for his clever Chinese make-up and his magic tricks, got good results here. Basically the act is a better one for theaters than cafes, even tho it got a lift thru Lewis' comedy assists.

The rest of the show remained basically the same. The Heathers-tones (four girls—one was a former Lindy hat-checker) punched too hard with their series of harmony pops. They'd do better in straight melodic stylings. The Dagenham Girl Pipers, preceded by an en-masse Scotch drum number, wound it up with a booming, exciting parade for almost a 90-minute show.

Herb Rau

Aladdin Room

Continued from page 25

a roar, a titter. It wasn't consistent, but everybody seemed to be having a good time, even tho Lewis was visibly struggling for laughs when jokes he spouted failed to bring the required noise. His puns are plentiful, and such numbers as a fractured French ditty and a satire on the name of Lewis are sprinkled thru his routines. He even knocks out a soft-shoe and a Charleston, for an all-around entertaining 40 minutes.

On the bill with him is June Gardner, a full-voiced and full-bodied warbler, who is doubling from the Brook Lounge where she appears with Charlie Farrell. She does a neat job of selling and is a credit to anybody's show bill. Buddy Walker emsees. Mal Malkin hand cuts the show.

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Extra Added

New York

Jules Podell got a gold key from Johnnie Ray. The key represents the Torah. Incidentally, Ray goes back to the Copa in May, 1954. . . . Jacqueline Francois opens at Gogi's LaRue, May 7. It will be French singer's American preem. . . . Two French singers can't make it because of the McCarran-Walter Act. Bill Miller has a deal with Pierre Guerin (Paris Lido) to bring in his shows for the Las Vegas (Ney.) Sahara. . . . Edith Piaf will return to the Versailles, September 16. Prior to that date, she'll do concert dates for Tim Gale, working together with Lew and Leslie Grade. . . . Rise Stevens was offered \$25,000 by a Las Vegas club. Don Arden will produce the dances at the London Hippodrome, set to open May 15. . . . Jack Lynch will re-open the Walton Roof, Philadelphia. . . . Dick Henry is now exclusive booker for the Chanticleer, Baltimore. The spot has dropped strippers and will go back to shows beginning April 16. . . . Hank Leeds is the new exclusive booker for the Stage Coach in New Jersey. . . . Tony Martin goes to the Chicago Chez May 12. . . . Jerry Wayne got the Robert Alda part in the London company of "Guys and Dolls." . . . Eddie Fisher may do the Coca-Cola TV show for Music Corporation of America.

Philadelphia

Marge Winters, acro dancer, is managing the Forge Room, cocktail lounge, in the Chancellor Hall Hotel. . . . Marina Reed takes over the singing lead at the Town Tavern at near-by Delair, N. J. . . . Morrie Burns has become an associate of the new Sands and Naham theatrical agency.

Miami

Billy Gray and his troupe followed Peter Lind Hayes and Mary Healy into Clover Club, Tuesday (10). . . . Monica Boyer went into the Casablanca's Club Morocco Wednesday (11), joined by Billy Vine Friday (13). . . . Burl Ives, who has been vacationing here on his boat, went into the Olympia Wednesday (11). . . . Condos and Brandow are set until April at the Vagabonds Club. . . . The Kirby Stone Quintet, with Martha Raye, is at the 5 O'Clock Club.

Paramount, New York (Wednesday, March 11)

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

This new bill sparks a sort of happy informality, due primarily to the easy-going, genial projection of Skitch Henderson's emseeing. Aside from an exceptional job of show-cutting, and an excellent arrangement of a Cole Porter medley, Skitch personally backs up the other acts with a bit of dignified clowning which is all to the good for all concerned.

Bill is divided equally between novelty, chant and clowning, with Rudy Cardenas' superior juggling opening the proceedings. Cardenas, as usual, plays up speed and plays down virtuoso dexterity in favor of good showmanship. His tricks draw spontaneous hands thruout. His silk hat wind-up, to off-beat rhythms, is sock.

Chant department features songstress Monica Lewis. Gal comes across well with standard ballads and a couple of novelties. But mid-turn wait for a costume change for shape projection makes for bad break in act, nor is the gal any great shakes as a tap dancer. However, good looks and a nice manner, plus a solid assist from Henderson on the finale, help for an over-all pleasant contribution.

Morey Amsterdam puts on one of his standard, one-man shows. Comic is past master at warming up a crowd, and makes the Paramount his dish. Kids audience, Skitch, the orchestra and himself indiscriminately to everybody's huge satisfaction. Only faulty spots are considerably overdone plugs for his TV shows, which seem dragged in at the drop of a hat. Amsterdam is too handy a guy with a quip to need to inject personal plugs into his act.

House can be credited with an over-all crowd-pleasing show. Pic is "She's Back on Broadway." Bob Francis.

Mocambo

Continued from page 25

ing grace. Yocks greeted his smart gags. He moved slowly from other "California Suite" selections to "High Noon," which got a good hit. A briefie followed, a satirical English version of "Glow Worm." This set the pattern for his known male warblers.

Torme's "Poor Little Extra Girl," self-accompanied on the piano, got polite milting. He captivated with "Why Don't You Believe Me?" upon his return for the second stanza. This led to the "Torch Hour," with such ballad renditions as "One for My Baby" and the oldie, "My Heart Stood Still." Vocalist got the huzzahs for another original, "Stranger in Town."

Singer was adequately backed by Eddie Oliver and ork, and almost imperceptibly by pianist Al Pellegrini. Oliver's ork alternates with Joe Castro's combo for dancing. Ed Velarde.

Hocus-Pocus

By BILL SACHS

MARTY SUNSHINE (Kismet), en route back to the States after a trek thru Japan and Korea, stopped off for two days in Honolulu, where he was a dinner guest of Milo Lum, Jimmy Kane and Harry Hansoka, local magi. . . . Bill Baird is winding up a fortnight's stand at the Elmwood Inn, Windsor, Ont. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., was forced to delay his departure for Florida until March 15 in order to present his spooker at the Regent Theater, Grand Rapids, Mich., Friday the 13th. After two and a half weeks of sopping up the sunshine, Nelson resumes with his spook bookings around April 15. . . . Red Billings Jr., in charge of promotion for the Greyhound Lines, Detroit, keeps his magic hand trim by playing an occasional show in the Motor City area. . . . Charles Carte, Parisian trixster, is the current headliner at the Hotel Statler Terrace Room, Detroit. . . . John Siems, magical clown, is with the Polack Bros. Circus (Western unit). . . . LuBrent is a patient at West Jersey Hospital, Camden, N. J., where he is slated to remain until after Easter. . . . Lucille and Eddie Roberts are set in El Paso, Tex., from March 25 thru April 1. . . . Della MacKnight advises that her husband, H. A. MacKnight, veteran stage hypnotist, is in a Spokane, Wash., hospital in a serious condition following a recent stroke. Friends may write to him at his home, 2802 W. Boone Street, Spokane. MacKnight's last engagement was with an International Harvester unit. . . . Dr. Marcus Block, president of the Eastern Magical Society, New York, is publishing a new mystery mag, Dr. Block's Journal of Magic, which he plans to put out quarterly. . . . Marvin Roy has several more weeks in the Pacific Northwest before hitting out for Las Vegas, Nev., where he opens late in April, with Reno to follow.

RAY MUSE, Burbank, Calif., past national president of the Society of American Magicians, engineered the appearance of the Magic Wonder Show at the Beverly Hills (Calif.) High School Auditorium, March 6-7, under sponsorship of El Rodeo Parent-Teachers Association. The sponsoring group made money on the three performances, Muse reports,

and he has plans to present similar shows in the Coastal area once covered by the late George Pugh. Appearing on the program with Muse, who appeared as both Senor Ramon and Lu Tau Bing, were Max Terhune, Bill Talenti, Aubrey the Magician, and Perry Hettel. . . . Rhode Island magicians grabbed a spread running over six pages in The Rhode Islander, magazine section of The Providence Sunday Journal of March 1. Pictured on the front cover, producing a live duck, was C. Foster Fenner, former pro magish and dean of Rhode Island magicians. Others shown demonstrating their wares in the six-page layout were Robert E. Hargraves, Mr. and Mrs. Charles A. Harrison, C. Leigh Kingsford, Mr. and Mrs. Herbert Lamond, Harry A. Seneer, and Mr. and Mrs. Charles A. RossKam. . . . Society of American Magicians, Assembly No. 22, Los Angeles, will stage its annual Night of Magic April 24-25 at the Los Angeles Philharmonic Auditorium. Max Terhune, Assembly prexy, is in charge of show arrangements. Irwin Parnes, prominent local impresario, is in on the deal. It's the first for any magic show at the 2,600-seat Philharmonic. . . . Assembly No. 54, Santa Barbara, Calif., is the latest to join the roster of the Society of American Magicians. The Assembly is working under dispensation until the SAM's national convention, to be held in Cincinnati late in May. Maldo is president of the new Assembly.



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Clover Club

Continued from page 25

are a slick duo, complementing each other in various ways. The gal is an attractive blonde, well-stacked and handling herself with grace; Lessy is an ideal foil—all the way.

Gray is spotlighted as a solo during the major portion of the act, giving out with considerable blue material and Yiddishisms. The people, however, loved it and clamored for more—even when he finished stripped down to shorts.

Rounding out the bill are the Mayo Brothers, a fast-hoofing pair of tapsters in the Gray-Moore-Lessy unit, and the Selma Marlowe dancers (6) with Joy Skylar soloing. Herb Rau.

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Arena Mgrs. Study Booking Conflicts

Lay Plans to Offset Late '53 Labor Day; Iron Out Ice Capades-Follies Conflict

BUFFALO, March 14.—Twenty-eight members of the Arena Managers' Association, in a meeting held here this week, worked to eliminate booking conflicts and to lay plans to offset 1953's late Labor Day date.

The late Labor Day date, in addition to the usual reshuffling of dates which are handled at the annual meeting, posed additional problems. Arena patronage, it was pointed out, cannot be expected to expand until after Labor Day, which marks the close of the outdoor season and heralds the back-to-the-city movement of vacationers.

The 1953 conflict between the "Ice Capades" and "Ice Follies" was ironed out. The "Capades" opens at Atlantic City and works westward, whereas the "Ice Follies" opens on the West Coast and moves toward the East. Since the two shows would conflict as they pass each other in the Midwest, a plan has to be devised to play the two shows with a minimum of long jumps and prevent one from following on the heels of the other.

John Hickey, head of the association's New York office, said that a committee, led by Peter A. Tyrrell, manager of the Philadelphia Arena, had been empowered to act in setting up a musical extravaganza-type show for the arena circuit. The committee is expected to take action within two weeks.

Adding impetus to the movement of the past few years where theatrical-type shows have increased their stands at arenas was the announcement by Hickey that the Maple Leaf Gardens, Toronto, will play the Sadlers Wells Ballet this year.

While sporting events continue to draw well, arena managers follow the axiom, the bigger the show, the better the business. Attractions are constantly turning their attention to the arenas, for the huge buildings offer an opportunity to play to king-size crowds at low admission prices and the setting up of a committee by the arena managers, empowered to act in arranging for the musical extravaganza-type show, bears out the trend.

3,800 See Heidt At Canton Aud; Expos Booked

CANTON, O., March 14.—The Horace Heidt Show played to 3,896 people at a one-night stand at Municipal Auditorium here. Stand was sponsored by a police club with co-operation from LCL Presentations, Inc. House was scaled from \$1.50 to \$3.

Stark County Home Show, which closed Saturday (7), attracted about 31,000 compared to 40,000 last year. Real Estate Board was the sponsor. The Junior Chamber of Commerce will sponsor a Sportsmen's and Vacation Show, which opens Saturday (14) for eight days. Six vaude acts will be included, and admission will be 85 cents for adults.

Spike Grosses 8G at Beloit, Wis.

SAGINAW, Mich., March 14.—Grosses for the Spike Jones show on recent stands were announced by Ralph Wonders, president of Arena Stars, Inc. Tops for a one-day stand on the list was Beloit, Wis., which tabbed \$8,731, Wonders stated.

Other reported grosses included: Rochester, Minn., \$4,904; Spencer, Ia., \$6,353; Des Moines, \$8,605; Quincy, Ill., \$5,904; St. Louis, \$10,541; Davenport, Ia., \$5,100; Ottumwa, Ia., \$4,100; Burlington, Ia., \$5,025; LaSalle, Ill., \$6,414; Jacksonville, Ill., \$6,868; Champaign, Ill., \$4,150; Madison, Wis., \$5,934; Hammond, Ind., \$4,796; Decatur, Ill., \$5,586; Springfield, Ill., \$3,521; Chicago, \$16,232; Detroit, \$5,459; London, Ont., \$5,880; Fort Wayne, Ind., \$5,106, and Saginaw, \$5,597.



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American Cancer Society

Toledo Arena Sets Flanagan; Sonja Queries

TOLEDO, March 14.—Sports Arena here has booked Ralph Flanagan's orchestra for May 8. Building Manager Andy Mulligan said this week. The band was first in a recent poll by The Billboard of disk jockeys.

Mulligan also disclosed that the arena is entering on a new field with sponsorship of a Home and Builders Exposition, April 7-12. Don Cornell and Al Shanks Trio will be featured.

Sonja Henie has made inquiry about open time in April at the building and the Arena has offered her several choices, it was reported. Last year, her ice revue attracted sellout crowds here.

Detroit Theater Plans Aud Policy

DETROIT, March 14.—The Riviera Theater here has been sold to James Nederlander, son of David T. Nederlander, long-time operator of the Shubert-Lafayette Theater, and the Riviera will operate with an auditorium-type policy.

House formerly played vaude and is equipped to handle stage-shows. The Riviera has 2,477 seats, about double the capacity of the Shubert-Lafayette. It was not known whether the Nederlanders would continue operation of the latter. Purchase price for the theater, which has been a second-run film house recently, was reported to be about \$350,000.

PROMOTERS

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'H'wood' Icer Draws 75,714 At Cincy Date

Show Goes to Barn; '54 Chorus Members Given 4 Weeks' Pay

CINCINNATI, March 14.—"Hollywood Ice Revue," starring Barbara Ann Scott, played to paid attendance of 75,714 persons at the Cincinnati Garden in a March 3-11 engagement that included nine night shows and two week-end matinees. The gate was far ahead of the show's 1952 engagement, a last-minute booking which occurred late in the spring after the weather had turned warm. Last year's date of the same length drew a little more than 11,000 paid admissions.

With tickets scaled at \$1.25, \$2, \$2.50 and \$3, the show set a week-end Garden attendance record with a gate count of 49,000, representing sellouts of the four performances. It also marked the first time a Saturday matinee was a sellout at the arena.

A successful innovation this year was a Sunday twilight show starting at 7 p.m., instead of the usual 8:30 time. The successful twilight show, heavily advertised, was an attempt to draw a larger proportion of kids and get them home at an early hour.

The show closed its five-month season here, an unexpected move on the part of owner Arthur Wirtz, since tentative dates had been skedded for Montreal and Toronto during April. However, strong fill-in dates were not available before the Canadian stands, so Wirtz decided to shutter.

All chorus members who signed for next year's show were given four weeks' extra pay to compensate for loss of wages caused by the early closing. It is understood that "Hollywood raked up stronger grosses at most dates played this year, as against 1952.

Better Home Show Set for Bridgeport

BRIDGEPORT, Conn., March 14.—The first annual Better Home Show will be held at the Connecticut State Armory here for six days, Tuesday thru Sunday (17-22). The show will be sponsored by the Greater Bridgeport Builders Association, Inc.

Dramatic & Musical Routes

Affairs of State: (Cass) Detroit.
Ballet Theater: Wichita, Kan., 17; Topeka 18; Lawrence 19; Kansas City 20; St. Louis, Mo., 21-22; Des Moines 23; Davenport, Ia., 24; Burlington 25; Madison, Wis., 26; Milwaukee 27-28.
Call Me Madam: (Shubert) Chicago.
Constant Wife: With Katharine Cornell: (Curran) San Francisco.
Country Girl: (Court Square) Springfield, Mass., 17-18; (Parsons) Hartford, Conn., 19-21.
Deep Blue Sea: (Forrest) Philadelphia.
Dial 'M' For Murder: (Harris) Boston.
Farfel Follies: (Selwyn) Chicago.
Fourposter: (Shubert) Boston.
Gigi: (Biltmore) Los Angeles.
Good Night Ladies: (Hanna) Cleveland.
Greco, Jose: (Hartman) Columbus, O., 17-18; (Victory) Dayton 19; (Taft) Cincinnati 20-22.
Guys and Dolls: (American) St. Louis.
Horses in Midstream: (Shubert) Washington.
I Am a Camera: (Playhouse) Wilmington, Del., 17-18; (Shubert) New Haven, Conn., 19-21.
I Found April: (Royal Alexandra) Toronto.
John Love Mary: (United Nations) San Francisco.
Maid of the Ozarks: (Mosque) Newark, N. J.
Male Animal: (Victory) Dayton, O., 17-18; (Hartman) Columbus 19-21.
Mrs. McThing: With Helen Hayes: (National) Washington.
Oklahoma: (Ford's) Baltimore.
Point of No Return: (Lyceum) Minneapolis.
Strike, The: (Erianger) Chicago.
Skinner, Cornelia Otis: (Blackstone) Chicago.
Slavenska Ballet: (Geary) San Francisco.
South Pacific: (Aud.) Hershey, Pa., 17-20.
Stalag 17: (Colonial) Boston.
Top Banana: (Shubert) Detroit.
White Cargo: (Stixon) Pittsburgh.

Miscellaneous

Bailly's, Bill, All-Star Minstrels: Texarkana, Ark., 17; Paris, Tex., 18; Greenville 19; Tyler 20; Fort Worth 21-22; Wichita Falls 23; Dennison 24; Muskogee, Okla., 25; Tulsa 26; Joplin, Mo., 27.

Skating Shows

Ice Cycles of 1953: St. John's, N. B., 17-21; Halifax, N. S., 22-28.
Ice Follies: Syracuse 18-24; Minneapolis 26-April 12.

NEWS NUGGETS

Indian Musical, Henie, Hutton at Vancouver

VANCOUVER, B. C., — Sonja Henie will head the Vancouver Skating Club's annual show at the Forum, April 8-10. The Cowichan Indian Players, all-Indian cast, is booked for Georgia Auditorium, March 26-28, with their musical, "Tzinquaw." Ted Deeley, returned from the European unit of "Holiday on Ice," appeared in the Kerrisdale (B. C.) skating club's carnival, March 6-7. The Betty Hutton package played Georgia Auditorium here March 4-6 to fair houses.

Sask., a \$60,000 ice rink arena, seating 2,500, has been opened. It is believed to be the largest arena in rural Saskatchewan.

CHICAGO MODERN LIVING EXPO AT NAVY PIER . . .

CHICAGO, — Modern Living Exposition, produced by the Metropolitan Chicago Home Builders' Association, is shaping up well for its March 21-29 run at Navy Pier. Jim Mullins is assisting Al Sweeney in handling the publicity.

6-DAY BIKE RACES SKED ANNOUNCED

NEW YORK—The International Six-Day Bicycle Races are scheduled for the Jersey City, N. J., Armory, April 19-25, and the Kingsbridge Armory, Bronx, May 3-9. Prices range from \$3.60 to \$1.20.

'Holiday' Has Smasho Stand In Copenhagen

COPENHAGEN, Denmark, March 14.—"Holiday on Ice" closed a 21-day stand at the Forum on March 5 after ringing up a smash hit which drew turnaway crowds during most of the run despite several extra performances. Mail-order sales were heavy, with orders coming in from as far away as Stockholm, Sweden, and inland cities of Denmark.

Coming here during the recent period of disastrous storms, the revue's train arrived five hours late and the show opened an hour after curtain time, to a half-filled house. Opening night was one of the coldest of the winter, and the 6,000-seat Forum was anything but warm. Despite these handicaps the show clicked so solidly with spectators and news scribes that attendance zoomed, and within two days turnaways were the rule. Despite extra telephone lines and added box-office employees, it was impossible to satisfy demand for duets.

The press-relations crew and the local manager, Richard Stangerup, were forced to go into hiding as they were absolutely unable to provide even the legitimate demand for passes to those who made their requests during the last-half of the show's run. A special, unlisted telephone line was installed to handle this pass demand, but calls were so heavy that least an hour wait was usually necessary to get a call thru.

Rates City High

Emory F. Gilbert, vice-president of Holiday on Ice International, Inc., spent several days here and rated Copenhagen as one of the best show towns in Europe—being particularly impressed by the city's big cabarets and the quality of entertainment provided.

After its run at the Forum, the ice revue left for Antwerp, Belgium, where it opened a half-month's stand, at the Palais des Sports, Saturday (7).

'Okla.' Breaks Mark in S. C.

SPARTANBURG, S. C., March 14.—A new house record gross for a one-performance event was set at Memorial Auditorium here Monday (9) with the roadshow, "Oklahoma." The actual gross was \$8,946, according to T. K. Hudgens Jr.

The auditorium, now in its second year of operation, plays Fred Waring and his Pennsylvanians Monday (23).

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QUAD-CITY AUTO EXPO BOOKS EDDY HOWARD . . .

DAVENPORT, Ia., — Eddy Howard and his orchestra will top the entertainment line-up for the Quad-City Automobile Show at the Rock Island Armory, April 11-19. G. Laverne Flambo, manager of WQUA, Moline, is in charge.

TROPICAL EXHIBIT SETS 1954 SPORTS SHOWS . . .

EAST ST. LOUIS, Ill. — Tropical World Exhibit, operated by James E. Miller and George Gunns, recently played expos at St. Louis, Indianapolis, Chicago and Philadelphia. Red Purdue and Fred Engle are with the show. It has booked six 1954 sports shows, Miller reports.

JOE MCKENNA BOOKED AT MINNEAPOLIS EXPO . . .

MINNEAPOLIS, — Nick Kahler's Northwest Sports, Travel & Boat Show at Minneapolis Auditorium, April 3-12, will feature Comic Joe McKenna, Sharky the Seal, log rolling, canoe tilting, dogs and golf exhibition.

GOSH OFFICE BOOKS AUD-ARENA CIRCUS . . .

KNOXVILLE, — Byron Gosh, of the Auditorium & Fair Booking Company, here, is handling the All-American Circus in 12 stands. The show opens at Knoxville on Sunday (15) and will play in Tennessee, Kentucky and West Virginia under local auspices. Outfit is booked into arenas and auditoriums.

BANDS, MINSTRELS BOOK FORT WORTH . . .

FORT WORTH — Guy Lombardo's band played Will Rogers' Memorial Auditorium here Saturday (7) for Promoter J. H. Levens, and Benny Goodman presented a concert Sunday (8) for the Dallas Symphony organization. Bill Bailey's Minstrels, pro outfit, will be in March 21-22, three days ahead of a Lions Club amateur minstrel production in the same building.

WARING GROSSES 7G: "OKLAHOMA!" 4G . . .

MEMPHIS — Early Maxwell Associates this week reported their Fred Waring promotion in Little Rock grossed \$7,414.50 after taxes, and that their Vicksburg, Miss., stand for "Oklahoma!" tabbed \$4,847.50 after taxes. Little Rock Show was in co-operation with Philip G. Back, and at Vicksburg, Maxwell worked with Entertainments, Inc.

HEFTY WASHINGTON DATE CLOSES AUTRY'S TOUR . . .

WASHINGTON—Gene Autry closed a 47-stand string of one-nighters with an appearance at Uline Arena here Sunday (1). The tour was described as highly successful. It began at Wichita, Kan., January 14 and included Canadian dates. The Washington stand drew a strong 5,000 for the early show and 2,650 for the second stanza.

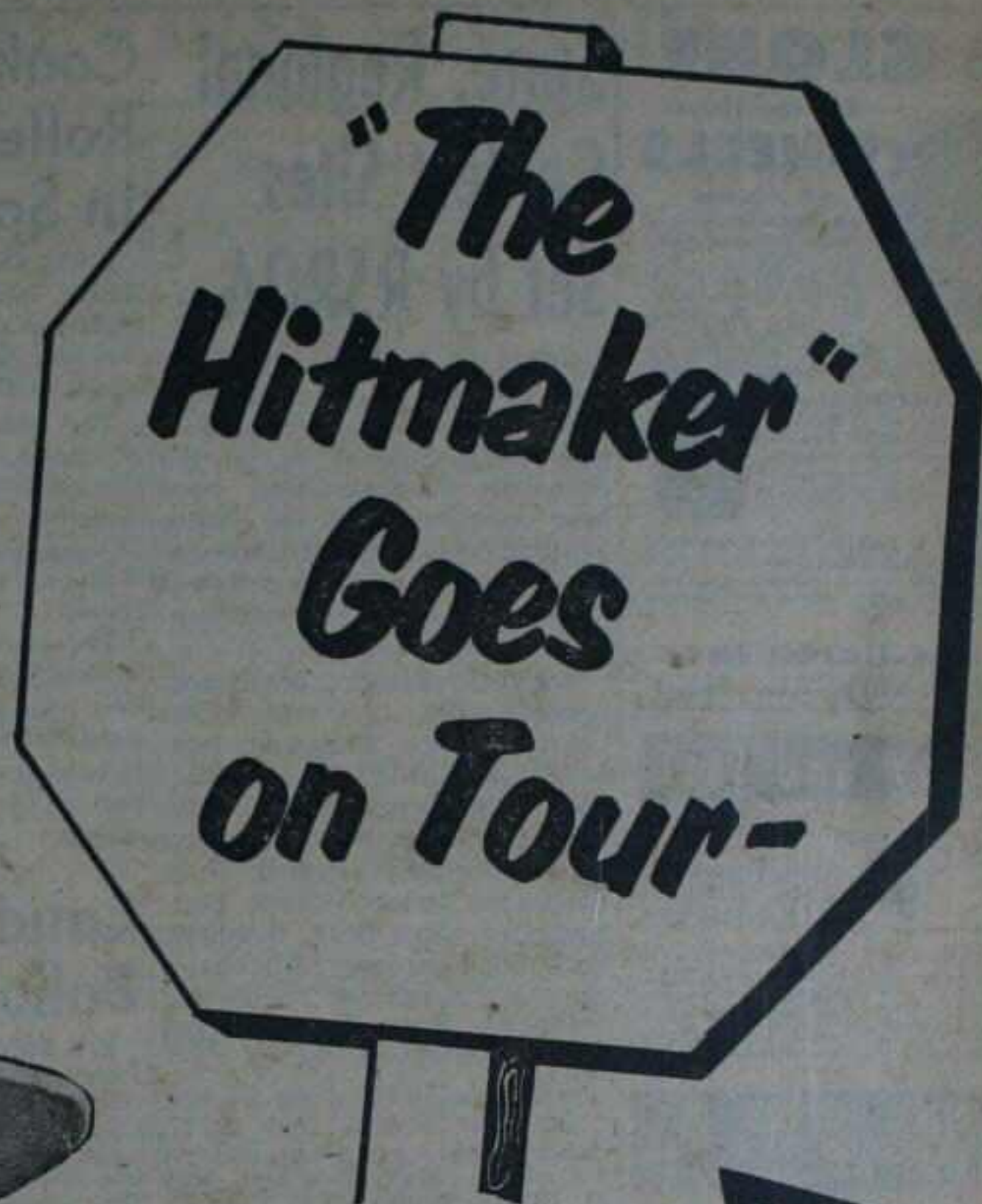
MARSHFIELD, WIS., EXPO BOOKS ACTS . . .

MARSHFIELD, Wis. — Talent for the home show here March 17-19 includes Gene Colin, emcee; the Cadets, trampoline, and Sam Sieman, ventriloquist, all booked by Ernie Young, Chicago.

REGINA AUD REVAMPS VENTILATION WORKS . . .

REGINA, Sask.—Exhibition Auditorium here has improved its ventilation system with a \$12,887 construction job. At Kinistino,

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State, Regional Contest Sites Set by RSROA

DETROIT, March 14.—Rink assignments and dates for the seven regional and 20 State championship meets, leading up to the American Championships, have been sanctioned by the Roller Skating Rink Operators' Association. Dates, as released by Robert D. Martin, RSROA secretary-treasurer, are:

Regional: Eastern, Merryland, Glasgow, Del. (not set); Great Lakes, Triangle Skateland, Dayton, O., June 22-25; Midwest, Warnoco Rink, Greeley, Colo., June 14-16; Northeast, New Dreamland Arena, Newark, N. J., June 27-29; Northwest, Imperial Rink, Portland, Ore., June 15-18; Southern, Troy's Rollerdom, Little Rock, April 2-5; Southwest Pacific and California State, College View Palace, Marysville, Calif., June 28-July 1.

State: Connecticut, Eli Skating Club, New Haven, May 26-27; Delaware-Maryland, Printz Roller-Way, Holly Oak, Del., May 17; Illinois, Roller Bowl, Chicago, April 27-28; Iowa-Nebraska, Midtown, Des Moines, May 9-10; Massachusetts, Skateland, Haverhill, April 20-22; Michigan, Arena Gardens, Detroit, April 7-10; New Hampshire, Bedford Grove Roll-away (dates not set); New York-New Jersey, Walcliffe Roller-drome, Elmont, N. Y., April 6-8; Ohio, Skateland, Cleveland, April 29-May 1; Ontario, Strathcona Roller-drome, Toronto, May 4-5; Oregon, Oaks Park Rink, Portland, March 16-18; Pennsylvania, Playland, York, April 6-8; Rhode Island, Riverdale Rink, May 18; Rocky Mountain States, Warnoco Rink, Greeley, Colo., May 4-5; Texas, Midtown Roller-drome, San Antonio, May 8-10; Missouri-Kansas-Oklahoma, Star Roll Arena, Springfield, Mo., May 1-3; Utah, Capitol Rink, Salt Lake City, April 12; Virginia-District of Columbia, Mercury Rink, Norfolk, April 16; Washington, Ferndale Arena, Ferndale, March 29-31; Wisconsin, Pallomar, Milwaukee, May 30-31.

Cook Pushing Roller Hockey In Spokane

SPOKANE, March 14.—Cook's Roller Rink is initiating roller hockey in this area. Charles Cook, manager, is organizing leagues for adults and young people.

The rink also conducts classes in dance, figure skating, speed skating and free style under the direction of professional Chuck Dempsey, assisted by Kunnie Mae Williams, former U. S. free-style champ.

The lunch room has been remodeled and a walk-in freezer unit installed. A new 40-passenger GMC bus has been purchased to haul skaters free from the city center to the rink and back nightly.

Laud Arena's Polio Assist

DETROIT, March 14.—The Parent-Management Committee of Arena Gardens Roller Skating Club has been commended in a unanimous resolution passed by the Detroit Common Council for the presentation of a respirator for polio victims to the city's Herman Kiefer Hospital. Noting that two shows were held, December 16 and January 20, with 200 skaters and nine American champions participating, the council cited the "able direction" of Fred A. Martin, Arena manager, and Thomas Martino, secretary of the committee, and thanked "all who participated in this splendid civic enterprise, and especially the children who contributed their talents so generously for the benefit of the unfortunate victims of polio." A total of \$2,366.17 was collected for the purchase.

New Sholes Spot In 50G Fire Loss

WARWICK, R. I., March 14.—Opened only six weeks ago, Winter Gardens Rink here was virtually razed by a \$50,000 fire early Monday (2). The building, one-time night club, had recently been enlarged and renovated by Morris B. Sholes, who also operates Hills Grove Country Club Rink here. Sholes' son, Leonard J., manager of Winter Gardens, said evidence showed the fire started near the boiler room.

The establishment has been ill-starred for years, having suffered flood damage several times and fire damage on two or more occasions while being operated as a nitery. It had been dark for a long period before being taken over by Sholes.

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Care of Billboard, Cincinnati 22, O., for info. and pictures.

Roadshow Rep

THE Neil and Caroline Schaffner Players are readying equipment for their 28th consecutive tour over established territory in Iowa, Missouri and Illinois. Opening is slated for Wapello, Ia., early in May. Wapello has seen the premier of the Schaffner Players every season since its organization in 1925. As usual, Toby and Susie, of radio note, will be featured in the comedy roles. Support will come from Jay Bee Flesner, Bert Dexter, Ed Ward and other favorites who have been stand-bys with the company for a number of years. Producing concerts will be George Melson, former operator of the Manhattan Players, with the orchestra under direction of Gordon Ray. A new set of plays from the pen of Neil and Caroline Schaffner will be used. Outfit's tent has a 1,600 seating capacity and it will be transported by six trucks and trailers. Writing from Wapello, Schaffner says: "I cannot help but be amused at some of the notes appearing in the rep column and written by people who evidently know little of which they write. Quoting one from G. G. Freeley, in a recent issue: 'Dramatic tent shows are passe.' For the information of Freeley and others, the Bisbee Show is now in its 27th successful year, with 30 or 35 actors each summer. The Slout Show has done very well with a standard full-sized repertoire cast. The Schaffner Players continue to play to capacity each summer, as do the Tilton Players, Haverstock Players, Sun Players and a few others. Writers who send in such misleading items do little to help the prestige of the legitimate tent theaters which are still entertaining countless thousands each summer in spite of television and all other competition."

LEON GLASSCOCK last week announced that construction has been started on a new Spanish language drive-in theater at Mathis, Tex. It will be operated from March thru September, especially for migratory farm workers. The Hempstead and the Pasadena Drive-In theaters, Houston, were damaged by a 90-mile wind storm. Fences surrounding both drive-ins were

Skateland Club Set Up at Collinsville

COLLINSVILLE, Va., March 14.—Skateland Skating Club was organized January 11 at Fred E. Barnes' Skateland here, with 43 members listed on the initial roster.

At a recent election the following officers were named: Bobby Ray Moran, president; Shirley Lipford, vice-president; Charlotte Bowen, secretary, and Leon Plaster, treasurer. Also named were publicity and activities committees.

Operator Barnes reports that he is pleased with the interest skaters are showing in instruction classes held every other Sunday at the rink by Mr. Wampler, a professional from Danville, Va.

Knox Cave Rink Dark

ALTAMONT, N. Y., March 14.—Knox Cave Roller Rink here has been closed this winter because the owners have been too ill to operate it, reports D. C. Robinson. The lodge featuring roller skating and dancing will reopen in April if suitable operating personnel is found.

Rawson Leaving Florida

PALM BEACH, Fla., March 14.—Perry B. Rawson, who has been wintering here since late December, will leave soon for his home and roller skating laboratory in Asbury Park, N. J. It is expected that he will resume his skating research work upon his return to Asbury Park.

torn down. Severely damaged was the King Center Drive-In there. Alton Parker has opened the new Texas Drive-In Theater at Fairfield, Tex. Bad weather delayed construction of the drive-in, which had been started in November. Current reports have it that between 15 and 20 new drive-ins will be added to the Eastern Pennsylvania-Southern New Jersey area by spring. The Allied Motion Picture Theater Service, Philadelphia, has announced the addition of the following open-airers to its booking and buying accounts: Pottsville Drive-In, Pottsville; Wysox Drive-In, Wysox; Starlite Drive-In, Tunkhannock; Midway Drive-In, Lewistown; Millerstown Drive-In, Millerstown; Mahoning Drive-In, Lehighton, and the Midway Drive-In, Hummelstown, all in

Continued on page 37

Drivin' Around The Drive-Ins

NEWEST Connecticut drive-in theater operation is the Manchester Drive-In Theater Corporation, Hartford, listing capitalization at \$60,000. President is Bernard Menschell. Vice-president-treasurer is John Calvocoressi, with Mrs. Frances Calvocoressi as secretary. All officers also are directors. Firm is building a new drive-in at Manchester, Conn., with completion slated for early spring. Paul W. Amadeo, general manager, Turnpike Theater Corporation, Newington, Conn., has returned to his desk, following surgery at St. Francis Hospital, Hartford. The Pike Drive-In at Newington, of which Amadeo also is general manager, resumed operations March 5. Starlite Drive-In, Stamford, Conn., managed by Bill Sabol, resumes operations March 11. The newly constructed Bowl Drive-In Theater, West Haven, Conn., will open this spring as the result of a New Haven, Conn., Superior Court ruling last week. Judge Edward J. Daly approved an application granted by State Police Commissioner Edward J. Hickey to operate film equipment on the premises. Fishman Theaters, Connecticut circuit, had appealed Hickey's action.

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TOO SMALL TO SEE?

Managers Lament Lack of Lilliputians

NEW YORK, March 14.—It became apparent this week, with carnivals and circuses filling out their personnel lists prior to opening this month and next, that the little people, who have long had trademark status with outdoor show business, are either in hiding or extremely scarce.

The current demand for midgets is exceeding the supply, inquiries received by The Billboard indicate. Its not just the little men, but the little women, too, who are not around to fill the gaps.

Even the goliath of outdoor show business, the Ringling Bros. and Barnum & Bailey Circus, is experiencing difficulty in locating and hiring suitable lilliputians for both its Side Show and big show spectacles.

Big Show Searching

Dick Slayton, the kid show manager for the Big One, is advertising and searching industriously for small folks to join up in time for the April 1 opening in Madison Square Garden. While the modern circus of John Ringling North encountered charges as strong as heresy when it turned to pulchritude, streamlined specs and the like, it is unlikely that anyone around the Big Show, personnel or patrons alike, would be happy without the little folks to greet them—and maybe pitch a few postcards.

A number of agents have been alerted to hunt for the little folks, and the managers of troupes might do well to study their contracts and lock the doors. The going wage is said to be \$100 a week with keep thrown in, a stipend that would likely appeal to many an oldtimer.

The demand is for the proportionately formed little people, and not the dwarfs who seem to be as profuse, available and accomplished as always. And the supply, as nearly as can be determined, is pretty much centered in three troupes, Hermine's, Nate Eagle and Mrs. Ike Rose.

Hermine With WOM

The Hermine troupe, long associated with the Hamid office, reportedly has 10 little men and little women. It will be back with the World of Mirth Shows this season, the unit it first joined when it came to this country more than a decade ago, and after a year with Al Wagner's Cavalcade of Amusements.

Eagle, who usually has about eight little folks, is booked back with the James E. Strates Shows, with which it trouped for many years before Eagle left with his troupe last year to take over the management of the Ringling Side

Show. The entire troupe of Eagle lilliputians was featured in the Side Show.

Mrs. Ike Rose and her group of six small people will be with the Royal American Shows this year. Last season the Rose show trouped with the World of Mirth and Strates.

Kramer Retired

Henry Kramer's troupe, which was with the Royal American from 1948 thru 1951, reportedly scattered after leaving that unit. Kramer is said to have acquired a hotel in Miami which he now operates.

The demand for little people to participate in various promotional stunts, ranging from television station openings to good will ambassadors for a laundry, appear mostly to have gone unheeded. There is many a buck that goes begging because the right midget isn't available at the right time.

While all carnivals had midget troupes in years gone by, only a few do now because of the costs involved. Only the larger and more successful units can afford to carry a troupe when it's available, both because of the necessary hefty guarantee and the unlikely possibility that the unit will win the big money necessary to make up the still date losses.

As a result, many showmen who formerly presented midget troupes have divorced themselves from that endeavor and framed other shows to enhance their pursuit of top grosses.

During the war, many stories were built around the participation of midgets in industry, particularly in the building of airplanes where their miniature size enabled them to work in cramped places. It may be that they liked the work, and salary, so well that they all kept up their union dues and forgot about the trouping that had long been regarded as their only occupational heritage.

McCarter Quits Post With Metropolitan

NEW YORK, March 14.—R. C. McCarter, assistant manager and a reported partner in the operation of the newly formed Metropolitan Shows, a railroader, reported here Wednesday (11) that he had severed all connections with that organization.

McCarter also reported that Bobby Mack, general agent, also had closed with Metropolitan and returned to the Royal Crown Shows. McCarter, best known in the field as a general agent, handled the early booking endeavors and continued his efforts at lining up dates after the hiring of Mack.

Metropolitan Shows are being formed by Sam and Shirley Levy, who are utilizing much of the equipment with which they toured for many seasons with their motorized Lawrence Greater Shows.

Outline Route

Last week McCarter and the Levys joined in announcing that their still date route would take them thru the West, thus pointing up accurately for the first time just where the new railroad competition would be encountered.

Rumors of impending breaks between McCarter and the Levys had cropped up within the trade on several occasions recently.

Enos to Hospital Following Stroke

BLOOMINGTON, Ill., March 14.—Gene (Spec) Enos, 65, former circus performer, has been reported in fair condition and "progressing satisfactorily" at St. Joseph's Hospital here following a stroke suffered March 4.

With his late wife, Mary, Enos became well known with his perch act. He had been off the road in recent years and employed as a guard at a local industrial firm.

\$1,500 RAISED

500 Attend NSA Ladies Fund Party

NEW YORK, March 14.—A combination card party, supper and bazaar staged by the Ladies' Auxiliary of the National Showmen's Association at True Sisters Auditorium Sunday (8) netted about \$1,500 for the Bess Hamid Sunshine Fund.

The affair, which started early in the afternoon and continued until after midnight, attracted about 500 persons, President Dolly McCormick reported. While auxiliary members participated on practically a 100 per cent basis, President McCormick credited much of the success of the event to the participation of male members of the parent organization.

Some 55 door prizes were distributed. Max Tubis handled the raffles, which were numerous and lucrative. Aug Raab showed up in a chef's uniform with all of the necessary cutlery to carve and serve the turkeys donated by Dolly McCormick, Bess Hamid and Eileen Weisman, and two hams donated by Anna Halpin. In addition, about 50 home made cakes were donated.

Many Donations

Other donations included 500 doughnuts by Bert Nevins, 75 pounds of candy by George A. Hamid Sr., a number of ties by Molly Rosenthal, an especially designed hat by Mrs. Ray Goldman, a brooch from Irene Moore, a box of merchandise for gifts and white elephant sale from Edna Lasures, and jewelry from Ada Cowan and Dode Allen.

The 75 card tables available were all filled. Rose Weiss chaired the entertainment committee. Bess Hamid and Margaret McKee handled the cake sale, Ann Rosenberg told fortunes, and Dolly McCormick handled the microphone directing activities.

The sale of tickets was supervised by Flo Thompson and Eileen Weisman.

They were flatly denied just as often as they were reported, however.

McCarter said that the first announcements of his quitting Metropolitan brought him several propositions, but added that he was undecided as to his future plans. He mentioned as possible endeavors, the joining of another organization in an executive capacity, the purchase of a number of kiddie rides which might be used as the nucleus for the formation of a new unit, and the promotion of special dates, including fairs.

McCarter said that he had sold his juvenile furnishings store in Spartanburg, S. C. He will remain at his permanent residence here until he decides on his future activity.

Pacific Int'l Stock Expo In New Home

PORTLAND, Ore., March 14.—Pacific International Livestock Exposition—without a home for the first time in its 42-year history—will be held this year at the Portland Union Stockyards, Theo B. Wilcox, association chairman, announced this week. Dates are October 20-24, two weeks later than usual.

Wilcox said the later dates were set at request of exhibitors who wanted to close the long gap between the Pacific International and the Cow Palace show in San Francisco. Many exhibitors, he said, had stayed away from the Portland show to avoid this long wait.

The 11-acre Pacific International Exposition building has been leased to the U. S. Air Force.

Imperial, Calif., Fair Matches '52 Attendance

IMPERIAL, Calif., March 14.—The California Mid - Winter Fair ended its annual nine-day run here Sunday (8) with an attendance of 60,506, dropping behind its 1952 mark by only 27 visitors. Bad weather crimped the start of the run and may be credited with preventing a mark to beat the 1950 peak of 61,553. The current stand was 1,047 under the record.

Again billed as the fair and "The Festival of Nations," the annual was on a "Go Western" theme. D. V. Stewart, secretary-manager, said that the theme will be used again next year with the whiskerino contest also being featured. A perpetual trophy for the longest beard was awarded for the first time. Awards were made by the Los Vigilantes and presented by Ginger and Helen

Leis of the Hunt-Webb show featured in front of the grandstand. For the second straight year, Pan-American Shows were featured on the midway. Organization is headed by Louis Goebel and managed by Jimmie Wood. A number of the concessionaires were handled by civic groups, who were allotted spaces on the basis of their activities in the queen contest.

Publicity Strong

The advance publicity campaign included screen promotion in six valley theaters for six weeks. Under the direction of Dick Washburn Associates, press breaks included several full-page picture layouts in the Los Angeles dailies, 225 miles away. In addition there were an increased number of stories in the Imperial Valley weeklies, a half hour television show over KTTV, Los Angeles; two Coast - to - Coast radio shows, and a personal appearance broadcast from the grandstand stage by Glenn Hardy, whose "Newspaper of the Air" is sponsored TV by a drug manufacturer.

The grandstand show was booked by George Hunt, who has held the contract for 17 years. The program was changed every three days with the line of girls and the orchestra, directed by Wally Webb, of the Hunt-Webb Agency, remaining for the full run. On the opening show were The Titans, acrobats; Will and Gladys Ahern, rope and comedy routines; The Guardsmen, vocal quartet, and Dick Lewis, table rock. Other acts on the subsequent shows included The Rolling Robinsons, skaters; Sid Marion and Company, comics; Rookiettes, vocal group, and Joe Novello, dog act.

Thomas E. Handforth, organist, was featured in the Casa Manana Building. Larry (Bozo the Clown) Valli was a strolling attraction with his balloon turn. During the run he used 20,000 balloons. Tex Kidwell, the Cowboy Musician worked the grounds and the buildings.

Concessionaires on the independent midway included Jack Christensen, candy floss and popcorn; Pat Treanor and son, novelties, and Dot and Newton Stone. Christensen and Treanor have played this event since its inception.

137 Fair Dates A Record for Chitwood Show

PHILADELPHIA, March 14.—The largest number of fair dates ever signed—137 for the 1953 season—for the Joie Chitwood Auto Daredevils was announced today by Charles (Buddy) Wagner. Wagner operates the Eastern division Tournament of Thrills.

February led off the season with 18 performances in Florida, which included four dates at Florida State Fair, Tampa. The new format proved strong and features team competition. The show uses 1953 Ford stock sedans.

Stunt personnel includes Chico Gonzales, Dick Cobb, Bobby Roff, Bobby Ferguson, Jimmy Mercer, Lucky Haines, Al Gross, Leo Magnini, Yvon LaRue, Raoul Simone, Bobby Dyer, Scotty MacKenzie, George Huntsinger, Ernie Johnson, Bob Perry, Dick Crosby, Bud Davenport and Chitwood.

3 Eastern Units

Three Eastern units will be handled by Wagner this year because of the record number of dates. Wagner, who recently returned to Philadelphia after a two-week vacation in Cuba, will cover 18 States and Canada. Michigan and Ohio have been added to his territory this year.

Fair dates new to the Chitwood show this year include Frederick, Md.; Westport, Peekskill, Boonville, and Ithaca, N. Y.; Cumberland, Md.; Towanda, Meyersdale and Lehigh, Pa.; Flemington, N. J.; Middletown, N. Y.; Barton and Tunbridge, Vt., and Ford City, and Hatfield, Pa.

Nebraska Fair Sets Program

LINCOLN, Neb., March 14.—Nebraska State Fair officially awarded most of its attraction contracts here this week at a meeting of fair execs and attraction representatives.

Barnes - Carruthers Theatrical Enterprises, with Sam J. Levy Jr. making the presentation, were awarded the night grandstand show. Rube Liebman, of the B-C office, was also on hand. National Speedways, Inc. (Al Sweeney-Gaylord White), signed to produce three days of auto racing and one day of motorcycle races and Tournament of Thrills, with Leo Overland on hand, snagged the thrill show pact.

William T. Collins Shows were earlier awarded the midway contracts.

F. M. Crumback Wins First Prize

SOMERTON, Pa., March 14.—Frank M. Crumback, wholesale swimming pool equipment dealer, Philadelphia, won first prize for his display booth at the first Annual Trade Show and Convention of the Participating Sports Association of America, here February 23.

Cole Signs Cisco Kid For Chicago

CHICAGO, March 14.—The Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo), movie television Western team, have been signed as the name attraction of Cole Bros.' Circus in the Chicago Stadium, April 17-May 2.

Signing of the duo marks the first time a name attraction has been used by the circus since 1950 when Bill (Hopalong Cassidy) Boyd, was the headliner.

According to Sam J. Levy, top man in Barnes-Carruthers Theatrical Enterprises, which supplies talent for the circus, aerial and variety acts, plus a long list of clowns are being contracted for the 17-day run.

These will be augmented by the Cole elephants, Liberty horses and ponies, he said.

Bill France Leases Oval

CHARLOTTE, N. C., March 14.—Bill France, president of the National Association for Stock Car Auto Racing, and Carl Allison, owner of Charlotte Speedway here, recently closed negotiations for presentation of weekly stock car races at the oval this season.

France, who has leased the property, plans to construct a quarter-mile track inside the present oval for the weekly sprint events. In addition, he may stage several major races over the larger course.

Virginia Hwy. Dept. Issues Bulletin For Truck Travel

RICHMOND, Va., March 14.—The Virginia Department of Highways has released a bulletin designed to familiarize shows and other users of the State's roads with its laws regarding size and weight of vehicles.

According to the bulletin, the maximum width of a truck shall be eight feet, height 12½ feet and length 35 feet for a single unit and 45 feet for a combination. Axle loads of 16,000 pounds and gross weights of 35,000 pounds are permissible. Axle loads for three-axle vehicles are set at 18,000 pounds and gross weights at 40,000 pounds, while four-axle trucks can weigh up to 50,000 pounds. Axle spacing on multi-axle vehicles must be at least 48 inches center to center.

There are seven permanent pit scale locations in which operations are carried out 24 hours a day throughout the year. These are located as follows: Route 1, near Woodbridge; Route 11, north of Roanoke; Route 11, south of Winchester; Route 13, near New Church; Route 50, near Adlie; Route 53, near Magnolia, and Route 301, near Dahlgren.

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Talent Topics

Larry (Bozo the Clown) Valli used 20,000 balloons while doing his gimmick act at the California Mid-Winter Fair, Imperial, Calif. He is also signed to play the Solano County Fair, Dixon, Calif., May 15-17 as well as "It's May Day in Los Banos." Prior to playing the latter spots, he will work at the Sears store in San Jose.

The Valentino Sisters and Cherie, trapeze, are skedded to play the Jacksonville, Ill., Lion Club Circus March 23-25, after which they will head for St. Louis and the Police Circus for Frank Wirth. Gals and Manager George Valentino had a recent gab-fest with Rudy Rudinoff and his family, who stopped off in Normal, Ill., en route to Milwaukee.

The Gretona Family was scheduled to play the Palace Theater, Rockford, Ill., March 13-15. . . . Eddie Menetti, table

rock, is up and around again in Chicago after undergoing surgery. Says he feels fine but will rest for a couple of weeks before he starts rehearsals. . . . Gene Colim, emcee, is keeping busy playing Chicago club dates.

Outdoor acts signed for the Sunday (22) "Super Circus" TV show from Chicago include Dalton and Bailey, comedy trapeze; Mell Hall Jr., unicycle; Johnny Welde, bears, and Miss Connie, tight wire. Vic Brown has booked Hawthorn Bears for the following Sunday, along with the Wilfred Mae Trio, hoops and juggling, and the Boginos, Risley, Jack Gwynne and his magic will be the Side Show attraction on the latter bill.

In a report from Cooper Hospital, Camden, N. J., Speedy Babbs, vet performer, gives an accounting of injuries he suffered January 10 in a fall while setting up his equipment for a "Big Top" TV performance. Babbs sustained four breaks in his left arm and wrist, two breaks in the right arm and a compression fracture of the first lumbar. Since he began performing, Babbs has suffered 51 bone fractures.

Out in the Open

Fred H. Phillips, Frederickton, N. B., outdoor show enthusiast, author and Billboard correspondent, has an article appearing in the latest issue of "Canadian Author and Bookman." . . . Mr. and Mrs. George A. Hamid Sr. left on a two-week cruise to South America Saturday (14). The trip is sponsored by the New Jersey State Chamber of Commerce.

A bill which would require shows to inform the State insurance department of their routes in the State is being studied by a committee of the Maine Legislature. An assistant attorney general said the proposed bill would be an effort to permit enforcement of an outdoor advertising law. The bill would permit revocation of licenses for shows which might violate the ad statute, according to Arthur J. Burns, of Gardiner, Me., a former showman; who urged that shows send reps to the Legislature to oppose the bill.

Wolcott's Canine Revue was booked for a Saturday (21) "Big Top" TV performance. . . . Line-up of Tom Buchanan's All Star circus, now in its fifth week, includes Arami Singh, lions and elephants; Victoria Troupe, cyclists; Phil and Bonnie Bonta, perch; Louis and Cherie, gymnasts; Rosa and Patine, acrobats; Pat and Willa Lavela, slack wire; Don Floyd Duo, tight wire; Mrs. Tom Mix, roping; the Henrys, balancing; Jack and Ruby Landrus and Lou Kirsh, clowns, and Tod Henry, emcee.

Vernon D. Platt, president of the Participating Sports Association of America, is going to Washington in a few weeks for further hearings on tax relief for privately owned pools and parks.

Gaylord White, partner in National Speedways, Inc., was in Rochester, Minn., last week undergoing a physical check-up at the Mayo Clinic.

Set World's Fair Plans for Madrid

MADRID, March 14.—An international fair is to be held here this year, opening in May. In addition to agricultural and machinery exhibits, in which at least 10 European countries will participate, there will be a midway with rides and shows, as well as numerous international contests in folk singing, folk dancing and rural sports.

Approximately \$2,000,000 is being expended on ground layout, buildings and amusement zone—in addition to what exhibitors and concessionaires will spend on construction. The fair will occupy a large site, and will include several elaborate exhibition halls, restaurants and gardens.

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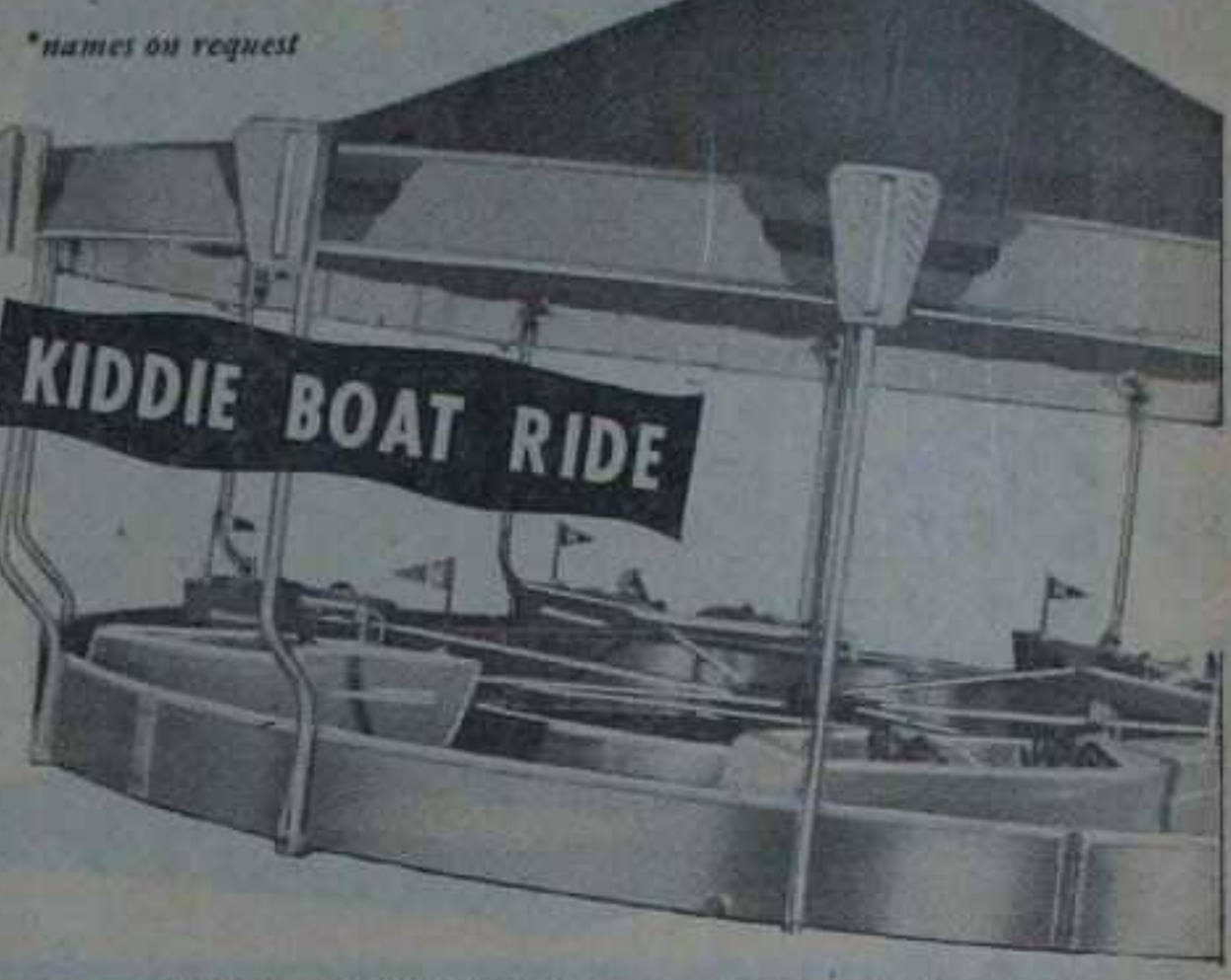
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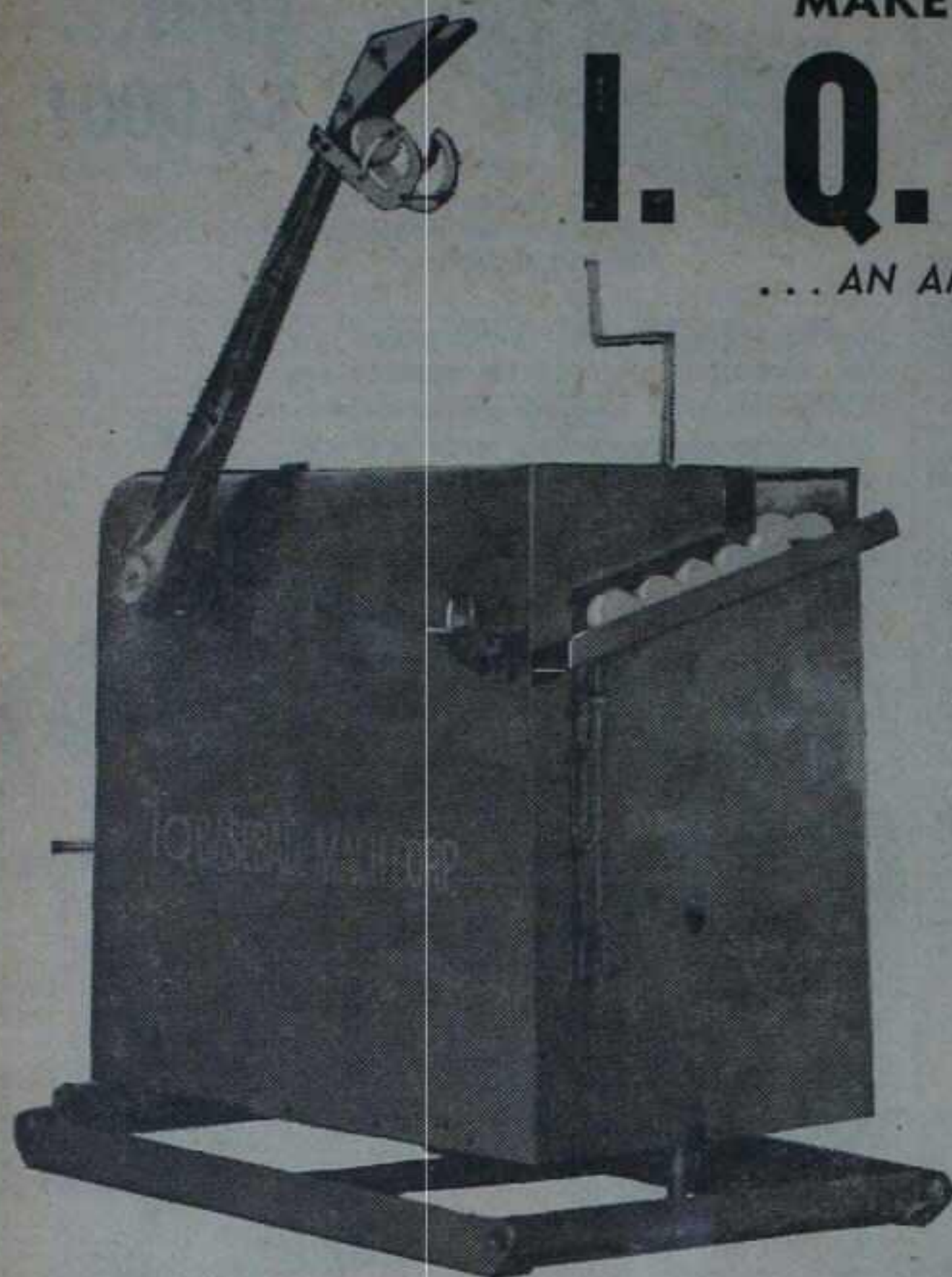
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Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for .15.00
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Round white No. 1, Ca 7 1/2 x 3 1/2 x 1/4 Markers, 2 sizes: 1/2 inch diam., 1800 to lb.; larger size, 1/4 inch diam., 1000 to lb. Either size, lb. .45
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BUSY PLANT

Utah State Hums With Still Dates

SALT LAKE CITY, March 14.—Utah State Fair is keeping its facilities busy this winter with a broad program of still dates and more are planned for the coming spring and summer, according to J. A. Theobald, secretary-manager.

Boxing and wrestling are being presented weekly in the Coliseum, and possibilities of televising the grapplers on a nation-wide hook-up are being considered, he said. Currently the program originates from KSL here and if they go on the hook-up they'll help to publicize the fair.

Other upcoming events include an AAU boxing tournament; "Big Show of 1953," a package show including Frankie Laine, Ella Fitzgerald, Louis Jordan and Woody Herman and his ork; a tennis match, Polack Bros.' Circus in June, Utah Rose Society's annual rose festival in July, a dog show in June, and the Salt Lake Fish and Game Association jamboree in April.

Square dancing and model airplane flying contests are also skedded for the summer months.

Wellington, O., To Erect New Grandstand

WELLINGTON, O., March 14.—Lorain County Fair has awarded a contract for the construction of a new 1,650-seat grandstand to the Southern Bleacher Construction Company, Salem, Ill., Clair Hill, fair secretary, announced.

The structure is to be built of steel and concrete, 155 feet long and have 15 tiers of seats. The stand will be supported by steel columns and trusses and will be covered with asbestos siding roof. It will seat 1,500 persons on the basis of 18 inches of space per person and the front will have 25 boxes, each with a capacity of six persons.

The new stand will replace one torn down five years ago after it was condemned as unsafe.

Frank Shortridge Expands Office

DES MOINES, March 14.—Frank M. Shortridge, who represents a number of outdoor booking and supply firms here, has expanded his agency in order to cover a broader scope of activities.

Staff additions include E. J. Floyd, who will be in charge of promotions; E. W. Snider, conventions and picnics, and Jack Lazuras, publicity and promotions. Mrs. J. D. Conlan will handle secretarial work, while Shortridge will continue to handle fair bookings as a representative of the Boyle Woolfolk Agency, Chicago. Office is located in the Royal Union Building.

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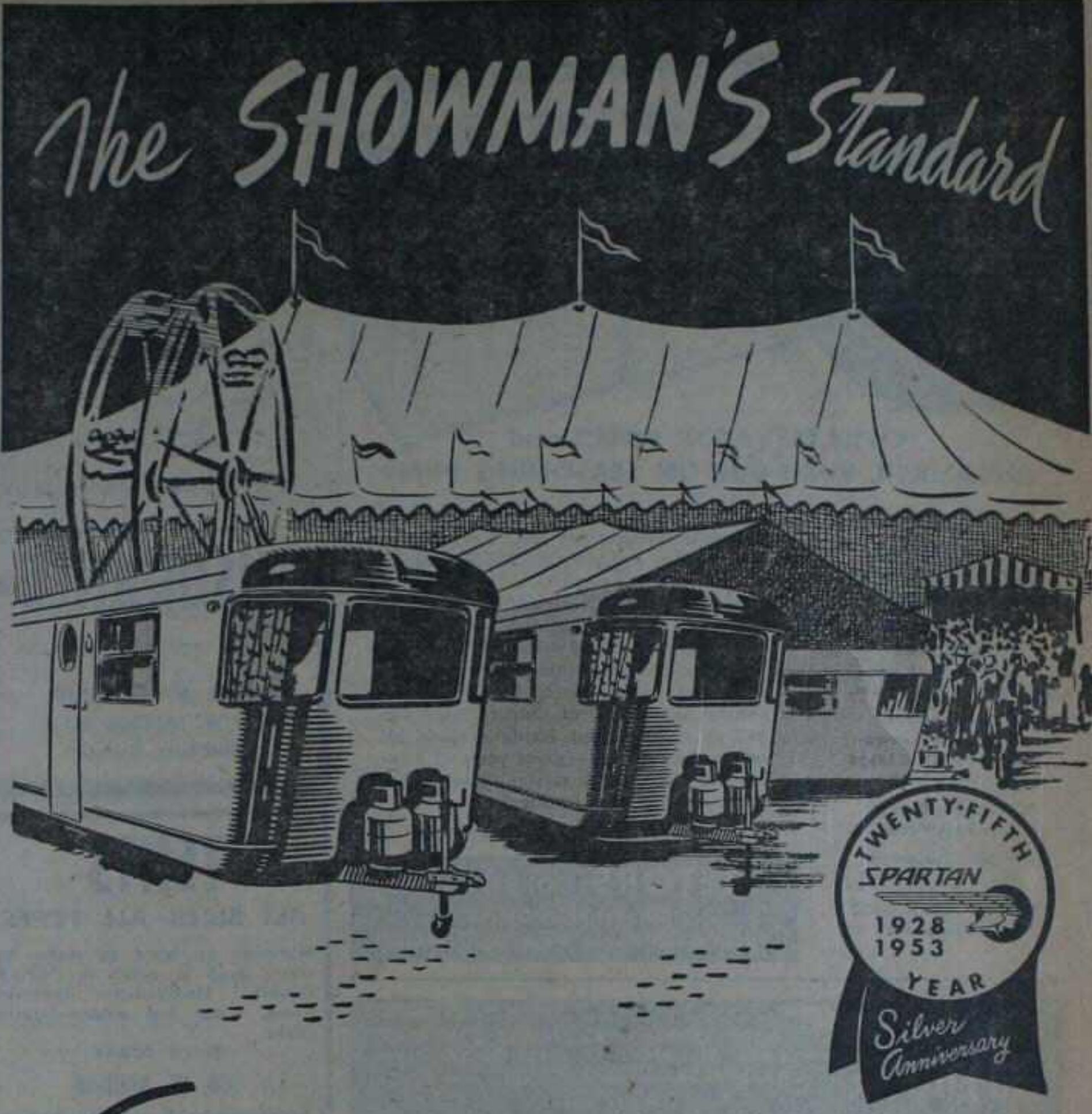
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Calgary to Spend \$80,000 On Grandstand Improvements

CALGARY, Alta., March 14.—A grandstand enclosure improvement program which will cost \$80,000 got under way at the fairgrounds here Tuesday (3), less than eight hours after directors of the Calgary Exhibition and Stampede awarded the contract. Job, which will involve construction of new toilets and a traffic tunnel extending the whole length of the grandstand, is expected to be completed by May 10, in time for the opening of the spring horse racing season, May 16.

The traffic tunnel will be 330 feet long and 18 feet wide and will allow racing patrons to head directly to the pari-mutuel plant

and paddock as soon as they enter the main gates. Entrances from the front of the grandstand will also feed into the tunnel and it will no longer be necessary for race fans to push their way thru standing crowds to reach the pari-mutuel wickets. Tunnel is expected to considerably reduce the congestion in front of the grandstand. East bleachers are to be turned into a reserved seat area for the use of patrons and those viewing the chuckwagon races. This also is expected to reduce congestion.

New toilet units will total 134.

PNE to Spend \$100,000 on Power System

VANCOUVER, B. C., March 14.—Pacific National Exhibition will spend close to \$100,000 this year on its electric system, it was announced at a recent meeting of the board.

Plans are to bury the expo's electric wiring system on the midway and build a new \$75,000 12,000-volt substation to service the growing plant.

Construction of the fair's new stadium was also discussed and it was decided to eliminate the east end of the golf course and the driving range to make way for the structure. Ralph Chetwynd, minister of Provincial Trades and Industries, has notified the fair that his organization will take \$20,000 worth of display space in the center of the new exhibit building now under construction.

Orange Show Sets Eight Show Changes

SAN BERNARDINO, Calif., March 14.—Eight different shows will be presented on the stage in Swing Auditorium during the 11-day run of the National Orange Show opening here Thursday, Earl E. Buie, manager, said. Presentations are by H. Eames Bishop Artist Management and Agency in Beverly Hills.

Russ Morgan and his orchestra will headline the show the first and second days (19-20). On the bill with this aggregation will be Grandfathers' Follies, a revue; the 6 Mar-Vels, and Landre and Verna. Another act is to be added prior to the opening.

Morgan plays two days with his program with new shows on March 21, 22, 25, 26, and 27. Two shows will play two days each—on March 23-24 and March 28-29.

Crafts 20 Big Shows will be featured again on the midway, Buie said.

The 1953 auditorium show marks the debut into this spot of Bishop on his own. He booked the event in 1938 when he was with the Beverly Hills office of Music Corporation of America. He left this company to form Bishop & Thayer with Lyle Thayer, former Kay Kyser manager, later going into business alone.

Mich. State Renames Hare

DETROIT, March 14.—James M. Hare has been re-appointed secretary-general manager of the Michigan State Fair by a unanimous action of the board of managers. Hare made his debut in fair management a year ago, after experience in the educational field.

Moose Jaw, Sask., Drops Stand Plans

MOOSE JAW, Sask., March 14.—Plans for a new 3,200-seat grandstand at the fairgrounds here have fallen thru. Fair board's proposal was to have accommodation under the stand which could be rented for Reserve Army use but the idea was nixed at defense headquarters, Ottawa, on the grounds that present facilities for the Army in Moose Jaw were adequate. Stand would have had seating for 2,300 more than at present and would have been erected so as to provide more midway space.

End Flourtown Annual After 31-Year Run

Midway Ban Nixes Earning Potential, Pa. Firemen Say

FLOURTOWN, Pa., March 14.—The volunteer firemen, sponsors of the Flourtown Fair for 31 years, voted this week to accept the recommendations of an advisory committee and discontinue the annual.

The committee also recommended the sale of all fair equipment of value and the tearing down of five buildings located on the grounds to avoid maintenance costs.

The fair was discontinued after the 1951 showing when State police halted much of the midway activity. Future fairs, it was determined, would have to operate without midways. Walter H. Rohrbach, president of the sponsoring fire company, said that the advisory committee's study showed that it would be impossible to make a profit without a midway.

Earned Up To 10G

The expenses of the volunteer fire group run about \$10,000 a year and the township allocates \$3,000 annually to the firemen. The fair brought the fire company a profit of \$8,000 to \$10,000 a year.

Plans to run a fair in 1953 were continued up until this week when the canceling action was voted on.

Texas State Stock Reps to Tour Mexico

DALLAS, March 14.—State Fair of Texas and several livestock breeding associations will send a fact-finding committee to Mexico next month to determine what breeders there want to see at the 1953 fair, officials announced.

On a 12-day junket, the representatives will visit nine cities including Hermosillo, Chihuahua, Torreon, Durango, Zacatecas, Mexico City, Tampico, Monterrey and Veracruz. Livestock men in those areas will be invited to attend the 1953 exposition.

According to R. L. Thornton, fair president, this is the first trip of its kind but in the future representatives of the fair and livestock industry will visit other Latin-American countries to promote the fair's Pan-American Livestock Exposition.

The group of 12 to 15 men will be led by Ray Miller, chairman of the Pan-American committee, and Ray W. Wilson, fair's livestock manager. Tour is scheduled for April 21-May 2.

Winter Fairs

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The Billboard Pub. Co.

Florida
Eustis—Lake Co. Fair, March 18-21, Karl Lehmann, Courthouse, Tavares, Fla.

Montana
Bozeman—Montana Winter Fair, March 21-27, George T. Sims.

Fair Assn. Meetings

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Eastern Massachusetts Agricultural Fairs Association, Weymouth Grange Hall, South Weymouth, April 29. Mrs. Augusta Kay, 605 Bedford Street, Whitman, secretary.

OFFERS DISPLAY

Oak Ridge Frames Small Atomic Exhibit

OAK RIDGE, Tenn., March 14.—The American Museum of Atomic Energy this year has prepared a smaller atomic energy show in addition to its two big units which have been shown at a number of major fairs in recent years. The new unit, which is being offered to fairs not having large exhibit space available, utilizes about 4,000 square feet compared with 7,500 feet necessary for the larger displays.

While the new exhibit is less complete in its coverage of the subject, it contains many of the features available in the large shows.

Fees for the fair exhibits are modest, according to officials. The museum is a part of the Oak Ridge Institute of Nuclear Studies, a non-profit educational corporation whose programs are supported by the Atomic Energy Commission. Fees are used to defray a part of the cost of providing exhibits as well as the construction of new ones. The program is supported to give the public greater insight into the facts of atomic energy.

Includes Mgr.

Now four years old, officials say the museum is in far better shape than ever before to service fairs. It owns two tractor-trailers

for transporting the two large exhibits, thus reducing transportation charges. Judicious scheduling would reduce this item still further. An exhibit manager accompanying each unit will train guides and demonstrators, keep the exhibits in good running order and otherwise supervise the display.

Atom smashers, a working nuclear reactor (controlled atomic energy versus uncontrolled, as in an A-bomb), samples of uranium ores, Geiger counters to measure radioactive materials, demonstrations of the use of tracer atoms in medicine, agriculture, and industry; power from the atom, and motion pictures of A-bomb tests are included in the exhibits. Suitable souvenirs may be worked out.

Among fairs that have had Oak Ridge exhibits are Minnesota State Fair, St. Paul; Indiana State Fair, Indianapolis; Mid-South Fair, Memphis; Michigan State Fair, Detroit; Wisconsin State Fair, Milwaukee; New York State Fair, Syracuse, and Morris County Fair, Morristown, N. J.

For information, fair managers may write to David L. DeJarnette, Exhibits Division, Oak Ridge Institute of Nuclear Studies, Oak Ridge, Tenn.

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Tentative dates, September 14-19th inclusive—Indoor Show
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Predict Upsurge in Charter Bus Business to Eastern Funspots

NEW YORK, March 14.—Amusement spots within a 150-mile radius of New York should see an increased number of charter buses entering their gates this summer, according to bus companies catering to the charter trade.

By the same token, New York funspots can expect good play from outlying cities within the same radius, as buses from New Jersey cities such as Trenton and Camden, as well as Philadelphia, head their way. Despite the conception that the pull is away from New York, one bus firm reports that it gets a stronger play from its buses leaving Philadelphia for New York amusement areas than vice versa.

In New York alone, the Public Service Interstate Transportation Company reports an unusual increase this year in requests for information about bus charters. The increase to date is 50 per cent above last year. Based on past experience, 30 per cent of the inquiries materialize into actual bookings, according to Louis Ponti, division passenger agent.

Business on Upswing

All companies queried said that charter bus business is on the upswing. They attribute the increase to newer equipment which seats more people, improved ventilating systems found on the late-model buses, and the overall increased comfort of seats.

Many groups gave up the idea of chartering a bus for a trip to a funspot, immediately following World War II, because of the poor equipment available. But these groups are now coming back stronger than ever, and word-of-mouth advertising pleased patrons has helped considerably.

The metropolitan charter business is handled by companies engaged not only in that work, but by most bus firms. Those operating commuter buses in and out of the city five days a week welcome charter parties on week-ends as it keeps their equipment rolling two extra days per week, when commuter business is practically non-existent.

Postwar Pitch

Public Service has made strong pitches toward the charter party business in the last two years. As one of the largest bus companies, it feels an aggressive point of view is necessary to be of continuing service to patrons.

Public Service has set up charter offices in Philadelphia, New

York and in the New Jersey cities of Newark, Hackensack, Jersey City, Camden, Elizabeth, and Trenton. All are under the direction of G. D. Murray, general sales manager, who headquarters his charter operation in Newark.

The company also carries on a direct mail campaign directed toward church groups, lodges, clubs and other organizations. It also keeps in constant touch with amusement parks, pools and beach resorts to discover what facilities are available, and especially what facilities are being added or expanded. It also obtains literature from the various funspots which it passes on to interested groups. Excellent co-operation from amusement facility operators is reported.

Requests for charter bus information usually begin strong in mid-April and continue on thru the season. Bus operators report that after June 1, charter buses have to be engaged at least three weeks in advance, due to the heavy demand.

Railroad Tie-In

Another newer practice among the bus companies is the picking

up of excursion groups at pre-arranged railroad points and transporting them on to the funspots. Public Service representatives commented on the increase in this type of co-operative operation in Philadelphia, where railroads deliver train passengers from outlying areas who are headed for New Jersey shore spots such as Wildwood, Atlantic City, Ocean City and Cape May. The practice is also growing in and around New York, according to local bus representatives.

As an example of the size of the charter business, Murray cited that an average summer Sunday would see 500 public service buses engaged in charter service in the New York, Philadelphia and New Jersey area headed for amusement parks and recreational areas. This is above and on top of normal regularly scheduled service.

The largest single charter trip that Public Service ever handled was two years ago when 126 buses moved more than 5,000 Prudential Life Insurance employees from Newark to Asbury Park.

Carroll's Riverside Set to Bow April 4

AGAWAM, Mass., March 14.—Riverside Park opens the 1953 season on Easter Saturday, April 4, according to owner Edward J. Carroll. The entire midway will continue open on week-ends during April, with Friday operation added in May, followed with full-week operation beginning Decoration Day.

Auto races in the 7,000-seat stadium get under way on the opening Saturday and continue every Saturday night during the remainder of the season.

Opening week-end promotions will include the annual Easter fashion parade and an egg hunt

for kids. Both have been strong features in the past.

Carroll announced that the reconstruction and maintenance contract has been awarded for the third season to the T. A. Pearson Construction Company, West Springfield, Mass. A complete face-lifting project is under way.

Rides Overhauled

Major reconstruction work involves the Coaster, Whip and Rocket. No new installations of equipment have been started, but Carroll has plans which may develop after the opening.

Staff remains about the same as last year. Harry Storin will head up the press department and handle promotions and picnics. Tom Morrissey will be games manager; Will Stevenson, head cashier; Stanley Drzyga, chief steward and food stands manager; Lawrence Regnier in charge of kiddieland animals, and Harvey Tattersall Jr., director of auto racing.

St. Patrick's Day Opening Scheduled At San Antone Spot

SAN ANTONIO, March 14.—Following his usual custom, Jimmy Johnson will open his Playland Park here on St. Patrick's Day, March 17. Special opening events have been planned, he said. Season will run thru September.

Most of the spot's midway has been covered to permit continued operation during rainy weather. A new shelter has been built over the Merry-Go-Round.

Upcoming special events include an Easter egg hunt and July 4 pyro exhibit, Johnson reported.

MGR Replaces Razed Building At Chilhowee

KNOXVILLE, March 14.—A building used recently as a roller rink at Chilhowee Park here is being torn down and a new Merry-Go-Round will be placed on the site. City officials announced plans for replacing the old building at the municipal funspot.

The structure was known as the Woman's Building and also housed bowling alleys. A new Woman's Building will be started next month, and Norman A. Yinks, operator of the old rink, has contracted for the skating and concession rights in the new structure. He is to install about \$18,000 worth of equipment, including floor and soundproofing.

City officials also revealed plans for enlarging the Municipal Zoo on the fairgrounds-park site. A 70 by 24 building for small animals will be built. Also in the schedule are plans for a new baseball diamond.

Miniature Train Co. Names Yankee Rep

RENSSELAER, Ind., March 14.—The Miniature Train Company here and the Clapper Company, West Newton, Mass., announced this week that Charles Hoffman, Clapper rep, also would be salesman for Miniature Train Company in Maine, New Hampshire, Rhode Island and half of Massachusetts.

A Miniature Train, it also was

Palisades to Stage Spring Motor Show

Funspot Joins With Pittera to Fashion Hot Rod and Sports Car Show for 2 Weeks

NEW YORK, March 14.—Palisades (N. J.) Park, in association with Fred Pittera, promoter, will present the 1953 National Hot Rod-Sports Car Show for two weeks beginning with the opening of the funspot April 4.

Irving Rosenthal, park manager, referred to the venture as a new kind of park endeavor, and predicted that the success of the showing would create a closer alliance between the exhibition and amusement park fields.

Rosenthal said that parks provided the best sites for shows of this kind. Other exhibition events suitable for amusement parks are home and sportsmen's shows. It is likely that a home show will be scheduled for the final weeks of park operation if the motor show clicks as anticipated, Rosenthal said.

Look for Biz Hike

Rosenthal believes that the motor show will boost business on the opening two weeks by some 200 per cent, with the gate showing an increase of not less than 50,000. In keeping with Rosenthal's operating theories, it is hoped that persons attracted to the park for the first time by the show can be built into regular customers.

Negotiations for the show, begun when Pittera was staging the World Motor Sports Show at Madison Square Garden from February 21 thru March 1, were completed only this week. Rosenthal caught the show shortly after its Garden opening and figured it to be a natural for the park.

The park venture will be staged under two tents, one 320 by 40 feet and the other 160 by 40 feet, located in the picnic grove. Rosenthal and Pittera believe they can turn the show into a spring mecca for thousands of teen-age motoring fans in the nation. Some features of the highly successful hot rod shows staged on the West Coast will be incorporated.

Extensive Billing

The billing has already been ordered and every possible selling medium will be utilized, Rosenthal said. The park is noted as one of the best advertised and publicized funspots in the nation, utilizing newspapers, radio, television, billposting, bus and subway cards and posters and direct mail. In addition, Bert Nevins, park publicist, will be joined by the tub-thumping group usually associated with Pittera promotions.

Pittera said that some of the show features would include the Flying Disc, displayed at Madison Square Garden; a captured Stalin car, Hitler's car, and the usual array of sports cars and hot rods. A number of prizes and trophies will be awarded.

An admission charge to the show has been set at 50 cents. Admission to the park and parking will be free. In addition, the park or show patron will be treated to the usual array of free features, including dancing and thrill acts.

The park is printing 700,000 tickets which will be distributed by the Pittera organization. These will be of the cut-rate variety and distributed thru places largely patronized by motor fans.

Pittera announced that he has withdrawn from his participation in the Eastern Motor Sports Show scheduled for Providence. Pittera has produced a number of home shows in addition to staging motor shows.

National Gag Meet Set for Rocks' Spot

NEW YORK, March 14.—Another promotion is set for Rockaways' Playland with announcement of the eighth annual convention of Gagwriters at the funspot, March 28.

The convention, which leads off National Laugh Week, will tie in with the second annual city-wide selection of a Queen of Smiles, a contest open to girls between 16 and 25. Finals will be held on the midway.

The park was mentioned favorably in a feature which appeared in the New York Mirror Sunday magazine of March 8. The story concerns Valerie Morganstern, a 19-year-old girl who applied at the park last year for a secretarial job and wound up as nursemaid to 16 goats used to pull carts in the park's kiddie section. Walter Kaner, publicity director, set up the story.

Batt in Buenos, Talks With Latin Press, Officials

BUENOS AIRES, March 14.—Harry J. Batt, of Ponchartraine Beach, New Orleans, touring South America and attending a conference of Pan-American municipal officials, has been interviewed by the magazine, *Mundail*, and by numerous officials concerned with recreation and mass entertainment.

En route to the Buenos Aires conference, the group stopped in Lima, Peru; Santiago, Chile, and Montevideo, Uruguay. Batt expects to be back in New Orleans Sunday (15).

Drive-In Kiddieland To Open for Easter

SALISBURY, N. C., March 14.—Hitching Post Theater here will resume full-time operation at Easter time, Manager J. W. Mitchell announced. The spot's Kiddieland section has been closed for the winter and the theater operates on week-ends only. Rides were transferred to the beach area for the winter, but will be returned this spring.

Plan New Kiddieland For Trenton Fairgrounds

TRENTON, N. J., March 14.—A new kiddieland, the X-Cal-Ranch, will be opened at New Jersey State Fairgrounds here about May 15. Juan M. Caloca, a son-in-law of Mr. and Mrs. George A. Hamid Sr., will be the director and manager.

Successful kiddieland operations throughout the country have been studied and the best features of many will be incorporated in the framing of X-Cal-Ranch, it was said. A maximum of 12 rides is planned so that all units will be assured of earning good grosses, Caloca said. This is important, since it is planned to book in a number of the rides.

The location is termed excellent, since X-Cal-Ranch reportedly will be the only moppet spot in the area. It will front on a busy highway, have bus service virtually to its gates, and have unlimited parking facilities.

The entire decorative scheme will be Western, inkeeping with

the name. Cowboys and their activities are believed to form the strongest interest among the small fry currently, and features that emphasize the wide open spaces will do the best job of building patronage, it is reasoned.

A zoo is included among the planned features. Units are also planned for the entertainment of parents so that the adults will be able to occupy their time while waiting for junior to make the rounds of the riding devices.

The promotion of special events and group participations will be an important part of the operating program from the start, it was said. Special emphasis will be placed on building up the spot as an ideal place in which to stage birthday parties. Special inducements will be offered for group patronage.

Caloca has long been associated with the Hamid interests in the operation of the Steel Pier, Atlantic City.

Modern Lighting to Replace Incandescents at Paragon

BOSTON, March 14.—A completely new lighting system is being added to Paragon Park, Nantasket Beach funspot. Manager Lawrence Stone described the new system as horizontal fluorescent lighting and labeled it a new engineering accomplishment of General Electric.

The modern lighting system will replace the hundreds of incandescent lamps used in the past. Stone said that the lighting system, together with other refurbishing, would give the funspot a new appearance thruout.

Another aid to increased business this season is seen in the addition of a new excursion boat to the Nantasket run by the Wilson Line. The boat, which will replace a smaller, chartered vessel used last year, will have a capacity of over 2,500. The line will

operate three boats on the run from Boston.

Other improvements include a system of drinking fountains and the addition of several kiddie ride units, Stone said. Other changes are scheduled to take place as the season progresses.

The improvements are designed to stimulate business, and the added appeal may be needed to boost, or even maintain, attendance at the park this season, Stone said.

Altho a high level of employment continues in the area, Stone is reluctant to predict a banner season. The prospects, he says, are hard to gauge, and it will really take a sampling period of several weeks to get anything approximating an accurate line on the crowd and earning potential.

There is little doubt that the improvements will stimulate additional interest in the park and its features. The regular beach visitors are expected to be intrigued by the new presentation. Like most shore resorts, Nantasket gets a big percentage of repeat business from Boston and other neighboring towns.

WEST VIEW TO REPEAT ICER

Pittsburgh Outlook Rosy as Long as Steel Peace Prevails

PITTSBURGH, March 14.—Amusement parks in this area are looking forward to better business this year than last, if only for the reason that peace is expected to prevail in the steel industry. Last year the steel strike cut heavily into potential earnings of the area funspots, and while attendance was notably good on some occasions, the spending pace was off.

George M. Harton, manager of West View, points to rising costs as a continuing problem, since it is impossible to increase the prices of amusements to keep pace with costs. The answer to more and better business than in the building of increased attendance, he said.

The highly successful presentation of "Silhouettes on Ice" as a free attraction last year will be repeated this season, Harton said. The show, a 45-minute presentation utilizing a portable rink and booked thru William Schilling of New York, drew crowds ranging from 15,000 to 20,000 nightly, Harton said. The show, presented for only one week last year will be presented for two weeks this year beginning the last week in August.

A pageant, similar to those presented at Riverview in Chicago and Kennywood here, will also be staged. Last year a number of potential patrons complained that they were unable to attend the ice show and this resulted in the decision to extend the run this year by one week, Harton said.

Since the funspots in this area have never revived the pay gates that were dropped during the depression years, added or special free attractions can only pay for themselves if they build attendance sufficiently and stimulate spending. "Silhouettes" did this last year, despite the tight money situation caused by the strike, and even greater results are looked for this year, Harton said.

Steeplechase Builds New Parking Area

NEW YORK, March 14.—Steeplechase Park, in a move to accommodate the patrons driving to the Coney Island funspot, has razed an old wooden bathhouse erected in 1897. The grounds will provide parking space for 300 cars. The park, which fronts on the Boardwalk, opened several rides on Washington's birthday, but poor weather has hampered week-end operation to date. Boardwalk rides will open officially today, with additional rides opening as refurbishing continues.

The entire park will open May 16 for full-scale operation and continue open thru September 13. Registrations for bathers begin today and will continue until the 3,000 capacity is reached. Bathing capacity has always rapidly sold out in the past.

Park Manager James Onerato looks ahead to a good season, influenced by the present indications on outings and groups showing interest. Milton Berger has been signed again to handle publicity.

Schott, Coney Get Write-Up

CINCINNATI, March 14.—Edward L. Schott, president and general manager of Coney Island here, and the park operation in general, were the subjects of a business column, "Today's Business," by Richard L. Gordon, Cincinnati Post business reporter, in the March 6 edition of that paper.

Contrary to general opinion, the article points out, the off season is not a loafing time for Schott and his staff, and backs up this statement with a run-down of some of the new features and facilities which will be offered at Coney this year. Each August, the column related, various department heads report what changes they would like to have made the following year. Then the staff pares the ideas down to fit the park budget.

New this year will be a "friendly giant," the Land of Oz front; a refreshment stand near the swimming pool, little power boats for the kids on Lake Como, an additional 500 lockers in the women's dressing room of Sunlite Pool, and additional space in the sunbathing area.

Texas Sheriff Plans Pleasure Pier Sale

PORT ARTHUR, Tex., March 14.—Inventory of property of Robert E. Lacey, of Pleasure Pier Amusement Center, has been started in preparation for a sheriff's sale. A Dallas bank foreclosed on the lessee's mortgaged equipment at the pier after being awarded a judgment of \$44,713.60. Public sale will be within the next 90 days.

The city of Port Arthur is scheduled to take over the city-owned land and building at the Pier.

Calgary Zoo Group Re-Elects Prexy, Grosses 31G in '52

CALGARY, Alta., March 14.—A. A. Van Ostrand was re-elected to his ninth term as president of the Calgary Zoological Society at the org's annual meeting. Dr. George R. Johnson and J. E. Jefferies are vice-presidents and V. W. Brown, secretary-treasurer. Tom Baines was reappointed curator.

Cash receipts in 1952 were the highest ever, \$31,785, nearly double the 1951 figure, but the org ended the year with a deficit in the general account of \$231. This was offset, however, by separate bank accounts totaling \$6,366.

In addition to actual cash receipts, between \$10,000 and \$12,000 was received in the form of material donations such as food, and free service to the zoo.

The zoo now has 800 specimens of more than 220 varieties. Completion of a wing on the monkey house and shelters for deer and goats were two principal recommendations made by the building committee for 1953.

Conn. Solons Mull Anti-Tattoo Law

BRIDGEPORT, Conn., March 14.—The Connecticut General Assembly's judiciary committee reported favorably to the Senate on a bill which would make it illegal for anyone to tattoo persons under 18, unless written guardian or parental consent was obtained.

The move was made to save youngsters embarrassment in later years.

FOAM LAKE, Sask., March 14.—Mrs. J. A. Black was named president of the women's section, Foam Lake Agricultural Society, at its annual meeting. Mrs. C. P. O'Dell and Mrs. A. Sigurdson are vice-presidents and Mrs. L. Bray secretary-treasurer.

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NOTICE OF BID

The Housing Authority of the City of Danville, Illinois, will accept bids for the purchase of the following described property:

Commencing at the Northwest corner of the Southwest quarter of the Northeast quarter of Section 3, Township 19 North, Range 11 West of the Second P.M., thence East along the North line of the Southwest quarter of the Northeast quarter of said Section 3 a distance of 35.00 feet to the East line of Fowler Ave., said point being the place of beginning, thence South 2° 48' West along the East line of Fowler Ave. a distance of 407.50 feet, thence South 87° 33' East a distance of 317.12 feet, thence South 1° 35' West a distance of 161.00 feet, thence South 88° 25' East a distance of 154.00 feet, thence North 1° 42' East a distance of 68.05 feet, thence North 49° 38' East a distance of 80.00 feet, thence North 85° 33' East a distance of 240.00 feet, thence North 1° 42' East a distance of 425.30 feet to the North line of the Southwest quarter of the Northeast quarter of said Section 3, thence North 88° 30' West along the North line of the Southwest quarter of the Northeast quarter of said Section 3 a distance of 667.20 feet, to the place of beginning, containing 7.14 acres more or less, all being located in Vermillion County, Illinois.

Said property is approximately 7.14 acres in area and there is presently located upon it a swimming pool, bath house, roller skating rink and miniature golf course.

The property will be subject to the following restrictions:

1. Amusement devices of any kind or nature shall not be erected upon the premises without approval of the Housing Authority of the City of Danville, Illinois.

2. A neat and satisfactory woven wire fence, at least six feet (6') in height shall be maintained between the premises and the property of the Housing Authority of the City of Danville, Illinois, and there shall be no gate leading to the Housing Authority premises adjacent thereto.

3. No alcoholic liquor shall at any time be sold, given away, permitted to be sold or consumed on the premises.

4. The premises shall not be used for any purposes other than the present uses without the express permission and approval of the Danville Housing Authority or its successor in interest.

5. No trees shall be removed from said property without the approval of the Housing Authority of the City of Danville, Illinois.

A plan of said premises is available and may be inspected at the office of the Housing Authority.

Bids must be submitted in writing, in a sealed envelope, to: Executive Director Archie Bailey, 1607 Hubbard Lane, Danville, Illinois, on or before 2:00 o'clock P.M., April 15, 1953, at which time bids will be publicly opened.

The Housing Authority of the City of Danville, Illinois, reserves the right to reject any and all bids.

HOUSING AUTHORITY OF THE CITY OF DANVILLE, ILLINOIS

Attorneys: Jones, Sebat & Swanson, 206 Adams Building, Danville, Illinois.

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King-Cristiani Adds Balloon Ascension As Daily Attraction

Old-Time Free Act Designed to Bring Downtown Parade Crowds to Midway

MACON, Ga., March 14.—Floyd King and Lucio Cristiani, co-owners of the King Bros.-Cristiani Circus, who revived the street parade last season, have another revival skedded for this year—the balloon ascension.

The parade, which reaches downtown at 11:30 a.m., is being enlarged this year, and the new

balloon feature is set for 1 p.m. at the showgrounds, to bring customers to the lot.

In keeping with the old-time custom, the balloon ascension will be climaxed by a parachute leap, aimed for the circus midway.

Announcement of the new feature was made by King and Cristiani after they received word from A. J. Hartman, balloon manufacturer of Burlington, Ia., that one balloon was ready for shipment and that a second balloon would be completed in early April.

Hartman is this year celebrating his 50th year in aeronautics and will travel to Macon in the next few days to personally supervise the construction of other equipment and the launching of the first ascensions.

Build Special Truck

A special truck has been constructed to haul the balloon apparatus, which includes a mechanical

(Continued on page 67)

KC, Wichita Par 1952 for H-M, Morton Reports

WICHITA, Kan., March 14.—Hamid-Morton Circus closed its Kansas City Police engagement with attendance and gross on a par with last year, Col. Bob Morton reported this week. The show was there March 3-8.

The Wichita Police Circus, which opened Monday (9), was running slightly ahead of 1952, Morton stated. He said the police auspices was assured of a net equal to last year. Run continues thru Sunday (15).

Kansas City and Wichita promotions were directed by Howard Y. Bary again this time. Morton and Bary were made honorary members of the Kansas City Advertising Club at a luncheon there.

Morton reported he was recovering from the injuries received in a train wreck prior to the opening of the show February 13 and that he expects to be back to normal in another two weeks.

The circus next makes Oklahoma City for March 17-20, a new date for Hamid-Morton and one played previously by Gil Gray Circus.

Beatty Opens April 1; Staff Takes Shape

Los Angeles Run Starts April 2; Dix, Davis, Petty Among Returnees

NEWHALL, Calif., March 14.—The Clyde Beatty Circus will open its 1953 season April 1 in San Fernando, moving the next day to Los Angeles for an 11-day run on the lot at Washington and Hill streets.

These two dates, first of several to keep the show in the Los Angeles area until May 14, are under auspices. The San Fernando Civic Association is sponsoring the date in that city, with the Los Angeles run under the sponsorship of the city's Kiwanis Welfare Club.

Altho the line-up of personnel has not completely yet materialized, some of the department heads have been named. Frank Orman will manage the show and Harry Golub will serve as general agent. Others include Jack Knight, press; Shirley Carroll, radio and television promotion; Dan Dix, contracting agent; Ed Moriarity, front door superintendent; George Davis, cookhouse; William Petty, auditor; Vic Robbins, bandmaster; William

Dwyer, props boss; Francis Richards, trainmaster, and M. E. (Shreveport) Ethridge, lot superintendent. Wardrobe will be by Jacks of Hollywood.

Some of the acts have already reported here. They include The Wallendas; Poannides Duo, slack wire and juggling; Phil Escalante Troupe, horizontal bars; Dorothy Herbert, dogs, and John Cline, dogs and ponies. Cline also serves again as equestrian director. Karl Wallenda is directing the iron jaw turns.

E. L. (Yellow) Burnette is readying the equipment, with all of the wagons being repainted for the opener.

St. Paul Opens With Increased Money, Crowds

ST. PAUL, March 14.—Orrin Davenport Circus, in Municipal Auditorium here for the Shrine Temple, got off to a flying start both attendance and gross-wise.

Opening Monday matinee (9), the show thru Wednesday night (11) had drawn 28,203 into the 8,500-seat auditorium, a 9 per cent increase over the 1952 figure.

Gross receipts for the period this year totaled \$34,705 against \$31,920 a year ago. Concession receipts were ahead by 8 per cent, with attendance up by 5 per cent.

Tuesday matinee (10) was a sellout. The run winds up after a twilight performance, first tried here, starting at 5:30 p.m., Sunday. Performances Monday thru Friday were at 1:30 and 8 p.m. Shows are scheduled Saturday (14) at 9:30 a.m., 1:30 and 8 p.m. In addition to the twilight show Sunday, there will be the regular matinee at 1:30 p.m., for a total week's run of 14 performances.

Big One Starts Beating Drums For NY Preem

NEW YORK, March 14.—Activity was on the increase this week, as paper started to go up announcing the Ringling Bros. and Barnum & Bailey Circus run at Madison Square Garden beginning April 1. No difficulty in placement is expected in view of the opening night performance on behalf of the Heart Fund.

Ticket windows opened for the sale of duets for the Big One Monday (9), after a week which saw considerable daily newspaper display space calling attention to the opening of sales for the 40-day, 79-performance run.

Roland Butler, director of publicity, and his staff are expected Monday (16) to begin their usual whirlwind drive to garner publicity for the show.

F. A. (Babe) Boudinot, general agent, and Harry Bert, of the promotion department, have been in town since Sunday (1) making preliminary plans.

Miller CFA Tent Set in Worcester

WORCESTER, Mass., March 14.—The Mary Jane Miller Tent, Circus Fans' Association, named after the Ringling-Barnum performer, was formed at a February 25 meeting at the home of Mr. and Mrs. Frank J. Keeney here.

The 12 national members attending the meeting elected Allen McCarthy president, along with Joseph P. Carberry, vice-president; Albert P. Roach, secretary; Frank J. Keeney, treasurer, and Charles H. Amidon Jr., historian.

COLE BROS. SIGNS CINCINNATI ACTS

Shriners to Handle Own Promotion; Jacobs, Gretonas, Beckett Booked

CHICAGO, March 14.—Line-up of acts for Cole Bros.' Circus at Cincinnati, April 6-11, was announced this week by Bill Horstman, chief of the Cole operation. The Cincinnati date will be sponsored by the Shrine.

Cole Bros. will supply only the program package, with Shriners handling their own promotion and advertising. This will be the first time Cole has played this type of date. Horstman confirmed that the organization was seeking additional Shrine-type engagements.

Terrell Jacobs, formerly a Cole regular, will return to the outfit for the Cincinnati stand with his lions and tigers. Two flying return acts, the Flying LaVals and the Flying Siegrists, also are to be on hand. Gretona Family will perform on the high wire. The Great Beckett, looping aerial cylinder, will make Cincinnati.

Additional acts include Elly Ardelty, aerialist; Lopez Trio, trampoline; Adriana and Charley, trampoline; Nita and Pepi, hand balancing; Torina and Eric, high act; Jan Risko and Nina, juggling; Oranto Trio, perch; Antaleks, perch; Pape and Renee, perch; Johnny Gibson's Hollywood Aerial Ballet (6); Don and Dolores, trampoline; Ida May Crowl and the Launer Twins, contortion, and Rene's Dogs.

Cole Elephants, Horses

Five of the Cole Bros.' elephants will play Cincinnati under Paul Jones' direction, while five others stay with Orrin Davenport's show. Cole Bros.' horse and pony acts also will make Cincinnati.

Gosh Starts Show On Auds-Arenas; Books Christy Cats

KNOXVILLE, March 14.—The All-American Indoor Circus operated by Byron Gosh, will open here Sunday (15) for a string of stands in auditoriums and arenas. Gosh, who now has a booking office in Knoxville, said the unit would play under auspices in 12 cities.

Acts signed for the show include Capt. Eugene Christy's Lions, Emma's Dogs, the Spartan Family, the Harrison Duo, the Hans Claires, Billy Irwin, Allen and Lee, the Geddis Duo, Thelma French, and Rose Kline.

Clowns set so far include Grover O'Day, Lew Christy, Joy and Roy Thomas, the Landruses (2), Lew Kish and Augie Augstadt. Others are to be added, Horstman stated.

Leo Hamilton will be equestrian director. Jack Cervone will have the band and Whitey Wilbur will be in charge of the prop crew.

Horstman also announced that Milt Herriot had been named manager of the Cole show and quarters, succeeding Frank Orman, who will be manager of the Beatty show this season. Joe Kuta also moved from Cole to Beatty.

Mills Signs Concert Troupe; European Performers Arrive

GREENVILLE, O., March 14.—Mills Bros.' Circus announced this week that Billy Hammond, movie cowboy and stunt man, would return with his troupe as concert feature in 1953. Hammond has been doing picture and rodeo work during the winter and will report to quarters here early in April. Jack and Jake Mills, co-owners of the show, said his contract completes the line-up for the show's new edition.

Twenty-two performers arrived in New York aboard the Ile de France and moved at once to Greenville quarters. Sander Beketow, Swedish horse trainer the show had sought for two years, arrived with his family Monday (9) after flying to New York from Europe. Ten girl aerialists, eight clowns and four dwarf comics were in the group that arrived by boat. They were in charge of Geoffrey Taylor, English showman, and the group was greeted by Greenville officials, chamber of commerce and show staffers.

A new mechanics truck was received and Harry Mills was checking preparation of conces-

sion equipment. The three Mills brothers and several of their sisters were entertained by their mother at an annual family fête Sunday (8).

Fred Stafford, press chief, prepared his new material at Cleveland and moved to quarters this week. He announced Bill Stewart would join George Strongman and Dean McMurray on the press staff. Proctor Baughman, banner painter, is returning to the show after a year off the road.

Portland Shrine Books Colonna

PORTLAND, Ore., March 14.—Jerry Colonna will head a 12-act bill for the Shrine Circus at the Portland Arena March 27-April 4.

Other acts will be the Aerial Charltons; Glen Randall Liberty Horses, including Roy Rogers' Trigger Jr.; Swiss Family Fraundfelder, novelty music; Hap Hazard and Mary, vaudeville routine; Tom Packs' elephants; Kenneth Waite, clown; Clark's Bears; the Routon Dogs, Cilly Fiendt, dressage, and Malikova, high wire.

Jugglers Set Confab Dates

ERIE, Pa., March 14.—The International Jugglers' Association will hold its sixth annual convention on June 28-July 1.

Polack Equals '52 at Chicago, First 5 Stands

CHICAGO, March 14.—Business for Polack Bros.' Western unit is running neck and neck with last year, Managing Director Louis Stern said here this week. The Chicago engagement closes Sunday (15).

Stern stated that all week-end performances have been at or near the sellout point. Night shows during the week racked up some turnaways. This year's Chicago run opened with a night performance sold to the Kraft Cheese Company and not open to the public, a set-up resumed after a year's hiatus.

He reported that the season to this point was, like the Chicago run, about equal to last year's business. Concession grosses have continued high. The engagement at Chanute (Ill.) Air Force Base, one of five before the Chicago stand, was a strong one for the show.

The unit moves next to Decatur, Ill., for four days.

Shrine Take Up, Attendance Off At Minneapolis

MINNEAPOLIS, March 14.—The 35th Shrine Circus in Minneapolis Auditorium, Feb. 26-March 7, was a financial success altho attendance dipped below the 1952 figure, L. F. (Bud) Johnson, circus general chairman, said here.

Estimated gross receipts of \$180,000 were about 3 per cent ahead of last year's gross, according to Johnson. Concessions took in \$25,000, a 17 per cent jump over the 1952 figure, he said.

Total attendance for the 19 performances was 135,000. A year ago the attendance figure was 137,000. Sellouts this year were recorded the first Friday night (27), Saturday matinee (28), second Friday night (6) and Saturday matinee (7).

Danish Season Preems April 4

COPENHAGEN, Denmark, March 14.—The circus season gets going in Denmark during the Easter Sunday (April 6) week-end, when most of the big tent circuses open their seasons.

Circus Bestnewis, which played winter indoor stands in Germany, has returned to Denmark and will start its season April 16.

Circus Schumann, following its three-week run in Gothenburg, Sweden, goes to Stockholm, where it will open in the Djurgarden Circus building April 1, after which it returns to Denmark to start its summer indoor season at the Circus Schumann arena in Copenhagen May 3.

Zoo Inherits Ed Learmont Animal Acts

LOS ANGELES, March 14.—Griffith Park Zoo is to get the six animals used by the late Ed C. Learmont, animal trainer. The will, filed for probate in Superior Court here, specified that the Learmont heirs treat the animals "with kindness and every care" until they were turned over to the zoo.

In providing this disposition of the animals, Learmont assigned his elephant, identified as Joycee; the Shetland pony as Peanut; and the four chimps as Jimmie, Pat, Bobbie, and Frankie.

Learmont, a successful parking lot operator, began training animals about 18 years ago when he was about 55 years old. At first it was a hobby, with Sunday afternoon shows being presented in his back yard. Upon retiring from other business, he devoted full time to his show venture. His route included several fairs, where he was featured most of the time in kiddie areas.

About two years ago Learmont gave several chimps to the Griffith Park Zoo. He was a close friend of Charles Allen, one of the head trainers there and for a time with Learmont. The Learmont estate is valued at \$98,000.

Under the Marquee

Rudy Bros.' Circus, owned by Rudy Jacobi, is playing sponsored dates in the Los Angeles area. About April 1, the show will head into Northern California. Jacobi says the show was repeating dates it played last year. Buddy Hughes recently joined as juggler and Hap Henry continues as mainspring.

Maxwell Copeland, photo, spent a week in Sarasota recently, taking picture of John Ringling North and Emmett Kelly for forthcoming stories. Margo Margas, Ringling performer who was injured in a fall at the Garden last year, is back with the circus after a trip to Germany to visit her parents. Dick Anderson, formerly with the Harold Voise flying act, will catch in one of the Ringling flying return acts this season.

A. L. (Tommy) and Sylvia Thompson, with Kelly-Miller for the past couple of seasons, are playing Louisiana school dates. They have a seven-dog act featuring four dalmations, second dog act, talking dog, kissing parrot and trained monkey, plus a lion and other cage animals in a unit that moves on two trucks. They'll be with the Mighty Ham-montree Midway this season, managing a Wild Life show and working the big dog act.

L. F. Stolz reports his Becker Bros.' indoor circus-vaude unit topped 1952 with its recent run at Hot Springs. Show used the new Boys Club building, and he signed to repeat next year under Elks auspices. Art Miller, of Kelly-Miller, and Bill Woodcock, of Cole & Walters, went from Hugo, Okla., to McAlester recently to receive Royal Arch Masonic degrees.

Candy Dickson and Duke Patterson appeared in full clown regalia on Ed Weston's "Coco the Clown" kids' show over WCPO-TV, Cincinnati, Saturday afternoon (7). The invitation to appear on the program came after Dickson had written Weston offering to come onto the show and demonstrate how a true circus clown should cavort.

Jesse Amonett and Mona Dillon report from Akron that they had a pleasant visit with Buster and Helen Haag Hayes at the Grotto Circus, Cleveland. It was the first opportunity that Jesse had of seeing his old friends

in 17 years. Jesse had lost track of Frazier, the blacksmith on the old Mighty Haag Circus and to his great surprise he found him with Helen and Buster taking care of their chimps.

Ira B. Billingsley, for the past eight years a novelty concessionaire on Siebrand Bros.' Circus and Carnival, is in Room 1, Lower Wing, Nashville General Hospital, Nashville, recovering from a heart attack sustained recently while en route to Nashville from New York. He'd like to read letters from friends.

Herbie and Homer Hobson entertained personnel of Polack Western at their tavern in Chicago. Frank (Dutch) Luley, clown, is booked thru May with TV shows and Frank Wirth dates. He'll be at Steeplechase Park, Coney Island, for the summer. Press Agent Bill Green is associated with Cinerama. Earlier, he was with the Olsen & Johnson "Skating Vanities" Show. John J. Looney, in New Orleans to work novelties during Mardi Gras, visited with Charlie and Leo Dornan, comedy team, with whom he had trouped on the J. C. Harlacker show.

Happy Starr, clown who formerly was with Seils-Sterling, Russell, Dailey and Sparks show, will be with Hagen Bros. this season. Al Weir and his singing dog have been clowning dates around New York City, reports Louise Weir. Capt. Eugene Christy's lion act made the front page of The Davenport (Ia.) Times with a picture stunt about March coming in like a lion. He and a lion appeared on WOC-TV. The act is boarding at the humane society shelter in Davenport.

Young Marsha Hunt, daughter of Harry Hunt, Hunt Bros.' Circus, is the topic of a yarn in the March 1 issue of Grit, a weekly magazine. John Toy, clown, advises he will be with Al G. Kelly & Miller Bros.' Circus and not with Hagen Bros., as was announced recently. Spencer Stine, of Washington, writes that publicity has started there for Hamid-Morton's stand starting April 20.

Charlie Campbell, contracting agent for Circus Enterprises, has turned up some dope about the John Robinson Circus of 1888, which says that the show moved

by boat on the Ohio and Illinois rivers until June and then switched to rails 11 days before John Robinson died. About a month later the show train was wrecked.

Hi-Lo Merck, amateur clown of Elizabethton, Tenn., worked with clowns on Polack Eastern at Roanoke, Va., and visited with Mrs. Bessie Polack, Nate Lewis, Henry Kyes, Kris Krenkle, Ed Widaman, the Snell Brothers, Gene Randow, Harold Conn, Jack Klippel, Al Ackerman and Al Sherwin.

Julian West, former show operator, is partly paralyzed following an illness of some time ago but he is able to be up and around. Mrs. West is with the Beech Aircraft Company, Wichita, Kan. A daughter, Laura Jeanne, was born to Mr. and Mrs. Johnny Fulghum, Richmond, Va., recently. He'll be with Diano Bros.' advance this season. Mel Henry has left New Orleans for Puerto Rico, where he will be with Jerry Wilson's American Circus. Slivers Johnson and Chick Yale are joining the show, also. Bozo Lamont remains in New Orleans and is booked for a home show. He and Princess Whitecloud did a hospital show.

Ward Hall and Harry Leonard have had their Hall & Leonard Wonder Show with the C. A. Stephens carnival, playing Florida. They say business is off about 40 per cent from last year. Francis Doran is with them. They have visited D. Robinson, Circus Enterprises, Kelly-Morris, Hagan-Wallace and Terrell Jacobs shows. Terrell Jacobs is quartered now at Findlay, O., having moved there after the Toledo date for Frank Wirth.

"Under the Little Big Top," short-subject movie starring the Sarasota, Fla., high school's Sail-or Circus, premiered at the Florida Theater, Sarasota, March 1. Film was produced by Warner Bros. George Hubler is with the LaBlondes playing Orrin Davenport dates. Oscar Lowande stopped over in Chicago last week between Davenport dates. Sam Stratton, manager for the Cornelia Otis Skinner show, is looking in on the Atwell Club while his show is in Chicago. F. A. Boudinot, Ringling general agent, and Harry Bert, R-B promotion department, are among the Ringling people in New York now. Frank Braden will start his chores with Ringling-Barnum after about two weeks with another movie.

James Boles, Gladewater, Tex., CFA, was a visitor at Hugo, Okla., recently. Tom McLauahlin and sons are playing East Texas with a penguin exhibit. Show plays on the streets and under auspices.

King-Cristiani Balloon Bally

Continued from page 66

cal inflater unit, which burns kerosene, plus four poles to which the balloon is rigged to accelerate inflation.

The chief parachute jumper will be John Fitzpatrick, Emmetsburg, Ia., who has many successful leaps to his credit. In addition the King-Cristiani show will carry two or three reserve jumpers, the owners said. Fitzpatrick is contracted to join the show here late this month and will make his first leap on opening day, April 4.

Special paper has been ordered, plugging the 1 p.m. free balloon stunt, and Ora Parks, head of the press department, is running special art and radio spots on the new feature.

Advertised on an "every day—rain or shine" basis, the show will have the second balloon in readiness if the first balloon is damaged or lost.

The balloons are 70 feet high and 40 feet in diameter. Rigging has been made so that the jumper can use a cut-off parachute or a parachute-pack.

To Hold Parade Crowds

King said that preliminary discussions of the new free feature had convinced the show owners it would be "a terrific drawing card." "The return of the street parade last year convinced us that the public likes the same glamour of the circus that thrilled 50 years ago," he said. "The street parade was a great good will feature, as the merchants were happy to see the huge throngs in the business district, like in the old days, and accordingly they welcomed the circus. It is logical to believe that there should be some extra drawing card to bring the folks on out to the showgrounds after the parade is over.

"According to our investigation

of records of 40 to 50 years ago there was no stunt that pulled the crowds any better than the balloon ascension. There is even more interest in it in this air-minded age than back in those days. In the interest of time we are substituting a new mechanical inflater unit in preference to the old-style trench. We are told our balloon can be inflated by the new method in 20 minutes."

Balloon ascensions recently have reappeared as fairgrounds attractions, but they have been absent from the circus picture for about 40 years. Aeronauts were circus features as long ago as the 1870's, when Barnum and other big shows had them. During the 1890's they were a near-standard attraction on many circuses.

Advance Opens Saturday

The King-Cristiani quarters are a beehive of work now that the opening is only three weeks off. Advance trucks have been newly painted and members of the advance crews are on hand ready to start work Saturday (21).

Charlie Katz, for many years a resident of Macon when he was assistant manager to Charles Sparks on the old Sparks railroad show and Downie Bros.' motorized show, spent a week visiting friends here and was a daily visitor to quarters. Katz has retired from the road and is in business at Zanesville, O.

Andrew Sparks, staff writer for The Atlanta Journal magazine, spent two days here last week, with photographers, getting material for a spread in the magazine for March 29.

Advance sale of tickets by Macon police is running more than 20 per cent ahead of last year, King said. An average of four out of five promotions thus far reported are ahead of last season, he added.

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STRATES BREAKS FLORIDA MARKS

Topples Midway Gross Records At Largo and Orlando Events

DE LAND, Fla., March 14.—The James E. Strates Shows shattered midway records at two Florida fairs, Pinellas County Fair, Largo, and Central Florida Exposition, Orlando, a final accounting showed here this week.

At Orlando the show earned the biggest midway gross in the five years it has played that event. Gross earnings surpassed the 1952 handle by 27½ per cent. By Thursday, February 26, the fair

attendance showed an increase of 21,342 paid admissions. A big Children's Day on Monday (23) started the week off with a bang. Attendance built each day thereafter and on Friday and closing Saturday the gate and midway grosses hit record proportions.

Leo Carrell returned to the Strates organization after an absence of several years with his monkey and trained animal circus. Carrell's show, an attractive and mammoth unit, was in the top money class.

Shows Do Well

Art Converse and his Side Show, another new attraction added for the 1953 season, was among the top grossing shows. Jack Norman's Broadway to Hollywood Revue is offering a new production that is running into big operating overhead. Leroy Watts, producer, and manager of the Holiday in Harlem Revue, opened with 30 people in the cast and played to packed houses from the start.

Nate Eagle and his Hollywood Midget Movie Stars, after a big season away from the Strates Shows during which Eagle managed the Ringling-Barnum circus Side Show, has signed for the 1953 season. The Eagle unit will open with the show in Washington.

The show was at full strength in Orlando with 30 rides and 22 shows on the midway.

All units are back in winter quarters here now and the work of preparing the show for its April 9 opening in Washington is progressing. The show train is scheduled to leave here about April 1.

200 Honor MSA Dead At Services

MIAMI, March 14.—Approximately 200 persons attended the annual memorial services of the Miami Showmen's Association held in the clubrooms Sunday (8). The Ladies' Auxiliary joined with the men in staging the ceremony.

The program included addresses by the group presidents, William Cowan and Mrs. Ruth Schreiber; songs by Miss Sally Reynolds, accompanied by Truman Lord; talks by Rev. Lloyd White, pastor Shenandoah Baptist Church, and Rabbi Max Shapiro, Temple Beth David; the reading of the 23d Psalm by Phil Cook, executive secretary; benediction by Mrs. Edna Lockhart, auxiliary chaplain, and the invocation by William C. Bryant, chaplain.

The roll call of the deceased was read by Cowan and Mrs. Schreiber. The flower girls were Charlotte Wright and Dora and Gloria Pierson. Taps were played by high school buglers.

Mrs. Caesara Buzzella supervised the lighting of the candles. Thirteen male members and three women died during the past year.

William C. Bryant and Kitty Glosser were co-chairmen.

Bell Sells Wares With Midway Setup

CHICAGO, March 14.—Bell Sales Company, merchandise house, is using a midway set-up to sell its concession wares to committees from organization-sponsored carnivals in the Chicago area.

Sid Lerman, head of the firm, has set up a series of five canvas-covered booths in his establishment, each featuring its own type merchandise, which are sold on a package basis. The system has proven successful and simplifies the showing of merchandise, he said.

The five booths feature clocks, radios, appliances, sporting goods, and children's toys.



JOSEPHINE HAYWOOD, veteran fem concessionaire, will this spring launch her 25th year as a front-end operator. Miss Haywood, who began her career in 1928 with the Mighty Sheesley Midway and has since been with a number of other major orgs, will operate this year for Morris Lipsky.

Royal Crown Jamboree Nets MSA \$1,002

WEST PALM BEACH, Fla., March 14.—A jamboree staged on the Royal Crown Shows here Wednesday night (11) raised \$1,002 for the building fund of the Miami Showmen's Association. Owners Dolly Young and Robert K. Parker made all show facilities and units available for the after-hours session.

The sizable amount was raised despite the fact that bankrolls are generally slim at this time of the year and the Royal Crown showing here was earning poor returns. The grounds are located some 12 miles from town, and rain on Wednesday night further diluted the poor crowds that have been registered thruout the week.

A total of 235 tickets were sold, Phil Cook, executive secretary, reported. Additional revenue was earned thru an auction conducted by club President Bill Cowan. Dolly Young, Bob Parker and Dave Endy outlined the purpose of the jamboree and urged full-scale participation.

Talent drafted from the show included Art Converse's Side Show acts and Jeannie's Hawaiian Revue. Members of the Ladies' Auxiliary staged their mammy show, with 28 persons participating. Red Marcus was the emcee.

C. A. Goree Prepares for March 26 Bow

AZLE, Tex., March 14.—C. A. Goree, veteran show owner, will go out this year with a show titled Goree & Sons Amusement Enterprises. Larry Nolan has been signed as general agent and assistant manager and Roy Edsall as secretary, Goree announced.

Show will open March 26 in Wichita Falls, Tex., and according to the owner-manager, will have a lineup of eight rides. Included on the list is a Ferris Wheel, Dipper, Merry-Go-Round, Tilt-a-Whirl, Octopus, Rolloplane and two kid rides. Plans are to carry six shows, upward of 30 concessions and a light plant.

Work has started here in winter quarters. D. S. Dudley has built all new show fronts on semis. A front gate is also being prepped. Entire layout will move on 15 Chevrolet tractors and semis.

Finrow, Allin Join Forces

EDMONTON, Alta., March 14.—M. L. Finrow, owner of Crescent Shows, and Orlando Allin, Seattle show owner, have joined forces in a partnership. Show will continue to operate under the Crescent banner, but may switch from rails to trucks.

Allin will move his rides from Seattle to this city where org plans to open in May. Following the 1952 season, Finrow sold several of his rides to Gayland Shows.

Miami Showmen to Start on New Home

Ground-Breaking Ceremony Sunday (22); Building, 112 by 146 Feet, to Cost 108G

MIAMI, March 14.—A ground-breaking ceremony marking the completion of plans to construct their own permanent home will be staged here Sunday (22) by members of the Miami Showmen's Association, it was announced Wednesday (11) by the club's officers.

The completed structure, designed to cost an estimated \$108,000, will measure 112 by 146 feet and will be located on a plot measuring 250 by 300 feet at N. W. 18th Avenue and 28th Street.

Other building features will include concrete block construction, a combination bar and lounge measuring 40 by 70 feet, separate quarters for the Ladies' Auxiliary, and an auditorium measuring 70 by 80 feet and designed to accommodate upward of 400 persons. All rooms except the auditorium will be air conditioned, with the latter being cooled by an air blower system.

\$95,000 Raised

Phil Cook, executive secretary, reported that \$95,000 was already pledged toward the cost of the new home. The officers are urging the membership to buy more \$50 debenture bonds so that the club will be able to finance the entire cost of the structure without resorting to a bank loan.

The mayor and all other principal city officials have been invited to participate in the ceremony. This week, all showmen's clubs in the nation were invited to participate in the ground-break-

ing, and representatives of all groups are expected to be on hand, Cook said. Auxiliary officers extended similar invitations to ladies' groups thruout the country.

William Cowan, president, and William Moore, first vice-president, and all other association officers, are expected to participate in the ceremony. The ground-breaking is timed so that virtually everyone will have the opportunity to be present before leaving Florida to open with various shows.

Little to Supervise

Robert Little is the architect, and he will have charge of supervising the actual construction of the building. The construction contract has not yet been signed, but negotiations are expected to be completed within a couple of weeks, Cook said.

A parking space to accommodate about 100 cars will be located behind the building. The reception room, offices, card rooms, bar and lounge and restaurant will all be separate.

Early Stands Produce Okay Biz for Hill

DEL RIO, Tex., March 14.—Hill's Greater Shows did okay business at its first two stands of the year despite inclement weather part of the time. The week here, which ended Saturday (7), was helped by a good downtown location and crowds all week were more than satisfactory.

Show opened the last week in February in Corpus Christi under Legion sponsorship. Weather hurt during the week but the town came up with a good Saturday that more than made up for the earlier lag.

A number of new additions and changes helped to flash the org this year. A new three-unit light plant, delivered by Tobe McFarland, Houston, is being used. H. P. Hill, owner, has revamped the back-end and also added some new concessions. Tour will take the organization into Colorado, Montana, South Dakota and New Mexico. Owner Hill presented his wife with a new Cadillac here.

Personnel

Staff: H. P. Hill, owner-manager; Mrs. H. P. Hill, secretary; H. N. (Footie) Reeves, legal adjuster; Ed (Blackie) Schofield, assistant manager; Andy Widmer, electrician; Bill Nomad, painter; R. Sinclair, assistant electrician; Glen Joplin, superintendent of rides; Bill Schafer, mechanic; and Bonnie Holfield, front gate tickets and agent for The Billboard.

Back-end units include a gal show, Hedy Joe Starr, Bula Show and snakes, French Bouyouun, midgets, Major Jober; Circus Side Show William Lagon and Tommie McLaughlin; gal show, Mrs. Bill Schafer, office-owned Funhouse managed by Mr. and Mrs. W. L. Eastman.

Concession row includes Boots Stokes, six cats, H. E. Stokes, rat game, Pat Gibson, agent; Dave Reese, Bingo ball game, and glass pitch; Mr. and Mrs. Pluekel, one; Andy Widmer, candy floss; Will Carter, popcorn and peanuts; W. H. (Bill) Bonta, cookiehouse; Mr. and Mrs. Reeder, candy apples and snow cones; Mr. and Mrs. Joe Williams, bear pitch; heart pitch, coke bottles, huckleberry over 2 under 7, fish pond, balloon darts, pitch-till-you-win and cork gallery; Mr. and Mrs. Joe (Palooka) Ular, balloon darts, ball game, pin store and bear wheel.

Also Owen Jones, skille and cigarette gallery; Jackie Stone, hams and bacon; Bill Hooper, roll down; Billy Averil, candle-dance; J. Swartz, doll wheel; Glen Joplin, ball game; Nick Evans, two mill camp; Hal Fisher, Derby; Foote Reeves, balloon darts, fish pond and mlower, with sleeves agents including Kenneth Guyton, Harry Gibson, Kenny Coffey and Rocky.

Reithoffer Adds New WQ Building

NEW YORK, March 14.—Reithoffer Shows will complete a new building at their winter quarters soon, P. E. Reithoffer Jr., manager, announced. Made of cement blocks, the structure will be 50 by 60 feet and will be equipped with a heating system.

Plans are to purchase two new trucks, one to carry the Rolloplane, the other for the new Pony Cart Ride, recently purchased. All rolling stock will undergo a rigid inspection before the show hits the road, Reithoffer said.

Durham, N. C., Centennial Inks Tinsley

DURHAM, N. C., March 14.—Johnny T. Tinsley Shows has been signed to provide the midway attractions at the Durham Centennial and Historical Commission's 100th anniversary celebration, April 27-May 2, R. F. McLendon, of the organization, announced. Tinsley org will be the first carnival to play this city in 20 years.

Show will set up on Manning Way, a street that runs by the City Hall, which will be converted into a kiddie playland, and on a lot in the downtown area.

The John B. Rodgers Company, Fostoria, O., has been signed to handle all promotions, including decorations, a pageant and parades.

The city council and most civic and fraternal organizations are behind the celebration, which among other things, includes a beard-growing contest.

Gem City WQ Hums With Activity for March 23 Opener

ST. LOUIS, March 14.—Gem City Shows' winter base at Phenix City, Ala., is humming in preparation for an early opening. Don Greco, org's concessions manager, said here this week. Org will bow March 23.

A crew of 25 are working on the rides, shows and rolling stock and two new show fronts are being built, one each for the gal and negro revues. Three new major rides are reported to have been delivered and Greco recently ordered new canvas from the Campbell Tent & Awning Company, and merchandise from Acme Premium Supply Company.

Thomas Hickey, top man in the Gem City organization, is in winter quarters as is Ray Marsh Brydon, who is in charge of the back end. Johnny Reed, show's legal adjuster, is also at the winter base.

Bill Atterbury's high act, Sky Kings, has been signed as free attraction for the still date portion of the org's route.

Midway Confab

John Gallagan, well-known concessionaire, and president of the International Showmen's Association, was the subject of a recent feature story in a Knoxville newspaper. In addition to the yarn, a three-column photo showed Mr. and Mrs. Gallagan, daughter Frances, and son John Jr., seated around a table in their house trailer.

R. Neil Altenburg infers that he will have three wildlife shows out this season, one each with Bodart's Blue Ribbon, Wallace Bros. and Schaffer's Just for Fun shows. Altenburg is currently in Milwaukee where he is readying his shows for the road and has been busy lining up animals for a tourist zoo to be located north of Minocqua, Wis.

Margaret McCloskey, show owner, is now in Los Angeles where she is headlining the show at the New Follies. She is appearing under her professional name, Zorima, Queen of the Nudists. Following this engagement, she returns to Castro Valley, Calif., where her show is in winter quarters.

Gee Gee Raymond, gal show operator, and her husband, Charles, returned recently to Corpus Christi, Tex., to get their unit ready to go out with William T. Collins Shows this season. End of April they will trek to the Minneapolis base of the Collins' org with a stop-over in Springfield, Mo., the Raymond's home town.

E. W. (Bill) Snyder, veteran show agent, is currently in Des Moines handling a promotion. . . . Dave Decordia will have his seven concessions on Page Bros. Shows this season. . . . Evelyn West, gal show principal, is currently playing a nitery in Calumet City, Ill. . . . Rita Cortes, of gal show note, is enjoying her new 35-foot trailer in Sarasota.

Gem City Shows have been released from contracts to show the Bethany, Mo.; Goshen, Ind., fairs this season, Tom Hickey, the show's owner-manager, announced. The releases were obtained, Hickey explained, in order that Gem City could effect a change in its routing.

Ben Morrison, vet showman and immediate past president of the Michigan Showmen's Association, made a quick flight from his Detroit headquarters to Los Angeles last week to sign contracts for his summer promotions on the West Coast. He is also working on deals in Jackson, Kalamazoo, and Benton Harbor, Mich.

Mr. and Mrs. John T. Hutchens, owners of the museum show bearing their name, arrived recently in the San Antonio winter quarters of Alamo Exposition Shows to get set for the spring opener. Among last year's personnel who will return for the season are Sadie Anderson and Leo Balmer.

Eddie and Grace LeMay played host to their shuffleboard team, Wednesday (11), at Eddie's Hut in Gibsonton, Florida, and served a turkey dinner with all the fixings. A. R. Maxwell and Greek Anderson served as chefs for the affair. Team members included Mr. and Mrs. Dorris Davis, Mr. and Mrs. Jesse McCormick, Mr. and Mrs. Dan Stansell, Mr. and Mrs. Joe Alexander, Mr. and Mrs. Renee Rodriguez, Mr. and Mrs. Walter Hartt, James Shunk, King Ward and G. L. Bennett. Guests were Phil and Vi LeMay, Jean Nadreau, Mr. and Mrs. Harry E. Wilson and Hugh Allison. Dinner music was provided by Irving Kay's Huteneers. Two cars, which caught fire after colliding nearby, drew many from the dinner, which was just starting. Eddie LeMay as police chief, headed for the scene, accompanied by Walter Hartt, G. L. Bennett and Harry Wilson, all members of the Gibsonton fire department. Al Tomasi, fire chief, directed the fire fighting.

Jack and Ann Josephs, Trenton, N. J., and Betty Bazinet, Minneapolis, recently visited Pat and Agnes Purcell at Ormond Beach, Fla. . . . Eddie Elkins, who has been confined to his New York home and under doctor's care for the past several weeks, is up and around and formulating plans for the coming season.

J. Raymond Morris reports from Boston that he has signed to handle the billposting for the O. C. Buck-Model Shows during the coming season. Morris has handled the billing chores for a number of circuses and carnivals but has been off the road for the past couple of seasons while recuperating from injuries received in an automobile accident. He recently returned to Boston after a trip thru the South.

Phil Cook, executive secretary of the Miami Showmen's Association, will be in New York May 14 for the unveiling of a memorial stone at his mother's grave.

Bill Berndt scribbles from Oshkosh, Wis., that show business here is beginning to look up and that folks are looking forward to the opening of the still spots. Bill tells that Merle and Ina Kurtz are preparing to open their concessions at Menomonee Park there with kiddie rides and ponies. In addition to the park, they play picnics and celebrations. The Kurtzes also have a farm south of Oshkosh city limits where they buy and sell colts and riding stock.

Les Berger and Joe Mandel, of Cardinal Manufacturing, are heading out to cover accounts on a nationwide basis, as soon as the New York Toy Fair winds up.

(Continued on page 73)

W.G. WADE SHOWS

OPENING FRIDAY, MAY 8 VICINITY DETROIT, MICH.

(All persons contracted, please confirm)
Kalamazoo and Battle Creek, Mich., to follow!

Then into our usual excellent route of still dates in manufacturing territory with fairs starting in July at

- DELAWARE CO. FAIR, Muncie, Ind., July 26 to August 1 (First Motorized Midway to play this date in the entire history of this gigantic fair!); followed by an unbeatable route with highlights such as:
- LAGRANGE CO. CORNSCHOOL, Lagrange, Ind.
- CASS CO. FAIR, Cassopolis, Mich.
- LA PORTE CO. FAIR, La Porte, Ind.
- KALAMAZOO CO. FAIR, Kalamazoo, Mich.
- MICHIGAN STATE FAIR, Detroit, Mich.
- MID-SOUTH FAIR, Memphis, Tenn., with four bona fide Alabama, Georgia and Florida Fairs to follow.

CAN PLACE for This Unit for Still Dates and Fairs:

- ↑ RIDES—Looper, Caterpillar, Glass House, Roller Coaster, Rollo-Plane, Dark Ride and other Rides not conflicting.
 - ↑ SHOWS—Wild Life, Freak Animal, Crime or Dope, Mechanical, Monkey and other Flashy Shows. (Doc Ward, did not receive answer to our last letter, what is your address?)
 - CONCESSIONS—Ball Games, Fish Pond, Balloon Darts, Mouse, Duck and Glass Pitch, Hoopla, Cork Gallery and other such merchandising games. Openings for Novelties, Name-on-Hats, and like outright Sales Concessions.
 - PERSONNEL—Ride Men, including Foremen and Helpers, those who can drive semis preferred.
- NOTICE—We open in Highland Park, Mich., back of the Sears store, Thursday, April 2, with Rides and Selling Privileges. All Rides and Selling privileges contracted with us may open at that time, getting a few good weeks of extra work ahead of our regular opening with the complete show.
- NO. 2 UNIT can place for season, starting Easter Sunday in Detroit—Octopus, Spitfire, Roll-a-Plane and/or Roller Coaster. Now is the time for you to get with one of the oldest and most reliable outdoor show firms for an assured season. Don't hesitate. Write or Wire NOW!
- W. G. WADE SHOWS, G. P. O. Box 1488, Detroit 31, Michigan

HANKY PANKS

- THE BIG 10 MONEY WINNERS . . .
- PUNK RACKS—Our punks are in 15 colors and designs. Doz. \$15.00
 - 6 CATS—two styles \$12 and \$15 ea.
 - HUCKLEY BUCK KEYS—bound in case of 4. Ea. 30.00
 - PITCH-TIL-YOU-WIN BLOCKS, Ea. 3.00
 - SLUM BUMPERS & SPINDLES—New type makes it science and skill. Ea. 60.00
 - PENNY PITCH BOARDS—48x18, uses pennies or nickels. Ea. 60.00
 - OUR NEW STYLE BUCKET—Hexagon Shaped. Ea. 55.00
 - DAM FAMILY BALL GAME Ea. 60.00
 - HOOP-ALA BOXES—36 to set. Ea. 50.00
 - ALUMINUM BOTTLES—1 1/2 lbs. Ea. 2.00
 - ALUMINUM BOTTLES—3 lbs. Ea. 3.50
- Our new Basket Ball Game will be ready soon. This game will have a lot of copyright features. Send Deposit With All Orders. WRITE FOR CATALOG

RAY OAKES & SONS
7731 OGDEN AVE. LYONS, ILL.
Day Phone: Lyons 3-4632
Nite Phone: Brookfield 8840

America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
Immediate Delivery
FLAMEFOIL FABRIC
Available in all colors.
All dyed colors also available.
Bernie Mendelson—Charles Driver

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STAGE CURTAINS
Midways • Sideshows
Concessions
FLASH YOUR JOINT
HALF-PRICE
KNOXVILLE SCENIC STUDIOS
Box 1029 Phone 7-5551 Knoxville, Tenn.

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

JACK BOYER
Get in touch with me at once. Have a good deal for you on Royal American.
NAT D. RODGERS
4010 Obispo Tampa, Fla.

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

1953 GRAND OPENING, APRIL 13 AT JEFFERSONVILLE, INDIANA; ACROSS STREET FROM COLGATE FACTORY
SHOW WILL MOVE ON LOT APRIL 9 AND 10

- RIDE HELP: For 12 office-owned rides—Foremen and Second Men, must drive; salary tops. Write; want you here by April 4th or 5th.
 - CONCESSIONS: Have already booked Corn, Snow, Cotton Candy, Long Range, Scales, Photo, Glass Pitch, Bingo, Cook House, Six Cats and Buckets. All others open. Wire Western Union.
 - CONCESSIONS FOR SALE: One 14 ft. Milk Bottle Ball Game complete; one 14 ft. Punk Rack complete, \$150.00 each or both for \$250.00; two Age and Weight Outfits complete and very nice; cheap.
 - SHOWS: Have booked Fun House, Girl and Monkey; all others open. P.C. reasonable. Write or wire.
 - RIDES FOR SALE: Allan Herschell Auto 10 cars, very nice. Twin Kiddie Ferris Wheels. 1948 Allan Herschell Stream Line 18-car Caterpillar, like new, wonderful ride for park; no transportation; cost new \$14,800; now for cash very reasonable. One 10-KW. Light Plant new. One Circle and Star for No. 5 Eli Wheel crated ready to ship; no light bulbs; price \$225.00. Come and look at the above; can be seen anytime here.
- All replies
W. R. GEREN, Greensburg, Indiana

CENTRAL STATES SHOWS

24 RIDES AND SHOWS
6-50 FT. LIGHT TOWERS
35 CONCESSIONS
GIANT SEARCHLIGHTS
We again hold contracts for 17 of the best Fairs and Celebrations in Nebraska, Kansas and Oklahoma.
Opening the middle of April in Central Kansas.

Have openings for Derby, Custard, Novelties, Cigarette Gallery, Glass Pitch, Duck Pitch, Fish Bowl, etc. (No racket.) Can also place Arcade.
Can place Shows—Mechanical, Fun House, Snake, Wild Life, Unborn, Midgets, Iron Lung or others of merit. Will furnish equipment for capable operators. (No Athletic Show.)
Ride Help—Man to handle towers and front entrances. Openings for a couple of Foremen and Second Men. First-class equipment to work with. Want Man to handle Kiddie Rides. Winter quarters now open.
Will book Little Dipper or Roller Coaster.

The Finest Midway in the Middle West Where "Business Is Good"
W. W. MOSER, Mgr., Winterquarters, Hazelton, Kansas

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

NOTICE: There will be no change in the policies that have made our organization Indiana's No. 1 show for the past ten years. If you are looking for a connection, consider the following:

- The outstanding route of proven Celebrations and Fairs from April until October.
- The most modern and beautiful equipped show in our territory.
- NO RACKET—NO GYPSIES. Just Clean, Wholesome Fun and Entertainment that the whole Family can enjoy.
- No Front Gate Admission. We do not charge the public for their patronage.
- A KNOW-HOW PROGRAM OF SPECIAL EVENT PROMOTION famous in Indiana for its attendance drawing power.
- A record of FIFTEEN YEARS OF FAIR and HONEST DEALING with everyone.

CONCESSIONAIRES: If you are really interested in a sound business connection with a proven organization and have a worthwhile attraction, we have a few openings for strictly legitimate stores. NO RACKET — NO GYPSIES — NO PROPOSITION STORES.
SHOWS: IF YOU LIKE TO WORK TO PEOPLE WE PUT THEM IN FRONT OF YOU. YOU MUST HAVE A CLEAN WORTHWHILE ATTRACTION. CAN PLACE ARCADE, FUN HOUSE OR TRAINED ANIMAL SHOW.
HELP: We always have openings for SOBER RIDE HELP. You must drive and have or be able to get license. Other useful help needed. COMMITTEES: Have two weeks open.

Address all replies to 669 SWAN STREET, TERRE HAUTE, INDIANA
BAKER UNITED SHOWS
TOM L. BAKER and E. D. (ERNIE) ALLEN, Owners & Managers
"PRESENTING THE FINEST IN OUTDOOR ATTRACTIONS, FOR AMUSEMENT LOVING AMERICA"

Savannah Inks Buck's Model

SAVANNAH, Ga., March 14.—O. C. Buck's Model Shows have been awarded the contract to provide the midway attractions at the Junior Chamber of Commerce Festival to be held in City Park here March 20-29, it was announced Friday (13).

Harry Annetos, attorney, and John O'Hearn handled the negotiations for the Jaycees, with David B. Eady representing the shows.

New Assn. Opens Des Moines Offices

DES MOINES, March 14.—Midwest Carnival Managers' Association, Inc., has opened offices here in Room 830 of the Royal Union Building. Joe Sharp is president of the organization; Alva C. Merriam, vice-president; Frank Shortridge, secretary-treasurer, and Emmerett C. Hansen, legal counsel.

GEM CITY SHOWS

OPENING MARCH 23—SELMA, ALA.
LOT BEING LAID OUT SUNDAY, MARCH 22

ALL PERSONNEL CONTRACTED REPORT AT WINTERQUARTERS NO LATER THAN MARCH 19
AT IDLE HOUR PARK, PHENIX CITY, ALABAMA—ALL HEADS WHO WORK FOR DON GRECO ALSO REPORT
LONG SEASON—TOP ROUTE OF STILL DATES AND FAIRS

APPEARING NIGHTLY—"THE SKY KINGS"—135 FT. DUAL SWAY POLE ACT

CONCESSIONS

Want Glass Pitches, Fish Pond, Duck Ponds, Short Range, Long Range or any Concessions that work for stock. No exclusive. Will sell exclusive on Custard, Scales and Age (will furnish Scales to reliable man), and Novelties. (Shirley Wise, Matt Armstrong, get in touch.) Kitty Dozen (Mus Joint), your mail has returned. Get in touch immediately. Bob Buffington wants Bingo Help.

HELP

Want First and Second Men on rides. Must be sober and drive semis. Can also place good capable Help in all departments.

All for above contact: **THOMAS D. HICKEY**

IDLE HOUR PARK, PHENIX CITY, ALABAMA

BILL ATTEBERRY
THE SKY KINGS
Get in Touch Immediately



DANCERS

All types of Dancers for long season, with sure pay every night. (Route to you by mail.) Can also place Workingmen who drive trucks and sell tickets. (McCoy and Fred Hoyt, wire me at once.)

SHOWS

Want complete Side Show with or without equipment. Have openings for good reliable Showmen with own equipment. Want Shows of all kinds.

All for above contact: **RAY MARSH BRYDON**

ALL THOSE JOINING NOW WILL BE GIVEN PREFERENCE AT FAIRS

CARL D. FERRIS SHOWS

Opening in Savannah, Ga., March 30, for Police Benevolent Association for 2 weeks on 2 different lots. Remember our opening in Savannah last year! Followed by best route in the East, consisting of 3 Centennials, 5 Old Home Weeks and 14 Fairs.

Want Concessions—Fish Pond, Duck Pond, Cork Gallery, Pitch-Till-You-Win, Ball Games, Short Range, any kind of Hanky Panks, Photos, Novelties, Concessions of all kinds contact.

Want Side Show, Life Show, Grind Shows, Penny Arcade, Monkey Drome or Speedway, Motordrome, Glass House, Fun House, Mechanical Show, Bull Martin, wire or call me at once.

Want Kiddie Rides, Octopus, Caterpillar, Ride Help and Semi Drivers.

Wire all answers to

Western Union or call Winterquarters, Savannah, Ga. Phone 6-5848
P.S.: Willie Lewis and Jack Perry will be at winterquarters after March 20.

SHOW T-E-N-T-S

Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.
132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

ELECTRICIAN

Small Unit playing around Washington, D. C., and to be Handy Man. Can use Man and Wife who have trailer. Wife can operate Popcorn. Must be sober and reliable. Good salary.

LACHMAN AMUSEMENT CO.
6321 Blair Rd., N. W.
Washington, D. C.

OUTDOOR AMUSEMENT CONCESSION OPERATORS FOR SALE

Country Store complete with 16 ft. Tent and Frame in good shape; 4 Cash Boxes, Light Stringer; 8 special made Counters. Price \$300.00. All the above has been used by me.

ADOLPH KOSS
3801 Palmira St., Tampa, Fla.
Phone 849051

FOR SALE

2 Floss Machines, 1 Concession Trailer, 1 Kid Ride, 1 Fun House, 1 Popcorn Machine, 1 Pitch Trailer; 1 Swing (Set). 24 Seats; 1 Glass Pitch

E. R. ESHNAUR
2619 E. 6th St. Kansas City, Mo.

Carnival Rides Wanted

FOR RICHEYVILLE FIREMEN'S CARNIVAL, AUGUST 10th TO 15th; AND COKEBURG FIREMEN'S CARNIVAL, AUGUST 17th TO 22nd. CONTACT

FELIX TARORICK
RICHEYVILLE, PA.

WANTED

RIDE MEN AND CONCESSIONS
For Sale—Octopus, Tractor and Trailer. Good deal.

MOUND CITY SHOWS
1417 Grattan St. St. Louis, Mo.

WANT

Sober, reliable Bingo Relief Caller and Counter Men. Those familiar with Jones Bingos, contact.

Have for sale 16x32 Bingo Frame and Canvas, good condition.
EDDIE SCHULTZ
Box 171, Waverly, Va. Phone 3560
No collect calls or wires.

IF you want a good job this season around a very clean show with TEN office-owned rides, playing the best money spots in Western Pennsylvania.

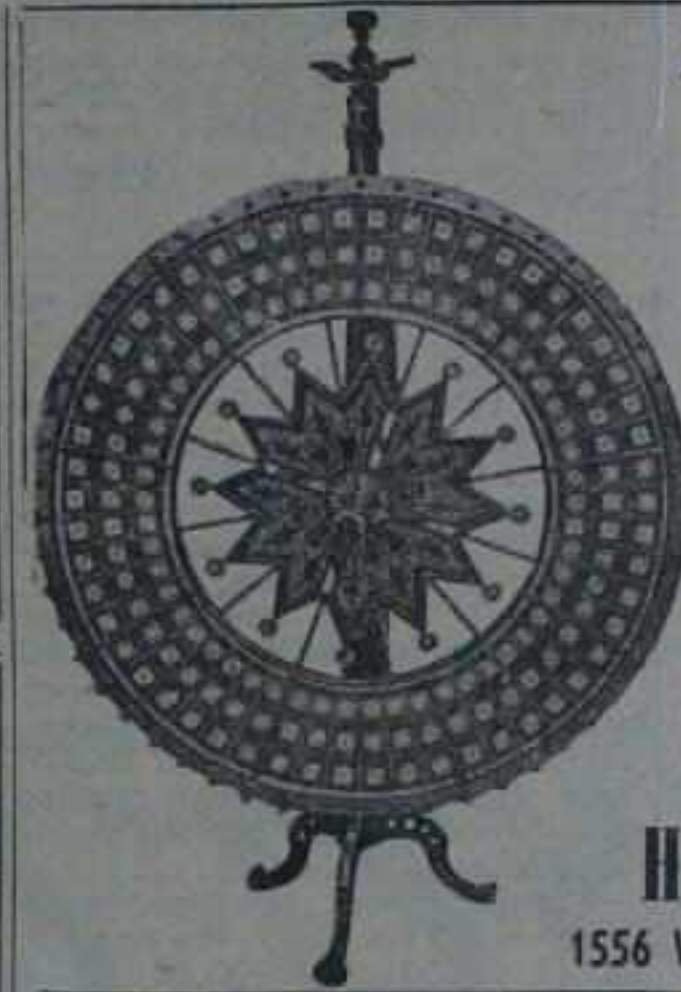
CONTACT

RITA LAVIN, Concession Manager
Ken-Penn Amusement Co.
Route 1, Box 418 Ft. Pierce, Florida

NOTICE

All people contracted or hired, contact me at once. (Tony Marans, get in touch with me.)

DICK BEST
c/o Pine Shores Trailer Park
Sarasota, Fla.



It's the Original!

EVANS' **JUMBO DICE WHEEL**
THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

H. C. EVANS & CO.
1556 W. CARROLL AVE., CHICAGO 7, ILL.

BE WITH A POWELSON UNIT

Units opening in April and May

CONCESSIONS—Can place Hanky Panks of all kinds. No grift.

SHOWS—Monkey, Snake, Side Show, Motor Drome or any Grind Shows with own equipment.

HELP—First and Second Men for Rides and Fun House.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio Phone 1088M

CAROLINA STATE SHOWS

TO OPEN NEW BERN, N. C. EIGHT DAYS, MARCH 20 TO 28. 50,000 MARINES AT JACKSONVILLE AND CHERRY POINT WITHIN TWELVE MILES OF LOT.

Will book or lease set of Kiddie Rides and Merry-Go-Round, Howard Kirk, contact. Will advance transportation money. Want Girl Shows. Should be best Girl Show spot of the year. Vonnie Brown, Johnny Gambino, Jimmie and Jack, others that know this spot, wire. Place Dinks and Broads. Frenchy Moore, Mickey Dale, Otis Hackman, Humpty, let me hear from you. Place Snake Show, Wild Life, any show with own equipment. CONCESSIONS: Want Popcorn and Apples, French Fries, Palmistry, Age and Scales, Ball Games, Water Concessions, Glass Pitch, any and all Hanky Panks, Buckets, Six Cats, one or two Wheels, Rat Game, Pan Game. HELP: Want Ride Men, Foreman for Wheel, Octopus, Rolloplane, Flying Scooter, Second Men, Electrician that can handle Caterpillar Diesels, Semi Drivers, Canvasmen, useful Carnival Help. Address

HARRY (BUDDY) FISHER

NEW BERN, N. C.
P.S.: Place Bingo for season.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TE-TS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
3 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

C. A. STEPHENS SHOWS

Wanted for Lake City, Fla.—Heading North

Concessions working for 10 and 15 cents, Long and Short Range, String Game, Blower, Bowling Alley, Novelties, Scale, Age, Balloon Darts. RIDES: Place Rolloplane for season. Will buy Kiddy Auto priced to sell. SHOWS: Place Grind Shows not conflicting. Have transformer and two small light plants for sale. Dade City, Fla., this week.



You'll get more return for your money... show more profits... with our RIFLE SPORT and CHALLENGER.

Write today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

BOHN AND SON UNITED SHOWS

WANT WANT WANT

Small Cook House that caters to show folks and Bingo, Sno-Cones, Floss, Popcorn. Some PC open. Hanky Panks of all kinds open. Special spring rates. Want combination Electrician and Mechanic.

Pleasanton, Texas, this week.

WANTED

Legitimate Concessions, Ball Games, Flashers, Hoop-La, Pitch Till You Win, Cigarette Shooting Gallery, Grocery and Pokereno. Excellent opportunity. Apply to Bob Babcock.

NEW WHITE CITY PARK
Shrewsbury, Mass.

GREAT SUTTON SHOWS

50TH ANNIVERSARY—ALL NEW BUT THE NAME

Grand Opening, April 13, Harrison, Ark.—"Best in the Ozarks"

CONCESSIONS: Will sell exclusive on Bingo, Glass Pitch and Custard. Can place legitimate Concessions of all kinds. Also can place Cat Backs and Milk Bottles. SHOWS: Can place Independent Shows of all kinds. Good proposition for operators with own equipment.

HELP: Can place Second Men on all Rides. Also want capable Foremen on Ferris equipment. Wheel and Tilt. Need Help in winterquarters. Good pay, warm buildings. Come on in. Contact F. M. SUTTON SR., Box 790, Harrison, Arkansas.

FOR SALE OR TRADE

FOR KIDDIE RIDES OR THREE ABREAST MERRY-GO-ROUND

Late Model No. Five EM Wheel, perfect condition, seats all graded, nice clean seat covers, very latest D 130 power unit, V belt drive, steel base plate, wooden light circle. This Wheel is like new, would be fine for park or carnival. Terms to suit you, cheap for cash.

Phone 468W H. C. SWISHER Caney, Kansas
P.S.: Will trade for most anything. Real Estate, Trucks or Show Equipment of any kind.

Herschell Spillman
40-Ft. Merry-Go-Round
 24 factory-rebuilt, repainted wooden horses. Ride and top in good shape. \$3,500.00 cash. No deals.
MARDI GRAS, INC.
 1000 North Rolling Road, Baltimore 28, Maryland.

BINGO WANTED
 Account of disappointment can place neat Bingo for season. We have a route in money-getting territory, long season and a beautiful show.
CONTACT
E. L. YOUNG, MGR.
Sterling Crown Shows
 P. O. Box 157
 Tarpon Springs, Fla.

FOR SALE—FOR SALE
 One 12-car Ridee-O, \$1500.00 without motor; \$250.00 extra for motor. Ride needs little repair.
 One 25-ft. semi Stake Body and one 28-ft. semi Stake Body, \$300.00 each. Both equipped with landing gears, rubber fair, sides need little repair.
 One 1942 Dodge Tractor in A-1 shape, good rubber, \$800.00.
 One 8-car Kiddie Auto Ride, no top, with fence and ticket booth, \$300.00.
 One good used Side Wall for 3-abreast Merry-Go-Round.
RISE HELP WANTED
 Foremen for 16-tub Octopus and 25 Ell Ferris Wheel.
 All replies to
Troy E. Williams
 Williams Amusement Co.
 c/o Fairgrounds Monroe, N. C.

FOR SALE
#5 Callett Ferris Wheel
 Mounted on low steel trailer. Bottom tower mounted to trailer, spokes all assembled, loads compactly. Ford Engine, Ticket Box, Loading Ramp. Sets up in 2½ hours, down in 1 hour and fifteen minutes. Same size and capacity as Ell #5. Ideal for picnics, church bazaars and parks. All ready to operate. Back your tractor under trailer and take it. Bargain for \$2,000.00 cash.
E. L. YOUNG, Mgr.
 Sterling Crown Shows
 P.O. Box 157 Tarpon Springs, Fla.
 P.S. Also have 32 ft. Huck Trailer for Rides Cheap.

Motorhome Operator WANTED
 Can place responsible Operator to handle Drome. Have all necessary equipment except Motorcycles. Will help finance responsible party. Address
AL WAGNER, Mgr.
 CAVALCADE OF AMUSEMENTS
 Box 44, Mobile, Ala. (Phone: 4-9553)

2—GRIND STORES—2
FOR SALE
 Pin Store and Count Store. Beautiful Stores, 16 ft. Velvet, complete—Ready to set up.
RALPH LIPSKY
 5324 Wells St. Louis, Mo.

Annual American Legion Fall Festival
 Canal Winchester, Ohio, Aug. 19, 20, 21, 22. Rides and Concessions wanted. Contact
WILSON KITTELL JR., POST ADJ.
 Box 169, or Phone 7-4842

WANT AGENTS
 For Count Store, Six Cats and Buckets. Best spots in Kansas and Oklahoma. Open April 11 at Pittsburg, Kansas.
BLACKIE JETT
 Wichita, Kansas. Phone: 4-5628

Thank You
MR. AND MRS. DAVID MEEHAN
 Photo Gallery Operators with World of Mirth Shows
 For your New Buick purchase
JOHNNY CANOLE
 Canole Buick
 Monaca, Pa. Phone 2500.
 Altoona, Pa. Phone 9347

CLARENCE MULOITCH
SNAKE MAN
 Get in touch with me at once
NAT D. RODGERS
 4816 Obispo Tampa, Florida

WANT
 3 Rides and several Concessions (except Peccorn, Candy Apple, Pitch-Tilt-You-Win and Animals). Contact
Willie Whitehead
 Turner Chapel School, Raleigh, Miss.

Midway of Mirth Shows
 Opening Last of March
WANT
RISE HELP
 (Must drive semi.) Grab or small Cook House, Stock Concessions. Address East Nettleton Ave., Jonesboro, Ark.

Goebel Org
Springs at
Imperial Fair

IMPERIAL, Calif., March 14.—The Louis Goebel Pan American Amusement Company, a carnival specializing in community fairs, opened its 1953 season here at the California Mid-Winter Fair. The annual closed its nine-day run Sunday (8). Show is remaining on the fairgrounds until its Yuma date early in April.

The show, under the management of Jimmie Wood, carries 13 rides and this year added a new pie truck and a narcotics show. The big top, used for exhibits at community fairs, has been enlarged to 80 by 480 feet and completely lighted with fluorescent. A veneer flooring is also being used.

On this date Pan American featured new concession fronts as well as twin Ferris Wheels.

Personnel includes, in addition to those named, Ova Thornton, treasurer; Bob Thornton, superintendent of kiddieland; Milo Hartman, superintendent of personnel; Bill Ellis, assistant personnel superintendent; Allen Wood, purchasing agent; Cliff Henry, boss electrician; Murray Houghtaling, superintendent of transportation; Pat Graham, legal adjuster; Bill Overly, general agent, with four assistants, Ken Baker, Cedric Olsen, Fred Miller, and Ed Sizer, and Darwin Glenn, concession superintendent. Ruby Wood is managing the new narcotic show with Ray Maxwell as assistant and lecturer. Harold Paul is in charge of the new pie car. The canvas and lot crew consists of 16 men with Frank Chiarello as boss and Ishmel Escalante, assistant.

Show will play Southern California until August, then move north.

Navy Relief Cele
Names Eisenman
As Civilian Aid

LOS ANGELES, March 14.—Monroe (Moe) Eisenman will serve as the civilian consultant for the Navy Relief Carnival to be held at the El Toro Marine Base near Santa Ana for four days, starting May 21. Serving with him as associates will be Max Hillman and Joe Dauer.

Eisenman's appointment was made by Lt. Col. R. M. Haynes of the base, which is one of the largest Marine air installations in the world.

The Navy Relief Carnival at El Toro will be Eisenman's first promotion of the year. A resident of the West Coast for the past 20 years, he has been associated with West Coast Shows, Imperial Exposition and Enterprise Amusements. In the East he was with Cetlin & Wilson, Rubin & Cherry and other shows.

Midway Confab

Continued from page 69

They said that heavy interest has been shown in their new electric ring toss game, and they expect good results with their new aluminum center-ball bearing merchandise wheels, introduced recently.

After a two-week vacation in Miami, Jerrie Jackson's Hi-Stepers of '53 personnel resumes theater work and opens May 1 with the Cetlin & Wilson Shows.

Jack Ray is back in Canada after a trip to California. . . Jack McCormick is still relaxing in Hot Springs while his wife, Dolly, carries on as president of the Ladies' Auxiliary, National Showmen's Association, and supervises the operation of the group's magic store in Times Square. She will vacation at White Sulphur Springs, Va., after Jack's return.

After closing at the Washington's Birthday Celebration at Laredo, Tex., Ari Spencer's Motor-drome, P. L. Patterson's concessions, and Roy Rosier's shows joined the Great Southern Exposition at Zapata, Tex.

PENN PREMIER SHOWS
worlds • cleanest • midway

OFFICIAL OPENING 11 DAYS—ESSEX (BALTIMORE) MARYLAND, APRIL 8-18—11 DAYS OFFICIAL OPENING

CONCESSIONS Can place Ball Games, Novelties, Hats, Dart Balloons, Fish Pond, Cigarette Gallery, Photos, Derby Racers and any other legitimate Concessions. Can place some percentage if you have Hanky Panky. Appliquist, answer.

SHOWS Can place any good Novelty Show not conflicting. Can place Fat Show, Snake Show, Midgets, Wild Life or will finance any worthwhile Attraction. Charlie Mazelli, get in touch with me at once.

HELP Can place good, sober, reliable Foremen for Tilt, Rolloplane, Train, and set of seven Allan Herschell Kiddie Rides. Can place Second Men who drive for Wheels, Tilt, Octopus, Swings, Jenny, Rolloplane and Kiddie Rides. Men who drive given preference.

Winterquarters now open, come on in. We leave April 1st. Good salary with bonus. Can place Man to handle tickets on truck, who can drive. Also Man for Searchlights and Towers. For Sale, one 25 foot Motor-drome, excellent condition, priced to sell. Also one Miniature Train in excellent condition. Address all mail and wires to
Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows c/o FAIRGROUNDS, HENDERSON, N. C.

Eddie Young's
STERLING CROWN Shows

OPENING SATURDAY, APRIL 25—TRULY A BEAUTIFUL SHOW

12 RIDES NOW BOOKING 8 SHOWS

CONCESSIONS Bingo, Cookhouse, Jewelry, Ball Games, Fish Ponds, Darts, Long Range, Exclusive, Mitt Camps (must post standing deposit) and any Hanky Pank Concession.

CONCESSION AGENTS Young & Barkoot can place Grind Store Agents, also Head for Pin Store, Blower and one Count Store. Also Agent for Short Range Gallery, Mack House, legal adjuster. "Rebel," contact.

RIDES Any major or Kiddie Ride not conflicting

SHOWS Any worthwhile Grind Show not conflicting with office Shows. Must have own transportation.

SHOWMEN Have complete Girl Show, also Colored Girl Show with transportation. Will turn over to capable Operators. Must have own P.A. sets and wardrobe. No drunks.

RISE HELP Want Ride Superintendent who knows all rides and is not afraid to work, and will get Rides up and down. Can place Foremen and Second Men for Wheel, Roll-O-Plane and Tilt. Second Men for other Rides. Top salaries and bonus. Must drive semi trucks. No drunks. Must report not later than April 1.

BILLPOSTER Want sober Billposter with own transportation. Long season's work. Also to act as Special Agent.

All Replies to **E. L. YOUNG, Mgr., P.O. Box 157, Tarpon Springs, Fla.**

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

OPENING APRIL 4 ALEXANDRIA, LA.

WANT TO BOOK
MONKEY SHOW—Will party who contacted me in San Antonio, please get in touch again?
WANT Foreman for Little Dipper. Also Second Men who drive semis.
WILL BOOK a few more legitimate Concessions.

FOR SALE
 14x32-ft. Glass Pitch. New canvas with awnings. Popcorn Trailer. Will book on show. Sunshine Choo-Choo Kiddie Train. (Ray Brewer, please contact.)
 Address **E. D. McCRARY, c/o Tampico Hotel, Opelousas, La.**

CAN PLACE
 All kinds of Hanky Pank type concessions for Five Big Fairs, starting Labor Day Week, Columbia, Tenn., Sept. 7-12, followed by Florence and Huntsville, Ala.; Lawrenceburg, Tenn., and Athens, Ga.
 Exclusive open on Photos, Custard, Popcorn, Peanuts, Carmelcorn, Chocolate Dips, Snowballs, Candy Apples, Taffy Candy, Long and Short Range, French Fries and Novelties.
 Gooding's State Fair Unit, playing all fairs.

WILL SACRIFICE
 if sold within next few weeks, a complete Bingo, 18x36, 74 stools, center flash, with Bingo Blower, sound system and velvet flash cloth, green top with awnings all around.
 1 Set Toledo Platform Scales, practically new; 1 Set of Tripods.
 Can place capable Balloon Dart Agent, Bingo Counter-men and other Hanky Pank Agents, opening on Gooding units. All four units open latter part of April.

JOHN GALLAGAN
 2803 E. Fifth Ave. Phone 58945 Knoxville, Tenn.

FOR SALE

2-471 GMC Diesel Motors, 2 Clarke 65 Kw. Generators, switchboard complete, approximately 5,000 feet of one, two and three-ply cable, all mounted on a 24-foot Fruehauf Trailer and a 1949 GMC Tractor. All in first-class condition for only \$10,500.00.

One complete Cook House and several Flat Trailers and Tractors.

Terms to responsible people.

Robinson Truck & Equipment Co., Inc.
 MOBILE, ALABAMA PHONE 81676

BROWN & WALLACE SHOWS

OPENING SAVANNAH, GA., MARCH 19 THROUGH 28

CAN PLACE Billposter with truck who can and will put up paper; salary \$125.00 per week. (Eddie Newcomber, come on; Kline not here.)

ALSO WANT Mechanic with tools to join at once.

CONCESSIONS—Age, Scales, Photos and all Hanky Panks.

HIDE HELP—First and Second Men on Rides; must drive semis.

SHOWS—Will book any Show not conflicting with what we have.

RIDES—Especially want Octopus.

Address Savannah, Ga., Until March 28; Then Per Route

GOLD BOND SHOWS

OPENING APRIL 25 VICINITY OF PEORIA, ILLINOIS

WANT WANT WANT HAVE OPENING FOR SMALL COOKHOUSE CONCESSIONS: Want Hanky Panks of all kinds only. Want Photos, Custard, Novelties, Jewelry, Basket Ball, Glass Pitch, Fish Bowl, Long Range, Penny Pitch. SHOWS: Want 10 or 5-in-1, Snake, Illusion, Mechanical, Monkey, Motordrome. WILL GIVE BACK END TO RELIABLE PARTY RIDE HELP: Want Help who drive for Merry-Go-Round, Wheel, Octopus, Spitfire, Tilt and Kid Rides.

All Replies to MICKEY STARK, Mgr.

P. O. Box 229 (Phone: 320) Mt. Sterling, Ill. Winterquarters Now Open in Fairgrounds.

CAPITAL CITY SHOWS

Opening April 1, downtown location, Valdosta, Ga.

Moody Field payday—plenty of soldiers.

CONCESSIONS: Legitimate Stock Concessions of all kinds. Good opening for Custard, Arcade, 2 Stock Wheels, Joe Exler, contact Cookhouse and Bingo sold. SHOWS: Monkey, Mechanical or any non-conflicting Grind Shows, James Montello wants Help for Side Show, Chas. Sudan Ebbington, contact Montello. Same deal as last year. Eddie Greeno wants Girls for Girl Show. RIDE HELP: Want 2nd Men for Wheel, Octopus, Looper, Tilt, Foreman and Second Men for Caterpillar.

Winterquarters now open; plenty of space for trailers.

All replies to J. L. KEEF

BOX 201, Valdosta, Ga. Phone 36471

WANT F. C. BOGLE SHOWS, INC. WANT

OPENING SATURDAY, APRIL 11, PITTSBURG, KANSAS

FAIRS INCLUDE COLBY, WAKEENEY, DODGE CITY, LIBERAL, OBERLIN, DOWNS, WAMEGO, PHILLIPSBURG (ALL KANSAS), CHEROKEE, McALESTER AND STILLWATER, OKLAHOMA. OTHERS PENDING.

CONCESSIONS: Scales, Balloon Darts, Novelties, Coke Bottles, Cork Gallery, Ball Games, Pan or Rat Game, Mitt, etc. SHOWS: Motordrome, Side Show. Will offer best deal in show business. Also Grind Shows with own equipment. HELP: Foremen for all rides, Electrician, Funhouse Operator. WINTERQUARTERS OPEN—COME ON IN. Carl Harlan wants Couple to run Derby, 50-50 Deal

FOR SALE—2 Serval Trailers, one with 4-Way Awnings. One for carnival office. Also one 14x24 ft. Bingo, canvas good, complete with stools.

Write or Wire F. C. BOGLE, Mgr., Box 67, Arma, Kansas

CAVALCADE OF AMUSEMENTS

WANT—OPENING MOBILE, ALA., MARCH 21—WANT

Shows and Attractions. (Will furnish any worthwhile Attractions.) Can place Wild Life, Unborn and Monkey Show. Will furnish complete Snake Show (except Banners) to reliable Operator. Operator for Glass House and Fun House. Can place a few more Kiddie Rides, especially "Sky Fighter." Hanky Panks of all kinds. (Photos, Penny Arcade open.) Winky, answer. Capable Operator for Popcorn Wagon Billposter who can get paper up and handle our own truck. (Droegge, answer.) Frank Seger can place Train Haul, Polers, Chalkers. Want two Cat Skinners and Mule Drivers. Have opening for A-1 Neon Man. (We have our own Neon Wagon.) Can place reliable Operator for Floss Machines. Chuck Magid and Mr. and Mrs. Ralph Robinson, contact me.

All address AL WAGNER, Mgr.

Box 55, Mobile, Ala. (Phone: 6-9553)

UNITED EXPOSITION SHOWS

WANT WANT

SHOWS: Side Show Help of all kinds. Also want Mechanical or Monkey Shows. Want Girls for 1933 Model 49 Camp. (Wire or write Harry Benson.) Also want Girls for Hula. (Jack Stevenson, wire.) Man and wife to take complete charge of light framed Motordrome. Have 3 motors and public address system. What have you got? HELP: Ride Foremen for Tilt, Roll-Up-Plane and Mix-Up. Must know their business. Also want Second Men. All must stay sober and drive. Can place Front Gate Man. CONCESSIONS: Man to take charge of well-lashed Bingo. Countermen. Hanky Pank Help, men and women. Also want Count Store Agents. Cliff Vernon wants Skillo Agents. Opening here April 4, then North to the smoke stacks. Booked solid. Best route in the history. Wire, write or phone C. A. VERNON, Mgr., Paragould (Phone: 900), Arkansas. (Pay your own). Cookhouse open; extra good eats.

HARRY SCHREIBER WANTS

FOR METROPOLITAN SHOWS

Agents for Bowling Alley, Slum Skillo and Pin Store. Concession Help of all kinds.

Write to: Harry Schreiber, c/o Miami Showmen's Assn., 236 West Flagler St., Miami, Fla. Dick Lewis, get in touch with me.

MAJESTIC GREATER SHOWS

OPENING MACON, GEORGIA, MARCH 23, AT MAYNARD & MITCHELL

Want Hanky Panks of all kinds. Place P.C. Dealers, Jig Show, Snake Show, Wheel Foreman, Set of Kid Rides. C. N. Fleckinger Shorty Morgan, Shirley Ann Marsh, get in touch with me.

SAM GOLDSTEIN, Jacksonville, Fla., this week

RIDE HELP WANTED

Man to take complete charge of Chairplane and two new Kid Rides. Tower of Plane does not dismantle. "Stoney" Gooding has Merry-Go-Round. Wants good Second Man. Man to take complete charge of Fun House, easy up and down. Top salary in all the show. Also need Agents, Men and Women for ten office-owned Concessions. We only carry fourteen Concessions altogether. So if you are an Agent and want money, this is it.

LEE BECHT AMUSEMENTS

P. O. BOX 92 Mount Healthy 31, Ohio. Wopen April 18, Cincinnati, Ohio.

Winter Quarters

Wilson Greater

PHOENIX, Ariz., March 14.—Mr. and Mrs. Lloyd Wilson returned from a trip to Nebraska and Missouri to visit relatives. The trip also served to break in their new Packard. Owner Wilson has announced the show would open March 27.

Personnel in quarters is busy repairing and painting equipment. Emphasis this year will be on a more pretentious back end. L. M. Nelson is in charge of the crew working on that project. Two major rides are to be added. Route begins in Arizona and includes New Mexico and Colorado. Personnel will be about the same as last year's line-up. The writer will again be The Billboard agent. —DAVE FREDERICKSON.

Page Bros.

SPRINGFIELD, Tenn., March 14.—Make-ready is under way with a crew of 12 going over the equipment for the April 18 opening. Plans are to carry 10 rides, 7 shows and upwards of 30 concessions.

Shows are awaiting delivery of a new truck from Harrison Motor Company, Russellville, Ky. Recent quarters visitors included Bill Geren, manager of Mighty Hoosier State Shows; C. C. (Specks) Groscurth, owner of Blue Grass Shows; Pete Hendrix, Vivona Bros. Shows; Mr. and Mrs. Humpty Ethridge and Charles Garrin.

Baker United

TERRE HAUTE, Ind., March 14.—Much work has been done this winter and for the most part the equipment and rolling stock is all set to open the season. Route, which will this year extend into October, is almost set with the exception of a couple of weeks.

Weather Smiles On Big State Org's Seguin, Tex., Bow

SEGUIN, Tex., March 14.—Big State Shows closed their first stand of the season here Saturday (7) after a week of fair business marred only by one day of rain. Org had nine rides and six shows in its line-up.

Staff includes Mr. and Mrs. Robert Moore, owners; Sammy George, business manager; Frank Gaskins, general age t; Mrs. Frank Gaskins, secretary; Mrs. Robert Moore, treasurer, and Robert Cogan, concessions manager.

John Wright, manager of the monkey show, died in San Antonio on March 3. Sammy George took delivery on a new Spartanette house trailer here.

Other personnel includes: Rides: Merry-Go-Round, Forest Adams; Ferris Wheel, Jack Carpenter; Octopus, Roy Dixon; Tilt-a-Whirl, Ralph Edward Hardy; Thriller, E. R. Gouch; Kiddie rides, (1) Manual Verreal Jr., and ponies, John Doling. Shows include Ruth Dixon's novelties; Madam Faye's monkeys; Ike Powers' big snake, and Zara's gal and illusion units. Concession row includes Eddie and Boots Andrews, ball game; Mr. and Mrs. Nixon, balloon darts and fish pond; Waco Roberts, slum spindle; Lee Hayward, 5; Mr. and Mrs. Charles Cudney, candy apples; Tom Sadler and family, popcorn; Mr. and Mrs. Jerry Haley, photos; Buddie Wambler, pin stand; Mr. and Mrs. A. W. Smith, cookhouse; Gracie Haggeman, hoop-la; Cecil Mosley, six cat; Tony Martins, buckets; Odell McClanahan, roll down; Bell Evans, penny pitch; Sue Hodliden, over & under; Bural Owens, skillo; Mr. and Mrs. Dinger, high striker; Joe Sims, long range shooting gallery; Bill Cudney, ball-a-ball, George Jones, 3, and Eggs Melton, roll-a-ball.

Alberta Slim Unit To Royal Canadian

VANCOUVER, B. C., March 14.—Alberta (Slim) Edwards, who had his one-ring circus, Snake Show and Funhouse on Wallace Bros. Shows last season, has signed to go out with Royal Canadian Shows this year.

Edwards is currently in California to buy a Funhouse and other show equipment. He wintered his animals and equipment in New Westminster, B. C., now his permanent winter base.

CHAS. ANDERSON

BOSS CANVAS MAN

Get in touch with me at once. Have good deal for you and your wife on Royal American.

NAT D. RODGERS

4010 Ohio Tampa, Florida

Personnel is unchanged. Ernie Allen will again serve as manager and Tom L. Baker will again handle the special agent chores.

One ride is to be added to the line-up. Org will continue to cater to youngsters and feature many special matinees.

Front end remains unchanged from last year altho a few additions are expected.

From the Lots

Drago Amusements

KOKOMO, Ind., March 14.—Paul Drago, shows' owner, returned this week from a trip thru the South where he purchased more equipment and rides. Current plans call for the addition of a new unit to be known as Drago Amusements No. 2.

Rides were brought into quarters by Kenny Ritchie, Chet Pierce, Bill Pratt and Pat Hae-ville. They were stored in a large building completed this winter. Equipment is being readied under supervision of Pierce and Ritchie.

Unit No. 1 will operate nine rides and No. 2 will have seven, according to present plans.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

Last Call OPENING SATURDAY, MARCH 28, Last Call SENECA, S. C.

CONCESSIONS: Fish Pond, Ball Games, Novelties, Scale and Age, String Games, Short Range Gallery, Custard, Mitt Camp and any legitimate Concessions. A little percentage open if you have Hanky Panks. Good opening for Candy Floss. Will give Ex on Bingo and Photos. SHOWS: Wild Life, Monkey Show, Big Snake with or without equipment. Will give proposition to a reliable man for the whole back end. Need Secretary and General Agent who can produce. This show has eleven bona fide fairs and a good spring route already booked. Want Girl Show Operator with two or more Girls. We furnish all equipment, Panel Fronts; you furnish the Girls and the Sound System. RIDE HELP: Place Octopus Foreman and Second Man on all Rides; you must be able to drive truck and have drivers license. We pay every Monday night and we pay in cash; no meal tickets. All mail and wires

BEN WOLFE, Owner, Landrum, S. C., Phone 58

Last Call Last Call

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

OPENING APRIL 11

WANT Hanky Panks of all kinds. Tiny Cowan and Hal Roberts, please contact me. Want Truck Mechanic. All ride help report not later than April 1.

SHAN WILCOX, Mgr.

Winterquarters Maryville, Tenn.

GOLD MEDAL Shows

OPEN SATURDAY, MARCH 28, SELMA, ALA.

Can place Scenic Artist. Want Foreman and Second Men for Looper, Octopus and Kiddie Ride. SHOWS: Good opening for Wild Life, Unborn, Penny Arcade, Glass House. Can place Girl Show with own equipment. Must have nice panel front. CONCESSIONS: All Legitimate Concessions open. Winter quarters now open. Wire or phone.

JOHNNY DENTON or ART FRAZIER 9038, Dothan, Ala.

GOREE & SONS AMUSEMENT ENTERPRISES

OPENING WICHITA FALLS, TEXAS, MARCH 28 SHEPARD FIELD PAYDAY, 45,000 AIRMEN WILL BE PAID Will book Concessions of all types. Everything open except Six Cats, Pan Game, Bingo, Cookhouse. Everything else open and I will book you. I charge \$10.00 out and 25% of gross on all concessions. This show goes into concession territory. SHOWS: Will book all types of Shows regardless of kind, with or without equipment. Good deal. Want Side Show Operator. I have new 30x50 ft. top and front. All others open. RIDES: Want set of Kid Rides, will buy or book. HELP: All Ride Help come to Wichita Falls, Texas, March 22, I will place you. McClain, advise you kick in back quick. Want Man and Wife to operate Cookhouse, Morgan, write or call me about Tilt. ALL REPLIES AT ONCE TO: C. A. GOREE, MGR. Atls, Tex. P. O. Box 27 (Phone: 422)

EMPIRE STATE SHOWS

Want Hanky Pank Concessions of all kinds, Bingo, Cookhouse, Leaf Gallery, Mitt Camp and Photos. Want Kiddie Rides, Want Shows with own outfits. Good proposition. Want Ride Help: Merry-Go-Round and Wheel Foreman.

Address JOHNNY WARD, Mgr. Quitman, Ga., this week.

WANT FOR SAN DIEGO, TEX.

Hanky Panks, Man and Wife to handle Bingo for season. Will book or lease Ferris Wheel for season. Other major Rides not conflicting open. Any Show of merit not conflicting. Want at once Man with Girls to handle Girl show. Buddy Braden wants Agent for Grind Shows. Those who have worked for me, contact at once. Must be sober and work according to orders.

GREAT SOUTHERN EXPOSITION

H. C. AYERS, Mgr.; BUDDY BRADEN, Concession Mgr., Legal Adjuster.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS...

Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS...

Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line — Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2165 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stunts, single gags; \$1 complete. Sebastian, 10654 Hamlin, North Hollywood, Calif. mh21

"EMCEE" MAGAZINE — CONTAINING Hand Novelties, Parodies, Monologs, Comedies, Jokes, subscription; \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 963, Chicago 90. mh21

MORE BUYERS

will read your ad if you use DISPLAY-CLASSIFIED TYPE

Complete information upon request.

NEW SONGS—COPIES AVAILABLE TO professionals. (Also piano arrangements and autograph music printing.) Al Kennedy (ASCAP), 173 Washington, Barre, Vt.

PARODIES — GET-ACQUAINTED SPECIAL, four "Lops," \$1; "Till Walks Again," "Secret," "Why Don't Believe," "Walkin' On My Heart." Spicy, original. Others. Lee McClellan, 1201 Waukston, Petoskey, Mich.

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Italian Inlay, Mosaic and Sea Coral Jewelry; Mexican, Chinese, Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelties and curios. Joseph Fleichman, 906 Tampa St., Tampa, Fla. mh21

ABLE TO MAKE \$192 A WEEK SURE you can with our new novelty item here developed. Nothing like it on the market. Exclusive territories available for this fast seller. Every person can use several. Plenty of margin for jobbing, mail order, or direct. For sales plan, samples, and a fast start rush a dollar bill—refundable on an order. We expect this one announcement to fulfill our production capacity. Mystic Log House, 1213 N. Highland Ave., Los Angeles 26, Calif.

A CATALOG FREE WITH WORLD'S BEST values. Novelties, Gifts, Watches, Jewelry, Aquanets, Toys, Sundries, Vitamins, etc., from big cut-rate wholesalers since 1911. Mills Sales Co., 25 West 42nd St., New York 17.

AGENTS — ACT NOW! STAMP SOCIAL Security Plates. Stamping Outfits; sample with Name and S. S. Number, 50c; literature free. General Products, 11 N. Pearl St., Albany, N. Y. mh28

AMAZING PROFITS—JOBING READY, made Cardboard and Paper Signs, needed by every retailer in the land. Cost you 7c, retails 50c. B. Velvetex, 300 W. 54th, N. Y. C.

A MONEY MAKER—FREE CATALOG Select Shaker Co., 5132 Shattuck, Oakland, Calif. ap25

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen! complete line Ladies', Men's, Children's Hosiery, Nylon, 43, sizes up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3; prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (15-1741), 1500 Market, Chattanooga, Tenn. bp

ATTENTION! PITCHMEN-DEMONSTRATORS. Get your share of profits from the County and State Fairs with a quick, fast 25¢ seller. A Para-Shooter (Bopper) toy. Write for sample (25¢ each) and details. Forre-Dee Products, P. O. Box 5506, Cleveland 13, O. **

BALL PENS, \$7.50 GROSS, D.E. S.E. Blades, \$4.20M, Retractable Ball Pens, \$4.25 dozen other items. Laidler, 871 East 170th, N.Y.C. 29 mh28

BALL POINT PENS—PENCIL TYPE, VISI- ble ink supply, brass writing tip, plastic cap, metal clip; 6¢ each in hundred lots (packaged dozen) \$1; assorted colors. Crescent Sales Co., 150 Broadway, N.Y.C.

BARAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, dresses, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 W-21 North Deshans, Chicago 6.

BEST DEAL IN THE COUNTRY ON MEN'S ladies' Hosiery; men's Neckwear. Send today for beautiful, free 20-page catalog. Whitmark, 921-A Roosevelt, Chicago 9, Ill.

BUY NYLONS DIRECT FROM MILL— Write for jobbers' prices. Joy Hosiery Mills, Delawanna 6, New Jersey ap4

CARDED MERCHANDISE HEADQUAR- ters, also Agents' Supplies, Aspirins, Comics, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, Nylons, Novelties, Sunglasses, Comic Books. Over 1000 items. Write for price lists. Maloney & Sons, Dept. BB, 1063 W. Broad St., Columbus 8, Ohio. ap4

COMIC BOOKS (COVERLESS)—REGULAR 10¢ sellers, assorted titles, \$15 thousand. L. & H. Philadelphia, samples \$1. Saver, 702 B Poplar St., Philadelphia 23, Pa. ap25

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(Continued on page 76)

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ANIMALS, BIRDS, PETS

Continued from page 75

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Cones, Ball Game Specials, Bingo Merchandise.

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When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.
RETAILS UP TO \$6.95 EACH
OUR PRICES TALK!!!
\$4.25 Doz. | \$48.00 Gross
2995-G. Same as above, Chain and Cross, in beautiful gold finish.
\$6.00 Doz. | \$66.00 Gross

No. 185 Full of Lifel Bril-lancy \$3.85 doz. \$45.00 Gross

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49 Westminster St., Providence, R. I.

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Bubble Boy
NEW! NEW! NEW!
Bubble Boy Fountain comes to "Automatic" life!
MYSTERIOUS - MAGIC - ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.
Confuse Your Friends with a phony Action Hi-ball.
Greatest Bar Gadget ever invented.
Send \$1 for sample 10 day Money Back Guarantee 1 doz \$6.50—Gross \$78 P.P. Prepaid
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The New Retractable **BALL PEN** Only **40¢** Each
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Guaranteed Not to Leak Not to Smudge
PRESS BUTTON—IT WRITES
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Immediate Delivery—Any Quantity
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Spring 7-7180

with it since 1907
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NEW PRICES EFFECTIVE JULY 1, 1952
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MUSICAL BINGO
It's new, simple, educational, legal! It's hot. Complete details by request (sample set \$1). Friends of Music, 12113 Woodward, Detroit 3, Mich.

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SMALL KIDDIE MERRY-GO-ROUNDS, "Little Star," made complete, \$350. Sherman, 712 Ramage St., West Hollywood, Calif. mh21

TWENTY BEAUTIFUL COLOR SLIDES, \$1. Sample, catalog 30¢ Sanford Co., Ashland, Ohio. ap11

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline, 3 different, \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. ap25

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WURLITZER ORGAN — DOUBLE ROLL, first class condition, beautiful front, \$950 cash. Complete Band Organ repairing. Southwest Organ Service, 2030 Higgins Lane, Ft. Worth, Texas.

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ANYONE KNOWING WHEREABOUTS OF Dell Noel, trumpet player, write or wire Elmer Roubinek, 710 Broadway, Bismarck, N. D.

PEACHES—GOING TO MISSING PERSONS. Bureau unless we hear you're alive and well. Collect, Emerson 3789 mornings; work nights, Sister, 43-4167. Do you want a divorce? No angels. Love, Tweedia.

WASHINGTON, D. C. REMAILERS—LETTERS, 25¢; Letters Typed, \$1; minimums includes forwarding and carbon returned. Scheeter's, 926 6th S.W., Washington 24, D. C. mh21

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GUYS & GALS
For Red Hot Sales!
Over 40 million Lil' Abner fans—big popularity of Al Capp's Dogpatch characters make these Pioneer balloons easy money-makers; Lil' Abner, Daisy Mae, Mammy and Pappy Yokum on big Nos. 8-AD, 9-AD and 11-AD round, and on No. 817-AD doll balloons. Assorted colors. Sell on sight. Your Jobber or The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

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TERRIFIC RESPONSE TO YOUR ADVERTISING
can be obtained at very little cost by displaying certain parts of your sales messages in a space like this.
Use **DISPLAY-CLASSIFIED** style of advertising.

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200 LETTERHEADS WITH ENVELOPES, \$3.50, 5 lines. Posters, Decals available, black or blue ink. Malla Press, 767-B, Leith, Flint 3, Mich. ap11

SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPont Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others in white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Best Future. Equipment free. Write fully, Hoover, Dept. K-109, New York 11, N. Y. mh28

CALIFORNIA RUBBER FIRM WANTS high caliber factory representative to sell Foot Eze Mats and Trafficones. No competition. Write Interstate Rubber Products Corporation, 908 Avila Street, Los Angeles 12, Calif.

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special free trial plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D'Frost-O-Matic Corp., Dept. W-106, 173 W. Madison, Chicago 2, Ill.

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NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. mh28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfit; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap11

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25¢. Zel-Studio, 728 Lesley, Rockford, Ill. au11

WANTED TO BUY

CONCESSION TENT FRAME, 10x8, GOOD condition, reasonable; also used Comic foreground Novelties for outside Mug Joint Photos. "Hob" Rankin, 7135 University Ave., Chicago 19, Ill.

U. S. GOLD COINS—TOP PRICES PAID. Write, stating denominations, dates, condition. R. H. Burnie, P. O. Box 487, Pascagoula, Miss. mh21

WANT TO BUY — WAX OR PAPIER Mache figures of America's gangsters—Dillinger, Barrow, Parker, etc. Stanley Al tractions, 1472 Sutton Ave., Cincinnati 30 Ohio.

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WHIP, LOOPER, SPITFIRE. HAVE KID Merry-Go-Round, Handcars, Jeepride, Arcade for trade. F. Shafer, Washington, Ind.

3 WAY SAW
1-14" 8 pt. Compass Saw Blade
1-12" 8 pt. Compass Saw Blade
1-10" 8 pt. Keyhole Blade
for cutting circles etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.
\$5.00 Per Doz. No Less Sets

HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black elastic pistol grip handle.
\$6.00 No Less Sets

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 4 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.
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WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing—
• IDENT'S \$9.00 GRO. & UP
• SPORT PENDANTS • ANKLETS
• CHARM BRACELETS • RINGS
• LOCKETS • PINS • EARRINGS
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FREE VIBRO-GRAB WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE.

"FRISCO PETE"
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BIELER-LEVINE
5 N. Wabash Ave., Chicago 3, Ill.

WRITE FOR YOURS TODAY—STATE YOUR BUSINESS

SCREWDRIVER Seal KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
BEAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel. Comes complete with plastic pouch. Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

CASH IN NOW!
Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with a vise-like grip. Tremendous reorders from dealers prove this the most sensational tool value ever offered. Sample, \$1.00 postpaid.

75% Deposit with orders, Bal. C.O.D., F.O.B. Detroit.

Write for Our Big Wholesale FREE CATALOG!

GEM Sales Co. 533 Woodward Detroit 26, Mich.

A CUSTOMER in every HOME Pearlized CRUCIFIX

Large Size, 12"x6 1/2"—Gold Tipped Cross and Gold Finish Corpus. Appropriate for Catholic or Protestant! Most sensational religious item we ever handled! One customer sold over 500 in 2 weeks. This is deluxe crucifix. It is solid, not hollow. Gold embossed on 4 ends—Do not confuse with cheap imitations.

TERMS: 1/3 DEPOSIT, BALANCE C.O.D. Include Postage if Cash in Full Sent with Order

HEATH DISTRIBUTING CO. Mfrs. & Distrib. 3253 Vinoville Ave. (Dept. 14) Macon, Georgia

READY TO HANG
6 1/2" WIDE
12" HIGH
YOUR SEASON IS NOW!

SELLS ON SIGHT for \$2.95
Unbelievably low priced at **\$6.80 Per Doz.** Plus Postage
Send \$1.50 for P.P. SAMPLE

Famous Make Watches
Brand-new 1953 model Peases—can't be told from new at this amazingly low price complete with strap. **\$8.75**
15-J, \$12.50; 17-J, \$14.50; 21-J, \$18.95
Sample charge \$1.00 extra. Stretch band 75¢ Plastic box 75¢. 25% deposit, balance C.O.D.

NATIONAL DISTRIBUTING CO.
222 Catumet Building Miami, Florida

BENRUS GRUEN WALTHAM BULOVA ELGIN

DIRECT FROM MANUFACTURER \$6.00 PER DOZEN BOXED SPECIAL INTRODUCTORY OFFER OTHER SENSATIONAL ITEMS:

Opal Sunburst Sets, \$3.50 per doz. Pin and Earrings Sets, \$6.50 per doz. Expansion Watch Bands, \$3.25 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklace and Earrings Sets, \$7.50 per doz. Men's Identification with expansion watch band, \$6.00 (rhodium); \$4.50 per doz. (gold plate). DISPLAY BOX, \$1.90 per doz. additional.

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earring Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filligree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Ladies' and Men's Watches, Rhinestones and Plain Crosses on chains. Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$2.50 per doz. Scatter Pins, \$3.50 per doz. ALL SETS HANDSOMELY GIFT BOXED. Send for latest GIANT 1952-4 CATALOG!

PACKARD JEWELRY CO. 220 Fifth Ave., New York, N. Y.

RHINESTONE Ladies' Watch
Exquisite copies of \$400 diamond watches, hand-set rhinestones. Guaranteed. Retail tag of \$59.50. (Sample, \$12.95.) Lots of 3 **\$11.95** ea. Cover Case Style, \$1 additional

ELGIN-BULOVA-BENRUS and GRUEN Watches for Men and Women
Brand new 1953 model cases with rebuilt movements, guaranteed like new. 7 Jewel. **\$9.95**
15-Jewel, \$12.65
Expansion Band, 95¢ additional, Plastic Gift Box, 75¢ additional.
SEND FOR FREE SPRING CATALOGUE
WHOLESALE ONLY—25% deposit with order, balance C.O.D. Open Account to Rated Houses.
MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.

SENSATIONAL DEVICE TESTS EYES

SAVE up to \$15.00 on Glasses! Big news to the millions of Spectacle Wearers and Prospects. Means Freedom from Outrageous Prices. Sold on Money-Back Guarantee.

MAKE BIG MONEY QUICK—FREE SAMPLE KIT! Show it to friends and others. Let them use it free and watch their amazement over this Self-Testing system. Here is a great news opportunity in a tremendous new field of unlimited possibilities. Spare or full time. No experience needed. Write for Free sample kit. **C. G. OPTICAL CO.** Dept. A-174, 29 E. Delaware Pl., Chicago 11, Ill.

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

BIELER-LEVINE
5 N. Wabash Ave., Chicago 3, Ill.

OUR NAME BRAND LINES INCLUDE:

- Dormeyer, A. C. Gilbert, Oster, Araco Cameras, Remington Rand, Sessions, Elgin-American, International Silver, Horrocks-Ibbotson, West Bend, Dazey, Evans, Parker, A.S.R., Ronson, Jacques-Kreiner, Carnfield, Richelieu, Eversharp, Sheaffer, Motorola, Rogers & Bros., Wm. Rogers, Wales, Speidel, Benrus, Longines, New Haven, Hickok

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Temple Exclusive

Only \$4.00 ea. set

Retails \$39.75 and Worth It

Bag alone is worth more than you pay for entire set

Enchantingly beautiful 5-piece jewelry ensemble... glows with hand-pronged simulated diamonds, imported rhinestones and lovely colored jewel stones.

Send TODAY for your FREE Copy of TEMPLE'S CATALOG

TEMPLE COMPANY INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

America's No. 1 Religious 'Package' 1: THE VOICE OF THE HOLY FATHER, 2: SNOW-WHITE CRUCIFIX, 3: FILIGREE ROSARY, 4: CROSS NECKLACE, 5: SATIN-LINED BOX. Doz. \$36.00, SAMPLE \$3.50. GREENGLASS SALES CO.

SPECIAL PURCHASE! Men's & Ladies' 14K Gold RINGS set with 1/2 CT. TITANIA GEMS. More Brilliant Than Diamonds. SPECIAL \$50 DEAL. JOSEPH BROS.

ATTENTION, AUCTIONEERS! See us first. Large stock of jewelry closeouts on hand. HEATH DISTRIBUTING CO., 3253 Vineville Ave., Macon, Ga.

NEW-FAST SELLERS for Men & Women-BIG Profit. Everyone wants these beautiful copies. TITANIA GEM DES MOINES RING CO.

ATTENTION, JOBBERS There Are Big Profits in Decals when you deal direct with manufacturer! B. PALMER SALES CO.

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS. REGULAR CLASSIFIED ADS... DISPLAY-CLASSIFIED ADS... Forms Close Thursday for the Following Week's Issue

AGENTS OR MAN AND WIFE-SOBER... WANTED - WILD ANIMAL TRAINERS... EXPERIENCED MUSICIANS... HELP WANTED FOR SIDE SHOW PLAYING... LEAD TRUMPET-SOCIETY BAND... TROMBONE-ESTABLISHED COMMERCIAL...

AT LIBERTY-ADVERTISEMENTS 5c a Word Minimum \$1. Remittance in full must accompany all ads for publication in this column. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS AT LIBERTY - FOUR PIECE WESTERN and Hillbilly Band... SIX-PIECE COMBO WANTS MIDWEST Summer resort location... TERRIFIC 8-PIECE COLLEGE BAND...

CIRCUS & CARNIVAL CARPENTER - CIRCUS, CARNIVAL WITH 51 half ton truck, carpenter tools... MISCELLANEOUS EXPERIENCED NEWSPAPER REPORTER... SPORTS EDITOR AT EVENING CHICAGO...

MUSICIANS ACCORDIONIST - GOOD TECHNIQUE, wide experience... AT LIBERTY-PIANO, SOLOVOK; SINGLE or small combo... ATTRACTIVE GIRL-HAMMOND ORGANIST...

bingo SUPPLIES and EQUIPMENT. 7 & 10 Color Specials 4-5 & 7 ups. Midgets 3,000 series-7 colors. JOHN A. ROBERTS CO INC.

SENSATIONAL! NEW COMBINATION ELECTRIC TV LAMP & FLOWER AQUARIUM No. 37L. A new, fascinating multi-purpose lamp and vase of hollow glass block with open top.

The Promotional Value of 1953... 36" CHUBBY CLOWN BUNNY NOW... Really a sensation with that "take me home" appeal.

GEM NOVELTY SALES 1410 Buchanan St. Racine, Wis. Sell Ultra-Blue SIGNS \$7 BRINGS BACK \$55. 100 Signs, 7"x11", \$7

Coney Island Then and Now... one of more than a dozen valuable special feature articles and lists. in The Billboard's 1953 SPRING SPECIAL coming April 11th

Big Profits Own your own business stamping key chains, name plates, social security plates... ILLUSTRATED CARTOON BOOKLETS

SPECIAL INTRODUCTORY OFFER
JUST ARRIVED
FROM SWITZERLAND

George Washington watch (round as illustrated) this model, six figures and hands. Gold color top, Jeweled, Antimagnetic... \$4.50 ea.

Square model dress watch (as illustrated), Gold color top, dome crystal, six figures and hands. Jeweled, Antimagnetic \$5.00 ea.

Men's Jeweled, Antimagnetic, sweep Radium in chromed case... \$2.85 ea.

In gold-plated case... \$3.50 ea.
With Rhinestone dial... \$4.10 ea.

Men's 7 Jewels, Antimagnetic, sweep Radium in chromed case... \$3.75 ea.

In gold-plated case... \$4.35 ea.
With Rhinestone dial... \$4.95 ea.

Matching Expansion Bands—50¢ ea. Also, order 1 doz. (same type or mixed). Samples \$1.50 addl. For resale only.

Our 1 Year Guarantee Eliminates Dealers From All Obligations

We also carry a complete line of 1-7 jewel watches. Low prices—in bulk or retail. Catalog upon request.

TRANSWORLD, 565 5th Ave., N. Y. 17

Pipes for Pitchmen

By BILL BAKER

WORKING... the F. W. Woolworth Store in downtown Los Angeles are Tommy Neville, Metalure cleaner; Annabelle Schwartz, Glo-Sheen, and R. Rose, Car-Bo-Tet.

RICHARD ARCAND... letters from Los Angeles that he has been working some stores, fairs and celebrations. "Plenty of J. C. L.'s are working downtown stores," Arcand pens. "If you are getting the long green in the East stay there. This place is closed to pitchmen. There are too many licenses to be obtained and the stores want 40 per cent of the gross."

EARLE B. WILSON... who is operating a small print shop in Columbus, O., says that he'd like to see some pipes here from Jim Phillips, of snake oil note.

CHARLES HAMILTON... of Gardiner, Me., former paper man, has returned to the road this season to work kitchen gadgets. He's headed for Northern Vermont. He would like to see pipes here from Chet Greeley, of Liberty, Me., and Bill Daille.

W. F. McDONOUGH... veteran sheetie, is still making his headquarters in Gardiner, Me.

THE BOYS... and gals who helped debut the new F. W. Woolworth store in Santa Ana, Calif., March 5, registered three bang-up business days. A. B. Bourland reports from Santa Monica, Calif. "Jerry Jordan painted the town with Rainbow Art Colors," says Bourland. "Alma Love sold enough Pearl Polish to clean all the stoves in town. Ruby Neeck helped in the clean-up with Car-Bo-Tet. Neeck Sales Company also had a nifty Glo-Sheen layout that clicked."

MADALINE E. RAGAN... comes thru with the following from Miami where she is soaking up the sunshine. "While in Tampa, I visited the Florida State Fair and met a bunch of old-timers. Some were working, while others, like ourselves, were just visiting. We cut up plenty of jackpots. When we came down here we visited the Palm Beach Auction. We saw old friends, like Clarence and Sonja Giraud, Bertha Stebbins

and Tex, Mr. and Mrs. O. C. Cox, Tommy and Josie Ware, Dr. L. R. Marvin and his wife, Lillian; Jack and Ruth Anthony, Freddie Krause and Big Al Wilson. My sister, Mary, wrote me from Oklahoma that she met Billy Beam, Ethel and Chief Thundercloud, Duke Dover and Joe Star working sales days in that territory to fair returns. There are not many spots to work here in Florida. However, if you have a trailer this is the place to spend the winter. While en route here we stopped off between Bradenton and Sarasota. We visited a farmer's market and who should be operating it but O'Hara, the Smiling Irishman. He told us that he had opened the spot only three weeks before our arrival. He had the crowds, and, as usual, kept them spellbound with his wit and humor. Let's have more pipes from more old-timers."

TIP AND LIL HALSTROM... are reported to be vacationing in Tampa.

THE LANCES... J. D. and Eunice, are still operating their pic and med show in Georgia.

HERMAN KELLER... still has his store in Atlanta.

JACK JOYCE... worked sharpeners at the Largo, Fla., Fair to good returns.

ZIMMIE PHILIPS... still has a pitch concession at Webbs, St. Petersburg, with Gene Gregory and Doc Duncan holding down the rostrum.

THE TUMINIS... Henry and Lillian, purveyed gadgets at the Largo, Fla., Fair to reported good long-green counts.

PEGGY DUNCAN... was sighted in the Grant store, Tampa, recently making big pass-outs with Lanolin.

ROBERT HALLIE... who retired from the West Coast pitch scene recently, plans to return to action soon in the East.

SID WEISS... plans to open his color dip demonstration, the Woolworth five and dimer, Los Angeles, for the Easter holidays.

TOP NOTCH WORKERS

Wanted for the Following Pitch Items:

Hair — Med — Gadgets — Pens — Glass Knife
Towels — Slicers, etc. — Horoscopes — Also
New Items needed for

The Biggest and Best Fairs

Also Virgin Spots

Contact

AL HASSMAN

Midway 1215

or write

LEE HARRIS

243 College, Toronto, Canada

SPRING IS JUST AROUND

THE CORNER

So's the Fishing Season
This is a **PREMAX ROD**

Specialty priced at **\$24.00** dz.

Note the Five Outstanding Features

- 1—Reinforced-Solid Glass Fiber.
- 2—Precision Ground, not molded.
- 3—Intra-red baked varnish finish.
- 4—Taper-lock securely anchored guides, no windings to fray, rot or loosen.
- 5—Cork Handle, Steel Chuck. Individually packed in plastic bag. Guaranteed against any defects in materials or workmanship.

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Fool Proof

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1000 35¢ Charley Board	Prof. \$50.00 \$ 39
1000 34 Nickel Charley	Prof. \$17.00 \$ 19
1440 54 Barrel Board	Prof. \$18.00 \$ 19
1440 104 Barrel Board	Prof. \$28.00 \$ 31.00
1000 52¢ J. P. Charley	Prof. \$52.00 \$ 32.25
1000 54 J. P. Beard Seal	Prof. \$24.00 \$ 17.75
1000 54 J. P. Beard Girlie	Prof. \$25.00 \$ 19.90
1100 54 J. P. Beard Seal	Prof. \$29.00 \$ 21.89

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All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturers at Very, Very Reasonable Prices.
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COIN MACHINE EXCHANGE
575 Spring Garden St. Philadelphia 17 24
Lambert 3-3674

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

San Francisco

Phil Horn, who is better known in the merchandise field as Trader Horn, reports that the lape! jumping monkey is going good.

M. Whitey Monette is now located in his new headquarters. He has been busy during the past few weeks taking inventory.

From All Around

Harry Meisel at American Merchandise Company is bringing out a line of earrings designed for the premium and merchandise market. Available in the screw and pierced-ear types, the button, drop and novelty styles are made in aqua, rose, emerald, ruby, sapphire, amethyst and crystal. They are tissue carded. He also has a line of twin scatter pins packed in crystal clear boxes that not only display the brilliant colors but protect the item from counter breakage. The streamlined display boxes are also used for other items the firm handles.

Remco Industries, Newark, N. J., has introduced a toy walkie talkie which it claims will work up to a half mile in distance. The phones are attractively designed plastic units complete with 25 feet of two-way conductor wire.
Albert Brooks Products Company, Chicago, offers demonstrators a new all-purpose, combination grater, slicer, mincer and shredder to retail at 59 cents. According to the firm this is the only grater having all cutters combined on one side, and is large enough (12 inches long) to be used directly over large bowls.
To help keep things moving at a party or to provide cues for "comedians," **Yorkville Crafts-**

men, Guilford, Conn., offers its bar clock. The firm says it will please any host or make an appropriate prize. A panel 10 inches high, with easel back, has a clock face with movable hands and slots for insertion of gags or legitimate announcement cards. Eight gags are supplied with each clock. The items sell for \$6.60 per dozen.

BIG FLASH
OAK HYTEX
BALLOONS
Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!

See your Jobber **The OAK RUBBER CO.**
Ravenna, Ohio.

MAKE \$2 HR. SELL RA-GLO SIGNS
To bars, stores, restaurants. New! Brilliant Ra-Glo signs. 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 25¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO.
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FLORIDA FLAMINGOS
Beautiful every lawn or garden with these east aluminum flamingo red birds; stand about 30 inches high. Only \$7.95 pair.

LOYD MFG. CO.
Valley Station, Ky.

Now! The Hottest Promotion in the Country!



Available to Agents, Jobbers, Carnival Operators, Mail Order Operators, Concessionaires...

THE EIGHTEEN TOP HITS... POPULAR or WESTERN on Unbreakable Vinylite Records...

Beautifully packaged, a guaranteed

\$16.00 Value
Your Cost \$1.47

per set
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Manufacturers of TICKETS—CLUB DEALS—BINGO TICKETS—TIP BOOKS—JAR GAMES

Write for Full Information and Prices

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19" SOFT CLOTH DOLL
Dancing eyes in painted face. Ass'd. colors. Good throw-out number. In cellophane bags. \$6.25 3 Dz. to carton.

20" BONNET DOLL
Of bright staid design (as per picture) in ass'd. colors; in cellophane bags. \$9.60 Dz. to carton.

PLUSH OFFERS
20" RAYON PLUSH BEAR
Ass't. colors. \$11.50 4 Dz. to ctn.

30" GIANT PLUSH BEAR
Ass't. colors. \$20.00 1 Doz. to ctn.

TEE JAY TOYS
48 West 20th Street
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Get Ready for BASEBALL

WE MANUFACTURE ALL BASEBALL COMBINATIONS

- 28 Names and Numbers American or National League
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- 120 Names and Numbers Baseball Tip J.P.V.
- 560 Names and Numbers National and American Leagues
- 2024 Names and Numbers Nat., Am. and Am. Assn. Leagues Nat., American and Southern Assn.
- 153 World Series—N&A—Positivo—Split Inning

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GIVE TO THE RUNYON CANCER FUND

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First Time in Sterling history a price so low for such an outstanding value. Don't miss out! Rush your order and start making money fast! With Key-chains, \$9 a gr. complete. (Sample doz., \$1 postpaid) \$6 Per Gross plus postage. Min. order 1 gr. STERLING JEWELERS 44 East Long Street, Columbus, O. Write for catalogue

AND HERE'S THE NEW JEWELITE LINE

No. 1840-51 - Four exquisite Coronation numbers in rhinestone and color combinations. 3-piece sets. \$24.00 Doz. Send \$10.00 for 4 styles.

No. 1810-1813 Five exquisite numbers in 3-piece rhinestone sets, beautifully packaged. \$24.00 Doz. Send \$12.50 for 5 styles.

EARRINGS & SCATTER PINS 12 delightful numbers in exclusive designs to master box. Each set individually boxed - not carded. \$4.00 Doz.

SEND FOR OUR COMPLETE CATALOG! We sell wholesale only for resale. Full payment with orders under \$20.00; others 1/3 dep., bal. C.O.D. Be sure to visit our showrooms when in Philadelphia and see the latest in jewelry, novelty and premium merchandise. RAKE 609-M Spring Garden St. Philadelphia 22, Pa. Phone Lombard 3-2676

Amazing Offer!

Top Quality BALL POINT PENS Only \$7.20 Big sellers, 100% guaranteed first quality, at new LOW, LOW PRICE. IMMEDIATE DELIVERY.

SPECIAL 3 Pc. PEN SET All metal caps, astnd. colors, Mechanical Pencil, Fountain Pen, Ball Pen with metal cap. \$3.00 per doz. 25% with order, balance C.O.D. Write for New Novelty Catalog. BENGOR PRODUCTS 18 W. 23rd St. N.Y. 10, N.Y.

Men's IDENT. BRACELET Smart, Flashy, Quality Merchandise

Per Doz. Bulk \$9.00 Gift Boxed \$11.00 With extra heavy plaque - put in with spring bar pins. Write for New '53 Ident. Catalog! Heath Distributing Co. Manufacturers and Distributors 3253 Vineville Ave. Macon, Ga.

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.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Adams, Capt. Chas. L. Azo, Benj. Allard, Marice Allen, David Thos. Allen, Jack J. Allen, Ula Torchy M. Amaranthe, Rev. Raymond Andre, V. C. & Ora Andrews, James B. Andrews, David Armstrong, D. Anshel, Joe (Dutch) Archer, Willard & Marie Arger, Mrs. Tom Armstrong, Lawrence Atkins, T. E. Austin, Wm. Ayers, Homer Ayers, Mrs. Ayers, M. C. Ayres, M. C. Barlow, Wm. P. Bales, Patricia Barent, Chas. (Sealo) Barker, Cecil Barnes, Charle & Basil Barker, John Barhart, Joe Barons, Sam Barrett, Lohabeth S. Barron, Freddie Barton, Geo. Lively Bates, Wm. A. Bayless, Wm. F. Bayless, Chas. R. Bazinet, Chas. Beas, Joe Beebe, Ansa (Frenchy) Bennett, Ernest E. Bennett, Frank Bennett, Bonnie Berk, Harry Berofsky, Mrs. Mary Ryan Beas, John Raymond Bey, Prof. Ray Biebler, Ray Bien, Paul Binsig, Red Bishop, Jack Blackman, Elvin L. Blackwell, Ralph Blaize, Pepe Bloom, Bobbie Blaw, Joe (Joe Lusk) Bona, Ray Borelli, Louis Borellin, Everette Boudreau, Pete Boulos, Gus Boyer, Lee C. Brad, Fred Bradley, Thos. Brady, Chas. Brandenberg, Raleigh Braun, Eric Braunstein, Ben Bray, Charles Brazil, Bob Brennan, Paul Brewer, James C. Broadway, Asia Brooks, Bruce Brooks, Oscar Brown, Eugene (Crownley) Brown, Mildred Joy Brown, Roy (Blackie) Brown, Wm. Otis Brown, Walter C. Bruce, Great Bryant, Edw. M. Bryer, May Buck Bros. (Spook Show) Budd, Charlie Bueck, Wm. T. Bunch, Jean Martin Burdick, Chas. A. Burke, Billy (Clown) Burkel, Kenneth Burns, Doc Burns, Larry R. Burrell, Jerry & Vi Burton, Howard D. Bush, Elizabeth Butler, Michael Byrnes, James Cameron, Chas. Campbell, Thos. L. Campe, Bob Cannon, Tom Carlisle, Bernell Carlisle, Hank Carlisle, Henry Carlton, Larry Carltons, The Skating Carnerer, Al Carcenter, F. A. Carroll, James Carson, Mrs. Georgie Casey, W. E. Cassel, Frank Caughy, Russell Cavillo, Don (Clown) Chandler, Fritz & Mrs. (Ice Skating Act) Chaplin, Tiny Check, Ben Chickereilli, Jack Chiozellita, Matthew Childs, Mrs. Mary Church, Cpl. Chris L. Church, Lee Claire, Miss Ivey Clark, Edgar Luther Clark, Mrs. Frances Clins, Elmer Cline, Richard Cline, Ronald H. Cobler, W. P. Cole, Anna G. Cole, John Cole, Richard Danie Collins, Plumer Combs, Buford Condon, Ray Earnest Cook, Tammy M. Cooke, Mrs. Sonya Cooper, Jack B. Cooper, Oney Cortes, Rita Cowen, Wm. Cox, Lottin G. Cos, Rocky Cas, Wm. Cross, Mrs. L. M. Cuchmire, G. Duck Cummings, R. V. Cunniff, A. B. Cunningham, John Cunningham, Mrs. O. C. Curtiss, Hal Curtis, J. E. Cutler, Richard Due, Miss Lu Dallison, Johnnie Davin, H. (Texas) Davis, Russell Davis, Mrs. Rusty Dawkins, G. W. Dayton, Paul Decker, Joseph Deer, Marx DeKens, Duke DeJaney, Sam DeLeon, Wm. DeMitchell, Otto P. Desmond, M. Dewar, Mrs. Lucky Deesaid, Johnny

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Andrews, Jack Barrett, Herb Brown, Johnny A. Claire, Ted Clark, Vaughn Dameron, Vaughn Darrow, Jean Doherty, Joe Esig, Jerry Edwards, James Fraser, Peter Haer, Richard Haher, John F. Hale, W. A. Haskins, J. H. Keegan, Thomas Kelsey, Wm. Kentons, Four Kretow, Wm. Khoru, C. S. King, Sally King, Manny La Rue, Jack Manners, Marie Millet, Albert Morton, John Morgan, Stephen Morgan, Todd O'Brien, Jerry O'Brien, Thomas Peppin, Edward Pierson, Earnest Pitzer, Billy Poston, Thomas Prout, Mrs. C. C. Riech, Johnnie Robbins, Charly Robertson, Wallace Robinson, H. S. Ross, Jim Savitt, John Sherman, Tex Small, Florence Smith, Joe Suggs, Leo Telford, Lew Topps, Roy Tourner, Joe Wright, Wilbur Hams, Warren Haywood Shows, Lee Hazen, Bennie Hines, Mr. & Mrs. Holston, J. F. Horn, D. H. Howe, C. J. Hubbard, Venice Hunt, Mrs. A. Hyland, Dick Jones, Mrs. Irene Keeln, Jerry Kernos, Jim King, Joseph Korman, Carol LaBrake, Mr. & Mrs. LaPearl, Mrs. Nellie Lewis, George Lorenza, Capt. Jack McGuire, Arthur Ray McKeel, Mrs. Evelyn Mace, Melvin Alfred Marchant, Mr. & Mrs. Noah L. Maynard, Glenn Mayby, Viggo Middleton, Mrs. Ann Mellor, Robert F. Middleton, Betty Morrison, Col. O. Moreno, Geraldine Moreno, Tito M. Morgan, T. Lance Moss, Arthur Murray, W. O. Neal, Ruby Neill, Leonard Norman, Jack Norwood, Wm. H. O'Connell, F. W. Paxton, Emory Phelps, Buscher Pierce, W. B. Ricketts, James E. Pope, Ernest H. Powell, William P.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Wright, Ronald Alderson, J. K. Baker, D. C. & Alma Bateman, Charles F. Becker, L. J. Benson, Harry E. Biddle, W. J. Bishop, Gerald E. Brown, Scott X. Briggs, B. V. Brown, Eugene Butler, Mrs. (Brown) Butler, Mrs. L. H. Carter, Vernon Ces, John W. Crenshaw, Paul Crowell, H. W. Day, Ma Dudy Delano, M. W. Del Mar, Robi Delano, Secella Donovan, J. R. Dyako, Joe Edson, Brad John Eckhorst, Carl W. Farmer, Roy Odell Edwards, Mr. Mrs. G. Finan, Raymond Flies United Shows Flynn, Jack Forster, Mrs. Mary Foss, John D. Gilbert, Alfred Leon Golden, Miss Helen C. Grady, Pamela Grady, Floyd A. Grobelen, Arthur Harmon, Mrs. Pattie Haron, D. H. Harris, Edward

- Propol, Paul E. Randolph, Mr. & Mrs. Jim & Marita Redd, Deibert Reed, Ivan C. Rendelle, Harry J. Reulich, Miller E. Richardson, Kenneth Robinson, Leroy D. Robder, Herman Ruddy, George Salerno, Mr. & Mrs. Michael Sanford, James K. Sargraves, Virgil Schuen, Robert Duane Sherry, Harold Shanks, George Stankin, Mack Stanley, Nick Stephenson, W. P. Sunday, Cheri Shirley, Madam Short, W. W. Shulman, Billy Slickles, Bobby Simmons, Jean Simmons, Tommy Simon, Leon J. Simpson, Frank Sisco, R. H. & Mrs. (Tent Picture Show) Sklenar, Fred Smith, Frank Loren Smith, Jr., Walter S. Smith, Willie Love Smithson, Donna Snider, Mrs. Cecile Snyder, Arthur & Mrs. Snyder, Lee Spizagle, Diamond Jim Splizer, Harry Stewart, Allan & Susan Steward, Dan & Mrs. Stiefel, Walter & Mrs. Strepelis, James Strunk, Ledford Sutra, Herman & Mrs. Swank, Harry Swinson, Gilbert & Lenta Syage, Yellow Jimmie Taylor, Gilbert & Virginia Taylor, Virginia & Earl Taylor, Wm. J. Thomas, Clarence & Madge Thomas, L. E. Thompson, Charles Thompson, George Tom, Frank Tompson, Tommie Traxler, L. D. Trenholm, J. A. Trohovsky, Alex Troy, Jimmie Truman, Stanly Turner, Al Turner, Royce The Two Head Bull Show Tycko, John P. Unihart, Wilbur Utah Expo Show Walkin, John J. Wallace, C. F. Wandol, John Wandol, J. G. Wainwright, John G. Ward, Bill Ward, Harold Warman, Haskell Watson, H. T. & Mrs. Weddle, Blakie & Paula Weiner, Sam Weiler, Smith Edwin Wells, Mary F. Westbrooks, C. A. & Mrs. Wetzel, Gloria Wick, Mrs. Cecilia I. Wild, Clifford L. Willander, J. M. Williams, June Williams, Madeline Williams, Mrs. Rebecca Louise Williams, R. L. Wilson, Big Bob Wilson, Chuck Wilson, Esq. Teddy Windfield, Harry Wise, David Woods, Louis (Show Painter) Wooster, Orville & Ruth Wozniak, Frank J. Wright, Neil Wynn, Lee Young, Bill Young, J. K. Young, Max Byron Zellman, William Zirtles, Paul

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12x6 Real Fur Cats & Puppies. White, pink, maize Rabbit Skin. FREE Cellophane Bags \$15 a dozen, in 5 dozen lots \$13.50 9" PLUSH SCOTTY. Astnd. colors \$4.50 doz. in gross lots \$6.00 30" WHITE POLAR BEAR. All white wooly material. Movable eyes, red tongue, Free Plafilm bags. Dz. \$20. In six dozen lots \$27.00 32" Rayon Plush Bear, \$24.00 dz. in gross lots \$23.00 14" Hooded Doll, Plastic face. Rayon cloth material. Bright astnd. colors, \$7.50 dz. in gross lots \$6.50

SAMPLE ASSORTMENT 21 PIECES FOR \$2.50 1 doz. dolls, 1/2 doz. cat astmt., and 1 each of all the other sure sellers! FOB N. Y. C. 25% dep., COD if not rated. To receive FREE Catalog & Closeout List you must state nature of your business. NOT showing at the Toy Show. You're invited to our factory showroom.

ACE TOY MFG. CO. 122 West 37 St. New York 1, N. Y.

SENSATIONAL BUY! JEWEL WATCH

complete with FANCY METAL EXPANSION BAND Gross \$2.88 Lots \$2 ea. Lots of 100... \$2.95 ea. Lots of 12... 2.05 ea. Large red sweep hand; anti-magnetic; hands & nos. glow in dark; unbreakable crystal. 14 kt. Gold Plated Watch and Gold Plated Metal Strap, \$5 extra.



NEWLY ARRIVED! Very thin modern styled - gilded hands and little second hand. 30y extra. New illustrated catalog available. 10% Dep. on C.O.D.'s - non-rated firms. Sample Watch \$1.50 extra.

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3 1/2 Million photostamps sold by our agents last year. They made 200% profit! Plus nice repeat orders. You, too, can make money selling photostamps to business firms for promotions, to individuals for letters, greeting cards, etc. No investment needed. Try sample order. Send your favorite photo or negative (returned unharmed) and \$1 for sheet of 100 photostamps of your picture and sales details that will help you make \$5. NATIONAL PHOTOSTAMP COMPANY 454 Broadway, Dept. BB2, New York 12, N. Y.



Guggenheim's been with it for over forty years—offering highest quality, fastest service and lowest possible prices.

Special Plush Offer 32" PLUSH BEAR \$24.00 per doz. 14" DOLL plastic face, each in cellophane bag \$5.50 per doz.

Black Handle Pistol Lighter 3.60 doz. Large Black Handle Pistol Lighter 4.80 doz. Large Automatic Imitation Pearl Handle Pistol Lighter 5.50 doz.

SLUM SPECIAL

12" Rubber Snake 2.50 gross 6" Fur Monkey 5.40 gross Complete line of slum, clocks, lamps, glassware, blankets, and appliances. Send for revised price list.

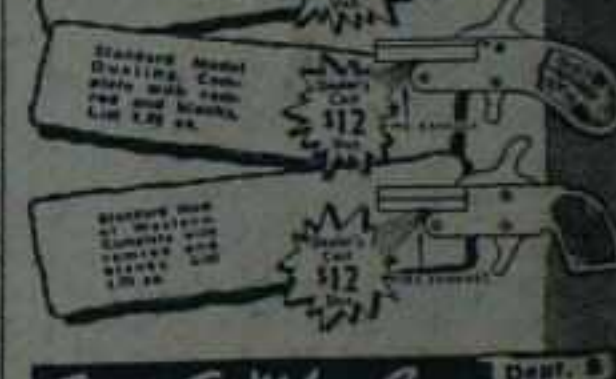
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Completely redesigned for smarter appearance and greater safety! Shoots cartridges with a terrific "BANG" from special firing exhaust instead of barrel end. PACKED 1 DZ. TO CARD. NO LESS SOLD.

JOBBER, DISTRIBUTORS: Write, wire or phone for more complete information on the interesting profit and sales possibilities.



G & S Mfg. Co. 454 Broadway, Dept. BB2, New York 12, N. Y.

MAKE STEINBERG-ROSS Your For ALL Your Merchandise Needs

ONE STOP 24 HOUR DELIVERY SERVICE

Complete Line of Brand Name Merchandise—Household Appliances—Power Tools—Silverware—Jewelry—Watches—Vacuum Cleaners—Sewing Machines—Trouble Lights—Outside White Paint—Neoprene Armored Cable—Chrome Dinettes... and many other specials! STEINBERG-ROSS GENERAL MERCHANDISE SUPPLY 628 W. Roosevelt Rd., Dept. 8-21 Chicago 7, Ill. Warehouse address: 567 W. Roosevelt Rd.

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NEW CATALOG Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style
VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Baby Grand Deluxe



\$14.25 Ea. \$13.25 ea
100 or more
All machines packed and sold 4 to the case

On either cash or liberal terms by... **ROY TORR** LANSDOWNE, PA.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various vending machine models and prices from March 14, March 7, Feb. 28, and Feb. 21 issues.

CONVERSIONS

We convert all types of cigarette machines to 25c or 30c operation!

CIGARETTE MACHINES

Unconditionally guaranteed! Silver quarter & King Size included. \$5.00 additional for 30c vending.

Rowe President, 8 or 10 Cols. \$125.00
Rowe Royal, 8 or 10 Cols. 90.00
Rowe Imperial, 8 Cols. 75.50
Ureeda "500", 7 or 9 Cols. 90.00
Ureeda Monarch, 4 or 8 Cols. 75.00

Parts for all machines available. All our machines are factory reconditioned.

Jem Vending Service

112 DEP., BAL. C.O.D. 2147 74th ST., BROOKLYN 14, N. Y. Phone: Beachview 2-5159 or Laurliton 3-5504

VICTOR'S Topper Deluxe Globe Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PARKWAY MACHINE CORPORATION 113 Ensor St. Baltimore 2, Md.

Remove Coffee Price Controls

WASHINGTON, March 14.—Price controls on coffee and coffee concentrates were removed by the Office of Price Stabilization Thursday (12). Officials predicted retail prices would rise 10 to 12 cents a pound, but coffee trade spokesmen declared it was more likely they would not change until green coffee bean prices set some pattern. Coffee operators with a high percentage of nickel equipment are watching their supply costs. Any move upward on concentrates would tend to relegate the 5-cent cup to a minor role unless locations waived commissions. Coffee vendors, currently, are the single retail outlets in which the nickel price continues to dominate.

Small Job Die Casting

CHICAGO, March 14. — ABC Die Casting Machine Company has introduced a new 1 1/2-pound zinc die casting machine for small castings and short runs. The unit, Model 1500, is air-operated and weighs 2,000 pounds.

Beech-Nut Earnings

NEW YORK, March 14.—Beech-Nut Packing Company earned a net income of \$2,910,053 last year. Earnings on common were \$1.90 per share. The firm had a net income of \$3,919,929 in 1951. This included, however, \$1,364,792 in non-recurring income.

VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

Pioneer Vending Service 470 Albany Avenue Brooklyn 2, N. Y. Phone: President 4-3338

SALES ORGANIZATIONS

Do you men wish an entirely different, sensationally new type of vendor to sell, one which has been location tested and proven, but one which has not been on the market before and sold by every dealer in the country? This is an entirely different type vendor, one which will make absolute approximately five different type vendors, as it is all of those vendors made into one marvelous masterpiece. Nothing like it before or now on the market. This machine will be sold only to distributors or sales organizations who are able to secure results without price cutting, etc. Operators and regular salesmen need not reply. For further information on this machine, write and give full information about your operation to Box D-12, c/o The Billboard, Cincinnati 22, Ohio. All replies will absolutely be held in strict confidence.

VICTOR For Trouble-Free Operation



A VICTOR product means you security, 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!

H. B. HUTCHINSON JR. 860 North Avenue, N. E. Atlanta, Georgia

Precision-Built for PROTECTION & PROFITS!



ACORN ALL-PURPOSE VENDOR

The only completely die-cast aluminum, precision built

1c & 5c mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute
- Tamperproof! Held by top lock, body clamp only
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelton, Gen. Sales Mgr. 2033 Fifth Ave., Pittsburgh Phone: AT 1-6478
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave., Los Angeles

UNUSUAL OPPORTUNITY

High profit contracted locations for photo studio operation will be made available to financially sound operators in the following areas: DENVER, Colo. FRESNO and BAKERSFIELD, Calif. ROCHESTER, Minn. GRAND RAPIDS and KALAMAZOO, Mich. BEAUMONT and LUBBOCK, Tex. INDIANAPOLIS and FORT WAYNE, Ind. Write giving full details as to present operation to AUTO PHOTO CO., Inc., 1452 South San Pedro, Los Angeles 15, Calif.

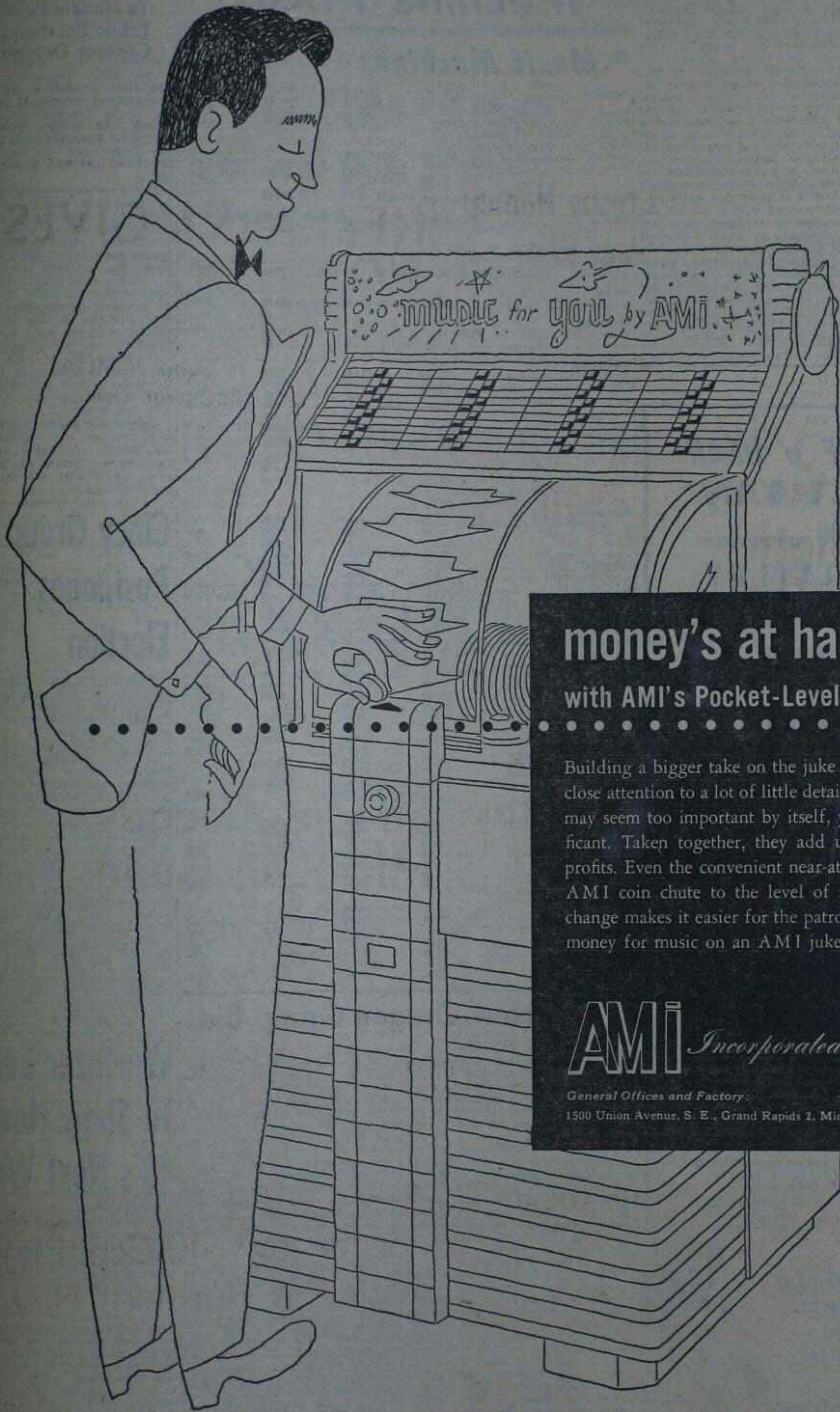
VEND—PUBLISHED BY THE BILLBOARD HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio Yes—Please sign me up for Vend for 1 year at \$4. 2 years at \$6. 3 years at \$7.50 Foreign rate, one year, \$6.

Name _____ Address _____ City _____ Zone _____ State _____ Occupation _____

Use The Billboard classified pages for RESULTS!



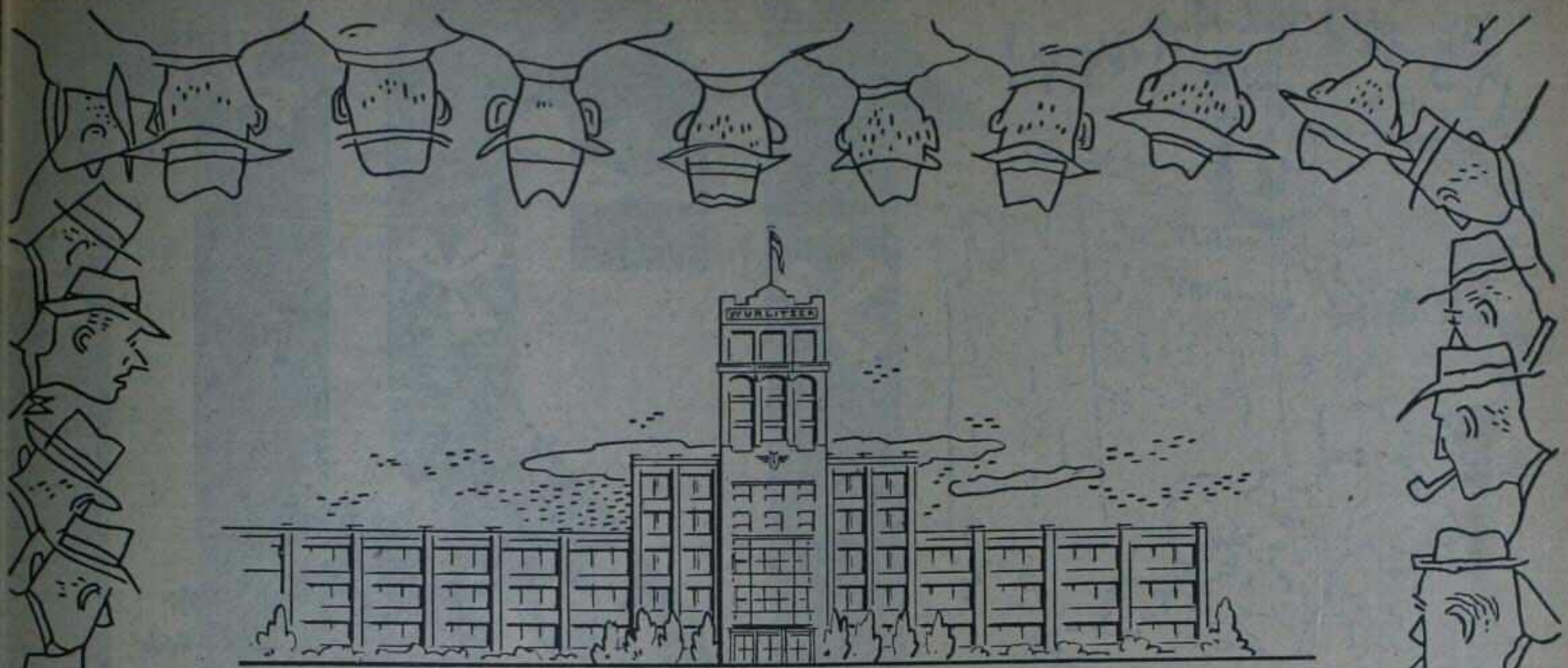
money's at hand

with AMI's Pocket-Level Coin Chute

Building a bigger take on the juke box results from close attention to a lot of little details. None of them may seem too important by itself, yet each is significant. Taken together, they add up to substantial profits. Even the convenient near-at-handness of the AMI coin chute to the level of a pocket full of change makes it easier for the patron to spend more money for music on an AMI juke box.

AMI Incorporated

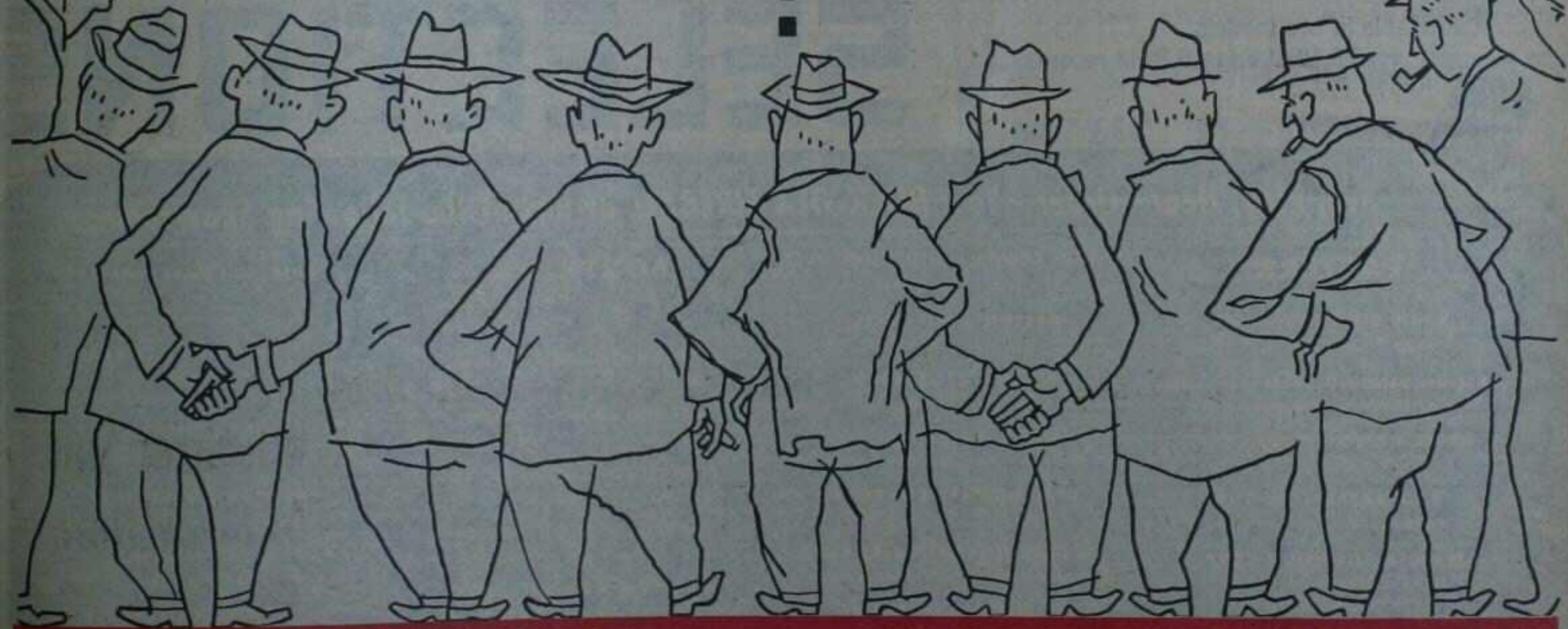
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It's a "48" and
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it will earn
BIGGER PROFITS
so make this
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FireBall

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"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

STEEL OUTPUT SETS RECORDS

NEW YORK, March 14.—The country's steel mills produced 8,938,000 tons of ingots and steel for castings in February, a record high for the second month, the American Iron & Steel Institute reported. In the same month a year ago, the figure was 8,657,210 tons.

Total production in the first two months also set a record. It added up to 18,834,627 tons, an increase of 1,041,300 tons over the previous record made in 1952.

Oregon Drops Beer Controls; Ops Concerned

PORTLAND, Ore., March 14.—Juke box operators in Oregon viewed with concern Thursday's (12) removal of beer from price controls. Already at odds with many tavern owners over proposed dime play, the operators feel that any further competition for the customer's coins would lessen their own chances of recovering recent losses in revenue.

In this area any increase at wholesale is expected to mean a general policy of 15-cent beers, a policy, operators feel, that would lessen the spending in juke box chutes. Beer at one or two spots now is 15 cents, but the smaller dime glass is general.

Local breweries have given no indication as to future price policies. In OPS days all increases started at the brewery level. However, now that taverns are freed of control, operators fear location owners may seek to recover thru higher beer prices some of the former juke box revenue sacrificed in offering television programs.

Drink Revenue Down 3%

Reflecting the general drop in food prices during January, cola drinks, in six-ounce bottles, brought an average price of 28.9 cents for a carton of six on January 28, a 3 per cent decrease in price from the previous week, the Labor Department announced.

You Have Never Received Used Games So Satisfactory

Crusader Horses	\$345.00
Keeney League Bowler, 4 Pl.	125.00
Telequiz High Score with film	115.00
Genco Target	95.00

Terms to responsible firms.
Rentals in metropolitan districts:
NATIONAL NOVELTY CO.
Merrick, L. I., N. Y. FReport 8-6776

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Topper Deluxe Globe Style



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VICTOR'S Baby Grand Deluxe



A VICTOR product means your security 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!

CONFECTION SALES CO.
10008 St. Clair
Cleveland 8, Ohio

VICTOR . . . Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style
1 to 23 . . . @ \$14.20 ea.
24 to 47 . . . @ \$14.00 ea.
48 to 99 . . . @ \$13.75 ea.
100 or more . @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea. 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 . . . @ \$14.20 ea.
24 to 47 . . . @ \$14.00 ea.
48 to 99 . . . @ \$13.75 ea.
100 or more . @ \$13.20 ea.
All machines packed and sold 4 to the case

STAR VENDING CO.
510 W. 4th Ave., Denver 19, Colo.

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- PIN GAMES
- MUSIC MACHINES

Joe Ash

We are one of the leading exporters of coin-operated equipment. Our reputation was **EARNED**—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

We are exclusive **WURLITZER DISTRIBUTORS** in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

466 N. Broad Street Philadelphia 30, Pa.
Phone: FRimont 7-4495
"You can ALWAYS depend on Active ALL WAYS!"

Up-to-the-Minute Directory of Amusement Parks . . . one of more than a dozen valuable special feature articles and lists.

In The **Billboard's 1953 SPRING SPECIAL** coming April 11th

Use The **Billboard** classified pages for **RESULTS!**

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"There is no substitute for QUALITY"

When you buy a new Gottlieb Game, you do so with confidence in time-tested GOTTIEB QUALITY. You take for granted trouble-proof performance and long life, factors so vital to consistently high game earnings.

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5c-10c-25c-50c-\$1.00

Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES 20-24-32 Record Selections 5c or 10c Play

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4223 W. Lake St. Chicago 24, Ill.

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BINGO GAMES		PHONOGRAPHS	
BRITE SPOT	\$225.00	WURLITZER 1080	\$ 95.00
PALM BEACH	375.00	WURLITZER 1100	225.00
FROLICS	325.00	WURLITZER 1250	325.00
STARS	195.00	4820 WALL BOXES	35.00
CIRCUS	235.00	4820 WALL BOXES (Conv.)	30.00
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GUARANTEED—COMPLETELY RECONDITIONED
TERMS: 1/3 deposit, balance eight draft
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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
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ESTABLISHED 1923
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BASKETBALL	\$120	HONG KONG	\$223
CONTROL TOWER	95	KNOCK-OUT	75
DEICER	95	MAJORETTES	145
DALLAS	65	OLD FAITHFUL	95
DREAMY	75	PIN BOWLER	95
DOUBLE SHUFFLE	85	PARATROOPER	195
EL PASO	45	ROCKETTE	95
4 HORSEMEN	95	RAG MOP	95
FIGHTING IRISH	85	SHOO-SHOOS	110
CROSSROADS	215	SPOT BOWLER	95
GOLDEN GLOVES	95	TRIPLETS	95

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Here is a profit-maker that brings repeat play! Penalty Box Scoring! Goal Scores! Ball Return! Many other sensational features! Score BIC—put profits on ice with this one!

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KEENEY LEAGUE BOWLER	\$125
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DOUBLE BOWLER	65
UNITED OFFICIAL SIX PLAYER	\$256
DELUXE & PLAYER, 7-10 Split	325
CHICAGO COIN SIX PLAYER (Formica Top)	\$335

MISCELLANEOUS EQUIPMENT

Bally TURF KING	\$145
Exhibit PONY EXPRESS	225
DALE GUN	65
MUSIC MITE, New	145
Williams SEA Jockey	165
WILLIAMS SPARK PLUG	165
Williams HAYBURNER	150
UNITED MATCH-A-SCORE (New)	49

SPECIAL TYPE GAMES BALLY

FROLIC	\$425
PALM BEACH	475
ATLANTIC CITY	410
SPOT LITE	315
BRIGHT SPOT	315
BRIGHT LIGHT	225

UNITED A.B.C.

UNITED A.B.C.	\$145
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BALLY BEACH CLUB
UNITED 6-PLAYER CLOVER SHUFFLE ALLEY
GOTTIEB'S FLYING HIGH

FORMICA TOPS

For 8" or 9" Games
Can be easily installed in matter of minutes. Eliminates time and expense refinishing playfields. Comes complete with fast drying glue and instructions.
\$15 ea., \$13.50 of 5

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Pick the game of Proved Performance! Williams SENSATIONAL NEW LUXURY SILVER SKATES 5-BALL GAME



GOAL SCORES!

Top center rollover scores 1 goal on reel and adds 500,000 to HIGH SCORE
High Scores!

Brand New!

Ball trapped in Penalty Box scores 500,000 and is returned for replay when 4 balls are trapped in A-B-C and D and bottom center rollover then lites for Extra Special!

2 Top side rollovers and 2 bottom side rollovers score 1 goal each when lit!

4 Balls in A-B-C-D Score 1 replay and lite up 2 bottom side rollovers for replays!

ROLLOVER at BOTTOM CENTER of Playfield becomes "EXTRA SPECIAL" to score 5 Replays!

Install SILVER SKATES... ..IT'S SHARP!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST. CHICAGO 24, ILL.

2 FLIPPERS

Location Tested for Phenomenal 5-Ball Profits.

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2 Player Rebound	\$100.00
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5 Player	175.00
5 Player with Formica and large Pins	300.00
4 Player	215.00
4 Player with Formica and large Pins	340.00
4 Player Deluxe	370.00
4 Player Supers	335.00
4 Player Super 10th Frame	Write
1 Player Shuffle Alley Rebound	50.00

BINGOS

Frank's	\$425.00
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HORSES, ROCKET & N D SPACE SHIPS AND CHOO-CHOO TRAINS Both new and used—immediate delivery, lowest prices.

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Bally's Futurite	\$250.00
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It hit \$7,000,000 in 1949...

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Bigger

AND IT'S STILL GROWING

The Billboard

Coin Machine
SPRING
EXPORT
QUARTERLY
April 4, 1953

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YOU THINK TO SELL
THE \$7,000,000
COIN MACHINE EXPORT MARKET

... Special extra distribution to over 5,500 coinmen in more than 55 countries—in addition to The Billboard's thousands of regular U. S. buyers.

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Advertising deadline—
March 26

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USED GOTTLIEB PIN GAMES
WURLITZER 1015's

Send in Complete Lists
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IN NEW ENGLAND
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Always The First with the Best in Used Equipment of All Types...

Let us know what you need and we will be glad to quote you our low prices.

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Electric Scoreboards Overhead, 15-21 pts. Horseshoe \$125.00
Shuf. Scoreboards, Ea. 15-21 pts. Wall Model 15-21 pts. and 15-21 95.00 ea.
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Shuf. Scoreboards, Ea. 22 Pucks (set of 8) 15.00
Wex, dozen 3.00
Shuffle Board Ad. Justers, set 15.00
Kwik Shoe Shine Mech. B1 & B2 64.50

TICKETS
2500 7-11 ... \$1.15 bag
2170 R.W.&B. 1.00 bag
2440 Lucky 7 1.10 bag

NEW 22' SHUFFLEBOARD
Maple Top, com. plate crated \$180.00
22' Maple Tops, brand new, crated 90.00
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chicago coin's profit winning

NAME BOWLER

NEW FEATURES GALORE!

NEW

Name Spelling Feature -- each time a player matches the last number of his score with lighted number, a letter of "Name Bowler" lights up.

NEW

Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.

NEW

At operator's option 1-2-5 or 10 letters may be awarded each time a number is matched.

NEW

When "Name Bowler" is completely spelled out (lit) a special winner is made.

CONVERTIBLE

to Straight Match or 10th Frame Bowler



NEW! 45 SECOND SCORING

MATCH BOWL-A-BALL

- PLAYERS ACTUALLY BOWL WITH A BALL—not a Puck!
- BALL REBOUND FOR FASTER PLAY!
- MATCH BOWLER—USING CHICAGO COINS
- MATCH A NUMBER (1) MATCH A STAR FEATURE!
- ADDED NEW FEATURE! THE BEER FRAME—SCORES MADE IN-FIFTH FRAME DOUBLED!

- 7-10 SPLIT PICK-UP!
- EASY TO READ INDIVIDUAL SCORE DIALS!
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD!
- JUMBO "FLY-AWAY" PINS!



1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Shuffle Alley Specialists!

ALL MACHINES HAVE SCREENED FORMICA, BIG PINS AND 7-10 SPLIT

United Clover and Cascade	Write
United Manhattan 10th Frame, Six Player	Write
United Manhattan, Six Player	\$345.00
United Stars, Six Player	345.00
United Super, Six Player	315.00
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United Five Player	195.00
United Four Player	179.50
United Twin Rebound	129.50
United Two Player Express Rebound	79.50

United 10th Frame Match-A-Score in one unit **\$49.50**
Simply installed on all United Shuffle Alleys \$9.95
Double 5th Frame Conversion

Add \$59.50 to prices of above machines for delivery with 10th Frame Match-A-Score unit installed; and, \$14.95 for delivery of any of above machines with Double 5th Frame added.

Exhibit Twin Rotation \$245.00 • Bally Shuffle Line \$79.50

ALL GAMES GUARANTEED TO BE MECHANICALLY PERFECT WITH GOOD, CLEAN RAILS AND CABINETS.

We will take postwar phonographs in trade against above equipment. What have you?

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UNITED REGULATION CLOVER, CASCADE, Shuffle Alleys, 4 player, prompt delivery.

UNITED SHOWBOAT, New WRITE Coin Operated KIDDY RIDES of all types WRITE

UNITED STARS—Like New WRITE SPARKPLUG WRITE

BALLY CONEY ISLAND 395.00 BALLY SPOTLITE 225.00

SEEBURG BEAR GUN 249.50 MANY USED BINGO AND PIN GAMES—WRITE, WIRE, PHONE

CENTRAL OHIO

COIN MACHINE EXCHANGE 525 S. HIGH COLUMBUS 15, OHIO Phone: ADams 7254

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This sensational Penny Athletic Scale is a national hit. Completely redesigned and selling at a new low price. Finished in a variety of colors. Write for prices.
GREAT LAKES SYSTEM
Phone: OWen 4-6331
C-5274 E. Dart Hwy. Flint, Mich.

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120 Amusement Games, Voice-Graph, Photomatics, Lunch Counter, ABT 6-Gun Rifle Range; Photomaton, 1 1/2 x 2 1/2 pictures; Proof Press.

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AIR HOCKEY
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Exhibit's Space Gun \$375.00
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Everything in Novelty Rides. Complete supplies and parts all in our 1953 Catalog free on request.

All used machines are Munves factory rebuilt like new.

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Exhibit Meters, 3 on stand	150.00
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Chic. Coin 4-Player Dotby	245.00
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Rock-Ola World Series	100.00
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WHAT ARE THEY GETTING FOR USED EQUIPMENT?
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Yes Please send me The Billboard for one year at \$10.
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NEW! Loaded WITH Attractions!

"GOLDEN NUGGET"

GENCO'S NEWEST UPRIGHT BALL GAME WITH "EYE-LEVEL" ACTION!

Here's the latest GENCO money-maker—filled with thrills and action out of the Old West. Packed with many new features to keep players plugging!

TREMENDOUS REPLAY POSSIBILITIES

- Up to 20 Replays for 3-6 Letter Combinations
- 100 - 200 - 400 Replay Combinations
- Extra Ball Feature - 6 Extra Balls for 6 Extra Coins

- In-Line and Sequence Scoring
- Popular New "Mystery Spot" - adds suspense, temptation
- Extra-Fast 20-SECOND Play for faster profits
- Simple TROUBLE-FREE Action
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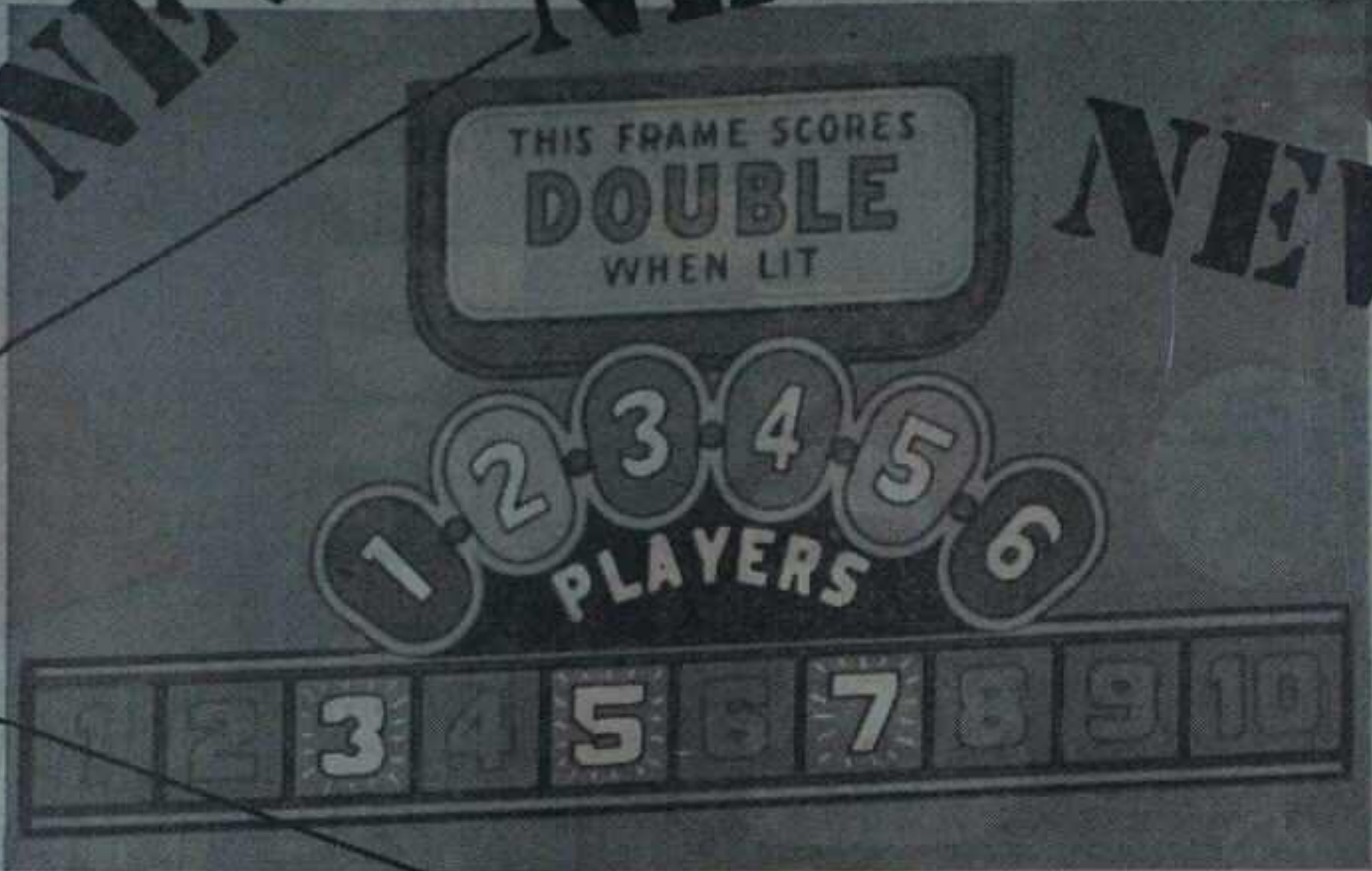
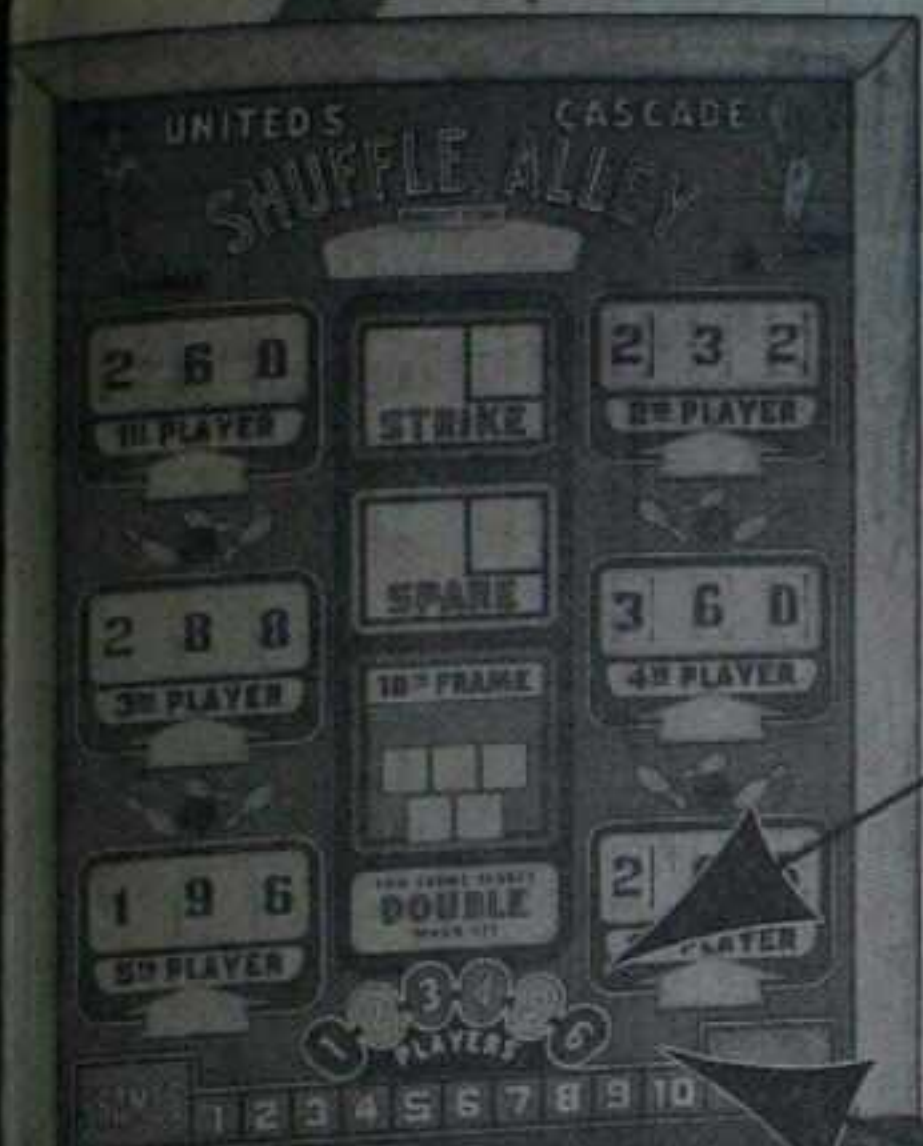
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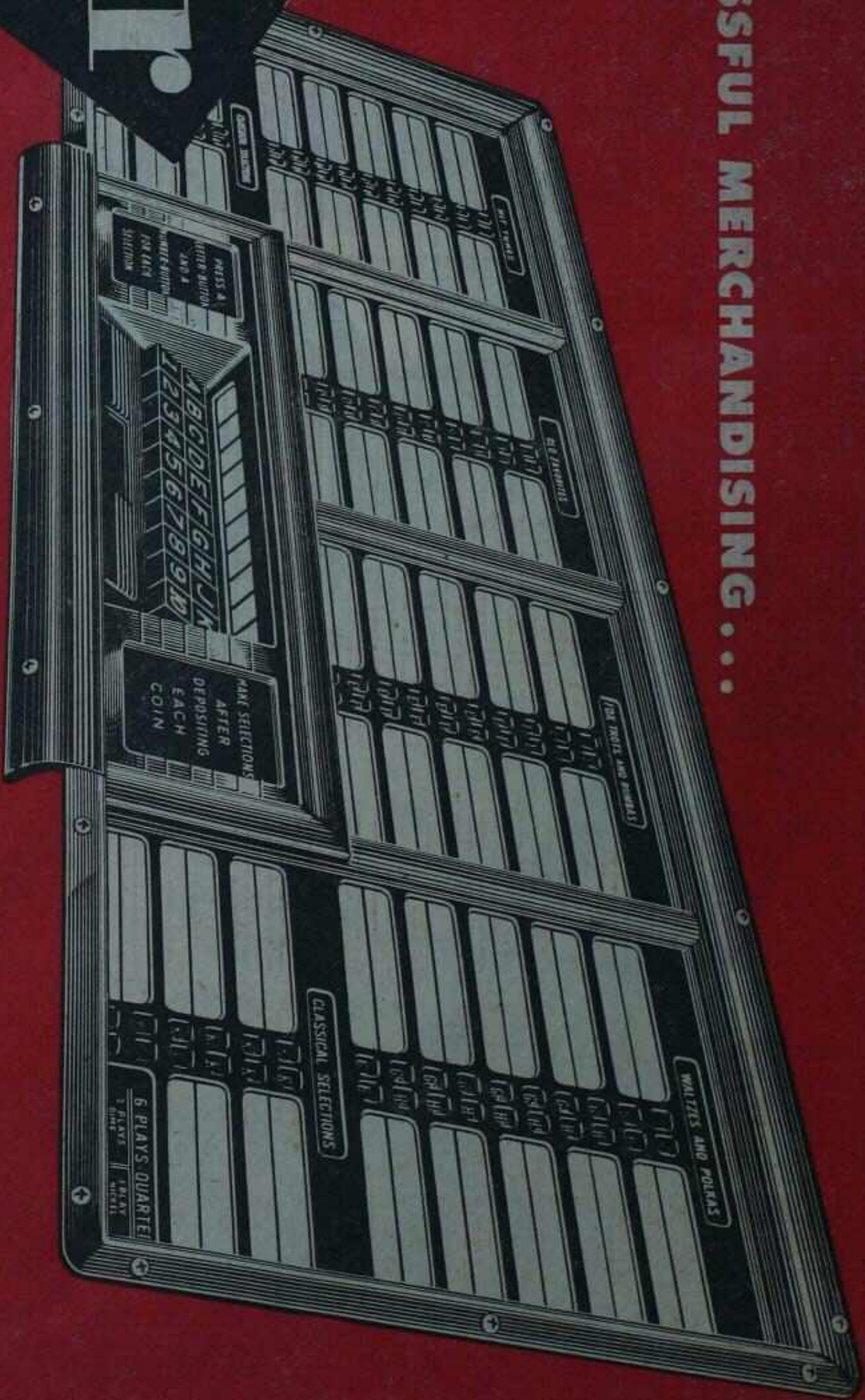
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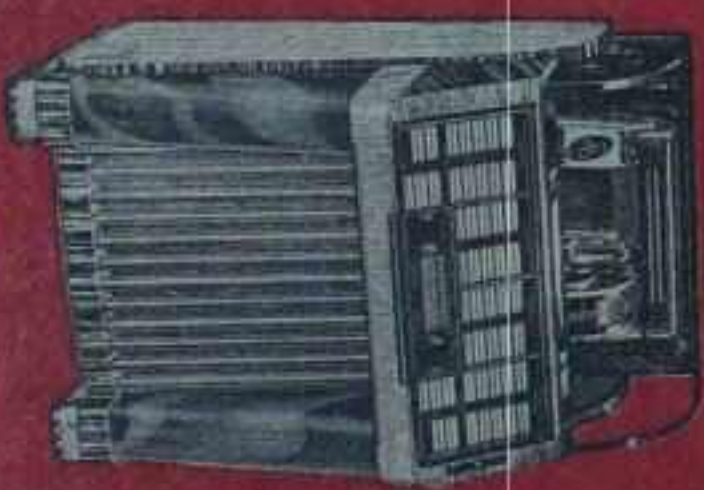
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