

The Billboard

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Truman Sees High Grosses, Boost in Radio and Video

3,794 Stations On Air by '53; More FCC Funds

Congress Asked to Up "Voice" Funds, Aid "Truth" Drive

WASHINGTON, Jan. 21.—A vastly increased role for TV-radio is called for in President Truman's annual budget message to Congress today (21). Proposing increases in the 1953 budgets of virtually every major agency affecting the entertainment world, the President urged particularly substantial rises in outlays to expand the Federal Communications Commission, the State Department's Voice of America, and the federal Civil Defense Administration's information set-up.

Mr. Truman's budget confirmed earlier reports of State Department plans to launch ship-borne "Voice" transmitters and a transfer of Army informational activities in Japan to the State Department. Congress, which slashed State's informational budget last year, is expected to give the program a vigorous going-over again this year.

Foreseeing a boom in broadcast stations, principally TV, in the fiscal year starting next July 1, President Truman's budget calls for an \$8,075,000 outlay to support

Flicks Raise Tootlers 15% Via AFM Pact

MIAMI BEACH, Fla., Jan. 19.—The American Federation of Musicians and the eight major motion picture studios reached an agreement last night (18) which will increase salaries of film studio tootlers by 15 per cent. The salary hike agreement is predicated on final approval by the Wage Stabilization Board, and includes a stipulation that the pay increase will not exceed \$18.50 per week per man. The new two-year contract with the Hollywood studios is retroactive to January 15.

Hollywood Local 47, of the A.F.M., sent its reps to the confabs here with a demand for a 50 per cent pay increase (The Billboard, January 19), but the new agreement was reached just before

IF IKE COULD ONLY FIDDLE!

MIAMI BEACH, Fla., Jan. 19.—James C. Petrillo took time out Wednesday (18) from meetings of the American Federation of Musicians' international executive board to discuss politics. "If Harry Truman runs for the presidency," Petrillo said, "I'm for him and I'm going to tell my organization so. After all, he's a member of my union."

AGVA PEACE AND WAR

Unity on Board; Fight Against TVA

By BILL SMITH

NEW YORK, Jan. 19.—A spirit of unanimity and a feeling of "Let's clean house" never before seen or heard in conclaves of the American Guild of Variety Artists dominated its national board meetings, which started Sunday

See editorial in Night Club-Vaudeville Department regarding the new AGVA administration's feeling about the Billboard's coverage of the AGVA insurance situation to date.

(13) at the Taft Hotel here and ended in the early hours of Thursday (17) at AGVA's headquarters. The turning point came when

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U. S. "Voice" Goes to Sea

NEW YORK, Jan. 19.—The State Department is now converting an ex-Navy cargo vessel into the "Voice of America's" first sea-going broadcasting station. In operation, the floating relay station (tagged "Operation Vagabond") would pick up the "Voice's" signals as they are transmitted from the States and beam them directly into the target countries, reaching many areas now blacked out, and providing a means of dodging stationary Soviet jamming facilities.

Disk Sales Hit Fast Clip As Hot Pops Smash Records

By HAI WEHMAN

NEW YORK, Jan. 19.—The pop record business enjoyed one of its biggest volume weeks in the history of the industry in the period from January 8 thru 12, according to enthusiastic reports received from the major manufacturers.

TV Set Mfrs. Cop Chi Meets

NEW YORK, Jan. 19.—Video set manufacturers continue to dominate the political convention coverage picture out of Chicago, as Admiral this week was set to bankroll coverage via the American Broadcasting Company AM and TV facilities. With Philco and Westinghouse set previously by the National Broadcasting Company and Columbia Broadcasting System, respectively, the total expenditure by the three

(Continued on page 7)

NEW YORK, Jan. 19.—A new battle is looming between the American Guild of Variety Artists and Television Authority over what the former charged was discriminatory action in its resolution barring gimmick shows with benefit angles. AGVA's National Board, meeting here last week, said the resolution was aimed straight at AGVA.

The difference of opinion arose out of AGVA's permitting Vid-Pak to go on the air with its Colgate sponsored show of December 2 without prior approval of TVA. Vid-Pak, a West Coast package, made a deal whereby AGVA was to get \$10,000 for each such show for its Welfare Fund. In return AGVA members would appear on the telecast for minimum salaries; a star would work for free.

TVA's convention (December 7-9) adopted a resolution "to prevent the practice of persuading performers to appear on sponsored programs for payments far below their customary compensation because of benefit or welfare gimmicks."

Vid-Pak's contract with AGVA which was made prior to the TVA solution and which called for a series of telecasts, became the immediate casualty.

Mort Harper, AGVA's West Coast attorney, also representing Vid-Pak (also TVA's rep on Coast) claimed the ruling was

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RED PLOT ON BUBBLE GUM—OR MUCH ADO

NEW YORK, Jan. 19.—Cold war flitters reached down to the vending machine level last week with word from Wheeling, W. Va., that some "subversive" gum ball dispensers had been seized there for doling out with their products a hefty dose of Communist propaganda.

But here the manufacturer of the suspect trinkets issued a strong denial of any un-American motive, and charged that talk of a bubbling plot had been blown up out of all proportion to the facts.

When Wheeling authorities learned that gum venders held charms bearing the hammer and sickle and information about Soviet Russia, reaction was immediate. After ordering the equipment seized, City Manager Robert L. Plummer declared:

"That's a terrible thing to

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Mich. Wants To Bite Tele

DETROIT, Jan. 19.—Television took it on the chin in the first law passed by the Michigan Senate in the current annual legislative session, by placing a tax on television rights for sporting events.

Under provisions of the bill, which must now go to the lower house, national and world-champion boxing and wrestling matches would pay a 5 per cent fee; non-title matches, 10 per cent. Promoters would be taxed as well as the gate receipts.

Budget Message Predicts Rise In Fiscal \$\$

Admissions Taxes, Niteries to Yield Increased Revenue

By BEN ATLAS

WASHINGTON, Jan. 21.—The administration predicts a rise in revenue for all show business, indoor and outdoor—subject to the admissions tax—according to President Truman's annual budget message delivered to Congress today (21). Also foreseen is a mild boom in copyright registration fees, while the coin machine picture is expected to be virtually unchanged.

These official administration predictions are based on what the Bureau of Internal Revenue expects to collect in showbiz excises during the 1953 fiscal year, which starts July 1, 1952. All of these figures were disclosed for the first time today in Mr. Truman's budget message to Congress.

The president foresees the admissions tax, exclusive of the tax on cabs and roof gardens, yielding \$357 million in the current fiscal year ending next June 30, as compared with \$346,491,715

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Rain Drowns Indoor Takes In Sunny L. A.

HOLLYWOOD, Jan. 19.—Southern California's unusually heavy storms sent indoor show business reeling, with ops looking hopefully to clearing week-end skies to make up their losses. Only the two major local hotel rooms, Ambassador's Cocomanut Grove and the Biltmore Bowl, fared well. Grove enjoyed a solid turnout for Patti Page's opening Thursday (17), while the Bowl's Joe Fabeer reported only a slight dip in biz. According to Fabeer, Bowl's slight suffering was due mainly to guests who sought their nitery entertainment on the premises rather than brave the downpour.

San Fernando Valley, one of the most severely hit sectors, lost biz on three counts. First, entire districts of the valley were covered by high water. Secondly,

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Toronto Spots Hit by Strike

TORONTO, Jan. 19.—A two-week transportation strike not alone has tired the public, but also resulted in the various downtown entertainment spots playing to four walls. Neighborhood houses, however, are packing them in.

The night-spots and the arenas have found the going tough. Wrestling and boxing matches have been suspended for the duration.

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Billboard Backstage

By JOE CSIDA

That lump in my cheek ain't a wad of gum, eh, but I believe.

It's getting on an honest Communist doctor has a chance. Already more than 150 radio stations have signed up to carry the Frederick Ziv "I Was a Communist for the FBI" series with Dana Andrews, which kicks off March 30. If the decadent broadcasters in this decadent democracy keep running decadent exposes on how the Communists work, Stalin will never be able to effectively achieve a decadent world peace. Something ought to be done about it.

... And something ought to be done about the way some music publishers take advantage of their brethren. Take a little guy like Ben Bloom. He has the nerve to come up with a song called "Egbert, the Easter Egg," and get three records on it (Guy Lombardo and Merv Shriver on Decca, and Roy Rogers on RCA Victor) about five months before Julian and Jean Aberbach's Hill and Range firm upsets with a song with the same title. Now the Aberbachs have a Rosemary Clooney record on Columbia, and Bloom won't even drop his song and/or turn it over to the Aberbachs. When a couple of fellas come over from Europe and, in the true Horatio Alger tradition, struggle for recognition in a strange land, it's a shame that a publishing octopus like Benny Bloom puts obstacles in their path. The only neutral character

in the "Egbert, the Easter Egg" situation seems to be Mitch Miller, Columbia's artist and repertoire chief. He recorded Bloom's "Egbert" with Betty Clooney for Simon & Schuster's Golden Records, and the Aberbachs' "Egbert" for Columbia with Betty's sister, Rosie.

... The major radio networks are considerably upset, too, over a publicity release put out by an important advertiser, the Bakers of America. And I don't blame them. In announcing its purchase of the "Hollywood Star Playhouse" on 183 stations of the National Broadcasting Company, the Bakers' release said: "The Bakers of America Program, voice of the baking industry, has switched to radio as its 1952 advertising medium. John F. Hunt, vice president of Foote, Cone and Belding, and Arthur Schultz, account executive for the Bakers of America program, pointed out that radio, despite the advent of television, is still growing rapidly in every section of the United States. . . . Ninety-eight per cent of the nation's total number of 3,072 counties is effectively covered by just one of the four major radio networks (continued Hunt), and television's coverage is limited to 63 major markets in 703 counties or 23 per cent of the nation's total.

In 1950, Hunt said, there were 51,000,000 radio sets in the homes of 29,000,000 families. This was swelled in 1950 to 79,000,000 sets in 40,700,000 families. Yet in

the period between 1950 and 1952 it reached the startling figure of 105,000,000 sets in 42,700,000 families.

And Walter Hopkins, director of the Bakers of America Program, said: "Use of radio gives an opportunity to deliver three hard-hitting messages every Sunday into virtually every county in the United States. And, because radio is so highly flexible, we will be able to change our pace, cover a new subject matter, and key our messages to timely events in the baking industry."

T. Bakers send out this rave over radio, mind you, at the very moment that NBC is urging half of its affiliates to accept a rate cut, largely because of TV penetration. If you were NBC, you'd be annoyed too.

One of the most unappreciated men in the music industry, yet withal an industry leader, is being criticized because he is suing another publisher for infringement. I refer, of course, to Herman Starr of the Warner firmament. He claims that a 1919 copyright of his called "You're a Perfect Jewel to Me" was the basis for the current hit tune "It's Now or Never." Just because investigations to date indicate that no records or transcriptions of "Jewel" were ever made, that no sheet music jobber ever bought or sold a copy, Starr is being castigated for bringing suit. It's getting so a man can't even sue another man without setting tongues wagging.

19 Pan-Am Repts Find Accord on World Copyright

WASHINGTON, Jan. 19.—Representatives of the United States and 18 Latin American nations reached agreement here this week that the present draft of the proposed world-wide copyright pact would not violate the existing copyright treaties or bilateral agreements between them, but that, in case a difference arose, the world pact would prevail. This agreement was drawn up in the form of an "Article 16" to be presented as an addition to the draft of the world pact when it is considered at a meeting of United Nations Educational, Scientific and Cultural Organization in Geneva next fall. After the Geneva meet, Article 16 will come up for ratification by UNESCO countries along with the rest of the global pact.

Meanwhile, House Judiciary Committee hearings on a bill to (Continued on page 16)

London Dispatch

By LEIGH VANCE

LONDON, Jan. 19.—Scotland Yard detectives were called in when it was found that 150 of the 1,200 ballot cards sent in on a vote by the Imperial Society of Teachers were faked. The ballot was to elect four members to the committee, whose chairman is BBC dancing teacher and band leader Victor Silvester. Said he: "Anyone who gets onto our committee immediately joins the most sought-after teachers in the country." The fakes were posted within two days from post offices near the society's office. Thirty of them had stamps stuck on upside down. Detectives are sure all the stamps were bought at the same time. To avoid any scandal, when the fake was first discovered the committee canceled the whole ballot, spent \$2,000 dollars investigating the fraud. So far the permanent secretary, and an assistant have both resigned, but no other public announcement has been made. The Imperial Society has assets of \$130,000, embraces nine separate societies with over 8,000 members.

Noel Coward Has Hit in New London Comedy

With his slick comedy piece, "Packed Values," running to racket houses at the Savoy and almost sold out until March, Noel Coward is sitting prettier than he has done for many a year. But he is not content just to wallow. "Now is the time I have to watch out," he says. "The turn of luck started with my cabaret at the Cafe De Paris. Since then everything has gone beautifully right. But luck seems to go in cycles—so I'm not letting myself forget that every hill has its valley on the other side." One thing friends of Coward and Mary Martin will be glad to hear is that their rift, which allegedly started after the comparative failure of his "Pacific 1860" in 1947, in which the latter (Continued on page 48)

Plan Air Shows For Heart Fund

NEW YORK, Jan. 19.—The American Federation of Musicians and the four major radio networks are joining forces to present four coast-to-coast public service programs in support of the nationwide fight against heart disease. The programs, which will be carried free of charge by the networks, will feature top stars, including Danny Thomas, Jo Stafford, Jinx Falkenberg and Tex McCrary, Herb Shriner, Perry Como, Mel Tormé, Kay A. M. n. e. Paul Weston, D'Artega, and Arthur Frieder. Bruce Barton, national campaign chairman of the Heart Fund, and Mrs. Alben Barkley, will appear on the programs.

The Heart Fund shows will be presented from four different cities: Los Angeles, Chicago, New York and Boston, and will be carried by the Columbia, American, National and Mutual networks respectively. The AFM will authorize the A. of the Music Performance Trust Fund for the AFM locals in the four cities to furnish orchestras for the broadcasts.

Paris Peek

By ANNE MICHAELS

PARIS, Jan. 19.—Twenty-eight firms are either scheduled or in the shooting stage for the next two months. And although the industry agrees that without a government subsidy most of the firms, even though they are in production, will go bankrupt, no one seems to be letting that worry them. Mainly what is happening is that the producers owe so much money that it is against the interests of the firms to whom they are in debt to allow them to close down. Therefore, credit keeps being extended, and the cameras keep rolling.

Gene Kelly, passing thru Paris on his way to Munich, is investigating possibilities of making a new film here. . . . Italian comedian Mearate wants to do a parody on "Hamlet" with himself in the title role and Martine Carol, a sort of French Lana Turner, as Ophelia. . . . Six French film stars, Brigitte Aubert, Ariely, Françoise Christophe, Odile Versois, Michel Auclair and Daniel Gelin went to Uruguay for the film festival.

Radio Critic Annoyed at Government View

British television reporter, Kennerly Edwards, is shooting films on events of the Riviera, mostly social, in black and white as well as color, for a series of six shows beginning in July. . . . French radio critics are annoyed that the government is complaining of the lack of money for programs while America receives the best transcriptions of all programs done in France, ones which are never heard in the country of its conception. Why, they want to know, can't the same programs that are broadcast over the international radio set-up be done in France as well. One French critic pointed to the fact that composer Marc-Antoine Charpenier was famous in America three years before France ever heard about (Continued on page 44)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 19.—Aboard a crowded elevator that got stuck just short of the seventh floor at the Federal Communications Commission one day this week was Dr. Allen B. Du Mont, president of Du Mont Laboratories, Inc. Du Mont coolly helped the elevator operator pry the doors open so that the passengers could disembark on the seventh floor. The operator gratefully invited Du Mont to board another elevator to the street floor. Politely declining, the canny engineer walked down seven flights of stairs.

U. S. Music Weighed And Found Wanting

Current American music got a robust going-over at a closed-door confab here of the American Council of Learned Societies' Committee on music. . . . W. Schneider, philosophy professor at Columbia University, raised the question: "For what do ordinary Americans 'most need music'?" Here's how he answered it: "For dancing, marching, schooling, worshipping, celebrating, and drinking." These "institutionalized" activities, he said, are music's chief customers. "We have discovered the art of using musical instruments not for the sake of our ears but for the needs of our legs and feet, diaphragms, viscera, hearts and almost any other organ except the ears," he remarked. "Our most popular music goes directly to our toes."

Schneider characterized one "popular brand of music" as "the kind of schmaltz and crooning which arouses directly the sentiments and passions, but secular and religious." He said it's unfortunate that "such stimulation cannot be taken in silence and privately." As for musical shows and operas, the professor described these as "another type of stimulation, less visceral," directed instead to "our heads and hands." He called them "medleys of marching, swaying, clapping, gyrating and similar semi-rhythmic rhythms. When not too silly," said Schneider, "such maneuvering is relatively harmless and moderately enjoyable."

Plan Third Year for Sesqui-centennial Show

When President Truman met with the D.C. Sesqui-centennial Commission at the White House this week to mull a third summer's run for "Faith of our Fathers," House Speaker Sam Rayburn clinched the decision. "I've already seen that show three times," Speaker Rayburn enthusiastically told the meeting, "and I hope to see it again next summer." President Truman in major messages to Congress this week gave the tip-off on the government's expectation of increased amusement business this year. Capital Hill's cold reception to his call for a \$5 billion tax boost (in his annual economic report) makes it a certainty that there'll be no hike in showbiz excises this season. Truman's warning of more civilian cuts in defense-needed materials was no surprise. Electronics industry had already antcipated presidential forecast of further cut-backs in TV and radio sets. Year's output is expected to drop to around 4 million TV sets and 10 million radios.

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 19.—Ever so often one likes to glance back into the early days of Hollywood when the then fledgling motion picture industry was beginning to take form. These fond dips into film-dom's past are singularly enjoyable when seen through the eyes of one of its pioneers. We had a particularly interesting discussion this week with Mack Sennett, one of the first to bring glamour to the motion picture screen thru his "Bathing Beauty Girls" series among the pioneers who introduced comedy into the new medium. Aside from the highly relished nostalgia that is sure to accompany such conversations, Sennett made some interesting observations of the picture business in general today as it compares with movie making in the industry's formative years.

To err in this premise further, Sennett points out that comedy on the screen has changed much from the basic elements originally developed during the industry's early days. Pantomime, mugging and plain funny faces still bring the greatest belly laughs no matter how funny the scripting may be. Comedy on the screen to be fully achieved must be visual. To prove this point, he directs your attention to your most successful screen yock pullers of today, Dean Martin and Jerry Lewis, for example, runk high on the laugh ladder because of their great stress of visual rather than spoken zaniness.

Television is similar to the movie screen in this respect, Sennett feels. Red Skelton's funny faces on the TV screen, he says, are the basis of his mounting popularity as a tele comic. The same holds true for the Martin and Lewis team's TV success as well as the Sid Caesar-Imogene Coca show.

A cost comparison between movie making today and earlier years provides similar substance for thought. The two-reel Sennett comedies were shot for approximately \$40,000. However, if they were to be duplicated today Sennett estimates production cost at the malicious and unfounded picketing of his picture, "Deal of a Salesman," and pledge to him our complete support in the action he has taken.

props and staging the silent comedy situations. Shooting schedules ran as long as six to seven days.

MPC Backs Kramer vs. Smearing Pickets

The Commie star is getting out of hand, according to the Red-fighting Motion Picture Industry Council. MPC, which is composed of the top film guilds and unions as well as management groups, backed action to publicly challenge irresponsible charges of Red-ism in the film colony. MPC endorsed Stanley Kramer's libel suit against the Wage Earners' Committee. Said MPC:

"The Motion Picture Industry Council has noted with increasing concern the attempts made by irresponsible groups on the loyalty and patriotism of the motion picture industry, particularly in the unjustified picketing of motion picture theaters and in the distribution of defamatory circulars. It therefore resolves:

"That the Motion Picture Industry Council commends Stanley Kramer for his courageous stand in instituting a libel suit against the Wage Earners' Committee for the malicious and unfounded picketing of his picture, 'Deal of a Salesman,' and pledge to him our complete support in the action he has taken."

Curly Howard Dies; One of 3 Stooges

HOLLYWOOD, Jan. 19.—Jerome (Curly) Howard, one of the original Three Stooges, who left the act six years ago, died here Friday (18). Born in Brooklyn, he and his brother, Moe, formed the original act in 1925. They worked with the late Ted Healy until 1933, when they inked a contract with Columbia Pictures, which still continues. Since 1933 they had made 150 shorts and 15 full-length features for that studio.

Besides his brother, Moe, two other brothers, Shemp, who replaced him in the act, and Jack, a non-pro, survive. Burial was in Home of Peace Cemetery, Los Angeles.

3 TV STARS GO H'WOOD-ALMOST

NEW YORK, Jan. 19.—Dagmar, Robert Q. Lewis and possibly Faye Emerson, all of whom have boosted their stature via television, will try to cash in on their reps via cafe dates. Dagmar is already set to open the Desert Inn, Las Vegas, Nev., January 22, for a two-weeker for \$7,500. Following the Vegas date she'll go to Harry Altman's Town Casino, Buffalo. Robert Q. Lewis is also set for Vegas, at the Thunderbird, sometime in April, during the Variety Clubs convention. There's a deal going for Faye Emerson to play the town at the same time, possibly at the Flamingo. Dagmar will have Sid Gould in her acts. The show will also include Ray Malone, who he was booked independently.

THEATER-TV—II

Nathen L. Halpern, Medium's Spark Plug

By SAM CHASE (Second of a series)

NEW YORK, Jan. 19.—The head of the only organization which devotes its programming attention exclusively to theater television, Nathen L. Halpern, president of Theater Network Television, Inc., has been developing program ideas for the medium for several years. He is the pioneer in developing on a practical basis the productions done in the field to date, and his spadework has created a network of film houses which now makes major theater TV productions economically feasible.

TNT is currently engaged in developing theater TV series of entertainment and sports, both via purchase of rights and by development of original programming. Rights would cover Broadway musicals and plays, stage shows, operas, circuses, rodeos, concerts, dance recitals and related proved shows adaptable to theater TV. TNT spots continue in the boxing, basketball and football fields already performed.

Besides bringing events such as those listed to audiences which otherwise could not witness them, theater TV showings would be of vast importance to their producers and backers. Thus, although legitimate plays average only about 100,000 customers for their Broadway runs, a theater TV showing to many times that number at one time would virtually assure legit producers and backers of getting off the nut and would encourage staging of many more productions, with a resultant increase of employment for thespians and technicians.

The beginnings of creative, specially designed shows for theater TV remains an objective of TNT, and constitutes a major challenge to personnel now active in other branches of show business, who will be the designers of the new art form. The basic premise of Halpern's thinking, programwise, is that theater TV shows must be different from and superior to home TV, and suitable only for theater presentation. The public, he feels, stands to gain by the development of the theater TV attractions, not available ordinarily on home TV. Similarly, he regards the new medium as one for developing attractions different from films and adding to the box office value of the feature films. In short, he regards home and theater TV as compatible rather than competitive, with theater TV serving as a corollary movement as the coming of sound in film theaters was for home radio.

Back to '48

Halpern's thinking on the subject goes back to 1948, well before the incorporation of TNT last May, and to a time before the

first commercial theater TV installation had yet been made. Halpern at that time was assistant to the president of the Columbia Broadcasting System, where he was in close touch with TV and film developments. Besides his radio and TV experience, he already had a solid background in the entertainment business, sports, administration, films and law.

A graduate of the Harvard Law School and a former editor of the Harvard Law Review, Halpern also is one of the relatively few members of the bar of the Federal Communications Commission. As a navy officer during the war, he was assigned to the psychological warfare division at Supreme Headquarters AEF, which developed and operated techniques of using radio, films and publications in combating the enemy, and aiding liberated populations.

Halpern became sold on theater TV shortly after he left CBS to head a syndicate he had formed for purpose of buying AM and TV broadcast stations. His group sought unsuccessfully some of the Warner Brothers facilities and a national TV station at a time when few envisioned such a rapid video growth. At that time Halpern was approached by theater exhibitors who already were wondering whether the crude laboratory theater TV test equipment might give rise to a force which could reshape the industry as the advent of sound had done two decades earlier. As a result, early in 1949, Halpern began a special survey on theater TV.

Basic Problems

Basic questions were whether the public might be attracted to new, different and superior programs not otherwise available, and the economic, equipment and distribution potentials of an easy-to-buy, easy-to-use system. The study produced positive answers to these questions, and also foresaw new creative program possibilities for the medium.

From this time until the formation of TNT, Halpern served as television consultant to leading exhibitors and exhibitor organizations, beginning with St. Fabian, and including the Century, American and RKO circuits, Theater Owners of America, and others. In this capacity, he helped develop theater TV in every one of its phases: programming, distribution, equipment, facilities, installation and operation, coaxial connections, engineering developments (he also is a member of the Theater TV committee of the Society of Motion Picture and TV Engineers) and the FCC industry channel case.

For a while Halpern was virtually a full-time rider on the exhibition, banquet-convention circuit, living and talking the possibilities of the medium, and meeting with a few thousand exhibitors. Believing strongly in action and performance, Halpern's efforts, combined with leading exhibitors, led to practical theater TV in film houses before paying audiences. From his activities resulted the first utilization of programs and distribution via coaxial closed circuit, in a succession of showings that have been the direct inspiration for some 200 houses ordering equipment for delivery by the early part of this year. This activity made vital the formation of an organization geared to develop, produce and distribute programs to these exhibitors, and TNT was incorporated by Halpern for these purposes.

Administrative assistant to Halpern at TNT is Richard W. Golden, formerly CBS promotion specialist and Schwab research executive. Golden previously had a heavy TV scripting and production background. Another TNT staff member is Miss Gene Johnson, formerly Hollywood assistant to Rouben Mamoulian, Robert Ripley and Fanechon & Marco.

Billboard logo and address information for the magazine, including subscription rates and contact details for various departments.

TELEVISION

'Today' Is Well-Intentioned But Chaotic; More Planning Needed

By JOE CSIDA

It gladdened the heart of this observer to learn late Friday night that Pat Weaver's "Today," at the end of its first week, had achieved encouraging ratings and a respectable mail pull. Trendex (for 10 cities and for calls made between 8 and 9 only) gave it a 2.6 for Monday and a 4.6 for Tuesday. The New York Trendex showed a 5.5, and the offer of a free copy of the Kiplinger magazine, "Changing Times," had pulled 16,000 postcards as of Friday. It gladdened this heart because the NBC-TV effort to broaden video's horizon, public-service-wise and commercially, deserves encouragement and every chance to make the grade.

And these ratings and the mail pull must be viewed as an encouraging nod, rather than any indication that the two-hour effort in its first week was a success. In truth it was a confusing, disorganized mishmash which tried so hard to be everything to all men, that it succeeded in being almost nothing to anybody. This viewer sat thru the two hours Monday and Friday, and watched intermittently on Wednesday, but listened all that morning while shaving, dressing, and breakfasting in the kitchen, when the TV set isn't it, as a customer in search of news. I had thus tested "Today." I would hasten back to my early morning radio newscast. If, on the other hand, I sought music, I would be back with an AM disk jockey.

But this is not to say that "Today" cannot, if properly developed, build large segments of 7-9 audience. The basic ingredients, the facilities, are all there. The show's Number One asset, of course, is Dave Garroway. In spite of the obvious lack of rest, which to this viewer seemed quite apparent and appeared to get worse each succeeding day, Garroway's easy manner, his warmth, eagerness to give the viewer just what he felt was wanted, his pleasant overall approach, make him exactly the kind of guy you'd permit into your home that early

in the morning... if you'd let anyone in. Garroway is indeed a happy choice. As he adjusts to his weird new working hours, discontinues doing late night shows for plugs and gets a little rest—he'll be fine.

Tip to Abe

Abe Schechter would be well advised to unload from Garroway some of the chores the bespectacled communicator takes unto himself on this show. For example, there's no need for M.G. to do the book review, as he did Friday. Too, it should be unnecessary for him to work with Fleming, when the latter is dishing out the news or commenting on the out-of-town papers.

Fleming seems a capable and personable newsmen and Jack Lescault is pleasant and strictly a pro, tho that constant wide grin is a little hard to take at 7 of a rainy morning. The show's cast, in short, is fine. Where most of the work needs to be done is in the planning and the production. "Today" is urgently in need of some drastic simplification and a few changes in gimmicks. As it stands, confusion and chaos is the overwhelming impression.

The "Today's News in Two Minutes" bit reads nicely and talks nicely, but is impractical and defeats its own purpose. The 170-second span enables Garroway to read a minimum of news reports with a shameful paucity of detail. It might be advisable to stretch this segment to at least five minutes, so that the viewer and/or listener gets something approaching what he would get on a radio newscast.

More Weather

There is a fantastic over-emphasis on the show (and this continued as of Friday) on weather. Sure, the temperature and the rain-or-shine data is essential. But when Garroway reads a weather report, then engages in a conversation with Jim Fidler of the Weather Bureau in Washington, while making marks on a map, and a weather cartoon ap-

pears on the screen, followed by a static blackboard listing of city-by-city temperatures—all within one minute—that's just too much weather. Particularly when you can't do anything about same, anyway.

Flashing of the stationary city-by-city blackboard listings, incidentally, with a wire-style news strip running across the bottom of the same picture, plus an every-thirty-second change of the time on the same screen, makes for a very confused, unattractive picture. This is the formula which, at week's end, constituted the tub-fare while phonograph records were played. Either one of the three items, two at the outside, should be on the screen at any one time.

And now that we're on the record aspects of the show, then seemed here to be no rhyme or reason to the selection of the records played. Monday and Wednesday, several disks much too slam-bang and noisy for the early hours were featured. By Friday, this invitation to tune out had been eliminated, and the platters seemed more wisely selected as to volume and tempo, but still with no kind of pattern in mind otherwise. It would seem a relatively simple matter to create a formula for the selection of appropriate and ear-carreasing recordings.

In several of its aspects, it was obvious on the basis of Monday-thru-Friday comparisons that the producers et al were on the right track in improving features and correcting shortcomings. Opening day's remote pickups (the roof of the RCA Building, Washington, Chicago) were deadly dull and unimaginative. The news or general interest value of watching rindrops fall on the RCA Building roof, the streets around the Pentagon building, the interior of Grand Central terminal (NY) and the Illinois Central terminal in Chi, and a police car parked at a curb on Randolph Street couldn't have been less fascinating.

But on Friday the cameras (Continued on page 14)

LEGITIMATE

"Shrike" Raw, Realistic, Rewarding; Ferrer Brings in Another Winner

By BOB FRANCIS

Webster's International Dictionary defines a shrike as a predatory bird which sometimes impales its prey upon thorns. Joseph Kramm has written a play about a female of the species and her victim. She is epitomized as a lady who will go to any diabolical lengths to get a poor devil of a husband back under her thumb. "The Shrike" is not a happy play. It is a specific tactic likely to jar average sensibilities, but its impact will get under the most hard-boiled pewitt's skin, and he will be rewarded by seeing one of the finest, individual performances of the season from Jose Ferrer. "Shrike" packs dramatic red meat.

The locale is entirely within the psycho wards of a city hospital, whether an average man has arrived via an attempted suicide. His reasons for self-destruction hardly signify. He is separated from a wife he no longer loves. There has been another woman in the case, and he has had an overwhelming sense of failure. But as he recovers, he is sure of one thing. He is not going back to his wife.

Therein is the meat of Kramm's play because he can't get out unless it is in his wife's custody. The lady sees to that by spreading the aura of loving sweetness over the hospital staff. He knows what she's doing, but after two weeks of confinement in an observation ward and outbursts ranging from rebellion to near hysteria, he is almost at the point of selling his manhood for the price of freedom. What's to come of it all Kramm sayeth not, but it seems

likely that the lad will eventually get up off his bed of thorns and be the living hell out of his shrike. Albeit, any positive would like to be on hand to see it happen.

Harrowing Brilliance

Kramm's writing of this little fable has frequent harrowing brilliance, and never is it commonplace. He evidently has put in plenty of medical research and his hospital sequences have an urgent ring of tragic truth.

Perhaps just to show that he hasn't lost his touch for drama after his high jinks last year in "20th Century," Jose Ferrer takes time out to play the bedeviled, would-be suicide. His progressive shading of a portrait of a man of spirit and independence forced to abject humility under the velvet-gloved whip-hand of a fanatically possessive woman is something to see and remember, and his underplaying of the man's final crack-up is magnificent. In addition, he has staged "Shrike" with an eye to giving it a nightmarish reality—which is exactly the treatment that such a drama much have to achieve its fullest impact.

Miss Evelyn Splendid

While not so much is required of his co-star, Judith Evelyn, she gives him and the play royal assistance as his sugar-coated nemesis. That a pewitt is slightly taken in (like the meddler) by her all-forgiving magnificence, progressively despising her the while, is a matter of splendid acting. Outstanding support in a large

east is likewise rendered by Philip Huston, Mary Bell and Kendall Clark, representing the hospital staff. Will Low, Will Kuluva, Martin Newman, Joe Comadore, Leigh Whipper and Billy M. Greene add excellent character bits as a sextet of varying wacky wardmates. Howard Bey's drab setting of public hospital interiors practically reek of disinfectant-scrubbed linoleum. "Shrike" gets a fine production all down the line. It's not for the ostrich-minded, but for any one with a real affection for theater, it's a fine raw hunk of meat.

THE SHRIKE

(Opened Tuesday, January 15)

Court Theater

A drama by Joseph Kramm. Staged by Jose Ferrer. Settings and lighting by Howard Bey. Costumes by Edith Lutzner. General manager, Milton Barsa. Stage manager, Buford Arndt, Press representatives, Janet Bennett and Johanna Grant. Presented by Jose Ferrer in association with Milton Barsa. Miss Cardell... Phyllis Hill... Miss Hansen... Ernest Dowling... Don Kramer... Stephen Elliott... Debra King... James O. Thurston... Crowlberg... William Whit... Patrick Barron... Lincoln Donahue... Ann Dowd... Judith Evelyn... Jim Downs... Joe Ferrer... Dr. Schlemmer... Donor Albert... Don Gregory... Philip Huston... Sam Tager... Will Lee... George O'Brien... Martin Newman... Joe Mayer... Joe Comadore... John Adair... Will Kuluva... Frank Carlisle... Leigh Whipper... William Schiller... Billy M. Greene... Dr. Beiman... Kendall Clark... Miss Wingate... Mary Bell... Mrs. Downs... Edward Platt... Tom Gleib... Arthur Jarett

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Dr. Du Mont-Barney Balaban 'Debate' Highlights ABC-UPT Merger Hearing

Current Phase to Reach Climax When Paramount Pix Exec Gives Testimony

WASHINGTON, Jan. 19.—Highlighted by testimony this week from Dr. Allen B. Du Mont that he has made several unsuccessful attempts to negotiate with Paramount Pictures Corporation to dispose of its class B stock holdings in Allen B. Du Mont Laboratories, Inc., current phase of Federal Communications Commission's hearings on the proposed merger of United Paramount Theaters with American Broadcasting Company is scheduled to reach a climax next week when Paul Raibourn, Paramount veepee, will take the stand.

Raibourn is slated to testify after a parade of Du Mont witnesses completes testimony. Col. William Roberts, counsel for Du Mont Laboratories, served notice that at the windup of the Du Mont phase of the ABC-UPT

hearings he will renew a motion for severance of Du Mont license bids from the ABC-UPT proceedings. Roberts indicated he hopes Resnick, presiding, will act on that motion immediately, or at least prior to making any other findings.

Punctuated by frequent verbal sallies between legalists, the hearing struck a dramatic note on Dr. Du Mont's testimony. The engineer-executive, after testifying about his overtures to Paramount on the latter's stock holdings in Du Mont, entered into the record a heated exchange of letters between himself and Barney Balaban, president of Paramount Pictures Corporation. Dr. Du Mont testified that he had understood in 1948 that Paramount had expected to get around \$10 million from its class B Du Mont stock, which constitutes all of the Du Mont class B stock. He said he discussed with Paramount "paying up to, I believe, around \$12,000,000, and they were not interested in receiving cash for it at that time, and we went on to the negotiation for possible conversion of the B stock into Class A.

Frederick Ford, chief of FCC's Broadcast Bureau Hearing Division, then asked Dr. Du Mont:

"So that as I understand your testimony, in your dealings with Paramount, you have come to understand that Paramount stock is not for sale to Du Mont at any price?"

Dr. Du Mont replied: "I have come to understand that at that particular time they were not interested in it. What might be in the future, I do not know."

Q—"But the last dealings you had were to that effect?"

A—"Yes."

At this juncture, Col. Roberts suggested that the answer be revised to show that figures represented "cash price" proposals.

Stressing that Paramount thru its ownership of Du Mont's class B stock did not control Du Mont Laboratories even though the class B holdings entitled Paramount to three directorships, Dr. Du Mont placed in the record a series of letters revealing sharp differences between himself and Balaban.

In a letter dated October 17,

(Continued on page 12)

Ed Sullivan in 'Toast of USA' Promotion Role

NEW YORK, Jan. 19.—Ed Sullivan this year will visit more than 100 department stores throughout the nation, traveling between 15,000 and 20,000 miles, in a unique sales promotion campaign arranged by his TV sponsor, Lincoln-Mercury. He will make special one-day appearances at the stores in connection with a "modern living - perspective" theme that will ring in makers of accessories and Drexel, a manufacturer of furniture.

Sullivan will be the key figure in the promotion, appearing on fashion shows, local radio and TV programs, and leading parades. His first stop will be Filene's in Boston in early March. "Toast of the Town" will continue to originate from here.

Westinghouse Takes Full Web

NEW YORK, Jan. 19.—Westinghouse this week expanded its initial order and bought the full Columbia Broadcasting System radio network of 193 stations for its political convention and election package. Initial Westinghouse decision had been to buy 63 stations under the CBS selective facilities plan.

With the entire network, Westinghouse will not have to share coverage with other advertisers which may have been the reason for its change of heart. Without a selective facilities plan CBS might have been forced to sell the package to Westinghouse on a limited network without having the possibility of reselling it to other clients.

KRLD-TV BOLAND BOWLED BY JAP

DALLAS, Jan. 19.—Charlie Boland, KRLD-TV sports announcer, should be able to speak from experience when he does his stint at the Sportatorium wrestling shows here each Tuesday night from now on.

In a pre-bout interview Tuesday (15) night with Duke Keomuka, Japanese wrestler from Houston, Boland was on the receiving end of a judo chop to the neck that knocked him across the ring.

Keomuka proceeded with his match with grappler (Dizzy) Davis as scheduled, later surrendered to sheriff's deputies, was taken to the county jail, pleaded guilty of a charge of fighting, and was released on payment of a fine of \$110 and costs.

FILMS, ABC-UPT ON FCC'S AGENDA

Merger Hearings Will Look Into Paramount's Stand on TV-Flicks

WASHINGTON, Jan. 19.—The Federal Communications Commission yesterday (18) formally ordered that its hearing on the proposed merger of United Paramount Theaters, Inc., and the American Broadcasting Company will embrace a study of Paramount's use of films, talent and stories. The FCC's action came as a coincidence to this week's Du Mont phase of the ABC-UPT merger proceedings, during which FCC spokesmen three times suggested a study of this issue.

At the same time, the Commission denied requests by the Fanechon and Marcon theater interests and Gordon Brown, owner of WSAY, Rochester, N. Y., to participate in the merger hearings. The Commission over-rode two dissents by Commissioner Robert F. Jones, who, in one of his dissents, a 20-page document, expressed concern over "monopolistic" practices in film distribution. The majority opinion declared that neither petitioner had shown that its participation would aid the Commission or was necessary for protection of the corporations.

Even before the FCC's formal ruling was issued, the subject of film distribution and relationship between movie interests and TV was being explored in the ABC-UPT hearing.

"Block" Dials

Chris J. Witting, general manager of the Du Mont Network, testified under questioning by Du Mont Counsel William Roberts, and by Frederick Ford, chief of the FCC's hearing division, that TV stations have found it difficult to obtain good film for TV use. He said that film offered is generally of 1936-38 vintage, and declared the costs are extremely high inasmuch as "certain distributors" insist on selling a block of pictures when a TV station may only want one. Because of a dearth of decent film for TV, he said, the purchaser may find himself negotiating not on a single film, as he might have wanted, but for a block of "as many as 39 pictures."

Witting, in answer to questioning by Ford, said that he has

never held formal conversations with Paul Raibourn, Paramount veepee, about programing James L. Caddigan, director of Du Mont's programing and production, testified similarly. Caddigan, a former Paramount executive for 15 years, denied that his move to Du Mont was a Paramount suggestion.

Question of film distribution and talent distribution is expected to come in for heavy treatment next week. Subject is being watched with interest not only at current hearings but in anticipation of theater-TV hearing scheduled for February 25.

EASTER FILM

J. Fairbanks To Re-Issue "See," "Hill"

HOLLYWOOD, Jan. 19.—Jerry Fairbanks will re-issue two Biblical films produced by the Family Theater this Easter, but will make them available for local commercial sponsorship. This marks the first time these films are open to time buyers. Two hour-long releases are "That I May See" and "Hill No. 1." Rates will be based upon a percentage of the time spent during which films will be televised, but with Family Theater first approving the product to be advertised via the pix. Inasmuch as the pix will be sold to sponsors, stations will be able to get exclusive rights in their markets in the films.

Money raised thru the sale of the films will go to Family Theater to cover cost of previous productions and go toward building a bankroll for future pix. Heretofore, films were offered free to all stations, but sponsorship was prohibited.

"Town" Turns To Film-TV

NEW YORK, Jan. 19.—The TV version of "Big Town" will switch to film from its current live showing, beginning in April in its usual Thursday night 9:30-10 p.m. slot on the Columbia Broadcasting System network. Lever Brothers, the sponsor, last week looked at a pilot film of the series and found the quality most acceptable.

The current male lead, Pat McVey, will remain in the cast, but the fem lead, Julie Stevens, is being replaced by Jean Nye. Ruthrauff & Ryan is the agency. The program will be produced on the Coast.

This is the first prime evening radio time purchase of any substance made in several months. CBS has also sold its annual seasonal program to the Ferry-Morse Seed Company which is buying "Garden Gate" for 14 weeks in the Saturday morning 9:45-10 a.m. slot. In the past two weeks the network also made sales to Admiral and to Ovaltine, two advertisers who have been out of radio for many years.

CBS-TV Adds Spier, Furse

NEW YORK, Jan. 19.—The Columbia Broadcasting System's TV network this week added Bill Spier and Russell Furse to its programing staff. Spier, who is well known for his work on the radio version of "Suspense," will enter the department as an executive producer.

Furse moves in as general manager of the program department, replacing Carlton Winckler who becomes manager of production in the operations department.

SPONSOR BOOST

'Cameo' Rate On Trendex Twice 'Girls'

NEW YORK, Jan. 19.—The Trendex rating of the first outing of "Cameo Theater" on January 6 racked up about twice the score for the sponsor, Riggle Tobacco's Regent Cigarettes, that the sponsor had on the last-rated "Leave It to the Girls" TV stanza, in the same slot.

Working out of the 10:30-11 p.m. Sunday time on the National Broadcasting Company, "Cameo" hit 15.2, while "Girls" in the December Trendex, drew an 8.4 mark.

General Foods Takes CBS' "Chameleon"

NEW YORK, Jan. 19.—The Columbia Broadcasting System's radio network last week sold "Mr. Chameleon" to General Foods for its Postum and Post Bran Flakes, sponsorship to begin January 24. The program is in the Thursday 9-9:25 p.m. slot.

This is the first prime evening radio time purchase of any substance made in several months. CBS has also sold its annual seasonal program to the Ferry-Morse Seed Company, which is buying "Garden Gate" for 14 weeks in the Saturday morning 9:45-10 a.m. slot. In the past two weeks the network also made sales to Admiral and to Ovaltine, two advertisers who have been out of radio for many years.

The Billboard's Fourteenth Annual

RADIO and TELEVISION PROMOTION COMPETITION

will include a new division for the purpose of giving recognition to the most outstanding promotion of radio as a medium. Any group or organization that carried out a campaign to promote radio as a whole during 1951 is eligible to send in an entry for this division, which will be called

RADIO-AS-A-MEDIUM PROMOTION

The other two divisions in this year's competition will be the same as last year's

AUDIENCE and/or SALES PROMOTION • PUBLIC SERVICE PROMOTION

They will be open to stations and networks only.

Deadline for All Entries, MARCH 15, 1952

Details of the competition are being mailed to every broadcaster in the country. If you wish additional information or entry forms, write to

Promotion Competition, THE BILLBOARD
1564 Broadway, New York 19, N. Y.

PROMOTE YOUR PROMOTION

Here's a PARTIAL list of the judges who will select this year's winners:

SPONSOR'S PANEL

Richard Bettig, Vice-Pres. WHITEHALL PHARMACAL CO.

John B. Climon, Vice Pres. COLGATE-PALMOLIVE-PEET CO.

Albert S. Dempewolf, Dir. of Adv. CELANESE CORP. OF AMERICA

I. M. Alton, Vice-President BRISTOL-MYERS CO.

M. J. Roche LEVER BROTHERS CO.

Stenley Pulver LEVER BROTHERS CO.

Reuben M. Coffin, Dir. of Adv. RCA VICTOR DIVISION RADIO CORP. OF AMERICA

W. H. Ramsey PROCTER & GAMBLE

ADVERTISING AGENCY PANEL

Roger Pryor FOOT, CONE & BELDING

Chas. MacCracken DOHERTY, CLIFFORD & SHENFIELD

Walter Craig BENTON & BOWLES

Tom Slater RUTHRAUFF & RYAN

Tom Harrington TED BATES & CO.

C. D. Cudabrod N. W. AYER & SON

EDITORIAL

Another Radio 'Formula'

We hold our contemporary, Printers' Ink, in reasonably high esteem, but this reversed advertising journal was sold a neat bill of anti-radio goods last week. They picked up a research project originally carried out for Foote, Cone & Belding, by Iise Zeisel, a member of that agency's research staff, and Iise's brother, Dr. Hans of the Tea Bureau, Inc. Printers' Ink published an article based on the project under a head which said: "For Radio Researchers—What Is TV Doing to Radio Listening?"

The Zeisels, it seems, have worked out a series of tables and graphs, by the use of which advertisers are alleged to be able to estimate the radio sets-in-use figures their time purchases on networks will earn them. The sets-in-use graphs drawn by the Zeisels show such alarming decreases in radio sets-in-use, as the number of TV homes increase, as: for daytime, from 25 per cent down to 13 per cent, from 26 per cent down to 14 per cent, etc., and, for afternoon, such alarming drops as from 38 per cent down to 19 per cent, 37 per cent down to 18 per cent, etc.

Of course, displaying the integrity of the true researcher, the preamble to this elaborate and frightening set of graphs and tables, says:

"It will be well to state clearly at the outset what these formulae cover and what they do not cover: (1) We are dealing only with the size of nationwide broadcasts; all measures are expressed in percentages of all U. S. radio homes. Regional networks and individual local stations may show quite different trends."

(Ed. Note: You're darn well right they do, chums. See the Radio Sets-In-Use figures in seven major TV markets for '46 thru '51 published in this paper last week, or the WNEW sets-in-use story in this issue.)

But the Zeisels go on with their judicious preamble: "(2) Since the total number of radio homes in the U. S. is constantly increasing, the number of radio audiences might increase while the percentage of radio homes decreases."

(Ed. Note: Whaddaya mean "might," kids? They do increase!)

But here's some more Zeiselisms: "(3) Nothing is said regarding the relative effectiveness of the two media per se or on a per-dollar basis. This point is of special importance in view of the fact that reduced radio rates compete with ever-increasing TV costs."

(Ed. Note: It's graphs and tables like yours, that are bringing about those reduced radio rates. Aren't you ashamed?)

And then, this final "qualification" from this brother and sister act: "At least two factors make the radio picture, as presented here, appear somewhat less favorable than it actually is. First is the fact that the out-of-home radio listening in cars, on beaches, etc. is not included in this measurement. Second is the fact that the Nielsen sample (on which the Zeisel charts are based) does not yet include a sufficient proportion of three-or-more radio (set) homes."

But having thus proved the complete lack of practical value of their own tables, graphs and general formulae, the Zeisels nevertheless sensually suggest that this locus-pocus procedure they have developed be used by grown-up advertising people in estimating what they're likely to get for their dollar when they buy radio. And Printers' Ink puts straight-faced sub-heads like this, all thru the piece: "How to forecast future radio ratings!" "How accurate are these estimates?" "Why this new formula is needed?"

Is this the kind of folderol on which advertisers and agencies are going to base the expenditure of their money? Is this the type of destructive double-talk on which radio networks are going to base their rate structures?

Let's face it. If broadcasters don't do something about it, this is exactly the type of nonsense which will lend them down the road to the poorhouse.

NBC's Affils Okay Time Issue, Hold Out on Rates

NEW YORK, Jan. 19. — The economic study formula for radio rate revisions at the National Broadcasting Company this week was meeting with good success in one sphere, and continued affiliate resistance in another, according to Carleton D. Smith, station relations vicepres. Smith said that 125 out of 170 affiliates already had okayed the web's plan to take over the 9-9:30 a.m. station time starting July 1, and the 9:30-10 p.m. subsequently. By December 8, only 60 had said yes.

However, Smith also admitted that only 70 to 80 affiliates had proved the new rate formula, which provides either boosts or cuts for the individual outlets. Here major resistance continues to come from some of the web's \$5000-a-week types, at least four of which voted to reject the formula at the recent Boca Raton convention. Medium and smaller outlets in key markets also were failing to line up as expected, despite the web's determination to move ahead with its plans regardless. Charles B. Denny,

NBC's radio topper, currently is doing an ambassadorial job in the field, meeting with affiliate executives in an attempt to win them over individually.

WBEW, 50,000-watter in Buffalo, is known to have given NBC a flat "no" to its rate formula. The station now has the highest rate in town of any web affiliate. If the NBC formula for the out-of-air took effect, it would be cut to the lowest. This likely would produce a chain reaction, forcing the other Buffalo network affiliates to follow suit.

Kayo for Ban On AM Acc'ts

WASHINGTON, Jan. 19.—Parting a Federal Court verdict in the Lorain, O., case prohibiting newspaper interests putting restraints on radio advertisers, a Federal District Court in Cleveland issued a similar decree this week for the Mansfield News-Journal. The court judgment, a consent decree, announced here by U. S. Attorney General J. Howard McGrath, held that officers of the paper had violated the anti-trust law by refusing to accept ads from firms proposing to advertise over radio. Recently the Supreme Court affirmed a verdict by the Federal Court in Cleveland against the same persons, acting as officers of the Lorain Journal Company, Lorain, O. H. C. Mason, assistant U. S. Attorney General, said the opinion means that the "local radio station, as well as potential future advertising media, will have an opportunity, to sell their services in a free competitive market to customers who need have no fear of economic reprisal."

Packard Sets 20 TV Areas

NEW YORK, Jan. 19.—Packard this week had cleared 20 markets on a spot basis for airing its TV film series, "Rebound." A product of Crosby Enterprises, the series will be in types of shows with each week's stanzas having a surprise twist ending. Placed thru the Maxon agency, the series will tee off on all stations the first week in February. In New York, WJZ-TV will air the show 9 p.m. Fridays starting February 8.

HOPALONG SNARL

Action Would Stop Sponsors' Plugging Show

DALLAS, Jan. 19.—An injunction suit has been filed in District Court here that may determine whether a television sponsor can legally be prevented from promoting the program he sponsors.

The Oak Cliff Baking Company, bakers of Hopsium Bread, asked an injunction against the use of Hopalong Cassidy's picture in the Dallas area by the Continental Baking Company, which sells Wonder Bread. Wonder Bread sponsors the Hopalong Cassidy show here thru a contract with the National Broadcasting Company and WFAA-TV.

Oak Cliff said it had purchased from Hopalong Cassidy, Inc., exclusive rights to Hopalong's likeness and name in Dallas - Fort Worth trade area for bread products promotion. Accordingly Hopalong's picture appears on the wrapper of every loaf of Hopsium bread sold here and is also used on billboards.

The firm protested that last week-end Continental Baking Company put up placards, "wrap-arounds" on loaves of Wonder Bread and signs on its bread trucks carrying Hopalong's picture. Ad said: "See Hopalong Cassidy, 2 to 3 p.m. each Sunday, on WFAA-TV—Sponsored by Wonder Bread."

Plaintiffs said all this hurt their business, although Wonder Bread was, in fact, Hoppy's TV sponsor in this area.

Mercury Signs Up Count Basie

NEW YORK, Jan. 19.—Count Basie, veteran jazz keyboard specialist and orchestra, was inked to a term recording paper by Norman Granz for the Mercury diskery which featured clarinetist Buddy DeFranco. Basie currently is on the road with a new big band, and will shortly embark on a Southern tour as co-headliner on a concert-dance package with warbler Billy Eckstine.

KIST Wins on FCC Leeway

WASHINGTON, Jan. 19.—KIST, Santa Barbara station, once rated by Barry C. Butcher, once General Eisenhower's aide and author of a best-seller on the general, won Federal Communications Commission okay this week to file post-deadline arguments in the TV allocation hearings to support its bid to have channel 3 assigned to Santa Barbara.

KIST said that superiority in use of channel 3 for Santa Barbara did not become evident until announcement of the U. S. Mexican TV agreement. The National Broadcasting Company had opposed KIST's post-deadline filing.

CBS Cancels AM Sustainers

NEW YORK, Jan. 19.—The Columbia Broadcasting System this week decided not to service stations which sustainers radio shows during the hours of 8:30-9 a.m. and 9:15-10 a.m. All of this time except the 9:45-10 a.m. portion is station option time. This last fifteen-minute early morning slot is network time.

The reason that CBS-AM has decided against its sustaining programming service is that few of its affiliates were tiding the shows. If the web can come up with network clients in the hour and a half of early time, they can give the stations 28 days' notice and request repossession of the time.

KTTV Plays Vital Video Role in L. A. Disaster

HOLLYWOOD, Jan. 19.—Los Angeles Times' Station KTTV proved with convincing impact the vital role TV can play in a disaster when the station remained on the air for more than 24 hours to televise live remote pick-ups from various stricken areas of flood-engulfed Los Angeles. While the remaining six tele outlets gave rainstorm-top play in its news coverage, only KTTV went all out for complete coverage. KTLA sent film units rumbling thru town and incorporated the footage in its regular newscasts, adding an additional

half hour of storm films to its regular news last night.

KTTV, in its best on the spot coverage since it pried into the House Un-American Activities Committee hearing room last summer, sent out two mobile units, stationing one at Civil Defense headquarters in the City Hall and the other at Reseda, one of the hardest hit of the L. A. communities. Ray Maypole and Deane Moore went on from Reseda at 6 a.m. Friday (18), while Bill Welch at the City Hall location interviewed Civil Defense head Adm. R. E. Berry, Mayor Fletcher Bowron and other officials who directed flood fighters. Cameras covered the valley spot where one person drowned in the flood and showed flood damage and efforts to stem rising waters.

COLLEGE SEGS

WTMJ-TV Tees Off Education Co-Op Series

MILWAUKEE, Jan. 19.—WTMJ-TV has launched a series of half-hour weekly programs, "Education on Parade," which are being presented and produced in co-operation with 10 colleges and universities in Wisconsin. The series is intended to demonstrate the possibilities of bringing cultural and educational programs to the TV screen, and meanwhile acquaint the college students and faculties with the production techniques of the medium of television. Last year six schools participated, and this year the 10 colleges will each put on two shows.

Each school is building its seg around the special branch of learning in which the individual institution excels. Participating schools are Marquette University, Milwaukee Downer College, Wisconsin State College in Milwaukee, Mount Mary College, the University of Wisconsin in Madison, Carroll College, Milwaukee School of Engineering, Lawrence College, the University of Wisconsin extension in Milwaukee and Beloit College.

Reps Briefed
In preparation for the series, sessions attended by 20 representatives of the schools and station personnel were held for briefing on programming and production methods. Students and faculty members rehearse their parts on campus, with a WTMJ-TV staff director sitting in on the final dress rehearsal.

The opening program, January 12, was put on by Marquette University, showing "How an Earthquake Starts and How It is Measured." Others on the roster are: "Remedial Reading," "Refugee and Circulatory System," "Parent Education," "Parliamentary Procedure," "Heating," "Relating the Arts," "Natives of Wisconsin," "Mock Trial," "Trees of Wisconsin," "The Weather," "How to Appreciate Modern Art," "Refrigeration," "Geology" and "Growth of the Drama."

SCS Enters PG-CBS Tiff

HOLLYWOOD, Jan. 19.—State Conciliation Service moved this week to resolve the impasse reached in wage negotiations between the Publicists' Guild and Columbia Broadcasting System. Conciliators will be appointed.

CBS unit earlier voted unanimously in favor of strike after the web refused to budge beyond its offer of a 10 per cent wage increase.

WICH to Air City Council

HARTFORD, Conn., Jan. 19.—Meetings of the City Council of Norwich, Conn., will be recorded and broadcast immediately after each session.

Broadcasts, according to John Deme, general manager of WICH, Norwich station, will not include reports or other routine business. He said that the mayor and City Council have agreed that such broadcasts will be in the public interest.

KTTV's facilities were also used to good public service advantage in calming the frightened populace with announcements from the various agencies, and kept curiosity seekers at homes instead of clogging the roads by driving to stricken areas.

General Petroleum Company sponsored the 8:30 a.m. to 3 p.m. portion of Friday's (18) coverage with regular courtly mentions for the Mobilgas dealers. KTTV Vicepres-General Manager Dick Moore handled the time sale via the West-Marquis Agency, with Ted Stromberger account exec for General Petroleum.

WIP'S QUIZ

Tours Town To Cement Audiences

PHILADELPHIA, Jan. 19.—After five years in the studio, "Kitchen Kapers," WIP's food quiz show, moves out early February to embark on a series of one-night stands, playing the broadcasts before Parent Teacher groups, church and civic groups in and around Philadelphia, and nearby New Jersey. Show will appear each week in a different community without charge, taping the broadcast for airing. Sponsoring organization can sell tickets. Tiny Ruffner, emcee of the show, and Johnny Wilcox, co-emcee, will appear with each performance to conduct the food quiz, with members of the audience participating as contestants. Merchandise prizes awarded with each show.

Kaiser-Frazer Buys NBC TV-er

NEW YORK, Jan. 19.—With Eversharp due to end one of its alternate week half hour of "Show of Shows," Kaiser-Frazer this week put in an order for the time. The period involved is the 10 to 10:30 p.m. slot on the National Broadcasting Company TV web. Weintraub is the Kaiser-Frazer agency. The auto firm currently bankrolls the "Elly Queen" video show via the American Broadcasting Company, and is reported quite satisfied with that stanza, which recently shifted to the 7:30 p.m. Sunday time. However, the new order extends Kaiser-Frazer's billings in the medium to a new high.

TELE REPLACES OL' NORTH STAR

DETROIT, Jan. 19.—A new use for television was discovered by James S. Pooler, Detroit Free Press staff writer, in finding one's way back to town. Based on original scientific research by a staff artist's youngsters, Pooler came up with the discovery that the loop ends of wires antennae all point toward Detroit when you get out in the country, giving benighted travelers an assist on their way. The only problem, Pooler carefully conceded, was that, if the traveler got too far away, he'd find the loops all pointing to the next town having television.

3,794 AM-TV Stations Seen by Truman in 1953

Budget Message Presages Rise In FCC's Work, More \$\$ for "Voice"

Continued from page 1

the FCC, compared with the current fiscal year's appropriation of \$6,116,650. With the TV freeze left impending, the budget estimates that FCC will be regulating 3,794 commercial broadcast stations next fiscal year, compared with 3,394 this fiscal year, 3,153 in the 1951 fiscal year, and 3,144 the fiscal year before that.

Mr. Truman's budget foresees the Commission disposing of 504 bids for new TV stations or for major changes in existing ones in the fiscal year starting next July 1. This compares with 81 such TV bids this fiscal year, 26 the previous fiscal year, and 38 the fiscal year before that. At the

same time, a slight dip in radio bid processing is seen. The budget expects 335 bids for new AM stations or for major changes in present ones next fiscal year, compared with 336 the current fiscal year, 468 the fiscal year before that, and 651 in the 1950 fiscal year.

The box-score for FM bids for new stations or changes is seen as: 150 next fiscal year; 135 the current fiscal year. There were 172 in the 1951 fiscal year, and 199 the 1950 fiscal year.

Biggest part of the proposed FCC budget increase is for expansion of field engineering and monitoring services, with the next biggest wad going to broadcast activities.

"Truth" Campaign

The President is expected to get most of the proposed FCC budget increase thru Congress, but he is threatened with a setback paralleling last year's on his requests for increased "Voice of America" funds. The budget proposes an outlay of \$157 million next fiscal year to support State Department's "Campaign of Truth," which embraces the "Voice of America." This is \$47 million more than the current fiscal year's outlay.

A big wad of the new "Voice" money is sought for expanded radio facilities, the President said, including ship-borne transmitters, capable of reaching more and more people behind the Iron Cur-

tain, and overpowering Soviet "jamming" attempts. The President said the increase is also needed for transfer of the Army's information program in Japan to the State Department and "for a general intensification of our efforts in the most critical areas of the world." He said the "Campaign of Truth" program has been making "substantial gains." The overseas information program, Mr. Truman said, "speaking thru every possible medium—radio, press, motion pictures, information centers, exchange of persons—is exposing the true nature of the Communist menace."

Informational budget increases are requested for most old-line and defense agencies, but the largest increase is sought for federal Civil Defense Administration's information set-up, which is giving special emphasis to radio-TV. The proposed 1953 budget for public information in this agency is set at \$5,375,000, compared with half that amount this fiscal year, and only \$680,261 the previous fiscal year.

BACK IN FOLD

WINC Bows to Local Demand, Rejoins ABC

NEW YORK, Jan. 19.—Among seven new radio affiliates signed by the American Broadcasting Company is WINC, Winchester, Va. The outlet, which, with the others, brings ABC to a record high of 311 stations, was an ABC affiliate until a couple of months ago, when it left the ABC fold to join the National Broadcasting Company as a bonus station. Its return was spurred by indignant local citizens, which held mass meetings in the town's high school, demanding that their long-time ABC programs be returned to the air.

Other stations signing affiliation pacts were five in the Wyoming Cowboy Network, including KODI, Cody; KWOR, World; KWR-L, Riverton; KGOS, Torrington; and KSID, Sidney, Neb. All are 250-watt. Seventh affiliate is WKVA, Lewiston, Pa., 1000-watt. This brings to 21 the new affiliates signed by ABC since last August.

UNITED THEY STAND

Cleveland Stations Sponsor Radio Ad Study

CLEVELAND, Jan. 19.—Eight local radio stations here are negotiating with a national research organization to make a broad study of the greater Cleveland market in terms of the effectiveness of all advertising media. Plan was formulated by general managers of stations at a meeting Tuesday (15). Group will meet again within two weeks to develop the idea further, and will consider retaining a consultant who would assist in developing a year-round radio selling program. Survey would cover amounts of time the average Clevelander devotes to each media, and number of people reached during a week

or month with advertising impressions. Study would also cover numbers of TV sets, radios, magazines and newspapers in average home. In a move to show that present TV figures do not represent number of sets now actually in working order. Data on out-of-home listening and cost of advertising per person reached per dollar spent, to various local media would also be incorporated in an over-all presentation based on the study. Presentation would be shown jointly by stations to local and national advertisers. Stations involved in the plan are WDOK, WERE, WGAR, WHK, WJMO, WJW, WSRS, and WTAM.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

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

WNBC CHASES "D.P."

Phones Listeners, Starts Net Bally

NEW YORK, Jan. 19.—In a move to bring radio's "displaced program" listeners back into the fold, WNBC, here, is launching a personalized telephone promotion Monday (21). Stunt calls for WNBC operators to place 5,000 calls to New York telephone subscribers weekly, so National Broadcasting Company performers can extend personal invitations (via tape) to tune in on their shows.

Ted Cott, general manager of WNBC, used a Tailulah Bankhead "Hello Dahling" recording last week to test his idea, and results were so good that NBC has decided to extend the idea to its owned-and-operated stations and eventually to its affiliates.

Expansion plans will ultimately result in NBC placing 4,000,000 phone calls a year, with WNBC alone accounting for 260,000. Promotion also calls for additional personnel. In line with this, Jim Gaines, NBC veepee in charge of o&o stations, has hit on the idea of handing phone-calling assignments to paraplegic vets.

"Displaced program" tag stems from Cott's contention that "newspapers are TV-happy" today, and are neglecting legitimate radio news in favor of minor TV items. This thinking, he says, is even carried out in newspaper program listings, which separate radio and video into different segs, instead of giving people a chance to choose between "listen-

ing or viewing" at a particular time.

In view of newspapers' apathetic attitude toward radio today, Cott opines it's better for NBC to put its radio advertising budget into the phone survey, pointing out that WNBC will spend about \$400 weekly for its own survey, in return for a guaranteed phone listenership. On the other hand, he says, \$400 wouldn't even make a dent when channeled into newspaper ads.

Present plans for tapes, which will be recorded weekly, call for Dave Garroway, Martin and Lewis, Walter O'Keefe, and various stars appearing on Theater Guild shows.

TVA Board Set For Hearing On Phil Loeb Case

NEW YORK, Jan. 19.—The executive board of Television Authority this week agreed to provide a hearing for Phil Loeb at which he could present his case in the matter of his being dropped from "The Goldbergs."

TVA is now going ahead with the formation of a board of three important persons to hear Loeb. Should he be cleared, the union will decide on appropriate action to counter the action of the National Broadcasting Company, The Actors Equity council, meanwhile, did not support its membership in their resolution that the program be placed on the unfair list unless Loeb is reinstated. It commended TVA for its decision to set up a hearing, and threw its weight behind the video performers' union.

GAMES CALLED

Ballantine Ends Baseball TV in Boston, Philly

NEW YORK, Jan. 19.—Ballantine beer last week decided to drop its radio and television coverage of big league baseball in Boston and Philadelphia. The firm will continue to bankroll the games of the New York Yankees, but that will be the last of its once-heavy diamond coverage. Bankroller is understood to feel it has overextended itself, what with recently adding the TV film series, "Foreign Intrigue," to its budget.

The Philadelphia schedule covered both the Phillies and Athletics home games on TV, which it split with two other sponsors on WPTZ, WFIL-TV and WCAU-TV. On AM, the hookup included a regional network. In Boston, the games were those of the Braves, aired via WBZ-TV and WHAC-TV, with a regional radio chain as well. The sponsor is understood to be adding some radio newscasts in those cities to compensate for the lost impressions. Agency is J. Walter Thompson.

EASIER THAN EXPLAINING TO HIS WIFE

CHICAGO, Jan. 19.—A new high in diversity of duties of a television director was hit this week by Doug Gabrielle, director of "Impact," news show produced by WENR-TV and The Chicago Daily News.

Guest on the wind-up spot on Tuesday's (15) show was a 20-year-old girl dope addict. Gabrielle went to the police lock-up to arrange details for the interview and found the girl clad in her only possessions, a suit and slippers.

The girl wore a mask on the show, but the police also ordered that her hairdo be changed so she wouldn't be recognized. So Gabrielle and a police matron shepherd the girl to a hairdresser. Then the girl insisted she wouldn't go on unless Gabrielle bought her a brassiere and blouse.

"But how am I going to explain a brassiere on my expense account?" Gabrielle pleaded.

The girl remained firm. When she appeared on the show, she was wearing a new brassiere, blouse, girdle, stockings and shoes. Gabrielle is still fighting it out with the accounting department.

John Cleary Named To NBC Radio Post

NEW YORK, Jan. 19.—John P. Cleary this week was named Eastern program director and production manager for the National Broadcasting Company's radio network. Cleary, who reports to AM program veepee Charles C. Barry, has been an executive producer since 1950, and formerly was radio director of the Kaster, Farrell, Chesley & Clifford agency.

Nassers Get Legal Aid To Block AFM 5% Plan

HOLLYWOOD, Jan. 19.—Precedent-setting test case of the legality of the American Federation of Musicians' 5 per cent trust fund royalty on theatrical films released to TV loomed on the horizon this week as George and James Nasser set legal wheels in motion to block the AFM demand. If the courts rule against the trust fund plan, flood gates of Hollywood product will be pruned open for tele. Either way the ruling is made, its reverberations will be felt in the pattern to be followed by the film unions seeking additional compensation for tele use of pictures produced for theatrical exhibition.

Nassers, thru attorney George T. Goggin, earlier had filed in the U. S. District Court a proceeding designed to determine what rights if any United Artists had to withhold from television release three films produced by the Nassers for UA release. (Pix

in question are "Don't Trust Your Husband," "Without Honor" and "A Kiss for Corliss.") Action filed five weeks ago was continued this week until February 8. Following the Nassers' action against UA, AFM attorney Leonard Horwin filed a petition intervention, claiming AFM is entitled to proceeds from TV exhibition of the films on the basis of the producers' pact with the musicians' union.

Goggin this week informed the AFM legal eagle that he will fight the musicians' demand for coin from TV use, and furthermore, pointed out that the AFM's demand at this time was premature since it had no particular significance in the matter of the Nassers seeking to acquire rights to the films. Despite the fact that the producers signed the AFM pact, Goggin intends to establish that his clients are in no way obligated to pay the union any of the TV proceeds.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

Settlement Reached In Sindlinger Suit

PHILADELPHIA, Jan. 19.—A settlement of the suit of Albert Sindlinger against the A. C. Nielsen Company and C. E. Hooper was arrived at here this week. The case, which never came to trial, had Sindlinger suing for about \$2,000,000 on charges of restraint of trade. The settlement, which will bring Sindlinger a reported \$75,000 in cash, also ends a patent dispute between him and Nielsen, and sets up a working arrangement between them.

Altho none of the parties concerned would comment until a joint statement could be issued by their attorneys next week, it is understood that Sindlinger has agreed to withdraw his patent claims, including those to his Radox system, and accept those of Nielsen. In return, he will get exclusive license for two years to use of the Radox system, after which time Nielsen can license other firms as well. However, Sindlinger also has the right to operate Radox by license for the life of the Nielsen patents.

It is believed likely that Sindlinger now will return to the AM-TV field with the Radox station plan he announced some months ago, whereby individual stations will be sub-licensed to use the device on a 50 per cent ownership deal with Sindlinger, Nielsen, and

ABC Signs Admiral as Set Makers Splurge 8 Mil on Chi Confabs

Continued from page 1

competitors is likely to pass the \$8,000,000 mark.

Exact cost of the ABC coverage to Admiral will be determined by the number of TV outlets the web ultimately is able to clear. But with the full 311-station radio web enlisted, estimates have it starting at better than \$1,500,000 with a possibility of hitting \$2,000,000. (The CBS and NBC AM-TV sales have been estimated at well over \$3,000,000 each.) Better than 200 technicians,

well, is likely to develop the use of Radox, but on a Nielsen-owned plan only. Sindlinger also is apt to move ahead with a plan by which stations can use the device for a daily measurement of their exact audience size by people, rather than homes, including out-of-home listeners.

broadcasters, editors, etc. will be involved in the ABC coverage. Order was placed thru the Irwin Wasey agency.

ABC's video coverage will depend largely on its ability to corner stations in a battle with the Du Mont web, which has not yet closed a commercial deal. There are some dozen markets available to the two networks, with ABC's owned stations accounting for five of these. Other markets may swing over to ABC, such as Philadelphia's WFIL-TV, which has a long track record with the web. Du Mont is reported still undecided about accepting NBC's offer to feed its outlets.

With three major manufacturing firms now represented, the industry this week was asking what happened to RCA. The giant of the field apparently will not be involved in one of the hottest

campaigns ever, despite its ownership of NBC.

Another subject of comment was a reported Time-ABC deal, reported erroneously elsewhere, which had cooled off several weeks ago. One version is that the web rejected the deal because the Time-Life group came out editorially for Gen. Eisenhower, and hence it might appear unlikely for the magazines to sponsor impartial coverage. The publishing firm, however, is reported interested in sponsoring some kind of TV series associated with the campaign.

Meanwhile, on the heels of the ABC announcement that it would sell but not give time to candidates, NBC said it was considering a like policy but had made no decision as yet. CBS this week flatly decided against such a policy.

PUBSERVICE

KSOX Fights Newspaper, Wins Clients

HARLINGEN, Tex., Jan. 19.—KSOX, here, has been performing a unique public service in leading the fight against Roy Hoiles, the millionaire publisher of the town's only newspaper, The Morning Star. Hoiles has been attacking the public school system, churches, majority rule, etc.

Now Roy Hofheinz, owner of the station, has challenged Hoiles to a debate on public schools which is to be held in February. This is just the culmination of the station's counter-attack against Hoiles resulting in increased business for the outlet. Many advertisers have switched to AM.

Hunt Circus to Background New TV Film Series

NEW YORK, Jan. 19.—An attorney and an ex-newspaperman have joined forces to film a television half-hour dramatic series using Hunt Bros.' Circus, truck show with one of the oldest titles in the outdoor field, as background.

Financing and producing the series are local attorney Maxwell Everts and Paul Grindle, former staffer with The New York Herald Tribune. In the can is one audition film made by a 40-man crew who spent 10 days on the circus at the tag end of last season. An ad agency is marketing the series for the duo, but Grindle declined.

(Continued on page 54)

Schlitz, G'year Mull TV Change

NEW YORK, Jan. 19.—Two TV advertisers this week were considering moves to revamp their programming.

Schlitz, which currently programs the hour "Playhouse of Stars" on the Columbia Broadcasting System, is far from satisfied with the program and is searching for a new dramatic formula.

Goodyear has decided to program its radio property "Greatest Story Ever Told" on video regularly on a once a month basis. Since the program is on film, however, the firm may decide to cancel one of its other TV shows. They are the "Goodyear Playhouse" and the "Paul Whiteman Revue."

NO PRODUCTION PROBLEMS HERE

NEW YORK, Jan. 19.—The World Broadcasting Company is saluting the newly-born cherubs of the nation in its new "Bundle of Joy," program series. The show has a local personality as an emcee. In addition to plugging the rest of the family, as well as the baby, he uses disks to fill in the time lags between baby production announcements.



- What is the radio market reached by radio in Detroit today?
- How far has TV cut into the radio market?
- Has TV hurt the effectiveness of radio advertising?

Do you want the real facts? Then send for the new study of the Detroit market compiled by WWJ. See factual proof of the continuing irreplaceable importance of radio to do an effective selling job in the Detroit market. See, also, how you can eliminate guesswork in buying radio time in Detroit, when you buy WWJ.

Write WWJ—The Detroit News, Detroit 31 . . . or contact The George P. Hollingbery Company . . . today!



FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associated Television Station WWJ-TV

800-888-8888
FM-CHANNEL 38-97.1 MEGACYCLES



68C3-417-8584

THE BILLBOARD

Radio-TV Show Charts

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

Share of Total Audience Radio vs. TV... NEW YORK

... According to Pulse Reports, Dec., 1951

Table showing Share of Total Audience for Radio vs. TV in New York from Sunday to Saturday, including 6 A.M. to 6 P.M. and 6 A.M. to Midnight segments.

TOP TEN RADIO PROGRAMS

Table listing Top Ten Radio Programs in New York for December, including Lux Radio Theater, Walter Winchell, and Jack Benny.

TOP TEN TV PROGRAMS

Table listing Top Ten TV Programs in New York for December, including Texaco Star Theater, Godfrey's Talent Scouts, and Your Show of Shows.

Out-of-Home Listening... in NEW YORK

... According to Pulse Reports

RADIO STATION WNEW chalked up the best score for out-of-home listening in New York the first week of November, 1951.

With 3.6 per cent of New York's radio families listening to radio out-of-home during the average quarter hour, the out-of-home audience was approximately 18.8 per cent of the at-home audience.

The top shows for out-of-home listening during November in New York follows:

Table showing top out-of-home listening shows in New York during November, including Horace Heidt, Jack Benny, and Make Believe Ballroom.

Table showing daytime, Monday-Friday out-of-home listening shows in New York, including Make Believe Ballroom, Bing Crosby, and Bob Hays.

Out-of-Home Viewing... in NEW YORK

... According to Pulse Reports

OUT-OF-HOME televiewing is not quite a factor that out-of-home radio listening is. The out-of-home television audience in New York the first week of November, 1951, was only about 3.9 per cent of the at-home television audience.

Table showing top out-of-home viewing shows in New York during November, including Colgate Comedy Hour, Your Show of Shows, and All Star Revue.

RADIO STRENGTH IN TV MARKETS REPRINT OFFER

Offer of reprints of the two-page spread of charts in the January 19 issue of The Billboard has met with a wide response. Charts showed radio sets in use in the following major television markets...

NEXT WEEK: Top 10 TV Shows Each Day in CHARLOTTE

Based on Videodata Reports

Top 5 Radio Shows Each Day in BIRMINGHAM

Based on Pulse Reports

Share of Total Audience RADIO vs. TV in BIRMINGHAM

A Special Study Effect of Local Factors on Network TV Shows

According to Videodata

FOR FULL INFORMATION

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

Top 5 Radio Shows Each Day of the Week in NEW YORK

(3,599,600 Families)

... According to Pulse Reports

Table showing Top 5 Radio Shows in New York, including WAAZ, WCBZ, WWSB, WVEV, and WNDU.

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly except for New York which is monthly. Information is obtained by the personal interview rating method...

THE Columbia Broadcasting System had the most top shows in New York the first seven days of December, 1951, the Pulse Report shows.

7 P.M. to Midnight

Table showing Top 5 Radio Shows in New York from 7 P.M. to Midnight, including Walter Winchell, Jack Benny, and Amos 'n' Andy.

Table showing Top 5 Radio Shows in New York on Monday, including Lux Radio Theater, Godfrey's Talent Scouts, and Suspense.

Table showing Top 5 Radio Shows in New York on Tuesday, including Life with Luigi, Fibber McGee & Molly, and Bob Hope.

Table showing Top 5 Radio Shows in New York on Wednesday, including Red Skelton Show, You Bet Your Life, and Bing Crosby.

Table showing Top 5 Radio Shows in New York on Thursday, including Dragnet, Counterspy, and Operation Underground.

Table showing Top 5 Radio Shows in New York on Friday, including Lone Ranger, This is Your FBI, and Ozzie & Harriet.

Table showing Top 5 Radio Shows in New York on Saturday, including Gangbusters, Make Believe Ballroom, and Hopalong Cassidy.

6 A.M. to 6 P.M.

Table showing Top 5 Radio Shows in New York from 6 A.M. to 6 P.M. on Monday-Friday, including Arthur Godfrey, Grand Slam, and Helen Trent.

Table showing Top 5 Radio Shows in New York on Saturday, including Make Believe Ballroom, Bing Crosby, and Make Believe Ballroom.

Table showing Top 5 Radio Shows in New York on Sunday, including Drew Pearson, The Big Show, and Our Miss Brooks.

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in MILWAUKEE

(280,000 TV Sets; Panel Size 27.5)

... According to Videodex Reports

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, listing the rating for every 15-minute segment of every program from sign-on to sign-off. The top show each day in any of the 20 markets are determined by comparing the average ratings.

THE top video show in Milwaukee the first week in December was "I Love Lucy." Texaco Star Theater was only tied for fourth place, being exceeded by a kine version of "What's My Line?" which immediately followed it. CBS had the top show four days out of the week. But most of the shows on the following list were NBC originations. WTMJ, the radio affiliate of the only TV station in Milwaukee, is an NBC affiliate. More of the following shows are non-network than are on CBS.

Sign-On to Sign-Off

Table with columns: Show Name, Network, Sign-On, Sign-Off, and Videodex Rating. Rows are organized by day of the week (Sunday through Saturday).

CAPSULE COMMENT

Robert Montgomery Presents (Television) NBC-TV, Monday (14), 9:30-10:30 p.m. EST. The late George Bernard Shaw, who had nothing but scorn for TV while living, was presented with a rather convincing argument for his bias Monday (14), in the form of Robert Montgomery's video dramatization of the playwright's early novel "Cashel Byron's Profession." Opus was so tricked up with slapstick production gimmicks (including Laurel- and Hardy-type background music) that it bore more resemblance to an early Keysone comedy than to a Shavian show. If judged in former category, adaptation was silkily staged, competently acted and frequently amusing. As the first live performance of Shaw on TV, tho, it was a distinct disappointment. Script for the most part substituted slapstick action for satire, and contained little of Shaw's caustic wit. Plot revolved around a 19th Century prize fighter, back in the days when professional boxing matches (classed with cock fights) were illegal in England. Charlton Heston, playing a sort of British "Golden Boy," was impressive physically, but comedy (slapstick or otherwise) just isn't his style. On the other hand, Robert Montgomery is a polished comedian, and would have done much better b role himself.

June Lockhart, a very pretty girl, came closer to Shaw in her conception of the rebellious belle of the upper classes who fell in love with an "inferior." With all the show's faults, tho, Shaw still might have forgiven Montgomery if he hadn't introduced one fatally fey touch—a bearded oldster, made up to look like GBS, who winked cooly into the camera at close.

Who Knows? (TV), ABC-TV, Sunday (13), 6:30-7 p.m. EST.

A fair enough program which, with a few improvements, could make things interesting for its competitors. A panel of semi-names quizes contestants about the situations in which they have been involved. An immediate pantomime of the situation gets the viewers into the act quickly so that they can laugh at the expense of the panel which, incidentally, could be strengthened. Chet Huntly's emceeing work was clean and businesslike. (See full review this issue.)

Colgate Comedy Hour (TV), NBC-TV, Sunday (13), 8-9 p.m. EST.

Hosting by Abbott and Costello added up to poor programming marred by relegating guest stars to a stooge bracket. Comics' material ranged from dull to the border of bad taste. (See full review this issue.)

Those Endearing Young Charms (TV), NBC-TV, Sunday (13), 5:30-6 p.m. EST.

A warm, human, believable situation-comedy which is a real sleeper and has big-time potential. Initial situation dealt with the threat of having "impossible" people as next-door neighbors. The tlesping of Maurice Copeland and Fern Persons as the parents of the family was convincing. Show originated from Chicago and combines the talents of Ben Parks, as producer, and Bill Barrett, as writer. (See full review this issue.)

Ralph Edwards Show (TV), NBC-TV, Wednesday (16), 3:30-4 p.m. EST.

Variety-audience participation format is essentially the same in spirit as Ralph Edwards' old "Truth or Consequences" ainer in that Edwards spends most of his time cavorting around the aisles while members of the studio audience vie for prizes via execution of various types of silly stunts. Edwards has toned down on his former sadistic handling of contestants, which is all to the good. (See full review this issue.)

Comparative Ratings of HALF-HOUR DRAMATIC SHOWS

... According to Videodex Reports

IN THIS category are those half-hour television dramatic shows that have a different play with a different cast each week. Programs with a continuous story line or with the same principals every week, such as "Mama" or "Martin Kane," have not been included in this category, but will be treated separately. Not all sponsored network shows that qualify for this category have been included in this list either. Only the top ones in the November report were included.

The shows below carry the December national Videodex ratings. The review for each show was done the first week in December, the week the ratings were taken. These shows, it will be noticed, tend toward the cops-and-robbers, mystery type, but that was not a qualification for the category.

Table with columns: Show Name, Network, Sign-On, Sign-Off, No. of Homes Reached (000's), and Videodex Rating. Rows include shows like Fireside Theater, Lux Video Theater, Circle Theater, Suspense, The Big Story, The Web, Lights Out, Treasury Men in Action, and O'Casey.

Who Knows?

TELEVISION—Reviewed Sunday (13), 6:30-7 p.m. EST. Sustaining via the ABC-TV web. Producer, Jerry Martin. Panelists, Heidi Olson and Hal Smith. Panel, Sterling Holloway, Vicki Raff, Hilary Brooke and Alex Gottlieb.

Alto this filmed Hollywood quizzier does a fair job, with a few more refinements it might really make things interesting for its competitors. The simple idea has four film celebrities quiz a contestant about an unusual situation in which he or she was involved. The contestants, of course, get paid off in direct proportion to the time needed to get the answer. An immediate pantomime of the situation gets the viewers into the act quickly so that they can laugh at the expense of the panel.

Among the situations pantomimed were that of a woman who lost her voice; another, slightly on the beefy side, who got stuck in her bathtub; a male who went into a swoon when he saw Rita Hayworth on the street, and one who had a man-to-man talk with his son. These brought forth some amusing questions and many moments of entertainment.

The panelists, actor Sterling Holloway, producer Alex Gottlieb and actresses Vicki Raff and Hilary Brooke, were so-so. The show could be strengthened if the panelists had more conflicting personalities. The pantomimes, too, while competently performed by Heidi Olson and Hal Smith, might be further amplified from the studio used to illustrate the situations.

Emceeing chores were excellently handled by Chet Huntley. His clean and business-like manner kept the program moving right along. Leon Morse.

The Liberace Show

TELEVISION—Reviewed Wednesday (16), 7:30-8 p.m. PST. Sustaining via KLAC-TV, Hollywood. Produced and directed by Joe Landis. Cast: Lee and George Liberace.

Put this one down as a local live show that's sure to climb high on the rating ladder. Piano pyrotechnics of Liberace when combined with his warm and winning personality is just what the sponsor ordered, hence this show won't run sustaining for long. Show is identical to Liberace's nitery work, consisting of piano selections ranging from the better known classics to pop key-board standards.

Liberace increasingly adds vocals for a change of pace. Pleasing voice treatment of "September Song" and rhythm warbling on "Piano Roll Bled" click with viewers and studio audience alike. Little more originality in camera work would considerably enhance show.

Liberace's easy patter and rhythm backing by an instrumental combo (fronted by brother George) help to round out an enjoyable half hour. Lee Zhito.

WE CAN HELP YOU

SAVE

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Television—Radio Reviews

MGM Theater of the Air

RADIO—Reviewed Saturday (5), 8:30-9:30 p.m. EST. Sustaining via Mutual Broadcasting System. Producer, Raymond Katz. Director, Marx Loeb. Screenplay adaptation by William Kendall Clarke. Host, Howard Dietz. Cast: Marsha Hunt, Jay Jostyn, Louise Albritton, others.

Companionship of his new Wednesday night series of radio adaptations of MGM film musicals, Mutual preems a similar series of straight comedies and dramas, culled from the Metro files. It is quite possible that strong flicker names will build a listener interest in this hour-long Saturday night slot, but a better choice of material than that presented on the program's opening seg will have to be in order.

Granting that it is a difficult chore to compress a full-length film feature into an hour's radio playing span, and that obviously material must be selected which lends itself most readily to such adaptation, "The Feminine Touch" seemed a tired brand of plasma for hyping the start of a new departure. This reporter does not remember seeing the pic; but, anyhow, if it had no more impact than its radio follow-up, Metro must have dug deep into its script barrel.

"Touch" had to do with a somewhat stodgy college prof who has written a highly didactic tome on the subject of jealousy. His wife sells it to a publisher who is more interested in a fem curve than in literature. There is a curvacious secretary in the line-up which permits a series of inter-couple misunderstandings pairing-off with the husband not quite so stodgy as when he started out. Even with such talents as Marsha Hunt, Jay Jostyn and Louise Albritton in the drivers' seats, laboring valiantly to keep matters frothy and gay, "Touch" was slow going.

Librettist Howard Dietz handled the emcee chore pleasantly, and Marx Loeb's direction apparently gets all that's to be had out of a waywardly ineffective script. With all the material Metro must have to draw on, there should be better and bigger things on tap, if this series is to pack any competitive weight. Bob Francis.

The Gabby Hayes Show

RADIO—Reviewed Sunday (6), 6-6:30 p.m. EST. Sponsored by Quaker Oats Company, via Mutual Broadcasting System. Producer, Martin Glone. Directors, Bob Novak. Cast: Gabby Hayes, Everett Sloane, others. Original music, John Gart.

In a reverse-switch, the Gabby Hayes TV show has moved to radio, via a new half-hour series, as part of Mutual's choice block of Sunday programs for children. The theme remains the same, with ex-Hollywood character actor Hayes acting as narrator for dramatizations of sagas of great heroes of the West.

It's evident that considerable research figured in the production of the initial story about Buffalo Bill. Adult level scripting and theshing made the entire show far superior to the usual run of kid Westerns. Top TV actor Everett Sloane turned in a commendably believable performance as the legendary Indian scout, and the script itself was seemingly authentic in historical scope as well as characterization, somewhat comparable to a class A movie Western in production values. Consequently, the action scenes were a bit more restrained than most radio boss operas, but not enough so as to discourage patronage of the younguns.

Education Down

Educational aspects of series were effectively soft-pedaled for kid consumption by the earthy commentary of Gabby Hayes, who has acquired a strong kid following in all three media, via a lengthy career in Western flickers, TV and as Roy Rogers' side-kick on Mutual a couple of years ago. Hayes' personal pitches for sponsor are also strong selling factors for Quaker Oats cereal products. Tune Bundy.

CAPSULE COMMENT

The Gabby Hayes Show (Radio), Mutual, Sunday (6), 6-6:30 p.m. EST.

Adult level scripting and theshing make this series far superior to usual run of kid Westerns. "Buffalo Bill" script was seemingly authentic in historical scope as well as characterization, somewhat comparable to a class A movie Western in production values. Educational aspects of the series were effectively soft-pedaled for kid-consumption by earthy commentary of Gabby Hayes. (See full review this issue.)

The Mel Martin Show (TV), NBC-TV, Monday (7), 10-10:30 a.m. EST.

An unpretentious breakfast club type presentation which should score with the females. Strongest attractions are the emceeing talents of Mel Martin, who displays a savvy which keeps the proceedings rolling right along. Among other performers, Ilean Martin's comedy and vocals and Larry Downing's crooning deliver some sound program values. The show should be a good buy for an advertiser interested in daytime TV at a price. (See full review this issue.)

Woman's Club (TV), Du Mont Network, Monday (7), 12-12:15 p.m. EST.

Each show on this strip spotlights another woman's club and introduces some members. It's neatly handled by the hostess, a loathsome gal named Julann Caffrey. But it's too static and unimaginative in production, which tends to diminish the effectiveness of its excellent content. (See full review this issue.)

MGM Theater of the Air (Radio), Mutual Broadcasting System, Saturday (5), 8:30-9:30 p.m. EST.

New series featuring comedy and drama radio adaptations from Metro's film files may build on the basis of the use of pic names. Opening seg, however, proved disappointing scriptwise. A better selection of material is in order, as news is to garner sustained listener interest. (See full review this issue.)

Royal Showcase (TV), NBC-TV, Sunday (13), 7-7:30 p.m. EST.

This program has a future. It takes a simple gimmick, combining the comedy talents of established performers and newcomers, adds another act and delivers solid value in production, writing and emceeing. The last being done by Broadway producer, George Abbott. Both the youngster, Joel Grey, and the old-timer, Bert Lahr, were showcased to perfection via the slick material of Nat Hiken. The US Rubber commercials for its safety tire were good. (See full review this issue.)

Toast of the Town (TV), CBS-TV, Sunday (13), 8-9 p.m. EST.

Basis for the show's format was George White's "Scandals." Top-flight choreography, camera-work, musical backgrounds and first-rate performers all added up to a solid hour's entertainment. Harry Richman, Smith and Dale, Helen Wood and George White were stand-outs. The efforts of Rudy Valley, Peggy Lee, Hal Le Roy, Richard Hayes and others were further assets. (See full review this issue.)

The Arthur Murray Party (TV), ABC-TV, Sunday (13), 8-9:30 p.m. EST.

The Murray show's new arrangement with such orgs as ANTA, Actors' Fund, etc., has acquired for the video program such name talents as Bobby Clark, Mary McCarty and William Elyse. Result is name and talent-loaded opus, but, perhaps, just a bit too slick at times for the people

Those Endearing Young Charms

TELEVISION—Reviewed Sunday (13) 5:30-6 p.m. EST. Presented sustaining from Chicago by NBC-TV. Producer-Director, Ben Park. Script, Bill Barrett. Cast: Maurice Copeland, Fern Persons, Pat Mathews, Gerald Garvey and Clarence Hartzell.

NBC-TV has a real sleeper in "Those Endearing Young Charms," a show which once again re-establishes Chicago as a center of creative programming. It is a warm, human, believable situation comedy, played not for hoky yucks but, more correctly, for chuckles.

The coily-named Charm family are people who might well be your next-door neighbors. Dad is excitable, mother quips him down, junior gets into trouble but is not obnoxiously precocious, and sis has a boy friend who isn't a jerk. Then there is Uncle Duff, an eccentric character who memorizes data endlessly just to keep his simple mind active.

Trouble threatened their placid existence when a writing couple, the Cornells, berate writers and practitioners of creative living, decided to buy the house next door. This they forestalled by acquiring the house themselves, but in the name of a friend of Uncle Duff, who turned out to be a monkey.

As the father, Maurice Copeland was extreme in convincing because of the frantic way he reacted to the "horror" of the situation. As the mother, Fern Persons was a tower of strength to him in his hour of need. As the children, Gerald Garvey and Pat Mathews were life size. Clarence Hartzell's Uncle Duff was in the Charlie Butterworth tradition of a man living only in his limited mind.

Ben Park's production and direction was noteworthy for its unobtrusive competence. Bill Barrett's writing was equally good.

The program is an excellent buy for clients interested in reaching the family audience. Leon Morse.

Woman's Club

TELEVISION—Reviewed Monday (7), 12-12:15 p.m. EST. Sustaining via the Du Mont Network. Supervising producer, Duncan MacDonald. Director, N. James Saunders. Moderator, Julann Caffrey.

This 15-minute strip is dedicated to women and the clubs they belong to. Each stanza spotlights another organization and the work it does. This does not mean that the clubs are limited in membership to women only, but that women are prominent in them.

Hostess on the series is left and right as the loathsome gal with a toothsome gal with a charming manner. However, on the show caught, Miss Caffrey had the uncomfortable idea of standing virtually thruout the airing of her own remarks, which lent the opus a bit more formality than seemed necessary.

Format had Miss Caffrey briefly interview three women members of the American Geographical Society, asking them about their particular interests and a bit about the organization. This led to a short talk by the executive secretary of the outfit, who delivered his remarks standing at a rostrum, another preprocessing bit. His information, on the whole, was interesting enough, dealing with the current expedition to the Orinoco River region. He exhibited some crude bows and arrows and a tribal throne, with Miss Caffrey somewhat embarrassedly refusing an invitation to mount the latter. He also expounded a bit on the work of the society, in easy-to-take form.

It's a pretty interesting show, but very much on the static side. The female guests sit in a row and don't move, while the hostess and guest lecturer deliver their comments from the rostrum. Surely something a bit more sprightly than this can be devised. Gals at home with their TV sets can do much worse than take a gander at a stanza like this, but it should be helped rather than held back by production values. Sam Chase.

who've been watching the Murray show all along. Mrs. Murray, however, transcended as a good and constantly improving performer in handling the emcee duties and working with the acts. (See full review this issue.)

Colgate Comedy Hour

TELEVISION—Reviewed Sunday (13), 8-9 p.m. EST. Sponsored by Colgate-Palmolive-Peet via NBC-TV. Producer-Director, Charles Friedman. Writers, Ed die Forman and Pat Costello. Cast: Abbott and Costello, Errol Flynn, Bruce Cabot, Rhonda Fleming, Sid Fields, Joe Kirk, George Raft and others.

The hosting by Bud Abbott and Lou Costello of the Sunday (13) "Colgate Comedy Hour" didn't add up to one of the seg's happier programs. For dyed-in-the-wool A-C fans the slapstick brand of fun may have registered uproarously, but from this reporter's viewing chair the team's antics ranged from pretty dull to close to dangerously bad taste. Spitting milk in each other's faces is a gag of low laugh potential and using a youngster for a stooge and referring to him as a brat is an angle which any Parent-Teachers Association.

What was even more faulty in the hour's programing was the misuse of the guest line-up. Bruce Cabot was given little or nothing to do, and Errol Flynn was hogged with chores calling for straightening in tired burly bits for the comics.

Songstress Rhonda Fleming gave the hour its most agreeable moments with her two vocals, "Wonderful Guy" and "Don't Blame Me" but she also had to take part in her hosts' low-comedy build-up and was not too successful at it. George Raft popped into the picture near the end of the script to present A-C with a gag award for doing the most for the popcorn industry. If that isn't reaching, what is?

Obviously, the A-C comic approach is immensely popular, but it seems extremely bad judgment to relegate their guests, all of whom have considerable to offer of their own, to the status of silly stooges. It is a waste of talent and money.

Plugs for toothpaste, Ajax, Halo and Palmolive, this time were far from intrusive. As a matter of fact, they furnished some relieving moments in the program. Bob Francis.

The Mel Martin Show

TELEVISION—Reviewed Monday (7), 10-10:30 a.m. EST. Sustaining via the NBC-TV network. Producer-director, Bob Gilbert. Emcee, Mel Martin. Vocalists, Ilean Martin and Larry Downing. Music, the Bellaires.

An unpretentious stanza full of breakfast club heartiness, the Cincinnati-originated "Mel Martin Show" is a sleeper which should be a good buy for a client interested in daytime TV at a price. The program, the usual mixture of early morning buffoonery, vocalists and combines elements which in the past have had a potent appeal to its primary audience—the females.

The strongest asset is the emceeing talent of Mel Martin, a table-hopping dynamo who sustains the program's clownish capers artfully. His major quality is a heartiness which, tho at first not too attractive, grows with exposure. Ilean (no relation) Martin contributes considerably to the show's charm with her zany characterization of a fian-hunting female out to take advantage of leap year. The girl vocalist also sang "Snowflakes" in a most acceptable manner. Crooner Larry Downing titillated the women in the audience with a sexy rendition of "There Goes My Heart."

Interviews and Orchids

Among the features were an interview with a girl flatfoot who told how she was used as a decoy for moshers, the long-distance phone call, the presentation of an orchid to the oldest member of the audience and several other stunts. The Bellaires handled the music and also participated in some of the fun. Leon Morse.

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Ralph Edwards Show

TELEVISION—Reviewed Wednesday (16), 3:30-4 p.m. EST. Mon.-Wed. Fri. Sustaining via National Broadcasting Company TV, Hollywood Boulevard, Emcee, Ralph Edwards, Director, Call Howard, Writers, Paul Edwards, Tom Adair, Mori Lachman, Cast: Ralph Edwards, Steve Reeves, Carole Richards, Varieteers, Jimmy Wakely.

Ralph Edwards' new TV series is ballyhooed as being entirely "different" from his other shows, introducing Edwards, "the entertainer," with emphasis on a variety format rather than his usually strong audience participation angle. In spite of the personality-switch build-up, the stanza caught (16) was essentially the same in spirit as his old "Truth or Consequences" airer, in that Edwards spent most of his time cavorting around the aisles while members of the studio audience vied for prizes, via execution of silly stunts.

One man earned \$50 for tying balloons to his wife's hair. Another collected loot solely on merit of being a new father, and an elderly pair of "newlyweds" put one over on the old mastei when the "bride" coyly revealed they'd been married since early last fall. A "come as you are" telephone gimmick (left over from Monday) climaxed proceedings, with a middle-aged housewife showing up clad in curlers, robe and slippers. Fem was so obviously at ease tho, that Edwards was hard pressed to squeeze much humor out of the situation.

Toned Down

In line with latter case, it's interesting to note that Edwards has toned down on his former sadistic handling of contestants, which is all to the good. He still (literally) tickled the ladies and nudged outrageously into the camera Wednesday (16), but he also displayed an unexpected and quite becoming serious manner during a serviceman interview, which could well help build even greater audiences for him.

In between balloon sessions, pert Carole Richards warbled an acceptable version of "Them There Eyes" and guest star Jimmy Wakely contributed a pleasantly unassuming vocal on "My Red Wagon." The Western singer appeared in a seg tagged "Return Engagement," a rather sticky gimmick designed to re-unite servicemen and overseas entertainers.

The former "Mr. America," Steve Reeves, probably has the most embarrassing job on TV. Manfully attired in tight trousers and sweat shirt (a la Marion Brando in "Streetcar") his "male counterpart of Dagnair" (that's his billing) has nothing to do but trudge on and off the stage carrying props and prizes, while old-enough-to-know-better fems squeal in shameless admiration at his physique. June Bundy.

Royal Showcase

TELEVISION—Reviewed Sunday (13), 7-7:30 p.m. EST. Presented by the United States Rubber Company thru Fletcher D. Richards via National Broadcasting Company-TV. Producer, Joe Bigelow. Production supervisor, Ernest Waling. Writer Nat Hiken. Camera director, Warren Jacober. Sets, Elmer Tagg. Ork. Gordon Jenkins. Guests: Bert Lehr, Joel Grey and Rosemary Clooney. Emcee, George Abbott.

A little ingenuity goes a long way in television. This was convincingly demonstrated on the "Royal Showcase," a program with a future, if the standards of the initial presentation are maintained. The show's simple gimmick combines the comedy talents of newcomers and established performers plus another unique act.

But beyond its gimmick the program delivers solid entertain-

Toast of the Town

TELEVISION—Reviewed Sunday (13), 8-9 p.m. EST. Sponsored by Lincoln-Mercury Division, Ford Motor Company, via Columbia Broadcasting System. Producer, Marlo Lewis. Director, choreographer, John Wray. Music, Ray Bloch. Emcee, Ed Sullivan. Guests: Betty Bruce, Harry Richman, Smith and Dale, Rudy Vallee, Horace McMahon, George White, Peggy Lee, Richard Hayes, Hal LeRoy, Helen Wood.

Ed Sullivan had a sure-fire package of nostalgia and entertainment all wrapped up from the moment it was decided to do a series of reprises on familiar bits from the legendary George White's "Scandals" shows. And while "Toast" was unable to come up with many of the original stars of the musical-comedy series, they did manage to acquire Rudy Vallee, Harry Richman and White himself.

The last named did an impressive hoofing bit at fade-out. It was close to the most effective item on the hour-long opus. In any event, choreography, camerawork and basic material were superb elements in a show which must have warmed the cockles of many viewers' hearts.

The most impressive item on the show was the Black Bottom number as danced by Hal LeRoy, Helen Wood and the show's line. Choreography by director John Wray required the audience to do nothing but sit back and enjoy it.

Too many video shows are offering dance routines which refer to the average viewer. George White's (and other) routines were meant to be entertaining—not educational. Wray fully captured the care-free abandon of a "Scandals" terp routine. Miss Wood, incidentally, was wonderful, while LeRoy was his usual professional self.

Songs & Skits

Smith and Dale offered a skillful interpretation of the original "White and Eugene Howard skit, "I Can Get It for You Wholesale." Rudy Vallee and Horace McMahon on the other hand, were far less effective with another Howard Brothers routine, "El Presidente." Warbling of DeSylva, Brown and Henderson tunes by Peggy Lee, Richard Hayes and Vallee was good. Richman's one number, "Birth of the Blues," served to point up the TV's consummate showmanship. Whether the pipes were still there didn't seem to matter; he sold every line just as he did in years gone by.

One of the most impressive portions of the show was the Astor Bar scene in which Hayes sang "Thrill is Gone." The show used a rear-screen projection of a Broadway traffic scene which looked as tho the camera were actually pointed out the window into the street. Thruout, the use of top-shots from the balcony camera gave the show an added dimension, while Ray Bloch's accompaniment for the vocal and terp numbers was a big asset. He gave each act the perfect tempo and the best arrangements to sell both the audio and visual. Joe Martin.

ment values in production, writing and emceeing. Broadway producer George Abbott brings to video his impressive personality as an emcee, impressive because he is not afraid to be opinionated even at the risk of alienating some viewers. His work in the skits harks back to the days when he acted in legit and acted well, judging from his performances.

Old and New

The old-timer, Bert Lehr, was at his eccentric best as he romped thru a skit showing the trials and tribulations necessary to get a public library card. The youngster, Joel Grey, was showcased to perfection in a rather well conceived sketch. Grey made like a tyro trying to get a break with Broadway producer Abbott. His monolog to Abbott's coat gave him a chance to display his singing and dancing talents. Rosemary Clooney also scored heavily in a wide version of her sock Columbia disk, "Come On-A My House."

The commercials for the United States Rubber's safety tires were good. The film demonstrated that the company's safety tire could stop quicker than its competitor's product. Ben Grauer's live pitch repeated this theme. It might be wise, however, even while selling a tire that makes for safety, to emphasize careful motoring. No tire will protect the reckless driver. Leon Morse.

The Arthur Murray Party

TELEVISION—Reviewed Sunday (13), 9-9:30 p.m. EST. Sponsored by Arthur Murray Studios via American Broadcasting Company. Hosts, Ruthrauf & Ryan. Producer-director, Coby Ruskin. Emil Coleman. Emcee, Kathryn Murray. Guests: Bobby Clark, William Eythe, Mary McCarty, Leo G. Carroll.

The Murray show came up with a line-up of important names in the first show of the new series in which charitable organizations will receive hefty donations in exchange for the use of name talent. Other than the addition of the new talents, the show continues along the same variety format it's been using for some time. Mrs. Murray, incidentally, continues to improve greatly as a mistress of ceremonies and a performer. The lady handled her lines and bits like a trouper.

The show opened with Mrs. Murray setting on "Neurotic You and Psychopathic Me" with William Eythe. The result was a cute routine, but nothing more than that. Mary McCarty did her regular night club routine of impressions of nitery singers. It's fine material for her personal appeal, but has been just a bit too slick for TV audiences. The last routine was based on the Murray record pantomime hypo. The dance outfit has an entire TV program devoted to the latter. Participating were Emil Coleman, Ted Brown, Mrs. Murray and Eythe. It wound up as a pleasant affair.

Clark & Carroll

The key spot on the show went to Bobby Clark and Leo G. Carroll in a short scene from Moliere's "Le Bourgeois Gentilhomme." Both actors were fine. Costumes, sets and lines were excellent. Clark had previously demonstrated that he can handle Moliere nicely. This reviewer, however, wonders whether the audience most apt to be watching this show would appreciate the entire show, or would, then the TV went over the heads of many viewers—as might well have been—then the half-hour was just so-so.

Commercials pitched the many studios bearing the Murray tag and included a sad story of a wallflower who conquered all by learning to dance. Mrs. Murray made comment after the latter spot to the effect that she didn't quite agree with Arthur on using such commercial pitches. Joe Martin.

CAPSULE COMMENT

The Ezio Pinza Show (TV), NBC-TV, Friday (18), 8-8:30 p.m. EST.

The Pinza show this week was a fine half-hour of video entertainment—mostly because the show teamed a pair of top-flight showmen-singers who know how to sell a song. The operatic style worked in beautifully with count and western see Eddy Arnold, while Janis Paige, another guest, added sparkle to the proceedings with her looks and performing ability. Format called for Pinza to attend the opening of Arnold's new dude ranch. It made for a colorful set and costumes, lots of down-home square dancing and the kind of music that must have pleased a load of people in all parts of the nation.

Pinza opened with an operatic-type number, and worked the rest of show on the dude ranch set. Arnold's chanting of "Any Time" and "The Catline Song" was fine. All three stars teamed on "In the Little Old State of Texas" for a socko five minutes which included dance routines and some first-rate country music dispensed by the Arnold string group. It may have seemed a little incongruous to some people to team Pinza and Arnold, but the result was power-packed entertainment.

Bill Ballance Show (TV), WBKB, Chicago, Thursday (17), 10:30-11 p.m. Ballance flashes some of the Dave Garroway style, while the music portion pleases, but overall show misses opportunity to score because of poor planning and haphazard production.

GARROWAY'S OKAY But 'Today' Needs Lot Of Work to Ring Bell

Continued from page 3

picked up, as one example, Dave Brinkley in the Bureau of Printing where they were pressing billions of dollars for us to work for and give back to the Government. If Brinkley were a more personable interviewer with a he'd had an opportunity to prepare his pitch a little better, this could have been an excellent spot. As it was, it showed the right kind of thinking behind the show. There will undoubtedly be improvement in this direction.

Similarly, on Monday, Fleming and Garroway seemed to overcome their facilities and materials that they made no real use of same at all. Fleming marveled at the fact that a display board held the front pages of many dailies from all parts of the country but commented far too briefly on the content, difference on treatment of stories, etc., learned much in this direction, and his discussions along these lines took on real interest.

Again in this vein, the handling of the overseas phone calls (London, Paris, etc.) by Garroway and Fleming was inept and unsatisfying. But, by Friday, Garroway got Bill Fry in Paris on the phone immediately following the conclusion of a neat news report by Fleming concerning the election of the new French Premier. Garroway asked Fry what was behind the unity (excepting the Communists) which had swept the Premier into office. And Fry came up with an interesting "inside" angle on this. As Garroway, Fleming and the overseas boys

get the opportunity to plan ahead a little, and become more accustomed to the routine of their morning exchanges, this should develop into one of the outstanding features of the show.

Kill Those Gadgets

Garroway might easily dispense with the "new gadget" gimmick. Apparently interesting gismos are difficult to find, and routine or ridiculous ones just add another confusing and somewhat dull element to the situation.

Garroway should work toward getting enough freedom of mind and action to be able to add to the show what it badly needs. More of his totally informal, friendly ad-lib touch. For example, on Friday, about midway between the 7-8 stretch, he said casually that, if the viewers were just about getting ready to go to work, he (Garroway) hoped they hadn't forgotten anything like "your watch, or your fountain pen, or something." These homey touches can go a long way toward persuading viewers to spend a few minutes with the program each morning.

Suggestion Box

This reporter would like to wind up this treatise with a few specific suggestions for improving "Today." Why not, for instance:

(1) Eliminate some of the house-spot announcements. The frequency of these give the show a horrendous, choppy atmosphere.

(2) Have somebody work on lining up guests as far in advance as possible. Give the guest enough time (no matter how little) to permit them to get off, without the impression that he's being thrown off. This happened opening day with the families of the Korean soldiers, and to a lesser extent with Fleur Cowles.

(3) Plan remote pickups as far in advance as possible to get most interesting possible subjects, and assign most able interviewers.

(4) Line up a different "theme" for records to be played each day. For instance, Mondays: Latest record, with reading of Billboard's review, of course prior to playing of each disk. This would fit "news" pattern of show. Tuesdays: Top records in Honor Roll of Hits. Wednesdays: Records by artist whose birthday falls on that day (there again, "news" approach); etc., etc.

(5) Hire a "name" book reviewer to do a brief review of the book of the day. Take this chore out of Garroway's hands. If a "name" reviewer is too costly, "build" someone on present "Today" staff as a reviewer.

(6) Ditto with Broadway legit and movie openings (the way the Daily News' John Chapman reportedly was used on Tuesday (18).

(7) Get an attractive female reporter on the show, to do daily women's news spot.

Notwithstanding the rough spots in the first week, NBC and all "Today" hands rate a deep bow for a great try. We'll keep our fingers crossed from here on in.

TELEVISION—Reviewed Monday (14), Wednesday (16), Friday (18) 7-9 a.m. EST via NBC-TV. Participating network and local sponsors. Supervisor, Abe Shechter. Executive producer, Mori Werner. Producer, editors: Charles Spier and Bill Stuart. Cast: Dave Garroway, Jack Leacock, Jim Fleming, Jim Hurlbut, Jim Fidler, Peter Roberts, Ray Scherer, guests.

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481 TV Bids Await Thaw, 30 for UHF

WASHINGTON, Jan. 19.—Four more applications for ultra-high-frequency TV channels reached the Federal Communications Commission in the last fortnight, raising the total of UHF bids to 30 and bringing the grand total of TV applications on file at FCC to 481. The pace of TV filings has continued to rise amid FCC's deliberations on a final allocations plan. Six more very-high-frequency applications were filed in the last two weeks.

Latest applications filed for UHF stations include three from Texas. A group of oilmen forming UHF Television Company seek channels in Dallas and Houston. Third UHF Texas bid was made by Alkek-Belcher Television Company in Victoria, owned by oil, gas and auto distributor interests. Latest scrambles for VHF channels are in Jefferson City, Mo., by a firm controlled by R. C. Goshorn, publisher of the Jefferson City Capital News and Post-Tribune; in Raleigh, N. C., by Capitol Broadcasting Company, Inc., operators of WRAL; and in Montgomery, Ala., by executors of the estate of G. W. Covington, licensee of WGWD, Gadsden, Ala., and WGWC, Selma, Ala.

Also among the latest applicants for UHF are Clarence E. Wilson and Philip Jackson, operating as the Oklahoma Television & Broadcasting Company, seeking Channel 25 in Oklahoma.

"JOBS & MEN"

WJR Helps Unemployed Find Work

DETROIT, Jan. 19.—A weekly public service program tailored to attack the critical unemployment situation here was launched Tuesday (15) by WJR, working with the Michigan Unemployment Security Commission. Titled "Jobs and Men Wanted," the program runs 15 minutes at 10:15 p.m., and uses three different guest job applicants, each representing a different type of job-seeker, plus a cross-section of job openings available and detailed information on the MUSC services in placement and unemployment compensation.

Recent figures indicate that Michigan now has about 10 per cent of the total unemployment in the country, indicating the seriousness of the situation here, moving the station to tackle this problem as a community and State service.

NYC Bar Assn. Okays Telecasts

NEW YORK, Jan. 19.—The Association of the Bar of the City of New York this week, in an unusual move, voted to reject a majority report condemning the televising or broadcasting of hearings held by congressional investigating committees. The Association, therefore, reversed itself on a position it had taken in 1948 when it recommended that such a ban be placed on televising hearings. The stand is also contrary to that taken by the New York State Bar Association which maintained last month that such hearings on TV jeopardize individual rights.

Client Buys 7,436 Spots

NEW YORK, Jan. 19.—The American Safety Razor Corporation will spend around \$600,000 in 1952 on spot radio for its Silver Star division. The advertiser has already contracted for 7,436 spot announcements during the first six months of the campaign.

The client will concentrate on buying early morning time so as to reach men while they are shaving. McCann-Erickson is the agency.

Likelihood continues to increase that once the TV freeze is lifted, the FCC will process grants for UHF's faster than for VHF's, altho the pace for granting and construction of new stations will be slow because of materials shortage and because of underwriting at the FCC for processing bids (The Billboard, January 12).

Glen McDaniel, president of the Radio - Television Manufacturers Association in a speech before the National Appliance and Radio Dealers Association in Chicago last week, voiced belief that "the opening of new television stations or an inadequate number may well be delayed until 1953 or later." He said "a television station license is becoming increasingly valuable, as recent station sales have shown, and it consequently will not be surprising if contests for these franchises are hard fought and probably long drawn out."

"One encouraging aspect of the situation is the possibility that UHF stations may be authorized sooner than new VHF stations," continued McDaniel. "The industry already has convinced the FCC of the satisfactory technical qualities of UHF, and most areas with no television service are scheduled to have UHF stations."

McDaniel said that consensus of industry leaders' views points to an output of between 4,000,000 and 4,500,000 TV sets this year, with guesses for radio set output as low as 8,000,000 and as high as 11,000,000. Consumer purchasing, he said, is more stable, and shortages are making selling easier. He saw no chance of military inroads halting output of radio and TV sets.

Du M.-Barney Balaban Debate

Continued from page 4

1951, addressed to Balaban, Dr. Du Mont stated that the FCC as early as May 2, 1946, had directed its attention to the relationship of Paramount Pictures' and Du Mont Laboratories, precipitated by Paramount's interest in construction permit bids for TV in Los Angeles. Du Mont, in the letter, urged on to review other aspects of FCC's inquiry into Paramount Pictures, and he recalled the transfer of Du Mont stock from Paramount Pictures, Inc., to Paramount Pictures Corporation as part of a series of transactions covered by Paramount's consent decree in anti-trust proceedings, and he stressed that Du Mont is now confronted with further complications as result of United Theaters' proposed merger with ABC, a web which is competitive with Du Mont.

Letter Continues
The letter went on to declare that Paramount "itself has extensive and competitive interests in the television business" as licensee and as a producer of motion pictures, "controller of talent" and operator of a non-simultaneous network.

"This letter is addressed to you in confirmation of objection of the management of Du Mont Laboratories to a situation which can no longer be tolerated," Du Mont's letter to Balaban declared. "You are aware that the most generous offers have been made by the Du Mont management to eliminate Paramount's participation in the company by purchase of its interest and these have been declined." The letter went on to insist that Balaban inform Du Mont of Paramount's intentions in connection with FCC's findings in Du Mont's case, Paramount's plans ("if any") for "removing TV cloud over Du Mont" and "for carrying out its intention, as stated to the FCC, of disposing of its stock interest in Du Mont?"

Balaban in a blunt-worded reply to Dr. Du Mont on November 6 declared that Du Mont's letter "is full of misstatements and insinuations." "I do not propose to be drawn into a debating and letter writing contest with you concerning your assertions since no useful purpose would be served thereby," Balaban continued. "Suffice it is to say, that so far as the relations between Paramount and Du Mont are concerned, Paramount's policy, as you well know, has consistently been to draw into the commission that Paramount is eminently qualified as a licensee and that its interest

NO DUM' CLUCKS, THE WRFD GUYS

CINCINNATI, Jan. 19.—Station WRFD, Worthington, O., in the Columbus area, introduced a novel idea this week to herald its activity to newsmen in its territory.

On Wednesday WRFD, in a tie-up with the Colonial Poultry Farms, Marysville, O., sent to radio and trade paper editors in the area a box of 25 live baby chicks, without any identification as to the sender. The next day the newsmen received via mail a one-sheet heralding the fact that "Even Greater Things Are Hatching at WRFD (We'll Keep You Informed)."

The Billboard's chicks, farmed out for future reference, are doing very well, thank you!

PIX BOOM

Crosby Sees Big Gain in Use of Film

HOLLYWOOD, Jan. 19.—TV film biz is humming, according to Everett Crosby, who predicts this year will show a doubling of the "Telepix unit's gross revenue over the previous year. According to Crosby, the firm will gross \$50,000 what with production continuing on the Coronet series and Packard film series soon to kick off in addition to the Fireside re-issues as Royal Playhouse.

This compares to an approximate \$250,000 gross for the previous year. Crosby unit this year also will be producing commercials on the Packard series, thus marking its initial venture into the pix plug field.

Sale of WOR to Tire Firm Approved by FCC

WASHINGTON, Jan. 19.—The sale of WOR, WOR-TV, and WOR-FM was approved this week by the Federal Communica-

tions Commission despite an objection by FCC Vice-Chairman Paul A. Walker, who called for a hearing on the transaction. General Tire and Rubber Company's broadcasting interests will give R. H. Macy and Company, Inc., an estimated \$3,265,000 for the WOR facilities. In addition, General Tire will acquire 25 shares of stock in the Mutual Broadcasting System from the Macy interests, bringing General Tire's total Mutual holdings to a controlling 57 per cent. Mutual's present by-laws forbid more than 30 per cent ownership by any one interest, but an amendment to permit General Tire's holdings is contemplated.

Ilona Massey, Connie Dowling Get TV Shows

NEW YORK, Jan. 19.—Ilona Massey and Constance Dowling are the two newest names set in TV shows to air with the American Broadcasting Company, which has been on a marquee-value kick.

Miss Dowling, whose two best-known films were "Lost Weekend" and "Bitter Rice," will play the title role in a new whodunit series, "The Lady is a Cop." Show gets a single airing in the 9 p.m. Friday slot January 25, with the web seeking a permanent berth for it. Wilbur Stark is the packager.

The Ilona Massey show is titled "Rendezvous," with Miss Massey playing the proprietress of a Parisian niteroy. Packaged by Jerry Lavy, it gets the 8:30 p.m. Wednesday period starting February 13, with the web moving "Newsstand Theater" from that time to the 12:30 to 1 p.m. period Saturdays, alternating with "City Hospital."

UPT Explains Microwave Buy

NEW YORK, Jan. 19.—Purchase by United Paramount Theaters of 50 per cent of the common stock of Microwave Associates, Inc. of Boston was set mainly for investment purposes in an expanding field, a UPT exec said this week. The Boston equipment outfit makes TV components which go into equipment manufacture or assembled by other firms. The microwave outfit will play little or no part in UPT's own video or theater TV efforts, it was added, but is regarded as potentially profitable when the freeze on station construction is lifted.

Five UPT execs will sit on the new board of the firm, including Leonard H. Goldenson, Robert H. O'Brien, Simon B. Siegel, Jason Rabinowitz and Dana W. Cheney, Jr., the latter moving over to presidency of Microwave. Proceeds from the stock deal will be used for expansion and development of microwave tubes, camera components, UHF frequencies and microwave systems.

WTHT Airls News 'Review'

HARTFORD, Conn., Jan. 19.—In an effort to dramatize more effectively news of local and State-wide interest, WTHT broadcasting division of The Hartford Times, is running a half-hour show on Sunday afternoons, starting at 1:30, entitled "Times in Review," featuring both commentary and tape-recordings of events of the preceding week.

The show, with narration by Carl E. Lindstrom, managing editor, features various members of staff from week to week, with Don Hogan of the station's news staff going out into the field daily to line up interviews. Such Times editors as Allen M. Widem, theater department, chat about week's events.

ABC Gets Use of 2 New TV Studios

NEW YORK, Jan. 19.—The American Broadcasting Company's TV facilities squeeze will be loosened considerably on February 15 when two large 100x50 foot studios will be added to the web's TV Center. The space formerly was leased by ABC to WOR-TV, and their occupancy by the web raises to eight the number of studios at its building

The sale comes about thru the merger of General Teleradio, Inc., owned by Macy's into Thomas S. Lee Enterprises, Inc. owned by General Tire. The transaction includes \$1,300,000 in cash; 722 shares of Lee Enterprises stock with a net book value of about \$238,000; net quick assets of about \$527,000; and \$1,200,000 for WOR Program Service, Inc. Macy's will also lease certain operating property for 25 years at an annual rate of \$315,000.

Web Cool to NARTB Police

WASHINGTON, Jan. 19.—Enforcement provisions of the National Association of Radio and Television Broadcasters' new TV code are getting a cool reception from the Du Mont network, it was revealed here yesterday (18). This disclosure came in testimony by Chris J. Witting, Du Mont network general manager at the Federal Communications Commission's hearing on the American Broadcasting Company-Paramount merger. Reference to the code was made when Witting, describing Du Mont's programming operations, mentioned that the web strongly approves the new TV code's provisions for morality standards and high sales standards but is holding in abeyance a decision on whether it will support the NARTB TV code's enforcement provisions. Witting said there is no certainty yet that the enforcement provisions are compatible with the Federal Communications Commission or with practical operations of TV stations. The code provides that complaints of violations will be examined by a review board which will start functioning on March 1. Witting said that under the present code it is possible for a competitor to object to the economic side of another station's or network's operations and mail the station or web before the review board. A station or web awaiting the outcome of the review board's examinations would be thereby subject to harassment, he said. He added that it might be difficult for stations to live with that sort of procedure in the face of need for living under FCC regulations as well.

Wall St. Firm Buys WNBTSeg

NEW YORK, Jan. 19.—Bach & Co., investment brokers, this week signed to sponsor two of WNBST's nine five-minute local news spots weekly on the National Broadcasting Company's new video series "Today." Spots are programed from 7:55 to 8 a.m. NBC's flagship here also signed Johnny Andrews to handle two other of the local segs on a Garraway show. Andrews and a "Buttons" hand puppet tagged "Buttons" will deliver local weather reports and a "What's Going On in New York" entertainment round-up. He'll tape puppet's lines before each telecast, so he can carry on a conversation with himself in front of the cameras.

Mike Levin Joins Erwin Wasey Agcy.

NEW YORK, Jan. 19.—Mike Levin this week joined the Erwin Wasey Agency as director of Creative Production of the Radio-TV Department. Levin formerly was with Ward Wheelock and Kudner agencies.

Raleigh Room, Hotel Warwick, New York (Thursday, January 10)

Capacity. 150. Price policy. \$1-\$1.50 cover. Operators, Kirksey Hotels. Manager and talent buyer, Erwin Schicht. Estimated talent budget. \$1,400.

The Three Suns packed the room bringing out showbiz trade that hasn't been seen here for a long time. Crowd was so thick that dance floor was completely blanketed with tables; result, no dancing.

The act of Morty and Al Nevis plus Artie Dunn, has added many things since last caught. Morty Nevis who carries the comedy load (in addition to keyboarding the accordion) mugs somewhat as the order of Harry Ritz while the two other lads do most of the straight work. Act, however, is not another Ritz Brothers. It stands up on its own. And very well. The Suns showed a lot of new material, vocal specialties with double entendre overtones suitable for location rather than recording dates. The yocks came fast and furious.

Pattern is to have the Suns play three to four times (plus voice) and then do a dance session. Page Morton, piano-voice, a long stemmed pretty brunette, did the intermissions.

Olympia, Miami (Wednesday, January 16)

Capacity. 2,170. Four shows daily. Price range. 62 cents to \$1.03. House booker, Harry Levine. Show played by Les Rohde's band.

After a six-week lay-off, vaudeville returned to this house with an imposing entertainment lineup that proved a crowd-pleaser from beginning to end. It also marked the four-day debut for filmmaker Jerome Courtland, who, it develops, is a vocalist with some possibilities.

Courtland, the warbling in almost a monotone, knocked off a bevy of pop tunes for a surprisingly big hand. He has an engaging boyish personality, and his inconsequential chatter between numbers seemed to delight the audience.

Guys & Dolls

Comic Don Cummings emceed and, in a solo spot, kept up a running barrage of gags. He finished with Red Skelton's "guzzler's gin" routine, adding a woman's girdle for extra giggles dividends. Puppeter Victor Charles, in the opening segment, did well with dolls which had almost human characteristics. Pianist Jan August, playing all his old favorites and some new ones, scored solidly as usual.

The finish was George Arnold's Ice Revue, in toto from a four-week stand at the local Casablanca Hotel. Arnold was in and out of practically every routine staged on the portable ice rink. It was virtually a tab version of a full-scale ice show, with costume changes, ballets and comedy stints.

Herb Rau.

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THE COLLEENS currently FLAMINGO HOTEL, LAS VEGAS

Night Club-Vaude Reviews

Paramount, New York (Wednesday, January 16)

Capacity. 3,654. Price range, 70 cents-\$1.50. Four shows daily; five, week ends. Chain booker, Harry Levine. Show played by Erskine Hawkins' ork.

Every act on the current show, Erskine Hawkins' ork, Harold King, Stump and Stumpy, the Ink Spots and Sarah Vaughan was a big hit on show caught. Biggest hit, tho, was Sarah Vaughan. She had to beg off earnestly to let the show continue.

Miss Vaughan's style was most impressive on ballads and blues. Her "After Hours" was thrilling. Her "I Ran, All the Way Home" had them shouting. But she also made a fine display of vocalizations on "I Get A Kick Out Of You," her opener, and "Out Of Breath," both of which drew tremendous hands.

Stump and Stumpy pulled big voicks all the way. The pair did practically everything but sell popcorn. They opened with a song, then on into impressions: Lanza, Cagney, Durante and King Cole; then into a snappy dance; then a comic routine that had Stump showing up all over the stage. Even their bows had sock comic twists.

The Ink Spots carried thru in their well-known way. They opened with "Into Each Life Some Rain Must Fall." The new "Please Mister Sun" was perfectly tailored to Bill Kenny's talent, and received deserving hands. "I'm Lucky I Have You" featured the pianists of Harold Francis. They wound up with the one the crowd was waiting for, "If I Didn't Care," which they carried off with the freshness and vitality of a new number. Between tunes they injected their standard chatter.

Harold King opened the show with his fast tap dancing on roller skates. His hoofing would be fine even without the skates. With the gimmick it's a seller. When he got up on a table and did it bifolded, he got almost an ovation.

Hawkins' group (14) cut the show beautifully. They opened proceeding with their arrangement of "Humoresque," and followed it with "Drummer Man," which showed off Sonny Payne's drum technique for big hands.

Gene Plotnik.

Terrace Room, Hotel New Yorker, New York (Thursday, January 17)

Capacity 400. Price policy, covers charge \$1 to \$2. Shows at 7:45 and 11:45 p.m. Operator, Hotel New Yorker. Booking, non-exclusive. Publicity, Doris Vinton. Staged and directed by Doris Pallett. Estimated talent budget, \$2,500.

"Bottoms Up," the latest in the series of ice shows at the New Yorker, is a pleasant but spotty half-hour revue, sparked mainly by the skating team of Nadine and Ray Schramm, and the cute and effective routines of the four Ice Lovelies. The Schramm husband and wife duo bolstered the entire show, first with their excellent shadow skating number, and again when they came on as singles. Schramm was excellent in his smooth and suave solo routine, but it was the fem half of the team that topped the show with her wonderful and exciting lay-back spins that brought a fine hand from the crowd.

The Rookies, a comic team who have played here before, were occasionally funny, tho they fractured themselves more than they did the audience. As a hillbilly husband and wife, the boys tried hard, but the act did not quite come off. In their regular Army rookies routine they were funny, and they displayed some flawless skating during the first half of the act, especially when they did a soft-shoe dance on the ice. But the skaters ran downhill when they dived in all of the old ice-show slapstick gimmicks, including the drench-each-other-with-water routine. The Rookies can skate and are comical, but they need some new ideas.

Del Toro OK.

In the triple job of emcee, singer and skater, Manuel Del

Boulevard Room, Conrad Hilton Hotel, Chicago (Tuesday, January 15)

Capacity 425. Price policy, \$1.10 and \$1.50 cover, with \$3 and \$3.50 minimums. Shows at 8:30 and 12. Producer, Merriel Abbott. Publicity, Dick White. Choreography and staging, Dorothea Littlefield. Estimated budget this show, \$3,500. Estimated budget last show, \$5,500.

Unveiling the 11th edition of ice revues here, Merriel Abbott has shown what astute planning, painstaking production and smart wardrobeing can do when coupled with story continuity to build 40 minutes of outstanding entertainment.

Titled "Skating Olympix," the latest edition is a spellbinder in a location which draws heavy family trade. Miss Abbott has again called on Hessel Smith for excellent original music and lyrics, handed the orchestration to Norman Krone, and together with Fred Wittop has come up with some outstanding costuming.

Show is broken down into three parts, all relating to the coming winter Olympic games. Orrin Tucker, whose band backs the show, is integrated into the story as captain of the ship carrying the skaters to the scene of the games. Together with his fem chirp, Scottie Marsh, he handles most of the vocal background for the various numbers included in the "Departure," "Americans at the Olympix" and "Victory Ball" scenes.

Acts Head Picked

Acts integrated into the revue have obviously been hand picked. Bill Jack, Colin Beatty and Harry Taylor, billed as the Three Scars crows, in the last show, are held over, this time as the Three Reporters. Boys have worked up a new routine in which their skating ability is coupled with a comic routine which gets the show off to a fast start.

"Waltz of the Bells" features a newcomer to Chicago, Andrea Keckey, a looker whose feather ballet routine in graceful and pleasing turns. Also holding over for this edition are Phil Romayne and Terry Brent, an adagio team, who do their turn to "Tonight Is Ours." It includes some of the fanciest gyros yet attempted on ice at this spot, drawing an ovation for their efforts.

Skater Good Showman Arnold Shoda, a favorite here who returns after a six-month absence, is not only an expert skater but a good showman, and can also handle lyrics. Singing "My Heart Is in My Boots," Shoda goes into a figure-skating routine which projected all the way and stopped the show.

A new comedy act is provided by Edward Brandstetter, making his local debut. Rubber-legged comic uses a few gins, a well-designed Alpine costume and some excellent blade work to pull heavy mits.

Bucking up with acts are the Boulevard-Dears, eight-girl line of top skaters and lookers.

Norman Weiser.

Toro was competent in all three departments. He was not as impressive as he could have been in his South American routine. The brightest spot in the ice musical was the great job done by the four-girl line on a Southern number, with Del Toro singing "The South Will Rise Again." The girls, in Confederate-inspired knee-length costumes, went thru an intricate wheel routine and danced some steps on the ice that included everything from the Charleston to a cakewalk, ending with waving Confederate flags. This one left the crowd all aglow.

Choreographer Doris Pallett has done a fine job with the show, within the limitations of the small rink, and the costumes by Mme. Bertha were both bright and attractive. Teddy Powell and the ork gave solid support from the bandstand. The room was completely full when caught, with a great number of small children present who enjoyed the spectacle hugely, especially the Rookies throwing buckets of water.

Bob Rolnitz.

Persian Room, Hotel Plaza, New York (Thursday, January 17)

Capacity. 285. Price Policy. \$2-\$2.50 cover. Shows at 8:30 and 12:30. Owners, Hilton Hotel chain. Exclusive Booker, Merriel Abbott. Publicity, Merriel Abbott. Estimated budget this show, \$3,000.

Jimmy Savo and Rolly Rolls, neither having been seen here for sometime, received enthusiastic responses for superb performances. Both, however, have been in the business long enough now to know that it's best to leave 'em wanting.

Savo, on second, got almost an ovation. The pint-sized, red-eyed Savo again displayed that he's master of the pantomime. Basically his act followed his old and tried formula with the exception of a new routine, a combo of "Madame Butterfly" and "Pagliacci" which could be a gem. The finish of the number has no connection with the beginning or the middle, both being fine. The rest of his act was pure Savo, "Meat Ball," "River Stay Away from My Door," plus a few quickies. The audience was enraptured. It yocked it up long and loudly.

Rolly Rolls was so nervous that his usually French-accented English seemed thicker than usual, making it difficult to understand. His tight bits, however, registered solidly. Using hand levity as a straight in many situation gags, Rolls sold his comedy pianists with skill. His routine of a guy going thru various stages of getting loaded, a collection of stock comedy lines set to music, drew plenty of yocks. One of his outstanding things was his straight concertina on a midget instrument.

Dick LaSalle had his hands and head full of all sorts of trick cues. Both acts have routines loaded with involved music. The fact his band came thru in good shape on

Chez Paree, Chicago (Wednesday, January 16)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$7,500. Estimated budget last show, \$9,500.

The Ames Brothers moved into the major nitery circuit with this booking and, by adding some good visual bits, proved they could carry the top spot commendably.

Presenting most of their regular tunes, including "Lonesome Road," "Undecided," "Who Built the Ark," "Because" and "Sentimental Me," the quartet also includes its singing impressions of top recording names, a solo bit by brother Joe, "Old Man River," and a song and dance routine, all excellent sellers. Group had to beg off after coming back twice, closing with one of their top platter sides, "Rag Mop."

Al Bernie has been around these parts before, but has never pulled as strong as he does on this occasion. With his smooth, easy manner of mixing old gags with new stories plus his songs, Bernie sold all the way, getting a heavy mitter at the conclusion of his rather lengthy but well-done turn. From his reception here this time, Bernie could come back as a bill-topper in the future.

Opener is another act familiar to the Chez regulars, Grace and Nikko, with a comic terp routine, more physical than terp, which gets off to a fair hand after two numbers mixed with some rather good chatter. Act, with its emphasis on the biological, goes over well.

Arden-Fletcher line has two new production numbers, both handled well by the tall, well-costumed lookers. Johnny Martin handles the vocals in the production bits as well as the emcee chores in commendable fashion. See Davidson and band cut the show.

Norman Weiser.

an opening show was to LaSalle's credit.

Mark Monte's Continentals did the relief sessions. Bill Smith.

Windsor Gets Big Detroit Trade; Books U. S. Acts

DETROIT, Jan. 19.—Liberalization of Ontario's drinking regulations about five years ago and the development of economic conditions here have led to the gradual growth of a full-fledged night life in the border city of Windsor, Ont., formerly virtually barren in this field. In recent months advertising and promotion have indicated that Windsor spots are competing for attention, even in the Detroit newspapers, with half a dozen places offering assorted entertainment and openings for talent.

The reopening of the Elmwood Casino, capacity 800, Frida (18) with Harry Richman, following remodeling, accented the prominent position attained by Windsor, with a population of 130,000 and a conservative entertainment tradition. The Elmwood, drawing chiefly from Detroit, about 12 miles from downtown Detroit by car, has a show that includes a Hal Sands' line of 12 girls instead of the former eight, with Dorothy Canova as choreographer; the Campbells, juggling team; Jack Madden's orchestra and three other acts. The show is being billed as "Parisienne Scandals" with Amusement Booking Service, Detroit, as the bookers.

Talent budgets at the Elmwood run up to \$8,000 for a six-day show, with Sunday a Blue Law day in Ontario. This spot has moved into the limelight as the Detroit area's major showcase for top night club names, since familiar local spots, like the Latin Quarter, Bowery and Casanova, have folded.

Other Spots

Other Windsor spots drawing local patronage and doing surprisingly well indicate there is spending money in the border town, even tho Detroit spending

is off. Absence of the 20 per cent tax is probably a factor, although Ontario has a 12 1/2 per cent hospital tax absorbed by the night spots. Door charges are unknown in Windsor, except for the Elmwood, which runs at \$1 weekdays and \$2 Fridays and Saturdays.

Top business is done at the Killarney Tavern, downtown spot, which draws late trade from Detroiters returning from an eve-outing. (Continued on page 45)

Advertisement for THE CAMPBELLS, featuring a photo of the juggling team and text about their act at the Elmwood Hotel.

Advertisement for COMEDY MATERIAL, listing various acts and contact information for Billy Glason's Fun-Master.

Hialeah Opening Sparks Business For Miami Spots

Celebrity Club, Little Palm Debut; Lou Walters Brings in Belly-Dancer

MIAMI, Jan. 19.—With this week's opening of the Hialeah race track, niter biz picked up considerably after a dull two weeks following the Christmas and New Year's holidays. Ops were crying the blues when high-priced talent couldn't fill their spots, and newsmen in local cafe biz operations were asking each other, "When does the season begin?"

The two most recent debuts included Alan Gale's Celebrity Club (January 18) and Arthur Childers' Little Palm Club (January 12). Gale is, as usual, backed up by vocalist Freddie Stewart and dancer Rae Alton. The room will run until April, when Gale heads north for another crack at his New York Celebrity Club.

Luba Malina headlined the Little Palm show to the noisiest and roughest audience of the season. Altho seating only about 150 patrons, yucky-yucked thruout the gal's performance, drowning

her out at times with their chatter. Finally she looked at 'em wistfully and said, "I can't compete with you." When, at the finish, the management gave her a bouquet of posies, she accepted but remarked, loud enough for ringsiders, "I don't deserve 'em." Also on the bill was a quintet of

(Continued on page 45)

New Battle On Between AGVA & TVA

Bon on Gimmicked Benefit Shows Draws Beef From AGVA

• Continued from page 1

signed at AGVA. Other board members cited examples of shows using the forbidden formula which TVA had sanctioned. They cited a recent Ed Sullivan "Toast of the Town" show with Robert Sherwood, a forthcoming Arthur Murray show with big names for the benefit of ANTA and other examples which TVA had sanctioned.

The phrase "customary salary" as part of the TVA resolution was also hotly debated. AGVA argued that "customary salary" was meaningless. It denied AGVA members the right to negotiate for themselves for advantageous spots on big shows. It was said that TVA can only set minimums, not maximums.

In support of this belief, which the entire AGVA National Board upheld, it passed a resolution in two parts:

"That this Board does fully endorse the positions as stated by counsel (Silverstone and Rosenthal) and does affirm the fact that AGVA is in contractual arrangements with Vid-Pak in accordance with an exchange of telegrams which contain material portions of the agreement between AGVA and Vid-Pak.

"That this Board protests what appears to be a most arbitrary and unreasonable attitude on the part of certain officials as well as board members of TVA which denies to AGVA and Vid-Pak the due performances of the foregoing contractual terms."

Stem Takes OK, Hall Pulls Big

NEW YORK, Jan. 19.—Stem takes held up last week due to new shows, with the Radio City Music Hall way out in front. The feared post-holiday slump has so far not been in evidence.

Radio City Music Hall (6,200 seats; average \$126,750) pulled in a terrific \$146,000 for its kick-off week with "The Greatest Show on Earth" plus a house cast production show (no specialty acts).

Roxy (6,000 seats; average \$53,000) pulled \$82,000 for its first stanza with Alan Dale, Beatrice Kraft and "Model and Marriage."

Paramount (3,654 seats; average \$50,750) wound up its three-weeker with Tony Bennett, Joey Adams, De Marco Sisters, Art Mooney band and "Double Dynamic," with \$35,000. New show has the link Spots, Sarah Vaughan, Erskine Hawkins ork, plus "Scandal Sheet."

Palace (1,700 seats; average \$37,875) did \$37,000 for its 13th week of the Judy Garland two-day show, against \$38,000 the week before. Last Thursday, two shows (matinee and evening) fell off when Miss Garland was out with a sore throat.

COLGATE-AGVA 34G BREAKDOWN

HOLLYWOOD, Jan. 19.—Just what happened to the \$34,000 paid by Colgate for the American Guild of Variety Artists TV benefit show—basis of the heated dispute now raging here between Television Authority and AGVA—was explained in a breakdown to The Billboard by Henry Taylor of Vid-Pak, packagers of the AGVA show. According to Taylor, this is the way the dough was spent:

Writing	\$ 3,700
Musicians	5,600
Package's commission	3,400
Counsel's fees (Mort Harper)	1,800
AGVA benefit fund	30,000
Total	\$24,500
Cast	9,500

However, still feeding fuel to the TVA-AGVA fires here is the fact that to date Vid-Pak hasn't provided TVA with a complete breakdown of what each act was paid on the show. Because Vid-Pak hasn't provided the demanded information, it still remains on TVA's unfair list.

TOUGH CHIEF

St. Paul Nix Bans Zorine Without Look

ST. PAUL, Jan. 19.—Zorine and Ingagi, gal-gorilla act, skidded for Thursday night (17) opening at the Flame bar and night club here, was banned by local Police Chief Charles Tierney, before it even went on.

The chief's action brought a protest from Neal Thorpe, manager of the act which includes the gal dancer and the "gorilla," which isn't real Thorpe, who handles the act for Trans-American Management, Inc., of Chicago, claimed. "It's the first time in the annals of show business that an act has been banned before it had a chance to be seen."

Chief Tierney issued his order, he said, after determining that the act's advertising was misleading, plus having received several telephone calls objecting to the show.

Harry Green, Flame owner-manager, and Neal joined in inviting Tierney to view the act several hours before it went on, but Neal said the offer was rejected.

Declaring the presentation was neither a strip nor nude act, Neal called it an "interpretative dance." Newspaper ads for the "Zorine 'Queen of the Nudists,' a line later changed to read "Queen of the Exotics." Neal said Zorine could wear anything from a full-length white flowing robe to a brief outfit.

Tierney checked his authority with the city attorney and then decided he could issue the ban. Neal said Green is "the loser" because he had to post a bond with American Guild of Variety Artists. Neal indicated he may sue the city in an effort to get the show on the board.

Mayfair Dark During Lent

CHICAGO, Jan. 19.—The Blackstone Hotel here will shutter the Mayfair Room, plush niter, February 14 for the Lenten season, reopening immediately after Easter with name attractions.

Room has been featuring Sherman Hayes and his orchestra since December, when the last act, Sylvie St. Cyr, French chanteuse, closed. A special show headed by Joey Bishop was brought in for New Year's Eve, but the band policy was resumed immediately thereafter.

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

EDITORIAL

Another AGVA Fact: "Reports Were True"

In the course of the past several months, during which The Billboard originally and exclusively focused the spotlight on a number of suspected shenanigans allegedly being perpetrated in connection with the American Guild of Variety Artists insurance plan, this paper was accused of "selling out" to agents and employers, and otherwise "persecuting" certain AGVA executives. We have previously insisted that any such charges were sheer poppycock, that we were writing the AGVA Insurance Plan stories—as we write all other trade stories—strictly as our facts indicated they should be written, without fear or favor to anyone.

The following letter, sent this week to Roger Littleford, co-publisher of The Billboard, by Jack Irving, AGVA's new National Administrative Secretary, we blushing submit, speaks for itself:

"Dear Mr. Littleford:

"As one of my first official acts since being appointed National Administrative Secretary of AGVA, I wish to express to you and Billboard AGVA's heartfelt appreciation for the disclosures of facts reported by you concerning the previous AGVA Administration. It is now crystal clear that your reports and editorials were true and amply substantiated.

"The Board and I were and still are shocked and deeply disturbed over what had transpired within AGVA. The revelations of hush-hush whisperings and secret operations within AGVA proved that you were right. Along with others, I now realize that I was used as an unwitting tool by that small group within and without AGVA, which placed personal gain over responsibility and loyalty to the organization. For having been thus duped, I am truly sorry. It cannot and will not happen again.

"I believe that I speak the sentiments of the AGVA National Board in stating that we could not have achieved this result without your aid and support. I have every reason to believe that your oft-stated hope for a forthright and strong AGVA will soon be realized. Your continued friendship and support and that of the trade press generally is desired.

"Sincerely yours,

"Jack Irving,
"National Administrative Secretary."

AGVA'S AT PEACE AFTER BIG STORM

Unity Follows Bitter Debates at National Board's Five-Day Meet

• Continued from page 1

the New York delegation, led by Jerry Wayne, Red Buttons, Murray White and Rex Weber, of Los Angeles, heretofore regarded with suspicion by board members from other parts of the country, finally convinced the board, plus George Price, AGVA proxy, who chaired the meeting, that the charges of chicanery were based on issues and not on personalities.

The major issue was the administration of the insurance program which had been reported as improperly handled. This led to other issues, one of which was dramatized by a Radio City Music Hall delegation, led by Wade Thompson, which flatly charged Henry Dunn, who had previously resigned, of gross mishandling of its negotiations, and asked that the board refuse his resignation and discharge him instead. Dunn defended his stand.

The Dunn resignation had been placed at the top of the agenda and acted upon before the charges were made. Subsequently, various attempts were made to reopen the issue, but an emotional statement by Sid Marion, Los Angeles—who said: "We buried him (Dunn) already; I beg you not to do anything further"—prevented any further action.

Insurance Debate

James Donovan, attorney for Matthew M. Adler, broker for the accident insurance program, made several addresses to the board asking for co-operation, evidences of good faith and the continuation of the status quo. Henry Katz, AGVA house counsel, and Jonas Silverstone, national counsel, led the attack against the handling of the insurance program, charging that the evidences of good faith were not displayed by Adler. They produced documentary evidences that dual policies and certain riders which were in existence had been kept from

the board. Donovan fought hard, but it was evident that the weight of evidence was too great.

After being criticized by George Price, who did a masterful job of handling a highly excitable board, Donovan agreed to renegotiate a new contract which would give AGVA advantages which heretofore had been kept from it. The insurance program will continue in effect but under separate controls (see separate story).

The one-card union, which the board favored, resulted in a resolution asking that all AGVA members continue paying their dues to Television Authority so AGVA would not lose any of its voting rights in that body.

Jack Irving, unanimously elected the new administrative secretary, tho he'll continue as Midwest regional head, pledged himself to a clean administration, declaring: "I will not do anything that can bring discredit on this body. On all subjects of national policy, I will see that the national board, or its executive committee, is fully advised." Asked to express himself on the negotiations with the Music Hall for a contract with its 103 cast members, Irving replied: "I beg you not to do anything further. I pledge you I will do everything in my power to see they get it, even if it means a strike."

On benefits, Irving said he was unqualified against them: "If organizations can pay for balls, food and music, they can pay for our actors." A board consisting of two members of the administrative department plus one public member was appointed to pass on all applications for benefits in the future.

The national board, with representatives from all over the country, remained in constant session, practically around the clock. Once suspicions were allayed and evidence of future good faith were presented, the proceedings were sharp and business-like. George Price, who had come under attack on the onset of the five-day meeting, apologized to the board for misunderstandings. From then on he was a tower of strength. The next AGVA convention was voted upon to be held in Los Angeles next June.

No Decision on Audit Plan By SPA Council

Morris Proposals Evoke Interest But No Action

NEW YORK, Jan. 19.—The Songwriters Protective Association council meeting held last night (18) failed to reach a decision made on a striking new proposal by pubber Buddy Morris on the audit hassle. Earlier, Morris told SPA that he would pay the entire cost of an audit of his books if SPA sponsored auditors Eddie Traubner and Dave Blau were eliminated in favor of "accredited accountants." It was learned by The Billboard that the SPA council did agree to hold further confabs with Morris and his attorney, Lee Eastman, but that the writers would probably fight for their right to select the auditors.

Those pubbers who side with Morris feel that the proposal to eliminate Traubner and Blau is certain to stir up inner sanctum differences in SPA. Morris himself points out that Traubner and Blau backers within SPA would "protect" the two present auditors in order to safeguard "the 25 per cent they would collect of any additional monies they think they can find owed to the writers."

Meanwhile, both sides still hope to settle the entire matter amicably, despite charges and counter-charges and the injection of personalities into a business discussion.

Ford Music Files Anti-Trust Suit Vs. BMI

NEW YORK, Jan. 19.—Charging violation of the Sherman and Clayton anti-trust acts, Sam Wigler's Ford Music, Inc., filed suit against Broadcast Music, Inc., in the United States Southern District Court on Thursday (17). Papers were served on BMI yesterday (18), but BMI execs were either not available or unable to comment on the action because of not having had time to study the complaint. Ford Music, a BMI affiliate, asked for treble damages totaling \$150,000, costs of the action, counsel fees and a permanent injunction restraining BMI from continuing in its present status and practices.

Among the charges leveled at BMI in the action are that it is part of a conspiracy in restraint of trade, that it is monopolizing a

(Continued on page 24)

Winterhalter Renews Pact With Victor

NEW YORK, Jan. 19.—Hugo Winterhalter, whose combined artist-musical director-artist and repertoire exec pact with RCA Victor ran out on Wednesday (16), this week made a hand-shake agreement with Dave Kapp, recently installed director of pop recording for the diskery, for a renewal of his paper. Winterhalter's new deal will leave him with approximately the same duties he currently performs as well as a new and improved artist's contract.

Winterhalter's renewal with the diskery squelches trade rumors that his status with Victor was imperiled under the Kapp regime. Retention of Winterhalter gives the Kapp recording department at the moment Hy Grill, Steve Sholes, Steve Carlin, Herman Diaz and Winterhalter, in addition,

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AND A VERSE FOR SUNDAY!

NEW YORK, Jan. 19.—Pubber Al Brackman was contacting Milt Herth this week for plugs on one of the Hollis pubbery's tunes, when Herth asked: "When do you want it—Friday or Monday night broadcast?" Brackman's suggestion: "Play one chorus Friday and the second chorus Monday."

U-I Launches Talent Quest

NEW YORK, Jan. 19.—Universal-International Pictures, with the aid of 70 disk jockeys, is staging a talent search for a male singer as part of a promotional hypo on the Frank Sinatra-Schley Winter flick, "Meet Danny Wilson." Gimmick calls for the jocks to run local contests with individual winners' photos and disks being sent here for final judging by a board consisting of diskery, trade paper, publisher and movie firm execs.

Winner of the contest gets the right to use the professional name "Danny Wilson," a trip to Hollywood, a guest spot on Sinatra's TV show and personal appearance work in key city promotions of the flick.

Film Majors Grant Tootlers 15% Hike

Petrillo and Schenk Agree in Miami; "TV Just Movies," Sez AFM President

(Continued from page 1)

midnight last night on a note of harmony. A joint statement issued by AFM proxy James C. Petrillo and Nicholas M. Schenk, replying to the motion picture industry, indicated that the negotiations were run off smoothly.

Local 47 reps came here set on continuing the existing separation between films produced for theater use and those turned out for TV. Petrillo, however, told The Billboard, "As far as I'm concerned, you can call it TV—but it's motion pictures just the same. Eventually the studios must get together with TV, and when they do we'll probably merge with the electricians' union."

None of meetings with the Hollywood execs, said Petrillo, covered TV. The union's executive board, according to the AFM proxy, was only concerned with the contract for the studio musicians. "Television had no place in these negotiations. That's a separate business and I don't think the motion picture studios are ready to take on TV talks because they're still fighting TV," he concluded.

The Local 47 reps are known to have submitted a total of 29 demands, most of them of a general nature. Petrillo did say, however, that some of the demands were "a little bit out of line."

The previous contract between the AFM and the Hollywood studios expired August 31, but was extended until January 14. It is now expected that the indepen-

Miss Boswell's Back at Decca

NEW YORK, Jan. 19.—Veteran thrush Connie Boswell jumped back on the disk band wagon last week after a several-year lapse, when she came back to roost with the Decca diskery, with which company she originally made the wax for which she has been best noted.

Miss Boswell has already recorded a pair of sides for the firm, both standards, "Begin the Beguine" and "Believe It, Believe." The coupling is being rushed to the market for immediate release.

Disk Sales Hit Fast Clip As Hot Pops Smash Records

Columbia Has Biggest Week in 12 Years, Other Majors Bubble and Boom

(Continued from page 1)

bling over with claims that showed sales of about 370,000 single disks wrapped up during the big week on seven titles. Victor's boom is built largely on the high-stepping pace currently being set by a trio of Eddie Fisher platters: "Any Time," "Turn Back the Hands of Time," and "Tell Me Why." "Any Time" did 93,100 disks, "Hands of Time," 84,000, and "Tell Me Why" wound up with about 79,500 orders.

"Slow Poke," by Pee Wee King, one of the biggest disks in the country, pulled in about 87,100 sales. "Bermuda," by the Bell Sisters, stepped to the tune of 45,600 sales; Hugo Winterhalter's two-week-old "A Kiss to Build a Dream On" scored 17,100 re-orders, and Perry Como's "Tulips and Heather" marked up 13,700 sales in its third week for a 78,500 aggregate.

800,000 "Why"

Decca currently is moving at its best pace, since its big hit run of over a year ago, mainly on the strength of the Four Aces' etching of "Tell Me Why," which picked up an additional 147,000 orders

last week. "Why" diskery is approaching the 800,000 mark. With this etching as the leader, the diskery last week moved 23 titles at the rate of 10,000 or more sales during the stanza. Among these were Louis Armstrong's "A Kiss to Build a Dream On," Louis' "Sleepy Time Down South," Guy Lombardo's "Whispering Shadows" and "Crazy Heart" coupling, the Weavers' and Gordon Jenkins' "Old Paint" and Dolores Gray's "Shrimp Boats."

Decca's sales execs claim that the current week's business is

even better than that done last week. Gross sales for last week was over a million singles culled both from the hit list and from the powerful Decca catalog.

Capitol's execs were reticent to discuss figures but stated that "January is shaping up as one of the biggest months in the company's history." A good deal of the credit for the big month was awarded to the three-week-old Les Paul-Mary Ford platting of "Tiger Rag," which execs claim has hit almost half a million in the short period. Five of the diskery's top 10 sellers were held down by the Paul-Ford team and Nat (King) Cole.

Hot "Sin"

Mercury Records claims that it is currently moving at the fastest clip in its history, with the firm stating that it is shipping at the rate of 60,000 to 75,000 platters per day. Leaders for the waxery are Eddy Howard's "Sin," Patti Page's "Retreat" and "Come What May" coupling, Howard's "Stolen Love," Bobby Maxwell's "Chinatown" and Richard Hayes' "River, Stay Away From My Door." Diskery's business boom has been aided immensely by the revamped rhythm-and-blues wing, where sales have increased more than 800 per cent since the advent of Bob Snad as head of the department.

MGM Records' execs were content with current business, claiming that, tho the diskery has no booming single hits, the entire line currently is stepping at a solid and healthy pace. A stand-out "sleeper" single at MGM is the George Gueary reading of "Stairway to Paradise," which stepped out of the firm's "An

(Continued on page 43)

BEAR SAGA

H&R Wins Pub Rights On 'Smokey'

HOLLYWOOD, Jan. 19.—In probably the first deal ever made between an agency of the federal government and a music publisher, Hill & Range Songs, Inc., has worked out an agreement with Clint Davis, rep of the U. S. Forest Service, whereby the pubbery has rights to the character, Smokey, the Bear. Smokey is the familiar grizzly bear, whose picture appears on those "Stop Forest Fire"

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Haynes Sells Coast Nitery

HOLLYWOOD, Jan. 19.—The Coastal location band picture, which has been sagging of late with more closings than openings, picked up a new spot, when Sheridan's, the longtime San Diego cafe-dancery, was sold by Sherman Haynes to Ned Stuart and Abe Aronson.

The new owners have inked Nick Stuart (no relation to the owner), the ex-MCA orkster who recently with Associated Booking went to open a four-weeker with options January 29. The new Stuart ork will use 12 men and a girl. In addition, a Hawaiian band will be used at intermission.

George Lee Forms Own Co.

NEW YORK, Jan. 19.—George Lee, for the past six years contact man for Melin Music locally and on the West Coast, has left Melin to go into business for himself.

The pubbery, to be called George Lee Music, will headquarter in New York. Lee has applied for a charter in the American Society of Composers, Authors and Publishers.

Record Execs Meet, Mull Trade Problems

NEW YORK, Jan. 19.—The temporary board of directors of the Record Industry Association of America met Thursday (17), kicked around in general terms some key problems facing the disk business, reviewed progress made by Leonard Schneider's (Decca) screening committee to find an executive secretary, and set February 8 as the date for the group's next meeting.

At the February 8 meeting, the new industry association will really get under way. At that session a permanent board of directors will be elected. The screening committee will then put before the permanent board two to four choices it has arrived at for the important exec secretary post, and after the executive secretary is hired, he will participate with the board in the determination of legal counsel for the association.

The temporary board consists of Milton Rakemil (Decca), Frank Walker (MGM), Jim Conkling (Columbia), Paul Barkmeier, (RCA Victor), and Glenn Wallichs (Capitol). All but Barkmeier and Wallichs were present at the Thursday meeting. The latter, however, was represented by

Cap's attorney, Lou Edelstein, and the former by assistant general manager Howard Letts. Attorney Henry Cohen, serving as temporary counsel acted as secretary. The group discussed the pending record situation, the various international copyright developments and other matters, on some of which action should be forthcoming shortly after the February 8 meeting.

Screen Gems Wraps Up 40 Tunes on Film-TV

NEW YORK, Jan. 19.—Following a successful test of its product in several major markets, Screen Gems, Inc., will take the official plunge into the TV-film business on February 1 with the release of 40 films in the firm's "TV Disk Jockey Tunes" series. Fifteen of the films were used in the tests which began last summer. Additional 25 background clips being filmed this month are for standard platters and such hot-off-the-press disks as the Les Paul-Mary Ford "Tiger

Rag," Eddie Fisher's "Any Time," Leroy Anderson's "Blue Tango" and Patti Page's "Retreat." By the end of the year Screen Gems will have available a catalog of 140 TV films.

The Columbia Pictures subsidiary, which has thus far confined its film production to this city, is getting ready to start turning out its TV product on the West Coast. Columbia's Ralph Cohn is currently in Hollywood setting up production facilities

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WHO LIKES THE "ONE-STOP"?

47% of Distributors Think He's OK, Some Bearish on Trend

NEW YORK, Jan. 19.—Record distributors are divided in their opinions of the value of the disk industry's recent phenomenon—the one-stop record shop which services juke box operators by carrying hit disks of all labels. Results of a Billboard survey show that 47 per cent of the distributors believe that the one-stops are good for the business, while a little over 34 per cent of the regular distributors claim that the one-stops are detrimental to the industry. An additional 15 per cent think that it makes little difference whether the one-stops exist, while the remaining 4 per cent express no comment.

It is generally recognized that the growth of the one-stop operators has been tremendous during the past year. Almost every important city has at least one such sub-distributor, while the local market is covered by at least seven one-stops. The Billboard has previously reported that several one-stops have shown large sales increases. One operator here reported a 200 per cent increase last year, and a diskery claimed that its distributors did 30 per cent more business with one-stops last year than in the previous year (The Billboard, January 19).

Growth of the one-stop to its present status in the industry is seen by traders as proof that juke box operators are finding it more convenient and profitable to buy all labels from a single source, regardless of the higher prices the ops have to pay for their records. Standard charge is 5 cents over the regular wholesale price, though it has varied to such extremes as 3 cents over wholesale and 20 per cent off list prices. One sub-distributor in a small

Midwestern city told a diskery operator recently that he would soon change his price to juke operators to 10 per cent off list, with expectations that he would not lose any business.

The one-stop set-ups range from complete wholesale warehouses (usually a store in the city's "juke box row") to regular retail disk shops which offer special prices to coin machine operators. Latter system is typical of the one-stops in the smaller towns. The dealer still makes a profit on his sales and also creates general consumer interest in the single disks which he stocks.

Among the smaller cities which now have one-stops in operation are Wichita, Fayetteville, Little Rock, Charlestown, W. Va.; Hendersonville, Ky., and Tulsa. There are at least two one-stops in such cities as Evansville, San Antonio, Nashville, Dayton and Portland, Ore.

Among the distributors who

said that the one-stops are "not good for our business," the general opinion was that the regular distributor loses control over the labels being sold and that the one-stops don't give the juke box operator a true picture of the disks available on small labels or by newer artists on major labels. Typical comments were: "They sell to stores which should be buying from us"; "ops mistook us on information of value regarding promotional activities"; "they're prone to overlook small lines," and "they push records they have in stock instead of the best version of a song."

Those distributors who favor the existence of one-stops commented in some instances as follows: "They make available to ops labels which have limited distribution"; "they're good in towns away from the big distribution centers"; "they definitely aid the smaller operator"; "small

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Pan-Am Reps Agree On World Copyrite

U. S., 18 Latin Republics United on Draft of Global Pact Before UNESCO

Continued from page 2

synchronize U. S. copyright laws with the proposed world-wide pact were postponed from next week to January 28, 29, 30. A galaxy of showbiz representatives will testify on the bill, which would amend present laws to permit copyright protection of foreign authors without the works being printed in this country (The Billboard, January 19).

This week's confab with Latin American countries, held at the Pan-American Union Building here, proceeded with little difficulty over any point except interpretation of language in the various copyright treaties. Major problem, the nations agreed, will be altering national laws to fit the global pact.

On still another front, this week, plans were being made to boost the Inter-American copyright treaty toward Senate ratification this year. Signed several years ago by the U. S. and 20

other Latin American nations, the treaty has been ratified by only 10 countries. Outlook for Senate action this Congress looks dim however, since the Senate Foreign Relations Committee is giving priority to Korean and other urgent matters. Altho the treaty would embrace much the same provisions as the proposed world-wide UNESCO pact, its proponents point out that it could give participating nations protection pending ratification of the UNESCO agreement.

The U. S. delegation to the copyright conference of the American Republics was headed by Dr. Luther Evans, Librarian of Congress, and consisted of the following others: Roger C. Dixon, chief, business practices and technology staff, State Department; Arthur Fisher, register of copyrights; Sidney Kaye, Broadcast Music, Inc., and John Schulman, D. C. copyright attorney.

Group Submits New ASCAP Payoff Plan

NEW YORK, Jan. 19.—The Lengsfelder plan was verbally presented to the writer members of the board of directors of the American Society of Composers, Authors and Publishers at a meeting with the Lengsfelder committee held Thursday night (17). The two groups met on the friendly terms, it is generally expected that the board will continue to act coolly toward any changes in ASCAP's current 60-20-20 distribution set-up or election procedure. The meeting wound up with the board requesting the Lengsfelder group to present its proposals in writing.

The committee, headed by Hans Lengsfelder, proposed that 10-year performance average be used

in computing the 60 per cent slice of the writers' distribution. Also suggested were the "seniority of works" plan originally proposed by Pinky Herman, a new system of electing writer board members to give the "smaller" penners three seats on the 12-man board, and changes in the ratio of cur-

(Continued on page 17)

Faction in ARD Boils; May Form New Ass'n

NEW YORK, Jan. 19.—Growing dissatisfaction inside the newly formed Association of Record Dealers, Inc., was strongly evident this week. It was learned that three or more members of the ARD held a rump meeting to decide whether to challenge the present leadership or start a dealers' organization of their own.

It is understood that the reasons for the schism are developing within the ARD are not due to the stated policies of the group, but due to a general lack of confidence in the method in which the organization was formed, the fact that the known leaders of the group refused to reveal the names of the officers of the ARD and, finally, a desire to have all officers of ARD elected democratically by all members of the organization.

The problems were discussed at the rump meeting, and when the

NOW SEE THIS, MARKS & BMI

NEW YORK, Jan. 19.—While it is human to err, it becomes embarrassing when the error is piled up three consecutive times. One of the first Rodgers and Hart songs, "Manhattan," currently is getting the big pie-inspired revival treatment. Its listing in the radio performance charts for the past three weeks has been most thoroughly snafued. So let one and all within reading distance be made aware that it is a prize property of Edward B. Marks Music and that it is an equally cherished bit of ill-sensed material from the chambers of Broadcast Music, Inc.

Boast Boosts RB Invasion Of HB Field

HOLLYWOOD, Jan. 19.—Trend toward r.&b. firms expanding into the h.b. and Western field gained momentum here this week, when Lou Chudd, of Imperial, announced that he was paring his rustic talent roster, preparatory to going thru the South and Southwest for a three-week tour for new native talent, and Art Rupe, of Specialty, told The Billboard that he is seeking to re-enter the country field. Rupe recently inked Doyle Wright, Albany, Ga.; Donn Reynolds, McAlester, Okla., and is inking Zeke Clements, formerly with several major labels. He is dropping four artists, and may drop more from his catalog. Rupe has 10 h.b. artists under contract and may add five or six more on his trip. Distributors and d.j.'s are lining up auditions for him.

Rupe, who took a flyer into the rustic business about three years ago when Pete Kameron, now at Specialty, left Howie Richmond, was with Specialty, is seeking to resume h.b. operation. He wants strictly country artists and

(Continued on page 17)

TUGBOAT SINKS

Note Sends Flash News To Mercury

NEW YORK, Jan. 19.—Mercury Records' fast coverage of the saga of the "Flying Enterprise" elicited the following letter from Jack W. Young, one of the diskery's distributors, to Mercury sales exec. Morry Price: "Suggest you hold release on 'Sinking of the Flying Enterprise' to back it up with a tugboat that just sank off the Atlantic Coast! The tugboat's first words when he got back to the Atlantic City boardwalk were, 'Contact Mercury—I think I've got a hit!'"

Postscript to Young's letter said: "Of course, I'm only kidding." According to Mercury execs Art Talmadge, "Some even accuse us of cutting the tow line."

Decca-Universal Merger Seen Real Possibility

At Least Working Agreement to Be Set Before Autumn

NEW YORK, Jan. 19.—With all sorts of rumors flying both confirming and denying a merger between Decca Records and Universal Pictures, it was learned from reliable sources this week that the companies will be put together "one way or another." It was learned that J. Arthur Rank, supposedly an obstacle in such a merger in his role as second major stockholder in U-I to the tune of about 134,000 shares, can and will be circumvented in setting up a blend between the diskery and the flickery.

Just how the merger will take place has not yet been determined but it may even develop in the form of a working agreement rather than a physical merger. This will be determined after a complete study of tax structures, etc., is made by committees representing both parties which is currently surveying the respective companies' economic setups.

It is certain that no merger or working agreement between the firms will be completed before April, and it is not unlikely that such an arrangement will be effected until summer. It also is considered likely that if the merger finally is worked out, Decca proxy Milton Rackmil will head the operations, as has been frequently predicted in the several months which has passed since the diskery acquired its block of approximately 300,000 shares of Universal stock.

Rio Promoter Slaps 27G Suit On Tom Dorsey

RIO DE JANEIRO, Jan. 19.—A \$27,500 damage suit was filed here against Tommy Dorsey by impresario Vincent Mangioni, who claimed that the band leader had walked out two days before the end of his contract for a seven-week tour of Brazil. Mangioni also wanted the return of the \$2,800 advance he claims he paid Dorsey for the two days that were not worked.

According to Dorsey, the dispute was over a delay he met in getting money due him, tho he did not say that he would fight the suit. He left Wednesday (16) for the United States by plane without his luggage and band instruments, which were attached by the authorities here and are being held in custody by the Copacabana Hotel. The musicians and singers from the band were still in town waiting passage back to the United States at this writing.

A WEAVER OF DREAMS

Recorded by Nat Cole (Capitol)
Bing Crosby (Decca)
Billy Eckstine (MGMA)

EDWARD KASSNER, Inc.
1619 Broadway, New York, N. Y.

Stop—Look—Listen

NAT COLE'S
New Release
UNFORGETTABLE!
Capitol 1808

BOURNE, INC.
109 7th Ave. New York 19, N. Y.

Ives Is 4-Way Mercury Artist

NEW YORK, Jan. 19.—Mercury Records, after months of dickering, this week signed Burl Ives to a five-year recording paper. The diskery intends to use Ives as a four-way artist; he will record in the pop, kiddie, sacred and folk fields. Ives' current pact with Columbia Records will run out at the end of this month. The deal was set for Mercury by Vee-pee Joe Carlton.

The New National Rager!

Tiger Rag

(HOLD THAT TIGER!)

LEO FEIST, INC.

BOB MERRILL'S LATEST BALLAD

"WE WON'T LIVE IN A CASTLE"

OXFORD MUSIC CORP.

1619 Broadway, New York 19, N. Y.

BREAKING BIG!

"GOODBYE MARIA"

(I'm Off To Rome)

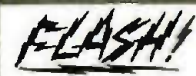
TAMMEN MUSIC, INC.

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FORECAST

PLAY ME A HURTIN' TUNE
and
I'M ON A SEESAW OF LOVE
by
The Andrews Sisters and
Guy Lombardo
27910*

DECCA DATA
YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



PLEASE, MR. SUN
by
Bill Kenny
of the
INK SPOTS
27916*

TO BUILD SALES

Vol. 8

Published in the Interests of Decca Dealers and Music Operators

No. 4

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	RECORD NO.	ARTIST
2	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubbs	46399*	
31	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*	
A	100 OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubbs and Red Foley	46387*	
B	WONDERING NEW SILVER BELLS Webb Pierce	46324*	
A	RED BARREL POLKA STARDUST Grady Martin	27851*	
30	JUST A CLOSED WALK WITH THEE STEAL AWAY Red Foley	14305*	
12	IT IS NO SECRET No Bought My Soul At Calvary Andrews Sisters and Red Foley	14560*	
9	I'M SLIPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubbs	46377*	
1	** YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*	
1	** BARGAIN MELODY TUCK ME TO SLEEP IN MY OLD TUCKER HOME Bert Allen	27876*	

SEPIA

10	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
A	BLUE VELVET The Morningstar Of The Mountain Arthur Prysock	27722*
16	TRUST IN ME COCK-A-BOODIE DOO Louis Jordan	27784*
10	CRY I AIN'T IN THE MOOD Little Boonie Nightowder	46234*

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

DECCA "BEST BETS"
Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	RECORD NO.
2.	1.	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
3.	2.	DANCE ME TROUSE RIVER IN THE MOONLIGHT Rusi Morgan	27906*
4.	3.	OLD PAINT MEMORIES The Weavers and Gordon Jenkins	27928*
8.	4.	FLYING FINGERS DIZZY FINGERS Bill Snyder	27907*
5.	5.	YOU BETTER GO NOW Baby Did You Hear? Jari Southern with Music by Comarata	27840*
4.	6.	LAY SOMETHIN' ON THE BAR No Sale Louis Jordan	27898*
7.	7.	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock	27871*
9.	8.	OOPS! NECESSARY EVIL Ella Fitzgerald and Louis Armstrong	27901*
10.	9.	ANNA MARIA JOMEROODY Gordon Jenkins	27912*
11.	10.	IF YOU GO THAT'S HOW A LOVE SONG IS BORN Patty Andrews and Gordon Jenkins	27913*
14.	11.	TELL ME WHY SLEW FOOT BAG Grady Martin and Roberto Lee	27926*
—	12.	I'LL SEE YOU IN MY DREAMS GOOD NIGHT SWEETHEART Guy Lombardo	27911*
13.	13.	BERMUDA THE LITTLE WHITE CLOUD THAT CRIED Roberta Lee	27893*
—	14.	TIGER BAG Stake Street Boogie George Barnes	27930*
—	15.	AT LAST! AT LAST! THE ISLE OF IMMEDIATE Bing Crosby	27934*

COUNTRY

3.	1.	IF HE SATISFIED I'VE GOT 50 MANT MILLION YEARS Bert Allen with Anita Kerr Singers	46390*
6.	2.	I LOST AN ANGEL WITHOUT YOU I'M LOST Charlie Adams	46391*
2.	3.	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALOE Jimmie Davis	14596*
—	4.	LETTER FROM MY DARLIN' RAW HIDE Bill Monroe	46392*
—	5.	CHARMING BETSY MONA LISA NO. 2 Lonzo and Oscar	46393*
—	6.	SEARCH ME LORD NOW DIONTY JI RAIN Jerdanaires	14602*

SEPIA

1.	1.	THE BELLS OF ST. MARY'S USE ME LORD Sister Rosetta Tharpe with Rosette Gospel Singers Sister Rosetta Tharpe with Sam Price Trio	48269*
3.	2.	I DO BELIEVE LOVED ONE Lincoln Chase	48270*
—	3.	CHARMAINE Henda Across The Table The Roy-O-Vocs	48260*
—	4.	FEELIN' SAD AND LONELY RAREFOOT SUSIE Waymon Brown	48264*

NEW RELEASES

Play Me A Hurtin' Tune
Andrews Sisters and Guy Lombardo
27810*

I'm On A Seesaw Of Love
—

The Tavern Song
Spaghetti Boy
Rusi Morgan
27928*

Please, Mr. Sun
Bill Kenny of the INK SPOTS
H I Forget You
27916*

Pough Ridge
Ella Fitzgerald with Ray Charles Singers
I Don't Want To Talk A Chance
Ella Fitzgerald
27948*

Did Anyone Call
I've Got A Feelin' You're Feelin'
Featured in MGM Pict. "Singin' In The Rain"
Dolores Gray
27942*

I'll Still Love You
Unit 1 (Ariema E Core)
Victor Young
27841*

Allegany Jiddow
(Fiddle-Diddle-Do)
Mountain Laurel
Jane Turley
27949*

Try Me One More Time
Baby We're Really In Love
Roberta Lee
27935*

Give Me Time
When Good Am I Without You
Jari Southern
21950*

I Wanna Say Hello
Frankie Proba with Adeline Niece
(Whatever Happened To The)
Piano Players
(That Played Like This)
21940*

I'm Gonna Jump In The River
Buddy Johnson
27947*

Guy Hawaiian Party
"Official Aloha Week Song"
Kahua
(Based on an Old Polynesian Song)
Allred Apaka
27880*

Five Little Girls
Bagtime Aunts
Chuck Rogers
46394*

Angels Watch Over Me
Happy Rhythm
Kunshine Boys Quartet
46395*

True Lover Blues
Maester Blues
Charlie Harding
48271*

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

ALREADY A HIT IN NEW YORK, BOSTON, NEWARK, WASHINGTON, ATLANTA, CLEVELAND, PITTSBURGH AND SPREADING FAST!

LEROY ANDERSON
conducts his "Pops" Concert Orchestra

BLUE TANGO
and Belle Of The Ball
Decca 27878 (78 RPM) and 9-27875 (45 RPM)

The ORIGINAL
 ABBEY RECORDING of . . .

"GOODBYE SWEETHEART"

Over 100,000
 sold in
 10 days . . .

Sung by June Ward
 with Lee Barrett Orch
 b/w

"Too Sure"

Abbey 15062
 (78 R.P.M.)
 Abbey 15062x45
 (45 R.P.M.)

DON'T BE MISLED BY IMITATIONS
THIS IS THE ORIGINAL!!

ABBHEY RECORDS, INC.

418 West 49th St., New York 19, N. Y.
 Phone PLaza 7-6696

DISK PROMOTION

Snyder Spells Basil to Grab Record Jackpot

CHICAGO, Jan. 19.—Bill Snyder, who dropped his band six months ago to work solo dates, stepped in to front the Chicago Theater house ork this week while Louis Basil vacationed—and hit a record jackpot.
 Hudson Ross, large Loop retail shop, used a blow-up of Snyder in its window to promote his new Decca waxing, "Flying Fingers," while the theater also helped by plugging the new side, and his "Bewitched," best seller etching. Result was the sale of 18,000 sides in 7 days.
 Snyder, after doing a TV date here with the Chicago Symphony early next month, is scheduled to move his harpsichord into New York for personal appearances.

Tannen, Decca Answer Dixie Suit on Tune

NEW YORK, Jan. 19.—Nat Tannen, Decca Records, and a host of other disk firms asked for dismissal of the Dixie Music Publishing action against them over the alleged infringement of the tune "Cold, Cold Heart." The defendants claimed that they had obtained the right to publish and record the song from authorized owners and have paid the royalties due. They made a general denial of all allegations against them.
 The papers were filed by the defendants in New York Federal Court here Thursday (17). Dixie Music is charging that "Cold, Cold Heart" is an infringement on its tune, "You'll Still Be in My Heart," which was published in the songbook "Round-Up of Hits for Radio and Recording." Other defendants in the suit are Hank Williams, the writer, and Acuff-Rose, publisher of "Cold, Cold Heart."

Southern Music Switches Staff

NEW YORK, Jan. 19.—Southern Music completely reshuffled its Latin-American department this week. Miss Pina Garcia who was previously in charge of the Porto Rican department, will be in complete charge of the Latin-American department in New York which covers catalog from all South American countries.
 Ferdinand Castro, who was formerly in charge of the Latin-American department for the firm, was promoted to assistant to Ben Selvin, general manager of the pubbery. Al Salinas, who was previously Castro's assistant, now becomes head of Southern Music's contact department for all Latin-American music in New York.

Capitol Shifts Feller Duties

NEW YORK, Jan. 19.—Capitol Records last week switched Sid Feller to a full time staff arranging and conducting schedule in lieu of his a. & r. duties for the diskery. Label's expansion of its activities in the East and the attendant increase in recording dates necessitated the switch.
 Artists and repertoire duties here will still be handled by Dick Jones and Dave Cavanaugh.

BIX HITS THE GLORY ROAD

NEW YORK, Jan. 19.—Songwriter Bix Reichner is now getting plugs on his songs the hard way. Reichner is booked to warble his latest ditty, "If You Know the Lord," at a Youth for Christ meeting scheduled for the Baptist Temple in Philadelphia on February 2. Sheet music of the tune published by Malvern Music, as well as the RCA Victor etching with Beverly Shea and Hugo Winterhalter's ork, will be sold at the affair after Reichner finishes his vocal chores.

RCS Surveys Disk Segs for Peatman Reports

CHICAGO, Jan. 19.—The on-again-off-again pubber pie here appears to be headed for a change, with Chicago now joining New York and Los Angeles in surveying recorded and transcribed programs and the results being fed to Dr. John Peatman for use in formulating his weekly reports.
 Radio Checking Service, which has been monitoring live radio programs here since 1930, is handling the disk and transcription survey, covering all musical numbers (except classical and public domain) performed over the network outlets, including WGN, WMAQ, WBBM and WENR-FLS. James H. Sutton, manager of RCS, said the survey was being confined to these outlets to conform with the Peatman program.

However, with the advent of the new monitoring system, added emphasis is now being placed on all recorded music shows here by pubbers maintaining offices or representatives in the Windy City. While the network outlets run lower in record performances than the indies, pubbers still have a healthy plug market open. Monitoring covers the 8 a.m. thru 1 a.m. time period, thus eliminating some of the early morning disk jockey sessions, but it was estimated that some 3,000 to 4,000 disks are played in the period covered each week.

Performances on the indie outlets runs from WJJD's 1,050 to WCFL, 1,900 and WIND, 2,010 weekly. These disks are not included in the RCS survey, Sutton said, altho the service does cover WCFL's live musical shows during the week.

Another BMI Pin-Up Hit!

PLEASE, MR. SUN
 Published by Weiss and Barry
 Recorded by

Johanne Bay	Columbia
Tommy Edwards	(MGM)
Perry Como	(Victor)
Bill Kenny	(Decca)
Les Baxter	(Capitol)

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 HANDS OF TIME**

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 JERRY GRAY—Decca
 BOB SANDS—Capitol

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WATCH THIS TUNE — YOU'LL HEAR IT SOON

I Never Knew I Cared So Much
 (Until You Said Goodbye)

Featured by **JANETTE DAVIS** on
 ARTHUR GODFREY'S TV and Radio Shows
 Sheet Music Available — Records Soon

David Weingarten
 Music Publications

164 ALEX STREET
 BRIDGEPORT, CONN.

over 67,000 ACTIVE BUYERS read
 The Billboard Classified columns each week



another great coupling for . . .
CARL SMITH
THE LITTLE GIRL IN MY HOME TOWN
 (When You Feel Like You're in Love)
DON'T JUST STAND THERE

78 rpm 20893 — 45 rpm 4-20893

WEEKLY CHECK LIST OF BEST SELLERS FOR DEALERS, OPERATORS, JOCKEYS

Based on actual sales figures for week ending January 19th

★ **POPULAR**

DANCE ME LOOSE
SLOW POKE
ARTHUR GODFREY
39632—4-39632

SILLY DREAMER
SINCE MY LOVE HAS GONE
TONY BENNETT
39635—4-39635

SHRIMP BOATS
LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581—4-39581

JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585

COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449

BECAUSE OF YOU
I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362

WHY DON'T YOU LOVE ME?
BE MY LIFE'S COMPANION
ROSEMARY CLOONEY
39631—4-39631

SOLITAIRE
BLUE VELVET
TONY BENNETT
39555—4-39555

DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533

HEY, GOOD LOOKIN'
GAMBELLA
JO STAFFORD
FRANKIE LAINE
39570—4-39570

ONCE
NEVER
TONI ARDEN
39577—4-39577

BABY DOLL
OOPS
DORIS DAY
39637—4-39637

WE WON'T LIVE IN A CASTLE
WIMMIN
GUY MITCHELL
39639—4-39639

SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567

THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595

JUST A MOMENT MORE
I RAN ALL THE WAY HOME
SARAH VAUGHAN
39576—4-39576

CHARMAINE
AT DAWNING
PAUL WESTON
39616—4-39616

THE BLONDE SAILOR
ONLY YOU
FRANKIE YANKOVIC
39630—4-39630

JEZEBEL
ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
39367—4-39367

FRANCESCA
MAMBO NO. 5
XAVIER CUGAT
39349—4-39349

★ **FOLK**

ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862—4-20862

HOW LONG WILL IT TAKE!
GIVE ME MORE, MORE, MORE
LEFTY FRIZZELL
20885—4-20885

ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837

IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825

MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—4-20799

BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842

★ **GOING STRONG**

THE THREE BELLS
I ONLY HAVE ONE LIFE TO LIVE
SAMMY KAYE
39602—4-39602

A KISS TO BUILD A DREAM ON
CHERRY PINK AND APPLE BLOSSOM WHITE
JIMMY DORSEY
39526—4-39526

THERE'S NOTHING AS SWEET AS MY BABY
LET'S LIVE A LITTLE
CARL SMITH
20796—4-20796

IF YOU'VE GOT THE MONEY I'VE GOT THE
TIME
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739—4-20739

'TIS SWEET TO BE REMEMBERED
EARL'S BREAKDOWN
LESTER FLATT
EARL SCRUGGS
20886—4-20886

WEARY BLUES
I MADE A MISTAKE AND I'M SORRY
RAY PRICE
20883—4-20883

OKEN BEST SELLER

THE LITTLE WHITE CLOUD THAT CRIED
CRY
JOHNNIE RAY
6840—4-6840

THE THREE BELLS
THAT LUCKY OLD SUN
LES COMPAGNONS
DE LA CHANSON
4105-F—4-4105-F

PLEASE, MR. SUN
BROKEN HEARTED
JOHNNIE RAY
39636—4-39636



Trade Mark: "Columbia," "Masterworks," ©. Reg. U. S. Pat. Off. Music Register

House Action Would Prevent Price Cutting

WASHINGTON, Jan. 19. — The House Judiciary Committee has scheduled hearings February 13 on a bill affecting retailers of TV, radio and phonograph sets and disks, and designed to render meaningless the Supreme Court decision that led to the Macy-Gimbels price wars. The bill provides that it would be legal to bind persons who are not signers of fair trade price agreements to such agreements if the agreements are themselves lawful. Congress is under considerable pressure, largely from druggists, to act on the bill, and hearings may run as long as four to five weeks.

Introduced by both Rep. Norris Poulson and Rep. Albert P. Moran, the measure would have effect in 45 States which have laws permitting manufacturers to set minimum fair trade prices. Another bill introduced by Rep. Thomas B. Curtis would reopen the Millard-Tydings Act which upholds the legality of these State laws. The Curtis Bill, scheduled for hearings at the same time, seems to have little chance of action by Congress, however.

The Supreme Court recently ruled that a person not signing fair trade price agreements is not bound to sell at those prices.

Retail Trade Up, U. S. Sez

WASHINGTON, Jan. 19. — Retail radio and music stores showed healthy gains in sales during November, 1951, compared to November, 1950, the Department of Commerce reported this week. Radio stores sales jumped 9 per cent from November a year ago, and 6 per cent from October, 1951. Music store sales rose 6 per cent, but fell off a slight 1 per cent from October.

CLEAR NOW

"Cloud" on ASCAP List; Pubber, Too

NEW YORK, Jan. 19. — Johnny Ray, in his guise as a songwriter, and his current hit tune and recording, "The Little White Cloud That Cried," wound up as properties attached to the American Society of Composers, Authors and Publishers this week, after both had drifted for several weeks thru the hit status as unlicensed entities. Tune, published by Larry Spier's Carlyle Music subsidiary, was licensed temporarily by Spier himself while he was dickering for a deal with Broadcast Music, Inc., for both the new pubbery and for writer Ray.

BMI would go for no more than an individual deal on the "Cloud" song, reportedly offering Spier an advance of \$5,000 to have it licensed thru BMI. Spier countered with a proposition, said to be about \$35,000 per annum, for a regular pubber deal and a writer's deal for Ray, and was turned down. Subsequently Spier applied for membership in ASCAP for the Carlyle firm, and both "Cloud" and Ray wound up working under the allegiance this week.

Mooney in Cincy On "Blacksmith"

CINCINNATI, Jan. 19. — Art Mooney, in town for a visit with Mr. and Mrs. Milt Magel, owners-operators of Castle Farm, put in the day calling disk jockeys thru-out the area on his new tune, "The Blacksmith Blues," which he cut for MGM Records Thursday (17) and which is slated for release Wednesday (23).

In a call to The Billboard, Mooney said that MGM is putting all its guns behind his latest waxing, which he claims has a beat reminiscent of the flourishing band days. He is making a number of personal appearances in the Midwest the coming week to hustle the new ditty.

RCA SPENDS 3G WAXING 1 SIDE

NEW YORK, Jan. 19. — What may be the most expensive recording date for one side of a pop disk was run-off by RCA Victor a few weeks ago for a Ralph Flanagan ork session held in Cincinnati. Diskery spent over \$3,000 to get a tape for "On My Way Now," Flanagan disk released last week.

To make the single side, the diskery flew a-and-r exec Hugo Winterhalter, promotion exec Bob McCluskey, two engineers and nine trucks of recording equipment to Cincy. In addition to paying for the band's 14 sidemen, the label hired a singer, rented the State Theater and took on deejay Ernie Waite to emcee the proceed. Flugs, which called for 1,000 people to sit in on the session and sing along with the band on the pop-spiritual.

Howard Solo Under Levin

CHICAGO, Jan. 19. — Eddy Howard, who recently dropped his band, has not renewed with Music Corporation of America, it was learned this week. Howard, now appearing at the Oriental Theater here, will continue as a solo under the personal management of Biggie Levin, who handled the Oriental booking, and will make himself available to other offices for future theater, nitery and TV appearances.

The Howard ork has remained intact, with Norman Lee now fronting the group. On future recording sessions for Mercury, with whom Howard renewed last month for another three years, he will use local orks.

Following the Oriental run Wednesday (23), Howard will head East for a date on the "Toast of the Town" TV show and theater work.

NAMM Sets Program for Atlanta Meet

CHICAGO, Jan. 19. — Agenda for the National Association of Music Merchants Southeastern regional conference at the Hotel Ansley, Atlanta, February 11-12, was completed this week. Atlanta committee includes V. P. Manley, chairman; O. L. Baskette; A. E. Foster; T. C. Lanier; J. S. Rutan and Warren Carder.

Initial business session will convene at 1:30 p.m. Monday (11) with Manley, manager, organ and piano department, Rich's Inc., Atlanta, presiding. Program includes an address by William R. Hartsfield, mayor of Atlanta; "Retail Sales Prospects—Spring, 1952" by William R. Gard, NAMM secretary, Chicago; "Trade Practice Problems" by Emert S. Rice, president, W. S. Rice & Son Music House, Inc., Columbia, S. C., and "Shareholders of Promotion" by Dr. John C. Kendel, vice-president, American Music Conference, Chicago.

Monday's program includes a conference banquet, with Alvin E. Foster, V. P. and general manager, Cable Piano Company, Atlanta, as toastmaster, and Richard H. Richard, Rich's Inc., guest speaker.

Two sessions have been skedded for Tuesday, with Otis L. Baskette, president, Baskette Piano Company, Atlanta, presiding in the morning, and Manley taking over in the afternoon. Subjects to be covered include: "Potentialities in Organ Sales" by Marvin Korinke, Central Commercial Industries, Inc., Chicago; "Buying Motives and Decisions of Piano Selling" Eddie Reynolds, president, Reynolds Piano Company, Jacksonville, Fla.; "Public Relations for Retailers," Dr. Ole S. Johnson, chairman, Retailing Concentration, University of Georgia; "Buying and Selling Phonograph Records," Miss Dinty Moore, buyer, record department, Rich's, Inc.; "The Piano Production Situation," L. P. Bull, president,

A VICTOR PLUG FOR DECCA MAN

WASHINGTON, Jan. 19. — Eddie Gallaher, disk jockey at WTOP here, pulled a switch this week on Leonard Wolf, Decca record representative, who called on him with a request to push a few Decca disks. Gallaher sat Wolfe down and played for him Dewey Bergman's "Your Horoscope in Music" album which is narrated by Gallaher and was recorded by Victor. Wolfe said he sat it out.

Cap Continues Distrib Revamps

NEW YORK, Jan. 19. — Capitol Records continued to reorganize its sales set-up this week with a series of appointments affecting the operation of several branch offices of the Capitol Records Distributing Corporation. Changes in Boston, Philadelphia and Chicago were made by William H. Fowler, acting general manager of the distributing subsidiary of the diskery.

John Broderick, formerly a salesman in the territory, was named Boston branch manager, effective January 1. Sam Trofe has been named acting branch manager at Philadelphia and Chicago on February 1. This is a temporary assignment for Trofe, formerly a salesman in the Philly area, who will be moved into a branch manager's spot in another territory at a later date. Donald Foreman has been promoted from Chicago branch promotion work to district promotion manager in that area, effective February 1. He will work under the direction of Bud Fraser, vice-president and district sales manager of the Capitol Records Distributing Corporation.

Story & Clark Piano Company, Chicago; "Band Instrument Production," Ralph L. Thompson, sales manager, C. G. Conn, Ltd., Elkhart, Ind., and "A Mountain of Sales," Verne R. Marcoux, director, education division NAMM.



**DECCA
RECORDS**

**WEBB
PIERCE**

on DECCA 46364 (78 rpm)
9-46364 (45 rpm)

Sings

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**HERE'S
THE
VERSION!**

HILL and RANGE SONGS, INC.
407 Commercial Center St.
Beverly Hills, Calif.

EXCLUSIVELY ON
**DECCA
RECORDS**

KAYE-O

Never before such a **BIG** hit for Sammy

SWING and SWAY with ...

SAMMY KAYE



"MY LEI-EE-YANA"

VOCAL CHORUS by
THE KAYDETS

"YOU KNOW YOU BELONG TO SOMEBODY ELSE (so why don't you leave me alone)"

78 RPM 39633
45 RPM 4-39633

VOCAL CHORUS by
DON ROGERS and the KAYDETS



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ©D. © Reg. U. S. Pat. Off. Marks Registered

Coming your way

HELEN O'CONNELL

on a great smash hit!

"COME WHAT MAY"



Record No. 1944

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-big tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of radio plays of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received January 16, 17 and 18.

Last Week

This Week

2. 1. Cry

By Churchill Kohlman—Published by Melton (BMI)
 RECORDS AVAILABLE: E. Barton, Coral 46592; B. Casey, Capitol 1031; P. Chesnon, Dec 27857; B. Farrell, MGM 11113; Four Knights, Cap 18730; G. Gibbs, Mercury 5749; Little D. Nightower, Dec 48254; A. Melton, King 13145; Les Tres Diamants, V 23-5626; B. McLaughlin, Parry 785; J. Ray, Oak 6048; C. Singleton, Atlas 1803; C. Taylor, Mercury 8262; J. Vanti & H. Winterhalter, V 20-4380; B. Williams, V 20-4796
 ELECTRICAL TRANSCRIPTION LIBRARIES: Daily Dawn, Theatruis, Glen Oyar, Associated

1. 2. Slow Poke

By Pee Wee King, Bob Stewart and Shelton Price—Published by Roppan (BMI)
 RECORDS AVAILABLE: R. Flanagan, V 20-4773; A. Coffey-Christie, Columbia 34182; J. Gandy, Seattle-J. Shank, Bullet 1099; H. Hawkins, King 5982; Tim Hill, Mercury 5740; Pee Wee King, V 21-0491; B. Lay, Dec 27762; A. Mooney, MGM 11115; H. O'Connell, Cap 1037; J. Watson, Rich-R-Tone 1025
 ELECTRICAL TRANSCRIPTION LIBRARIES: Seaco Coles, Standard; Pee Wee King, Standard; Glen Oyar, Associated

4. 3. Tell Me Why

By Al Alberts and Marty Gold—Published by Signet Music Co. (BMI)
 RECORDS AVAILABLE: H. Bailey, Coral 46625; E. Fisher & M. Winterhalter, V 20-4444; Four Aces-Al. Alberts, Dec 27860; Four Tunes, V 20-4727; H. Kopy, Cap 7779; R. Lee & G. Martin, Dec 27926; H. Martner, Mercury 5767; Swinlow, King 4518
 ELECTRICAL TRANSCRIPTION LIBRARIES: George Strano, Associated

3. 4. Ol' Man Sin

By George Howe and Chester Shull—Published by Algonquin (BMI)
 RECORDS AVAILABLE: S. Checchi, V 20-4236; B. Carl, Decca 1803; W. Davis, Prestige 918; Four Aces, Victoria 181; Four Brothers, Sony 617; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 5711; S. Kaye, Col 39567; A. Morgan, Dec 27794; B. Praxel, King 4505; A. Prisca, Dec 27760; T. Smith, United 107; B. Williams, Capitol, MGM 11066
 ELECTRICAL TRANSCRIPTION LIBRARIES: Daily Dawn, Theatruis, Dean Hudson, Lang-Worth; Glen Oyar, Associated

6. 5. Little White Cloud That Cried

By Johnny Ray—Published by Lary Sauer (BMI)
 RECORDS AVAILABLE: L. Downing, Cap 1892; H. Lane, Mercury 5763; R. Lee, Dec 27847; J. Ray, Oak 6140
 ELECTRICAL TRANSCRIPTION LIBRARIES: George Benjamin, Associated; Daily Dawn, Theatruis

5. 6. Shrimp Boats

By Paul Mason, Howard and Pivl Writon—Published by Walt Disney (ASCAP)
 RECORDS AVAILABLE: B. Bennett, Parry, Cap 1875; D. Brown, King 15151; G. Farrell, MGM 11112; D. Gray, Dec 27832; D. Schell, V 20-4403; J. Stafford, P. Weston, Dec 31581; Top Williams, V 20-4405

10. 7. Charmaine

By Erno Rapee and Lou Pollack—Published by Lode (ASCAP)
 RECORDS AVAILABLE: C. Ammons, Prestige 918; D. Baker, Col 36324; P. Brown, Delta Kings, Westcraft 1003-4; F. Carl, Cap 36690; A. Cobb, Oak, Decca 4851; M. Dore, Aladdin 3114; E. Flanagan, V 20-4373; Four Knights, Cap 1875; Harmonicks, Mercury 5747; B. Hayes, MGM 11112; H. Hill, Coral 60599; G. Jones, Dec 27855; H. Kopy, Acme 786; J. Lay, Cap 1896; G. Lombardo, Dec 27874; J. Lunceford, Dec 35429; A. Lyman, Col 37508; M. Mowbray, London 1070; V. Morrow, V 20-4375; B. Praxel, King 4506; Ray-O-Vac, Dec 48262; F. Scott, Cap 15733; E. Smith, Dec 27889; J. Thomas, Swing Time 340; P. Weston, Col 37614; Y. Rays, Coral 65064
 ELECTRICAL TRANSCRIPTION LIBRARIES: Airbase Trio, Lang-Worth; J. Socio, Lang-Worth; Allen Roth, Theatruis

7. 8. Down Yonder

By L. Wolf Gilbert—Published by LaSalle (ASCAP)
 RECORDS AVAILABLE: C. Butler, Col 39535; H. Cannon, Dec 46162; J. (Hoppers) Carr, Cap 1237; L. (Lump) Bull, Oak, Abbey 15053; S. Cooley, Dec 46395; Hokey Tombs, V 20-4284; T. Jackson, Mercury 6345; B. Johnson, Dec 24675; F. Martin, V 20-4182; P. Petty, Top, MGM 11057; E. Smith, King 486; C. Stone, Cap 7-20161; C. Wells and A. Trapp, Mercury 5686; G. Willis, V 21-8470; H. Wolf, Rich-R-Tone 1027; D. Wood, Tanager 773
 ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; The Satisfiers, Associated

9. Any Time

By Herbert Hoopy Landon—Published by Hill and Range (BMI)
 RECORDS AVAILABLE: E. Arrish, V 20-2706; E. Fisher & M. Winterhalter, V 20-4350; A. Haley, Mercury 6694; B. Haynes, Dec 24506; Lee & Trio, Intro 4906; H. O'Connell, Cap 1895
 ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant; Lee & Trio, Theatruis; Allen Holmes, Theatruis

8. 10. Undecided

By Sid Roca and Charlie Showers—Published by Lode (ASCAP)
 RECORDS AVAILABLE: M. Abernathy, King 4498; Amos Brothers-L. Brown, Coral 46586; G. Ammons, Prestige 916; B. Anthony, Cap 1824; D. Broock, Tels Fantasy 506; E. Fitzgerald-C. Waco, Decca 29496; E. Garner, Regent 1204; G. Lombardo-K. Gardner, Dec 27835; B. Lucas, Jubilee 4696; J. Preston, Seattle Modern 1031; M. Small, King 15170
 ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Service, Standard; George Barnes, Decca; Standard, Rank; (Amos) Serritis, Associated; Chuck Foster, Lang-Worth; Henry Jerome, Oak, Lang-Worth; Whosea Lound, Oak, Theatruis; Art Van Damme, Quintel, Theatruis

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*New
Popular
Records*

CAPITOL

BUYERS' GUIDE

Week Ending January 26, 1952

**Tomorrow's Hits
-TODAY**

- "THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP
BLUE SEA" Hank Thompson 1942 F1942
- "SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION"
Clyde McCoy 1937 F1937
- "I'LL ALWAYS BE FOLLOWING YOU," "DON'T PLAY
THAT SONG" Helen O'Connell and Bob Eberly 1931 F1931
- "THE BLAKESMITH BLUES," "LOVE ME OR LEAVE ME"
Ella Mae Morse 1922 F1922

**TOP SELLERS
in POPS**

- "TIGER RAG," "IT'S A LONESOME OLD TOWN"
Les Paul and Mary Ford 1920 F1920
- "JUST ONE MORE CHANCE," "JAZZ ME BLUES"
Les Paul and Mary Ford 1925 F1925
- "DOWN YONDER," "IVORY RAG"
Joe (Fingers) Carr 1777 F1777
- "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE"
Nat (King) Cole 1808 F1808
- "SLOW POKE," "I WANNA PLAY HOUSE WITH YOU"
Helen O'Connell 1837 F1837
- "THE WORLD IS WAITING FOR THE SUNRISE,"
"WHISPERING" Les Paul and Mary Ford 1748 F1748
- "CRY," "CHARMAINE" The Four Knights 1875 F1875
- "ROCK CITY BOOGIE," "STREAMLINED CANNON BALL"
Tennessee Ernie and The Dinning Sisters 1911 F1911
- "WINE, WOMEN AND SONG," "A WEAVER OF
DREAMS" Nat (King) Cole 1925 F1925
- "SNOW DEEP RAG," "RAGTIME MELODY"
Joe (Fingers) Carr 1876 F1876

**in WESTERN
& FOLK**

- "HEARTBREAK RIDGE," "TENNESSEE ROSE"
Wesley Tuttle 1916 F1916
- "BLUE WEDDING BELLS," "TEARS ON MY GUITAR"
Eddie Dean 1915 F1915
- "TEARDROPS AND TEA LEAVES," "I'LL BE YOUR
SWEETHEART" Hank Thompson 1870 F1870
- "POSTAGE DUE," "ALL I DO IS SIT AND CRY"
Jack Hunt 1934 F1934
- "A NICKEL FOR A DOZEN ROSES," "ONE MORE BEER"
(Big Bill) Lister 1909 F1909
- "WOHY YOU RIDE IN MY LITTLE RED WAGON,"
"KEEP A LIGHT IN YOUR WINDOW TONIGHT"
Jimmy Wakely 1880 F1880
- "IT'S SWEET TO BE REMEMBERED," "SEND ME A
PENNY POST CARD" Jennie Skinner 1889 F1889
- "I WANT YOU TO LOVE ME," "HOW CAN I HELP IT"
Leon Payne 1910 F1910
- "MESSING IN ACTION," "JUST A LITTLE MORE
WAITING" Amny Wakely 1936 F1936

featuring the distinctive styling of

**LOU
Dinning**
singing two great songs

"SAD"
and
"give me time"

Record No. 1940

WESTERN AND COUNTRY

America's new country Hit!

HANK THOMPSON

"THE WILD SIDE OF LIFE"
and
"CRYIN' IN THE DEEP BLUE SEA"

Record No. 1942

*This
Week's
Releases*

POPULAR		78	45
HELEN O'CONNELL <small>with Cliff Bennett & Four</small>	COME WHAT MAY BABY, WE'RE REALLY IN LOVE	1944	F1944
NORMAN KAYE <small>with Orchestra Conducted by Bill Hays</small>	CALL ME A DREAMER -- I WAS LUCKY	1945	F1945
ROD MORRIS <small>and His Orchestra</small>	HONEY, HONEY, HONEY -- CRY BABY BLUES	1946	F1946
TERRY PRESTON	TIME -- I WANT YOU SO	1947	F1947
MEL BLANC and BONNIE BAKER <small>with an All-Star Cast of 10 Stars</small>	THAT'S ALL FOLKS! WOHY YOU EVER GET TOGETHER WITH ME	1948	F1948
LINDY DONERTY <small>Arranged by Buddy Hays</small>	SALT WATER TEARS -- WHAT'S THE USE	1949	F1949
MARY MAYO <small>with Vocal Group and Orchestra</small>	OH, TO BE YOUNG AGAIN WHAT'S THE REASON (I'm Not Pleasin' You)	1950	F1950
THE CONTINENTAL <small>with Vocal Group and Orchestra</small>	TAKE ME BACK -- WHERE WAS I	1951	F1951
BENNY STRONG <small>and His Orchestra</small>	TULIPS AND HEATHER TAVERN IN THE TOWN	1952	F1952
JOHNNY PECON <small>and His Orchestra</small>	TRA-LA-LA-LA WALTZ OLD TIMER'S POLKA	1953	F1953
LEON CHAPPEL	BOOGER BLUES -- YOU'RE A LOVIN' WOMAN	1954	F1954



National Sales Headquarters, Capitol Records Distributing Corp., 250 W. 57th St., New York

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received January 16, 17 and 18

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, and additional info. Includes records like 'CRY' by J. Ray, 'TELL ME WHY' by Four Aces, etc.

VOX JOX

By JUNE BUNDY

Gab Bag

Andy Anderson, KVI, Seattle, writes, "Stan Kenton contends, and correctly, I think, that music moves in an endless cycle..."

WERE, Cleveland. On a recent broadcast, Bill Wells, WBBM, Chicago, remarked, "Robert O. Lewis 'Honey' is the only record out that I think captures the April Stevens sound..."

one disk a month, with requests for quite a few more." Bill Ruff, KOLO, Reno, Nev. ... Jack Gardner, Nolan Walden and Vernon Keith Wroten, all of WBIF, Booneville, Miss. "I would like very much to get on the mailing list of the major disk companies. We always give name of artist and record company before playing a disk." Like Richard Reddick, I am also 16 and would like some pointers on how to win diners, influence sponsors and get a start in the disk jockey business...

Ad Lib Cuttings

Lee George's recent interview over WMBH, Joplin, Mo., with "Sound Off" tunesmith Willie Duckworth (winner of first annual Washington Carver award), was taped for airing via Mutual Broadcasting System, but unfortunately didn't arrive in the mail in time for broadcast on MBS "Newsreel." George says taping of the Negro songwriter's original chant reveals "different set of lyrics than most recorded versions." Pentecord versions. Britt, KOAT, Albuquerque, N. M., now has "25 contracts with local sponsors." Dick Miles, WOHl East Liverpool, O., conducted a campaign for Christmas gifts for hospitalized vets in conjunction with the annual campaign of local American Legion Post 70, Wellsville. O. Dick helped them pull 425 gifts this year, as compared to last year's non-radio total of 125. Buddy Dean and Bill Crabbe, both with WITH, Baltimore, dropped in last week for a tour of Manhattan with deejay flack Dick Cersh.

Gimmix

Mike Bongiorno, WHOM (foreign language station), New York, interviewed actress Vicki Vola for a plug for United Hospital Fund of which she is radio chairman. Don Green, WEVS, Crewe, Va., writes, "We have a regular schedule set up for announcing when there will be no school because of snow, not only for Crewe but all South Side Virginia towns. All schools are co-operating 100 per cent. This is the BMI's and not original with us." Bob Cardell, all-night platter pusher for CKLW, Windsor, Ont., recently ran a three-hour benefit program for 11 children orphaned by death of their parents in a Detroit auto accident. U.S.-Canadian pledges (Continued on page 13)

Best Selling Sheet Music

Based on reports received January 16, 17 and 18

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales.

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, and additional info. Includes records like 'SLOW POKE' by Ridgeway, 'LITTLE WHITE CLOUD THAT CRIED' by Larry Spier, etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The Index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York. Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Listed are the top 30 tunes in the case of total tunes alphabetically. This music checked is predominantly (over 60 per cent) blue.

(F) Indicates tune from a film; (M) indicates tune from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Table with columns: Anytime (R), Record Title, Artist, and additional info. Includes records like 'Anytime (R)' by Hill & Range, 'Be My Life's Companion (R)' by E. H. Morris, etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, and additional info. Includes records like 'LOVELIEST NIGHT OF THE YEAR' by Francis Day, 'LONGING FOR YOU' by Stan, etc.

Dot's Hot - Dot's Hotter - Dot's HOTTEST

JOHNNY MADDOX

and the Rhythmasters

A Nationwide HIT overnight . . .

"PIANO POLKA"

(Pub. Randy-Smith Music)

D. J. Samples Available

b/w
"STARDUST" DOT 15006
45-15006

and
"UNDER THE DOUBLE EAGLE"

b/w "MY MARY" DOT 15004-45-15004

GABE TUCKER
"IT'D SURPRISE YOU"
(Big All Over)

and
"CRACKER BARREL FARMER"
DOT 201-45-201

MAC WISEMAN
"'TIS SWEET TO
BE REMEMBERED"
DOT 1062-45-1062

**TWO TERRIFIC
RHYTHM and BLUES**
"WEEPING AND CRYING"
and "SHUFFLE BUG"
GRIFFIN BROS. DOT 1071-45-1071

"PRETTY BABY"
and "STUBBORN AS A MULE"
MARGIE DAY with the Griffin Bros.
DOT 1070-45-1070

DOT Distributors

- ALLEN DIST. CO. 420 W. Broad St. Richmond, Va.
- ARISTOCRAT DIST. CO. INC. 1210 E. 49th St. Chicago 15, Ill.
- ARTIST RECORD DIST. 2416 Third Ave. Seattle, Wash.
- B. G. RECORDS 1132 N. W. Glisan Portland, Oregon
- SENARY DIST. CO. 323 Frankfort Ave. Cleveland, Ohio
- BIG STATE DIST. CO. 137 Glass St. Dallas, Texas
- BURNS DIST. CO. 628 N. Walnut St. Oklahoma City, Okla.
- CENTRAL RECORD SALES CO. 1221 Venice Blvd. Los Angeles, Calif.
- CHATTON DIST. CO. 1921 Grove St. Oakland, Calif.
- COAST LINE DIST. CO. 824 5th Ave. S. Nashville, Tenn.
- DELTA MUSIC SALES 704 Baronne St. New Orleans, La.
- ESSEX RECORD DIST. CO. 91 Springfield Ave. Newark, N. J.
- COTNAM RECORD CORP. 1426 Federal Philadelphia, Pa.
- HIT RECORD DIST. 1043 Central Ave. Cincinnati, Ohio
- INDIANA STATE DIST. CO. 505 East Washington St. Indianapolis, Ind.
- M. B. KRUPP 309 S. Santa Fe St. El Paso, Texas
- MANGOLD DIST. CO. 215 S. Eutam St. Baltimore, Md.
- MANGOLD DIST. CO. 913 S. Clark St. Charlotte, N. C.
- JAMES H. MARTIN 2614 W. North Ave. Chicago, Ill.
- S. W. MARTIN DIST. 1228 E. Commerce San Antonio, Texas
- MUSIC SALES 1115 Union Ave. Memphis, Tenn.
- PAN AMERICAN DIST. CO. 90 W. Riverside Ave. Jacksonville, Florida
- PAN AMERICAN DIST. 2820 N. W. 7th St. Miami, Fla.
- PAN AMERICAN CO. 3731 Woodward Ave. Detroit, Mich.
- ROBERTS RECORD DIST. CO. 1518 Pine St. St. Louis, Mo.
- SOUTHLAND DIST. CO. 441 Edgewood Ave. S. E. Atlanta, Ga.
- SOUTH COAST DIST. CO. 314 E. 11th St. Houston, Texas
- LOU SOWA 711 Blythe Ave. Charleston, W. Va.
- LOU SOWA RECORDS, INC. 1628 Fifth Ave. Pittsburgh 15, Pa.
- TENNESSEE MUSIC SALES 415 Main St. Nashville, Tenn.
- RECORDER SUPPLIER 679 Granville St. Vancouver, British Columbia

HANDY ORDER FORM

Dot's Parade of Best Sellers

POPULAR

JOHN MADDOX

with the Rhythmasters

- 1005 Crazy Bone Ras St. Louis Tickle (45-1005)
Same as above in 45 R.P.M.
- 1012 Hula Blues I Get the Blues When It Rains (45-1012)
Same as above in 45 R.P.M.
- 1023 Memphis Blues Alabama Jubilee (45-1023)
Same as above in 45 R.P.M.
- 1057 Sweet Georgia Brown Hill Pickles (45-1057)
Same as above in 45 R.P.M.
- 15001 San Antonio Rose Bully of the Town (45-15001)
Same as above in 45 R.P.M.
- 15004 Under the Double Eagle My Mary (45-15004)
Same as above in 45 R.P.M.

- 15006 Star Dust Piano Polka (45-15006)
Same as above in 45 R.P.M.

BEASLEY SMITH and His Band

- 15002 My Wife and I I'm Gonna Live and Die in Texas
- 15005 Lucky Lou Darling Nellie Gray (45-15005)
Same as above in 45 R.P.M.

BOB LAMM

- with John Maddox and the Rhythmasters
- 15007 Waiting for the Robert E. Lee That's My Weakness Now (45-15007)
Same as above in 45 R.P.M.

HILLBILLY

GABE TUCKER

- 201 It'd Surprise You Cracker Barrel Farmer (45-201)
Same as above in 45 R.P.M.

MAC WISEMAN

- 1062 'Tis Sweet To Be Remembered Are You Coming Back to Me? (45-1062)
Same as above in 45 R.P.M.
- 1075 Little White Church I'm a Stranger (45-1075)
Same as above in 45 R.P.M.

BIG JEFF and the Radio Playboys

- 1089 I'm in Love, Dear, With These Things On, Baby (45-1089)
Same as above in 45 R.P.M.

DINK EMBRY

- 1074 Doll Baby Lay Your Head Upon My Shoulder

JAM-UP AND HONEY

- 1089 Slow Foot Mama Wild Honey Rag (45-1089)
Same as above in 45 R.P.M.

RHYTHM & BLUES

GRIFFIN BROTHERS ORCHESTRA

- Featuring TOMMY BROWN
- 1060 Tra La La Hoopin'
 - 1071 Weeping and Crying Shuffle Bug (45-1071)
Same as above in 45 R.P.M.

MARGIE DAY with Griffin Brothers Orchestra

- 1070 Pretty Baby Stubborn as a Mule (45-1070)
Same as above in 45 R.P.M.

SPIRITUALS

THE FAIRFIELD FOUR

- 1073 Poor Pilgrim of Sorrow Don't Drive Her Away Packing Every Burden Don't Leave Me My Prayer
- 1081 Come on to This Altar
- 1082 Waiting for Me Angels Are Watching I'm in Your Care I Can Tell You the Time

Dot

GALLATIN, TENNESSEE

RECORDS

PHONE: 880-881

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pop Singles

Based on reports received January 16, 17 and 18

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

POSITION	Weeks In List	Title	Artist	Label
10	1	1. CRY	J. Ray	Dash 7816480; (45)14-6840-BMI
8	3	2. TELL ME WHY	Four Aces A. Alberts	Dec 78127860; (45)19-27860-BMI
10	2	3. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Dash 7816480; (45)14-6840-BMI
13	4	4. SLOW POKE	Pee Wee King	Victor 78121049; (45)14-049-BMI
8	6	5. ANY TIME	E. Fisher-H. Winterhalter	Victor 78120439; (45)14-0439-BMI
11	5	6. SHRIMP BOATS	J. Stafford P. Weston	Capitol 78139581; (45)14-39581-ASCAP
19	7	7. SIN	E. Howard	Mercury 7815711; (45)15-1145-BMI
2	18	8. TIGER RAG	L. Paul M. Ford	Capitol 7811920; (45)14-3920-ASCAP
4	8	9. TELL ME WHY	E. Fisher-H. Winterhalter	Victor 78120444; (45)14-4444-BMI
11	11	10. CHARMARINE	Mantovani	London 7811020; (45)14-1020-ASCAP
4	15	10. BERMUDA	Bell Sisters-H. Rene Ork	Victor 78120422; (45)14-4222-BMI
12	10	12. JALOUSIE (Jealousy)	F. Laine	Capitol 78139585; (45)14-39585-ASCAP
17	9	13. UNDECIDED	Ames Brothers-L. Brown	Capitol 78130566; (45)14-30566-ASCAP
22	12	14. DOWN YONDER	Del Wood	Tenneco 7817775; (45)14-7775-ASCAP
20	13	15. SIN	Four Aces A. Alberts	Victrola 101-BMI
5	18	15. DANCE ME LOOSE	A. Godfrey	Capitol 78139632; (45)14-39632-ASCAP
27	17	17. COLD, COLD HEART	T. Bennett-P. Faith	Capitol 78139449; (45)14-39449-BMI
4	21	17. SLOW POKE	A. Godfrey	Capitol 78139632; (45)14-39632-BMI
15	20	19. DOWN YONDER	J. (Fingers) Carr	Capitol 7811777; (45)14-1777-ASCAP
4	—	20. MOTHER AT YOUR FEET IS KNEELING	B. Wayne	London 968
1	—	21. PLEASE MR. SUN	J. Ray	Capitol 78139636; (45)14-39636-BMI
13	25	22. UNFORGETTABLE	Mer-King Cole	Capitol 7811808; (45)14-1808-ASCAP
7	27	23. SLOW POKE	H. O'Connell	Capitol 7811837; (45)14-1837-BMI
4	14	24. GARDEN IN THE RAIN	Four Aces A. Alberts	Dec 78127860; (45)19-27860-ASCAP
17	22	24. SIN	S. Churchill	Victor 781204280; (45)14-4280-BMI
5	26	26. SHRIMP BOATS	O. Gray	Dec 78127832; (45)19-27832-ASCAP
1	—	27. (HERE AM I) BROKEN HEARTED	J. Ray	Capitol 78139636; (45)14-39636-ASCAP
5	—	28. KISS TO BUILD A DREAM ON	L. Armstrong	Dec 78127720; (45)19-27720-ASCAP
1	—	29. SLOW POKE	R. Flanagan	Victor 781204373; (45)14-4373-BMI
2	28	30. THREE BELLS	Les Compagnons De La Chanson	Capitol 7814105-F; (45)14-4105-F-ASCAP

• Best Selling Classical Titles

POSITION	Weeks In List	Title	Artist	Label
1	1	1. Verdi La Traviata (Complete Opera), L. Albinoni, G. Celanovsky, P. Dennis, J. Garbis, R. Merrill, J. Morrison, J. Pirene, B. Sistianni, NBC Symphony Orchestra & Chorus; A. Toscanini, conductor; Wilfong, director. V(33)M-6003		
2	2	2. Debussy La Mer, NBC Symphony Orchestra & Chorus, conductor. V(33)M-1221		
3	3	3. The Great Caruso, M. Lanza, RCA Victor Orchestra; C. Gullino, conductor. V(33)M-1127		
4	4	4. Chopin Nocturne, A. Rubinstein, V(33)M-6005		
5	5	5. Reményi-Karabon: Scheherazade, San Francisco Symphony Orchestra, P. Monteux, conductor. V(33)M-1002		
1	—	1. Puccini Highlights From Madame Butterfly, L. Albinoni, J. Mellon, L. Brownson, RCA Victor Orchestra. V(45)WDM-1068		
2	2	2. Reményi-Karabon: Scheherazade, San Francisco Symphony Orchestra, P. Monteux, conductor. V(45)WDM-920		
3	3	3. Caruso (Treasury of Immortal Performances), E. Caruso. V(45)WDM-11		
4	4	4. Ryzhnikov: Concerto for Piano & Orchestra, No. 2, A. Rubinstein, St. Louis Symphony Orchestra. V(45)WDM-1075		
5	5	5. Tchaikovsky Swan Lake Ballet, St. Louis Symphony Orchestra, V. Goldschmidt, conductor. V(45)WDM-1028		
—	—	5. Love Songs and Negligible Serenade, M. Lanza, RCA Victor Orchestra; Sistianni, conducting. V(45)WDM-1006		

DEALER DOINGS

News and Views

Penn State Music Company, Conneville, Pa., writes: "Our 45 r.p.m. record sales are picking up due to the large amount of record players sold over Christmas. This looks like the start of a good year for 45's."

And George Robball, of the Army's Post Sam Houston Post Exchange, Fort Sam Houston, Tex., predicts: "I would like to predict that Johnnie Ray will be the singing sensation of the year. His style of singing is entirely new, and this is what the amusement world is looking for."

A note from Arenas TV Center, Shenandoah, Ia., states: "The No. 1 thing which dealers need is a larger retail privilege; 25 per cent would be about right. Also other companies should follow MGM and Mercury Records, and put their stuff on plastic disks for 78 r.p.m. I think that at the present time Coral and Columbia Records are offering the best arrangements of tunes."

Trade Talk

A long letter from Palo Alto Melody Lane Shop, Palo Alto, Calif. claims that RCA Victor is not doing a very good job in selling the dealer on 45 r.p.m. disks. The comment read, in part: "Why has RCA Victor done everything possible to make 45's difficult to handle and objectionable to the dealer? Typical is the packing of red seal albums of 45's with no jackets on the records, just flimsy paper inserts between them that stick to the disks, and fall out of the album when it is demonstrated. More serious is the psychology of the giveaway promotions on 45 players. The gift of records up to half the value of the 45 attachment cheapens the whole idea of the 45 system. In spite of promotions and selling 45 players in respectable quantities, we have not been able to raise our 45 sales up as high as 45 per cent of our total record sales volume." We would appreciate other dealers' comments on the RCA Victor promotions on 45 r.p.m. attachments.

Chatter

Mills Music Company, Topeka, Kan., says: "How about better quality on LP's, especially the expensive 12-inch album size?" The Columbia Benny Goodman "Carnegie Hall Jazz Concert" and the Decca "Satchmo at Symphony Hall" are sterling examples of how not to please the customer. We have sometimes made as many as three exchanges to find one set that would play straight thru on all sides. Ferguson's Record Shop, Memphis, writes: "The complete list of contents ought to be on every LP and album cover. The lack of this hurt us during the Christmas rush because it slowed down sales when customers had to look at the record labels to find out what tunes were in the albums."

The Corden and Evans Shop, Dover, Del., complains about the cost of delivery on records sent via Railway Express and the excess charges when distributors send several packages at the same time that could be shipped as one carton. "Such things as this," says the store, "is making out-of-town retailers think twice about their record inventory for 1952."

Bob Wilson, of Wilson's Music, Paris, Ridge, N. J., informs us, "I find that a good percentage of the public is still not aware that there are three speeds available on disks. Some people think a 12-inch record is automatically an LP. If record dealers would instruct their customers as to the advantages of the various speeds we could bring a quicker dealer to the now dying 78 r.p.m. record and make more and happier friends of our customers."

• Best Selling Children's Records

Based on reports received January 16, 17 and 18

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

POSITION	Weeks In List	Title	Artist	Label
26	2	1. ALICE IN WONDERLAND (Two Records)		V(78)Y-437; (45)WY-437 (33)YL-1
102	1	2. CIRIORELLA (Two Records)	K. Stegeman, E. Wien, L. Wood & Others	V(78)Y-399; (45)WY-399
40	4	3. PETER AND THE WOLF (Two Records)		V(78)Y-386; (45)WY-386
18	5	4. TWEETY'S RUDDY TAT TROUBLE (Two Records)	M. Black	Capitol 78130102; (45)CMT-3102
50	5	5. TWEETY PIE (One Record)		Capitol 78130104; (45)CMT-3094
17	10	6. HENRY HAWK (One Record)	M. Black	Capitol 78130106; (45)CMT-3096
45	6	7. LITTLE ENGINE THAT COULD (Two Records)	P. Wang	V(78)Y-384; (45)WY-384
35	8	7. LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record)	G. Treadle	Dec 781K-29; (45)1-152
49	7	9. HOWDY DOODY AND THE ATR-O-DOODLE (Two Records)	Bob Smith-H. Rine	V(78)Y-397; (45)WY-397
10	10	10. HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	L. Smith	V(78)Y-414; (45)WY-414
65	10	11. BOZO ON THE FARM (Two Records)	P. Wang	Capitol 78130107; (45)CMT-3076
4	10	11. THREE ORPHAN KITTENS (One Record)	M. Black	Capitol 78130106; (45)CMT-3096
52	—	13. BOZO AND THE BIRDS (Two Records)	P. Wang-H. May	Capitol 78130103; (45)CMT-3033; (33)M-3064
47	15	14. PEOS BILL (Three Records)	Ray Rogers-Sons of the Pecos	V(78)Y-389; (45)WY-389
29	—	14. LONE RANGER VOL. II (He Finds Silver) (One Record)	G. Treadle	Dec 781K-30; (45)1-153
10	—	16. LONE RANGER VOL. III (He Finds Dan Reid) (One Record)	G. Treadle	Capitol 781K-31; (45)1-154

• Best Selling Pop Albums

Based on reports received January 16, 17 and 18

Because all labels are not listed on all weeks it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems may it almost impossible for the average large dealer. The Billboard's pop chart questionnaire may be given between their 33 and 45 album sales and their 45 and 50 album sales. Therefore, The Billboard is no longer attempting to show comparative sales figures between 45 and 33 pop albums.

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

POSITION	Weeks In List	Title	Artist	Label
1	1	1. AN AMERICAN IN PARIS	G. Kelly-C. Gentry-J. Green	MGM 781MGM-93; (33)E-93
2	2	2. SHOW BOAT	Original Cast-K. Grayson-A. Gardner-H. Keel	MGM 781MGM-84; (33)E-84
3	3	3. GLENN MILLER CONCERT	G. Miller	V(78)P-25; (33)MPT-14
4	4	4. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Orchestra	V(78)M-1506; (33)M-1127
5	5	5. SOUTH PACIFIC	Mary Martin-E. Pines	Capitol 781M-850; (33)M-850
6	6	6. KING AND I	Original Cast	Dec 7810A-876; (33)DL-9008
7	7	7. NEW SOUND VOL. II	L. Paul-M. Ford	Capitol 781CCN-286; (33)M-286
8	8	8. PAINT YOUR WAGON	Original Cast	V(78)OC-6; (33)LOC-1006
9	9	9. HOLLY TOES	F. Carle	V(78)P-327; (33)LP-26
10	10	10. CARNEGIE HALL JAZZ CONCERT VOL. I AND II	B. Goodman	Capitol 33BL-160

Best Selling 45 R.P.M.

POSITION	Weeks In List	Title	Artist	Label
1	1	1. AN AMERICAN IN PARIS (Four Records)	G. Kelly-C. Gentry-J. Green	MGM 781MGM-93; (45)K-93
2	2	2. SHOW BOAT (Four Records)	Original Cast-K. Grayson-A. Gardner-H. Keel	MGM 781MGM-84; (45)K-84
3	3	3. GLENN MILLER CONCERT (Four Records)	G. Miller	V(78)P-25; (45)WPT-25
4	4	4. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Orchestra	V(78)M-1506; (45)WDM-1506
5	5	5. NEW SOUNDS VOL. I (Three Records)	L. Paul-M. Ford	Capitol 781CCN-286; (45)CFC-286
6	6	6. SOUTH PACIFIC (Seven Records)	M. Martin-E. Pines	Capitol 781M-850; (45)A-850
7	7	7. NEW SOUND VOL. I (Three Records)	L. Paul-M. Ford	Capitol 781CCN-286; (45)CFC-226
8	8	8. HOLLY TOES (Three Records)	F. Carle	V(78)P-327; (45)WP-327
9	9	9. GLENN MILLER (Four Records)	G. Miller	V(78)P-148; (45)WP-148
10	10	10. GENE NORMAN PRESENTS JUST JAZZ (Four Records)	L. Manhattan	Dec 781DAU-815; (45)J-154

• Classical Reviews

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

LEROY ANDERSON CONDUCTS VOL. II (Dec. 33) DL-7519
 Suite of the Bell, Pink Pinks, Blue Tones, Here and There, China Doll, Pung White Song, Fiddle Faddle, Phantom Regime.
 Anderson's first volume for Decca was a success. If one has it produced "The Striped Clock" the second volume should duplicate the first's success quite easily—the tunes are typically witty and humorous, Anderson and his orchestra are in top form. The Boston Pop buyers, Koss-Gould fans, etc. should be set to work on this package. Beautifully recorded and played with zest by the studio orchestra.

TREASURY OF IMMORTAL PERFORMANCES—CARUSO (6-12") (3-10") 78
 V(33) LCT 1034, 1035, 1036, 1037, 1038, 1039.
 New! Puccini in Opera and Song, LCT-1034; Caruso in Opera and Song, LCT 1034; Aida of Yesterday, LCT 1035; John McCormack in Opera and Song, LCT 1036; Puccini's Duet, LCT 1037; Great Pianists of the Past Part One, LCT-1038; Stars of the Golden Age, LCT 1039.
 Another batch of seven albums has been added to Victor's highly profitable but somewhat unprofitable Treasury series. The content of the seven albums follows pretty well that which made the first batch so successful. Caruso's third volume in the series should prove the highlight of this group. Most interesting single package is the "Aida" highlights set, which features a host of stars of the golden era each doing one selection to make up a representative collection of key arias from the Verdi opera. Libretto in the case of the operas is a very handy feature. The disc offers an opportunity to hear a variety of our top pianists in their individual approaches to Chopin. All titles.

SAINTE-SAENS: CONCERTO NO. 1, IN A MINOR, OP. 35, AND CELLO CONCERTO (33) LCT-1127
 Victor (33) LCT-1127
 Greater Puccini, one of America's outstanding efforts, performs the field and graceful "Saint-Saens" Concerto No. 1. In his impeccable style the soloist is set up on two other LP labels, this one will probably be the most cited for sale. On the other side of the LP Puccini plays a number of short, worthwhile selections including "The Swan," "Valse Sentimentale," "Rondeau," "Romance in E Flat," and "Mamma! Mamma!" which should add to the desirability of the set. Fritz Reiter conducts the RCA Victor Orchestra on the Saint-Saens side. The recording is fine and the set is attractively packaged.

RACHMANINOFF: Rhapsody on a Theme of Paganini, Op. 43—Witold Lutoslawski-Fritz Reiter, Cond. Robin Hood (33) LCT-1127
 Victor (33) LCT-1127
 The Rhapsody set of Rachmaninoff's music, which generally is good (to us) as to the performance is splendid and sharply colored, as is the balance in the recording. The recordings are built on the major theme of the 24th of Paganini's Capriccio. In itself an utterly delightful piece. Rachmaninoff created 24 variations of the main theme as an appropriate introduction for the work. Reiter delivers a truly romantic performance of the piece in the soloist's role. The Rhapsody set, our top money of Philadelphia.

(Continued on page 76)



another **KEG** OF DYNAMITE!!

PEE WEE KING singing

SILVER and GOLD

20-4458 (78 rpm) — 47-4458 (45 rpm) **"RAGTIME ANNIE LEE"**

This week's

New Releases
... on **RCA Victor**

Release Date

Ships Coast to Coast, Week of January 27

POPULAR

- DINAH SHORE** with Henri Rene's Orchestra
Marshmallow Moon
Warm Hearted Woman 20-1192—(47-4495)*
- FREDDY MARTIN** and his Orchestra
The Sweetest Serenade
Money Lips 20-4367—(47-4365)*
- RALPH FLANAGAN** and his Orchestra
Only Fools
More Than Love 20-4394—(47-4403)*
- DOM ESTES** with Norman Laydon's Orchestra
A Man and a Mountain
Nothing More, Nothing Less 20-4680—(47-4704)*
- DENNIS DAY**
Mother, at Your Feet Is Sleeping
Mother Dearest, Mother Fabul 20-4495—(47-4495)*
- SIX FAT DUTCHMEN**
You Tell Me—Polka
Play—Scherzino 20-4497—(47-4497)*
- THE FOUR TUNES**
Come What May
The Greatest Song I Ever Heard 20-4445—(47-4445)*

SACRED

- EDDY ARNOLD**, The Tennessee Plowboy
Upon Thy Merciful Arms
Take My Hand, Precious Lord 20-4490—(47-4490)*

COUNTRY — WESTERN

- LOME PINE** and his Mountaineers
It's Good-Bye and So Long to You
Fuzzy-Wuzzy Teddy Bear 20-4497—(47-4495)*
- CHET Atkins** and his Galloping Guitar
Good Bye Now
Rainbow 20-4491—(47-4491)*

RHYTHM-BLUES

- JOHN GREER** and the Rhythm Rockers
Strong Rod Whiskey
If You Let Me 20-4488—(47-4488)*

RED SEAL SPECIAL

- MARIO LANZA**, Tenor, with Ray Sinatra, Conductor
Lips
Temptation 10-3738—(49-3738)*

*45 rpm, cat. nos.

Going Strong...

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

- Any Time/Never Before**
Eddie Fisher 20-4359—(47-4359)*
- Slow Poke**
Pee Wee King 21-0489—(48-0489)*
- Tell Me Why/Trust in Me**
Eddie Fisher 20-4114—(47-4114)*
- Bermuda/June Night**
The Bell Sisters 20-4122—(47-4122)*
- Silver and Gold**
Pee Wee King 20-4458—(47-4458)*
- Turn Back the Hands of Time**
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- Loveliest Night of the Year**
Mario Lanza 10-3300—(19-3300)*
- Call Her Your Sweetheart/Bundle of Southern Sunshine**
Eddy Arnold 20-4413—(47-4413)*
- Slow Poke/Charmaine**
Ralph Flanagan 20-4373—(47-4373)*
- Domino/It's All Over But the Memories**
Tony Martin 20-4343—(47-4343)*
- I Get Ideas**
Tony Martin 20-4141—(47-4141)*
- (It's No) Sin**
Savannah Churchill 20-4280—(47-4280)*
- Because**
Mario Lanza 10-3207—(49-3207)*
- Be My Love**
Mario Lanza 10-1561—(49-1553)*
- A Kiss To Build a Dream On**
Hugo Winterhalter 20-4455—(47-4455)*

Coming Up...

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

- TULIPS AND HEATHER**
Perry Como 20-4488—(47-4488)*
The Disk Jockey Pick, Billboard, January 19th issue.
- PLEASE, MR. SUN**
Perry Como 20-4493—(47-4493)*
The Billboard Picks, January 19th issue.
The Disk Jockey Pick, Billboard, January 19th issue.
- HEART OF A CLOWN**
Wade Ray 20-4420—(47-4420)*
Country and Western Disk Jockey Pick, Billboard, January 19th issue.

TIPS

LYGIA TEMPTATION
Mario Lanza
10-3738—(49-3738)*

DEE-JAY DOIN'S

We have been yelling for a long time about "Here We Go Again." This week the sales show that we are definitely hot across the board. Eddie Fisher is off and running with three records. ANYTIME, TELL ME WHY and TURN BACK THE HANDS OF TIME. The sales last week were phenomenal. Pee Wee King's SLOW POKE is approaching the million mark. Our cute little twosome, the Bell Sisters with their guiding light, Henri Rene, have proven to all concerned that their record of BERMUDA is a big hit. Close behind BERMUDA you will note Pee Wee King's SILVER AND GOLD, blasting into the best seller list. Eddy Arnold, always big, bids fair to having his biggest record in CALL HER YOUR SWEETHEART and BUNDLE OF SOUTHERN SUNSHINE. SLOW POKE and CHARMMAINE, by Flanagan, proves that Ralph is always a top contender for air play and sales. Tony Martin's DOMINO is breaking out all over again. It looks as though this one could be his biggest of recent date. His I GET IDEAS follows right behind DOMINO and refuses to die out. Lanza follows with three. THE LOVELIEST NIGHT OF THE YEAR, BECAUSE and BE MY LOVE. Savannah Churchill is still going strong with (It's No) SIN. Hugo Winterhalter, the man who has earned a terrific reputation with his wonderful records, pops into the best sellers with A KISS TO BUILD A DREAM ON—watch this one, it will undoubtedly be Hugo's biggest.

Our "Dee Jay Doin's" column is causing a little bit of excitement around the trade. We hope that all the disc jockeys have a word on the gimmick and know what it is about. In case any of you fellows are not aware of it, here is basically the story. Every other week we list in this column the name and picture of the disc jockey who has come up with a very plausible idea for promoting a record. We offer as a prize a portable radio for his idea, which is to be sent in to the Promotion Department, RCA Victor Division, New York. Their story, in their own words, plus their picture—and if the idea is accepted, is printed in our column and a radio sent to the winner forthwith.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Breaking for a HIT

ROBERTA LEE



BABY WE'RE REALLY REALLY in LOVE"

"TRY ME ONE MORE TIME"

DECCA RECORDS

DECCA 27936 (78)
9-27936 (45)

America's Fastest Selling Records

THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

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

Each week, The Billboard in cooperation with Western Union, secures last minute sales reports from key dealers in the nation's largest record markets. Although the number of stores covered in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the record of a single store.

- NEW YORK**
1. CRY
J. Ray—Okeh
 2. SLOW POKE
Pee Wee King—Victor
 3. TELL ME WHY
Four Aces-A. Alberts-Decca
 4. SIN
Four Aces-A. Alberts-Decca
 5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 6. JALOUSIE (Jealousy)
F. Lane—Columbia
 7. ANY TIME
E. Fisher-H. Winterhalter—Victor
 8. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
 9. COLD, COLD HEART
T. Bennett—Columbia
 10. TIGER RAG
L. Paul-M. Ford—Capitol

- CHICAGO**
1. BERMUDA
Bert Sisters—Victor
 2. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 3. TELL ME WHY
Four Aces-A. Alberts-Decca
 4. CHARMALINE
Manacorn-London
 5. SLOW POKE
H. O'Connell—Capitol
 6. CRY
J. Ray—Okeh
 7. JALOUSIE (Jealousy)
F. Lane—Columbia
 8. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 9. ANY TIME
E. Fisher-H. Winterhalter—Victor
 10. PLAYING FINGERS
B. Sabiner—Decca

- LOS ANGELES**
1. CRY
J. Ray—Okeh
 2. SIN
E. Howard—Mercury
 3. TELL ME WHY
Four Aces-A. Alberts-Decca
 4. BERMUDA
Bert Sisters—Victor
 5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 6. SLOW POKE
Pee Wee King—Victor
 7. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 8. SLOW POKE
A. Geoffrey—Columbia
 9. UNDECIDED
Ames Brothers-L. Brown-Coral
 10. TIGER RAG
L. Paul-M. Ford—Capitol

- BOSTON**
1. TELL ME WHY
Four Aces-A. Alberts-Decca
 2. SLOW POKE
Pee Wee King—Victor
 3. ANY TIME
E. Fisher-H. Winterhalter—Victor
 4. STAIRWAY TO PARADISE
G. Geoffrey—MGM
 5. CHARMALINE
Manacorn-London
 6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 7. JALOUSIE (Jealousy)
F. Lane—Columbia
 8. TIGER RAG
L. Paul-M. Ford—Capitol
 9. CRY
J. Ray—Okeh

- DETROIT**
1. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
 2. CRY
J. Ray—Okeh
 3. TELL ME WHY
Four Aces-A. Alberts-Decca
 4. TIGER RAG
L. Paul-M. Ford—Capitol
 5. ANY TIME
E. Fisher-H. Winterhalter—Victor
 6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 7. SLOW POKE
A. Geoffrey—Columbia
 8. BERMUDA
Bert Sisters—Victor
 9. PLEASE MR. SUN
J. Ray—Columbia

- PHILADELPHIA**
1. CRY
J. Ray—Okeh
 2. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
 3. ANY TIME
E. Fisher-H. Winterhalter—Victor
 4. TIGER RAG
L. Paul-M. Ford—Capitol
 5. SLOW POKE
Pee Wee King—Victor
 6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 7. CHARMALINE
Manacorn-London
 8. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 9. TELL ME WHY
Four Aces-A. Alberts-Decca

- WASHINGTON, D. C.**
1. CRY
J. Ray—Okeh
 2. ANY TIME
E. Fisher-H. Winterhalter—Victor
 3. SLOW POKE
Pee Wee King—Victor
 4. TIGER RAG
L. Paul-M. Ford—Capitol
 5. TELL ME WHY
Four Aces-A. Alberts-Decca
 6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 7. JALOUSIE (Jealousy)
F. Lane—Columbia

- DALLAS-FORT WORTH**
1. CRY
J. Ray—Okeh
 2. SIN
E. Howard—Mercury
 3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 4. SLOW POKE
Pee Wee King—Victor
 5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 6. TELL ME WHY
Four Aces-A. Alberts-Decca
 7. DOWN YONDER
D. Wood—Tennessee
 8. KISS TO BUILD A DREAM ON
L. Armstrong—Decca

- SEATTLE**
1. TELL ME WHY
Four Aces-A. Alberts-Decca
 2. THREE BELLS
Les Camarones De La Chanson—Columbia
 3. CRY
J. Ray—Okeh
 4. GARDEN IN THE RAIN
Four Aces-A. Alberts-Decca
 5. BERMUDA
Bert Sisters—Victor
 6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 7. SLOW POKE
Pee Wee King—Victor
 8. TIGER RAG
L. Paul-M. Ford—Capitol

- ST. LOUIS**
1. SLOW POKE
Pee Wee King—Victor
 2. ANY TIME
E. Fisher-H. Winterhalter—Victor
 3. CRY
J. Ray—Okeh
 4. TELL ME WHY
Four Aces-A. Alberts-Decca
 5. MOTHER AT YOUR FEET IS KNEELING
B. Way—Lionel
 6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 7. TRUST IN ME
E. Fisher-H. Winterhalter—Victor
 8. SHRIMP BOATS
D. Gray—Decca
 9. TRUST IN ME
Earl Moore Jackson—K-mag
 10. TIGER RAG
L. Paul-M. Ford—Capitol

- PITTSBURGH**
1. TELL ME WHY
Four Aces-A. Alberts-Decca
 2. CRY
J. Ray—Okeh
 3. ANY TIME
E. Fisher-H. Winterhalter—Victor
 4. BLUE TANGO
L. Anderson—Decca
 5. SLOW POKE
Pee Wee King—Victor
 6. TIGER RAG
L. Paul-M. Ford—Capitol
 7. UNDECIDED
Ames Brothers-L. Brown-Coral
 8. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

- NEW ORLEANS**
1. CRY
J. Ray—Okeh
 2. SLOW POKE
Pee Wee King—Victor
 3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 4. TELL ME WHY
Four Aces-A. Alberts-Decca

- DENVER**
1. TELL ME WHY
Four Aces-A. Alberts-Decca
 2. CRY
J. Ray—Okeh
 3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 4. SLOW POKE
Pee Wee King—Victor
 5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

- ATLANTA**
1. CRY
J. Ray—Okeh
 2. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
 3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
 4. TELL ME WHY
Four Aces-A. Alberts-Decca
 5. UNDECIDED
Ames Brothers-L. Brown-Coral



King

...in rhythm, folk, blues
always

now smashing
records with
sure-fire

**TOPS
POPS**

*Teddy
Phillips*

ON HIS FIRST KING RELEASE

Wishin'

backed
by



**Sunshine
and
Flowers**

hear this great

**MIDWAY
MUSIC
COMPANY**



hit on



RECORDS, INC.

1540 BREWSTER AVE.
CINCINNATI 7, OHIO



HEAR KING'S UP-TO-THE-MINUTE
SENSATION IMMORTALIZING

"The Skipper OF THE Flying Enterprise"

KING

backed by **THE LUCKY SILVER COIN... 15160... Alan Holmes**

45-15160

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received January 16, 17 and 18

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

Week	Last	This	POSITION	Artist	Record	Label
1	2	3	4	5	6	7
9	2	1	1.	J. Ray	CRY	Decca 7816340 (4514-6040)—BMI
12	1	2.	2.	Pee Wee King	SLOW POKE	Victor 78121-0429 (4514-0409)—BMI
8	5	3.	3.	J. Ray	LITTLE WHITE CLOUD THAT CRIED	Decca 7816340 (4514-6040)—BMI
6	4	4.	4.	Four Aces-A. Alberts	TELL ME WHY	Decca 7812786-0 (4519-2786)—BMI
18	3	5.	5.	E. Howard	SIN	Mercury 7818711 (4515711845)—BMI
7	6	6.	6.	J. Stafford P. Weston	SHRIMP BOATS	Capitol 7813952-1 (4514-3952)—ASCAP
8	7	7.	7.	E. Fisher-H. Winterhalter	ANY TIME	Victor 78120-4359 (45147-4359)—BMI
7	11	8.	8.	H. O'Connell	SLOW POKE	Capitol 7818037 (4514-1837)—BMI
11	8	9.	9.	F. Laine	JALOUSIE (Jealousy)	Capitol 7813958-5 (4514-3958)—ASCAP
10	7	8.	8.	F. Laine	JALOUSIE (Jealousy)	Capitol 7813958-5 (4514-3958)—ASCAP
2	26	9.	9.	L. Paul M. Ford	TIGER RAG	Capitol 7811920 (4514-1920)—ASCAP
24	9	11.	11.	T. Bennett-P. Faith	COLD, COLD HEART	Capitol 7813649-9 (4514-3649)—BMI
17	10	11.	11.	Ames Brothers-L. Brown	UNDECIDED	Capitol 7818056-6 (4514-8056)—ASCAP
19	12	13.	13.	Four Aces-A. Alberts	SIN	Victor 101—BMI
31	14	13.	13.	T. Bennett-P. Faith	BECAUSE OF YOU	Capitol 7813962-2 (4514-3962)—BMI
5	15	15.	15.	Cowboy Copas-R. Patton-E. Lawrence	DON'T LEAVE MY POOR HEART BREAKING	Capitol 78115137 (45145-15137)
5	21	15.	15.	A. Godfrey	DANCE ME LOOSE	Capitol 7813953-2 (4514-3953)—ASCAP
4	21	15.	15.	Four Aces-A. Alberts	GARDEN IN THE RAIN	Decca 7812786-0 (4519-2786)—ASCAP
10	16	18.	18.	Four Knights	SIN	Capitol 781806-1 (4514-1806)—BMI
6	20	18.	18.	Manilani	CHARMAINE	London 7811020 (45145-1020)—ASCAP
3	21	20.	20.	E. Fisher-H. Winterhalter	TELL ME WHY	Victor 78120-4444 (45147-4444)—BMI
15	18	21.	21.	S. Churchill	SIN	Victor 78120-4280 (45147-4280)—BMI
11	18	22.	22.	J. (Fingers) Carr	DOWN YONDER	Capitol 7811772 (4514-1772)—ASCAP
22	12	23.	23.	Del Wood	DOWN YONDER	Tennessee 7811775 (45145-775)—ASCAP
1	—	23.	23.	J. Ray	PLEASE MR. SUN	Capitol 7813963-6 (4514-3963)—BMI
8	17	25.	25.	R. Lee	SLOW POKE	Decca 7812179-2 (4519-2792)—BMI
2	27	25.	25.	Ames Brothers	I WANNA LOVE YOU	Capitol 7816361-7 (4514-6061)—ASCAP
2	27	25.	25.	G. Lombardo	CRAZY HEART	Decca 7812788-0 (4519-2788)—ASCAP
3	21	28.	28.	Bell Sisters	BERMUDA	Victor 78120-4422 (45147-4422)—BMI
2	30	28.	28.	Tiny Hill	SLOW POKE	Mercury 7815240 (4515740145)—BMI
2	—	28.	28.	D. Gray	SHRIMP BOATS	Decca 7812783-2 (4519-2783)—ASCAP
1	—	28.	28.	P. Page	RETREAT	Mercury 7815772 (4515772145)—BMI
6	—	28.	28.	Tab Smith	BECAUSE OF YOU	United 781104 (451104145)—BMI

You don't Have to Gamble on this HIT!

"WHEEL OF FORTUNE"

BOBBY WAYNE

flip side "HEART OF A CLOWN" MERCURY 5779 • 5779X45



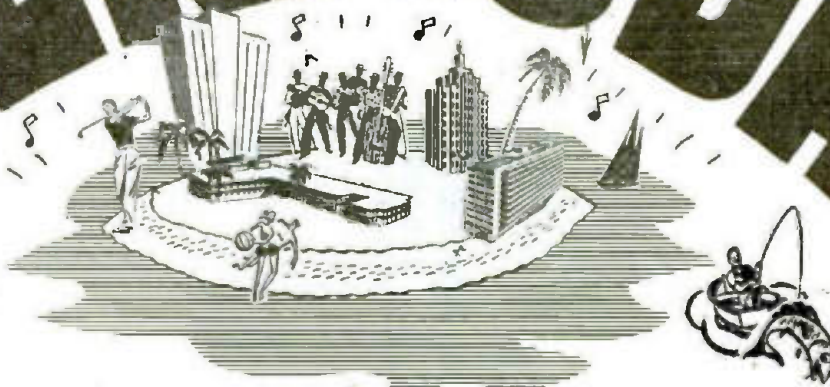
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RAY ANTHONY

America's #1 Band ...



"BERMUDA"



Vocal by TOMMY MERCER
and MARCIE MILLER
b/w
"BROKENHEARTED"

CAPITOL # 1956 (78 rpm) . . . F-1956 (45 rpm)



THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Folk (Country & Western) Records

Based on reports received January 16, 17 and 18

Records listed are Country and Western records most played in juke boxes according to the Billboard's special weekly survey among a selected group of juke box operators whose locations comprise Country and Western records.

POSITION	Weeks	Title	Artist	Label
18	1	1. SLOW POKE	Peewee King	V-78122-0459; 45348-0488-BMI
4	2	2. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col-78120837; 4534-20837-BMI
12	3	3. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col-78120862; 4534-20862-BMI
10	4	4. ALABAMA JUBILEE	Red Foley	Dec-178127810; 4519-27810-ASCAP
3	5	5. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V-78120-4346; 45347-4346-BMI
4	8	6. BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM-78111100; 453K-11100
14	7	7. CRAZY HEART	Hank Williams	MGM-78111054; 453K-11054-ASCAP
14	6	8. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V-78120-4373; 45347-4273-BMI
25	9	9. ALWAYS LATE	Lefty Frizzell	Col-78120837; 4534-20837-BMI
20	—	9. MOM AND DAD'S WALTZ	Lefty Frizzell	Col-78120837; 4534-20837-BMI

Coming Up

1.	TOO OLD TO CUT THE MUSTARD	Red Foley & E. Tubb	Dec-78146387; 45348-46387-BMI
2.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V-78120-4413; 45347-4413
3.	ASHES OF LOVE	Johnnie & Jack	V-78120-4389; 45348-4389

FOLK TALENT AND TUNES

By JOHNNY SIPLE

Artists' Activities

Hank Thompson, who records on the Capitol label, has leased Danceland, Fort Worth, managed by Jimmy Leavens, for Saturday and holiday promotions. Thompson and his **Brassos Valley Boys** will work most of the dates with other names coming in from time to time. Thompson and his manager, **Johnny Hitt**, have amiably parted company, with Hitt joining the Dallas office of Music Corporation of America. **Jim Halsey**, 20-year-old promoter from Independence, Kan., is now handling Thompson.

Bill and Jim Boyd, RCA Victor recording artists, are reportedly severing their connection with the diskery. The Boyds are still working out of Dallas. **Al Dexter** is featuring the **Rowe Brothers** and the **Wichita Mountain Boys** at his Barn in Dallas. **Les Willard**, formerly manager of the **Rowes**, is managing and singing with **Bill and Joe Callahan** (Columbia). The Callahans have returned to Dallas after touring with **Jimmy Wakely**.

Bill Buleit has returned to Nashville where he is working with the **Liberty Broadcasting** web and handling **Okie Jones** (Columbia). Buleit is also staging gospel concerts. **Jimmy Davis** (Decca) is working one week of personals each month, and is spending much time at his farm near Shreveport, La. **Curly Lippam** (Decca) is working dates thru Texas with **Jimmy Rollins** band. **Lipham**, whose pact with Decca has been extended for four more years, will have a new release issued every five weeks in the future. **Riley Crabtree** (Columbia) is working the "Big D Jamboree" in Dallas Saturday nights.

Webb (Wander) **Pierce** is now being handled by **Tilman Franks**, who also operates **Frank's Music Store**, Shreveport.

T. Tex Tyler has returned to **KWKH**, Shreveport. **Leo Teel** (Decca) and his **Teelbillies** are working at **KSKY**, Dallas,

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received January 16, 17 and 18

20	1	1. SLOW POKE	Peewee King	V-78122-0459; 45348-0488-BMI
14	2	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col-78120862; 4534-20862-BMI
5	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col-78120837; 4534-20837-BMI
4	7	4. WONDERING	W. Pierre	Dec-78146364; 45348-46364-BMI
3	4	5. BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM-78111100; 453K-11100
6	8	6. ALABAMA JUBILEE	Red Foley	Dec-78127810; 4519-27810-ASCAP
13	5	7. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V-78120-4273; 45347-4273-BMI
4	6	8. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V-78120-4346; 45347-4346-BMI
2	8	9. 'TIS SWEET TO BE REMEMBERED	Rayboy Combs	King-7811000; 45348-1000-BMI
23	—	9. MOM AND DAD'S WALTZ	Lefty Frizzell	Col-78120837; 4534-20837-BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from disk jockeys, disk buyers but do not have strength to be listed in best selling (most played) category.

1.	MISSING IN ACTION	E. Tubb	Dec-78126389; 45348-46389-BMI
2.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V-78120-4413; 45347-4413
3.	CALL HER YOUR SWEETHEART	E. Arnold	V-78120-4413; 45347-4413

daily and are also appearing at Dancehall in that city. **Billy Frizzell**, 21-year-old brother of **Lefty**, will open his own nitery in Lawton, Okla., with the backing of **Clyde Prestige**, Lawton ballroom op. There is a good possibility **Billy** will have his own recording pact soon. **Clarence** (Duke) **Dugay** is now promoting in the New England area as well as thru the Canadian maritimes.

C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week.

GOOD OLD MOUNTAIN DEW
Kenny Roberts.....Coral 64115

Jimmy Kish and His **Pioneer Cowboys**, **WKBN**, Youngstown, O., have been making a number of personal appearances recently, filling all the dates despite some tough weather. **Jimmy** played a date with **Peewee King** and **Little Jimmy Dickens** recently and

said **Peewee** had trouble landing at the local airport, with his plane forced to circle the airport for 45 minutes before it could be cleared. **Kish** and his group are being booked by **Lou Iroff** and are managed by **Tony Capri**. They are recording for **Morales Records**.

Rupert McClendon, vet radio, vaude and disk performer, has started his own disk firm, **Trepan Records**, in La Grange, Ga. First release will feature his son, **Ernest**. **Stanley Rumanick**, accordionist, joined **Cousin Leo** and "The Radio Roundup" cast heard daily over **WCOJ**, Coatesville, Pa. **Tex King** was injured recently when his car was involved in a smash-up. **Loppy Bryant** welcomed a new seven-pound son on December 30, marking the fifth child for **Loppy** and his wife.

Disk Jockey Doings

Eddie Hill is now working programs on **WSM**, Nashville, and also appearing on **TV**. **Lefty Frizzell** and **The Western Chorus** (Continued on page 77)



COUNTRY AND WESTERN HITS!

THE CARLISLES

"PATCH UP OUR OLD LOVE AFFAIR"

AND

"I WOULD IF I COULD"

MERCURY 6371

LESTER FLATT EARL SCRUGGS And The Foggy Mountain Boys

"I'LL JUST PRETEND

AND

"MY SWEET BABY'S ARMS"

MERCURY 6372

EDDIE HILL

"COLD, COLD WOMAN"

AND

"EDUCATED FOOL"

MERCURY 6375

The Best In Country Hits!

• Folk Record Releases

Beautiful Wild Spring—Victor L. Robertson (Rising Vic's VLR-1-2)
Blue in the Ocean—Jimmy Walker (Rush) Intro 6038
Crying in My Beer—Mae Alexander-Texas Wrangler (Crying) Dome 1040
Don't Say "I'm Sorry" Anywhere—Rusty McDonald (Rising Vic's VLR-1-2)
Goodbye Maria (I'm Off to Korea)—Jimmy Dale-Prizes of the Prairie (Novella) Anchor A-1
Ho Le—Some of Pioneers II Intro V 20-4459
I Told Them All About You—Some of Pioneers II Ho Le V 20-4459
I Wish There Were Only Three Days in the Year—Will Carter (Wg) V 20-4446
Love, Lost Love—Rusty McDonald (Silver) Intro 6040
Move a Little Closer—Tommy Duncan-Ranger Trio (Rising Vic's VLR-1-2)
My Oklahoma Rose—Will Carter II World V 20-4446
Old Jersey Bounce—Mae Alexander-Texas Wrangler (Crying) Dome 1040
Postage Due—Rusty McDonald (Don't) Intro 6041
Prep a Bow, a Hank of Hair—Eddie Hazelwood-Mis Carolina Woodchoppers (Vow'ee) Intro 6039
Relax and Take It Easy—Tommy Duncan-Ranger Trio (More) Intro 6037
Rich as a King—Jimmy Walker (Blue) Intro 6038
Riding Down the Canyon—Victor L. Robertson (Beautiful Vic's VLR-1-2)
Royal (Is)—Jimmy Dale-Prizes of the Prairie (Goodbye) Anchor A-1
Silver and Gold—Rusty McDonald (Lamp) Intro 6040
You've Got a Green Light—Eddie Hazelwood-Mis Carolina Woodchoppers (Rush) Intro 6039

Watch!-JOHNNY HORTON

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 - "SHADOW ON THE BAYOU" #106
 - "SMOKEY JOE'S BARBECUE" #106
 - "WORDS" #106
 - "IN MY HOME IN SHELBY COUNTY" #104
 - "Down Near Memphis, Tennessee" #104
 - "GO WASH THEM DIRTY FEET" #104
 - "If You Go To Bed"
 - "DONE ROVIN'" #102
 - "PLAIN AND CALICO" #102
 - "Billboard rating 95"

- "CANDY JONES" #108
- "DEVILISH LOVELIGHT" #108
- "BIRDS AND BUTTERFLIES" #108
- "COAL SMOKE, VALVE OIL AND STEAM" #108
- "MEAN, MEAN SON OF A GUN" #107
- "HAPPY MILLIONAIRE" #107
- "IT'S A LONG, ROCKY ROAD" #107
- "ON THE BANKS OF THE BEAUTIFUL MILE" #107

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THE BILLBOARD Music Popularity Charts

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

• Best Selling Retail Folk (Country & Western) Records

Based on reports received January 16, 17 and 18

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last This	Title	Artist	Label
1	2	3	4	5
17	1	1	SLOW POKE	Pee Wee King
			Whisper Waltz	VICTOR 20-449; (45)148-0489—BM1
10	2	2	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
			Me and My Broken Heart	CAJ 78120812; (45)14-20812—BM1
22	3	3	MOM AND DAD'S WALTZ	Lefty Frizzell
			Always Late	CAJ 78120837; (45)14-20837—BM1
4	4	3	GIVE ME MORE, MORE, MORE	Lefty Frizzell
			How Long Will It Take	CAJ 78120885; (45)14-20885—BM1
5	7	5	ALABAMA JUBILEE	Red Foley
			Duke	Decca 78127810; (45)9-27810—ASCAP
25	6	6	ALWAYS LATE	Lefty Frizzell
			Mom and Dad's Waltz	CAJ 78120837; (45)14-20837—BM1
43	5	7	COLD, COLD HEART	Hank Williams
			Dear John	MGM 78110904; (45)14-10904—BM1
7	10	8	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
			Highest Bidder	VICTOR 20-4346; (45)147-4346—BM1
3	—	8	SLOW POKE	H. Hawkins
			Two Roads	King 781098; (45)143-998—BM1
1	—	10	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
			Call Her Your Sweetheart	VICTOR 20-4413; (45)147-4413

Coming Up

1.	WONDERING	W. Pierce
		Decca 78146364; (45)19-46364—BM1
2.	DRIFTWOOD ON THE RIVER	E. Tubb
		Decca 78146377; (45)19-46377—ASCAP
3.	MISSING IN ACTION	E. Tubb
		Decca 78146389; (45)19-46389—BM1

• Country & Western (Folk) Record Reviews

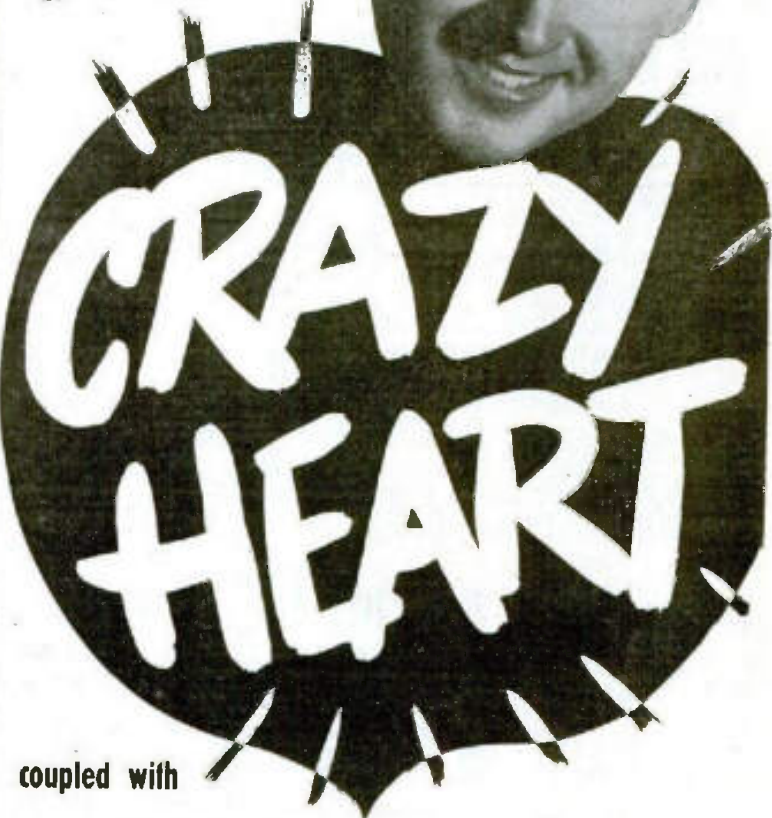
Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	STYLING	INSTRUMENTATION	COMPOSITION	PERFORMANCE
PEE WEE KING ORK (Redd Stewart) Silver and Gold VICTOR 20-4458—Singer and vocal group team in a very strong rendition of a simple and melodic country ditty, played in rhythmic hand-clapping tempo. This styling could catch some heat. The track ups on the second to "Slow Poke."		85--86--84--86			
Reginae Annie Lee Good vocal by Stewart on a Western honky-tonk piano item. Fine for juke.		78--80--73--82			
JOHNNY HORTON Words ABBOTT 106—Horton is most persuasive with a standout ballad of his own composition. There's a lot of typical meat in this one; could easily convert to the pop market. Certainly a first-rate country effort.		84--85--83--83			
Smokey Joe's Barbecue Typical country boogie novelty dealing with a local hot spot might have some small meaning for many. Reading is rarer.		70--70--68--72			
SONS OF THE PIONEERS I Told Them All About You VICTOR 20-4459—The group is very effective on a rhythmic ditty, that shows off their fine blend. Waring could stir a little action.		80--81--77--81			
Ho Le O A fine job by the group on a clever Western tune, concerning an ache and love.		76--77--75--76			
WILF CARTER I Wish There Were Only Three Days in the Year VICTOR 20-4448—Strong vocal by the singer on a lively country tune. The lyrics have a "message" and the tune is very "folky". A disk to watch.		75--77--73--75			
My Oklahoma Rose A Western ballad is well well by Carter.		67--67--67--67			
JOHNNY HORTON It's a Long Rocky Road ABBOTT 187—Catchy bounce ditty is rendered persuasively by Horton in a smothering ballad.		75--77--73--75			
On the Banks of the Beautiful Nile Horton doesn't convince as he reads off a rather forced ballad.		55--55--55--55			
JOHNNY HORTON Go and Wash Those Dirty Feet ABBOTT 104—Rather amusing novelty is the country idiom is done in slow fashion by this upcoming warbler-writer.		74--75--72--75			
In My Home in Shelby County Horton reads off a bright piece to the home county of Nashville, Tenn., which should at least have territorial value.		74--75--72--75			
BILLY STRICKLAND To Be With You KING 1011—An easy reading of a typical country tear-jerker by the singer who is currently making the D. C. area.		68--68--68--68			
All Your Love Belongs to Me Piano and electric guitars carry the burden of accompaniment as the chorister stretches his vocal chords this to reach some high notes just beyond comfortable range.		66--66--66--66			
JACK LUKER (Tennessee Valley Boys) My Smokey Mountain Gal CITATION 1158—Platter side has an engaging swing to it and Luker's buzzy playing fits fine.		68--69--67--68			
Whispering Lies An adequate job is stitched here on a routine record.		64--64--64--64			

a Smash! Hit with his 1st Release

DANNY DAVIS

Sings



coupled with

"I'M NOT ALONE"
(I'M JUST LONESOME)

11103 (78 RPM)
K11103 (45 RPM)



THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Rhythm & Blues Records

Based on reports received January 16, 17 and 18

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks Last This	Title	Artist	Label	
7	1	1	WEEPING AND CRYING	Griffen Brothers	Dot 1073
4	9	2	THREE O'CLOCK BLUES	B. B. King	RPM 399-BMI
7	3	3	CHILL IS ON	J. Turner	Atlantic 949-BMI
18	4	3	I GOT LOADED	Peppermint Harris	Atlantic 7813097; (45)45-3097-BMI
13	7	5	FOOL FOOL FOOL	The Clovers	Atlantic 944
1	—	5	LOVIN' MACHINE	W. Harris	King 78-4485; (45)45-4485-BMI
8	2	7	BEST WISHES	R. Milton	Specialty 414-BMI
4	6	7	BAR ROOM BLUES	Roy Brown	Dolton 3319-BMI
4	5	7	HOW MANY MORE YEARS	Howling Wolf	Oleo 1479
13	8	10	I'M IN THE MOOD	J. L. Hooker	Modern 836-BMI

• Best Selling Retail Rhythm & Blues Records

Based on reports received January 16, 17 and 18

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

POSITION	Weeks Last This	Title	Artist	Label	
11	6	1	FLAMINGO	E. Bostik	King 78-4485; (45)45-4475-ASCAP
4	5	2	THREE O'CLOCK BLUES	B. B. King	RPM 379-BMI
7	2	3	BEST WISHES	R. Milton	Specialty 414-BMI
17	1	4	FOOL FOOL FOOL	The Clovers	Atlantic 944
8	3	5	WEEPING AND CRYING	Griffen Brothers	Dot 1073
9	4	6	COLD, COLD HEART	D. Washington	Mercury 78-15728; (45)57-2845-BMI
6	9	6	CRY	J. Ray	Oleo 78-6840; (45)34-6840-BMI
9	7	8	BECAUSE OF YOU	Tab Smith	Dolton 78-1104; (45)11-0404-BMI
2	—	9	LOVIN' MACHINE	W. Harris	King 78-4485; (45)45-4485-BMI
9	—	10	SMOOTH SAILING	E. Fitzgerald	Dot 78-27693; (45)76-27693-BMI

RHYTHM & BLUES NOTES

By EAL WEBMAN

Ruth Brown, one of the country's top r&b stylists and Atlantic Records' star, has been snaggled by Shaw Artists Corporation for a long-term contract. Singer is booked at Callaway's, Providence, for one week starting February 4, and will play Pepp's Night Club, Philadelphia, later that month. Miss Brown formerly was with Universal Attractions. . . . Shaw Artists has also signed The Bubba Johnson Trio, Mercury recording group.

Winnie Brown enters Manhattan Hospital, New York, on Monday (21) for a tonsilectomy. . . . Todd Rhodes' ork into the Midtown, St. Louis, on January 25. . . . The Orioles do a one-weeker at the Holiday Inn, Newark, starting February 16. . . . Johnny Hodges and all star aggregation go into Gleason's Casino in Cleveland on February 18 for one week. . . . Arnett Cobb and band play the Howard Theater, Washington, beginning February 15, and are set for the Celebrity Club, Providence, on February 22.

Atlantic Records has signed Oscar "Big Blues" Black, drummer and blues singer from Richmond, Va. . . . Dinah Washington into the Club Alabam, Los Angeles, on February 12. . . . Tenor saxist James Moody and unit plays the Sky Bar Club, Cleveland, for one week starting February 4. . . . The Ravens and Ida James into the Earle Theater, Philadelphia, on January 25. . . . Okeh Records' organist Bill Davis goes back to Birdland, New York, on February 1.

chanter, and a new long term pact with Loretta Dillard. . . . Atlantic Records signed Odell Turner, 19-year-old blues thrush from Richmond, Va. She will be booked by Shaw Artists.

Atlantic Records named Louis H. Kratz as national sales rep for Atlantic Records Sales Company, and Jack Walker as publicity and promotion director for the label. . . . Newly signed Decca Artist Lincoln Chase, parted a personal management deal with Ted Wornor and an exclusive writing contract with Dave Dreyer Music. . . . Savoy Records topper Herman Lubinsky sails for Europe early next month.

Billy Wright goes into the Apollo Theater February 1, and The Flame, Detroit, February 15. Lee Magid is personal manager of the singer, who signed with Shaw Artists this week. . . . Savoy Records signed Count Hastings, tenor sax man who will record with his own ork. The label also signed Williams Brothers, a spiritual group, The Flamings, and Gilbert Halliday, tenor sax soloist.

Sonny Thompson goes into the Ebony Lounge, in Cleveland for two weeks starting March 2. . . . Tab Smith follows him into the Ebony Lounge for two weeks on March 17. . . . Todd Rhodes will play four weeks at the Cotton Club in Cincinnati, starting February 23.

Ivory Joe Hunter opened at the Cotton Club, Cincinnati, on January 13 for one week, then to W. C. Handy Theater, Memphis, January 19 and 20, Liberty Theater, Chattanooga, January 23, The Royal Peacock Night Club, Atlanta, January 25 to 28, and into Birdland, New York, on February 28, for two weeks.

Allen Bunn of The Larks, Apollo disk artists, has recorded his first solo platter, "The Guy with the '45" and "She'll Be Sorry."

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records released this week.

TENDER HEART
 Let the Back Door Hit You
 Peppermint Harris
 Atlantic 3116
 Aladdin 3108

Charles Brown has been booked for 41 one-nighters thru Texas and Oklahoma, starting March 14. . . . Arnos Milburn will play 39 one-nighters starting April 29, via bookings by the Howard Lewis promotion chain in Texas. . . . Joya Sherrill, formerly with Duke Ellington's ork, starts at the Copa, Pittsburgh, on February 1 for two weeks.

Lowell Fulson Ork and Ray Charles band are set for a battle of music at the Apollo Theater, New York, starting February 29. Hal Singer and The Astorians of Rhythm are also on the show. . . . Roy Milton's Ork plays Gleason's Casino, Cleveland, starting February 4, and goes into the Royal Peacock Club in Atlanta on February 27. . . . Tab Smith goes into the Apollo Theater, New York, on January 25.

Savoy Records signed "Dimples" Harris, blues singer and pianist, Columbus Perry, blues

Ford Music Files

Continued from page 13

part of the music business, that it fixes prices paid to pubbers for performances of their songs in a discriminatory manner, and that it has conspired with performers, pubbers and broadcasters to favor a few publishers.

Alexander Similarity
 Many of the allegations in the complaint are identical with those in the Perry Alexander suit against BMI, which was finally settled out of court for a nominal sum.

BMI lawyers now have 20 days to file a reply to the suit, but a postponement may even be granted on that deadline. If the case gets to the trial stage, expectations are that the crowded court calendar will prevent a trial for at least a year and a half or two years. Meanwhile, pre-trial examinations may take place for both defendant and plaintiff.

Wigler is represented in the action by Bernard Tompkins and John F. Davidson, both former assistant United States attorneys. Tompkins was also a former assistant United States Attorney General.

JUST OUT!
 'TELL ME WHY'
 AND A GREAT FLIP SIDE
 "WHEEL OF FORTUNE"

BY
 DINAH WASHINGTON

MERCURY 8267 - 8267X45



BIGGER THAN THE ATOM BOMB!

THESE ARE HITS . . . Our Sales Don't Lie!

<p>SAVOY #831 PAUL (Huckleback) WILLIAMS "IT'S ALL OVER BABY" VOCAL BY DANNY COBB "BLOWIN' THE BOOGIE" INSTRUMENTAL</p>	<p>SAVOY #830 PICKED BY BILLBOARD H BOMB FERGUSON "GOOD LOVIN'" "SLOWLY GOING CRAZY"</p>
<p>SAVOY #822 YARETTA DILLARD "PLEASE COME BACK TO ME" "LOVE AND WINE"</p>	<p>SAVOY #821 MEL WALKER with J. Otis Ork. "SUNSET TO DAWN" "FEEL LIKE CRYIN' AGAIN"</p>

Savoy RECORD CO., INC.
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 by PERCY MAYFIELD
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THE BILLBOARD Music Popularity Charts

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

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for ratings. Includes entries for JOHNNY OTIS ORK, ERSKINE HAWKINS ORK, H BOMB FERGUSON-CHARLIE SINGLETON ORK, and GEORGE JAMES.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for ratings. Includes entries for HENRY HILL, JOHNNY SELLERS, TNT TRIBBLE, and RAY D VACS.

Rhythm & Blues Record Releases

Table listing new record releases with columns for artist, label, and title. Includes entries for Ray Hill, Because of Rain, and Carol O'Neen.

THE INQUIRING CANDID-CAMERA MAN THE QUESTION What Do You Think of Your New Atlantic Record? THE ANSWERS

MEREDITH BROTHERS, Baltimore, Maryland, 2nd Tenor of THE CARDINALS: "WHERE OF FORTUNE" (Atlantic 989) is the great new Benjamin-Weiss song and lead...

STICK McGHEE, New York City, N. Y.

"I really feel that my newest release, 'WEE WEE WEE BOOBS,' Part I... (Atlantic 985) will be a bigger hit than either 'Drinkin' White Spoo-Dee-Dee' or 'Ten-Ten-Ten Wall's Blues'...

WILLIS JACKSON, Miami, Florida:

"I'm prouder of the new record than of anything I've ever recorded. 'WINE-O-WINE' (Atlantic 987) is a real house-rocker. This side features The Four Chords vocal group with the band really blowing behind them. We try to create a sound that blends the big band, the vocal quartet, and my wild sax into one fine side. I think it's a real mover! On the other side I put my tenor sax to work on a tune called 'GOOD OLDING.' It's the glidingest thing ever. Even makes me want to dance while I'm blowing it. This is without doubt my coolest yet!"

JOE MORRIS, Birmingham, Alabama:

"Man, ever since we started the 'Blues Cavalry' I've been wanting to make it a real mover! On the other side I put my tenor sax to work on a tune called 'LET'S HAVE A BALL TONIGHT' (Atlantic 984). It's a real mover! I bet you try to get for a whole lifetime and it hasn't been a real mover! You see, the record lets listeners in on a real wild party... and when I give a party, I want to invite everybody. 'Let's Have a Ball' does just that. Billy Mitchell sings 'SOMEDAY YOU'LL BE SOBBY' on the other side, and makes me want to dance while I'm blowing it. This is without doubt my sure listeners will be too!"

JOHN Q. DEEJAY, Allentown, U. S. A.:

"When I first got this new batch of ATLANTIC records I had a hard time deciding which to play first... they're all so sockin' hot. I played 'em all, one after the other and I've been getting requests like mad for all of 'em. Not only these four, but another pair by some new ATLANTIC recording artists. Take that 'LOVE, LOVE, LOVE' backed by 'TROUBLED MIND BLUES' by Oscar 'BIG BLUES' Blue (Atlantic 986). I've heard a lot of talk about 'Big Blues' from out in Richmond, and he really is fine. Then there's ED WILEY and his old wif ROOSEVELT WARDELL doing 'SO GLAD I'M FREE' and 'DEEP MOANIN' BLUES' (Atlantic 989). Fine blues stuff. My listeners say it's better than anything either ever did. With these new releases, ATLANTIC is loaded for bear!"

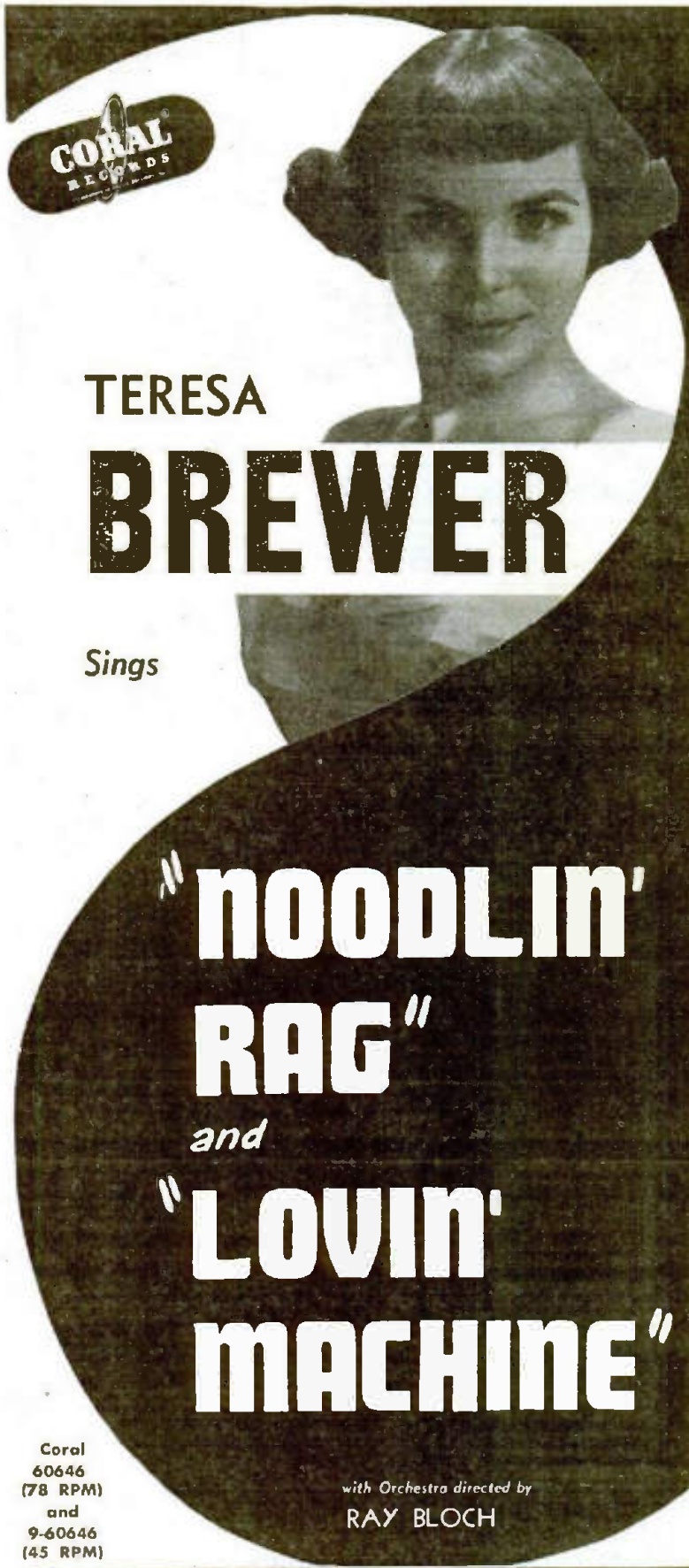


when you team up with RCA VICTOR'S custom record service... RECORDING, PROCESSING, PRESSING, SHIPPING & HANDLING your job is handled with care...

RCA VICTOR custom record sales RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION NEW YORK CHICAGO HOLLYWOOD...

Advertisement for John Greer's record 'GOT YOU ON MY MIND' featuring RCA Victor Records logo and promotional text.

Advertisement for Aladdin Records featuring Charles Brown's 'HARD TIMES TENDER HEARTS' and 'PEPPERMINT' HARRIS.



CORAL RECORDS

TERESA
BREWER

Sings

"NOODLIN'
RAG"
and
"LOVIN'
MACHINE"

Coral
60646
(78 RPM)
and
9-60646
(45 RPM)

with Orchestra directed by
RAY BLOCH

CORAL RECORDS
America's Fastest Growing Record Company
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IN CANADA: Rogers-Moistie Radio Corporation Ltd., Toronto, Montreal

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song/writer, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential for exploitation (record advert—promotion firm, legit and other "plug" ads), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR					
JOHNNY RAY (The Four Lads-Jimmy Carroll Ork) Here Am I Broken Hearted DECCA 27184—Ray's emotional dramatics style punches out a pungent reveal of a solid side which should stir as a result of his effort. Sounds like a follow-up winner for the "Dry" bid.		89--90--89--89			
Please, Mr. Sun A very fine current Tin Pan Alley product is rendered powerfully by young Ray. Makes another dynamic coupling for the stringing hot theater.		89--90--89--89			
DINAH SHORE (Vic Schoen Ork) Take Me Home VICTOR 20-4678—The new Carl Sigman Peter DeRose waltz is done beautifully. Whether it breaks big will be greatly dependent on the promotion put behind it.		87--87--87--87			
Uffizi The Italian ballad import is done with such feeling by Miss Shore. Choral group and Schoen are combine to offer a fine background for the ballad's warm reading.		84--84--84--84			
EDDY HOWARD ORK Stolen Love MERCURY 8371—Sounds like Howard and the trio have a big follow-up disk to his "Six" platter. Material has a good country feeling which should get action in both the pop and c.w. markets.		87--88--86--87			
I'll See You in My Dreams Howard favors to catch a good share of the action on the Gus Kahn side since the film has been customarily released. Good dance mix.		81--83--80--81			
BILLY ECKSTINE & SARAH VAUGHAN (Joe Lipman Ork) Ev'ry Day MGM 11144—The couple, whose styles are perfectly mixed, render an side with warmth, delicacy and musicianship. The song, a simple and retentive proposition, could help make this more than a notable artistic success.		86--86--86--86			
I Love You Mr. B and Sass sing us a storm on this Cole Porter side from the "Mexican Hayride" score. Spomer's singing is suitable if overdone somewhat. The song will be cherished as will be necessary. Should make a handsome back to the singer's figure to some.		85--85--85--85			
VAUGHN MONROE ORK (The Moon Males) Mountain Laurel VICTOR 20-4479—A lovely new ballad is handed an effective reading as the girls sing unison harmony to Monroe's melody. Could be a big one for Monroe.		86--86--86--86			
Oh! What You Did The Monroe fans should want to pick up on this side. It's a nice mood sticking with the irksome and gal group handling it a smooth interpretation.		76--77--75--76			
ROBERTA LEE (Blue Diamond Melody Boys) Baby, We're Really in Love DECCA 27136—Lee got some up with a fine wax team in her pop reading of the Hank Williams rhythm ditty. Could score.		86--86--85--86			
Try Me One More Time Material is the country side written by Ernest Tubbs. Miss Lee brings it a strong reading, while the ork comes thru with a neat two-beat countryish backing.		80--81--80--80			
BARBARA RUICK (Skip Martin Ork-Four Hims) You Couldn't Be Cuter MGM 11131—A new tough debut with a strong entry in this refreshing revival of a wonderful Kern-Felds rhythm team with a sharp lyric. Miss Ruick has an all-American charm which could give her regular Skip Martin's writing in a rock beat effort and help round out a diskette which could develop into a "bleeper" with proper exploitation.		85--85--85--85			
Retreat Miss Ruick has a quick coverage on the novelty item. Biked off by Paul Page. This reading differs from the Page in that it accents some other than country. Result is that it could cut off a piece of the song's pie where the stiffed folks gather. Dealers should pick up on this since she sounds like a real comer.		79--80--78--80			
LOUIS ARMSYRONG-VELMA MIDDLETON (The All Stars) Big Butcher and Egg Man DECCA 17451—Louis and Velma collaborate on a happy-as-the-day-is-long reading of the classic novelty. Lots of humor and few jazz bits make this a tremendously engaging entry which could cut off a big chunk of profit off Louis' current heat on the disk market.		83--84--82--83			
You're the Apple of My Eye More wonderful working by the duo as they lead intoxicating suggestiveness to a pretty basic ditty. There's a.B.B. value in this try as well as the customary values that are present whenever Louis acts his mouth or blows his horn.		83--84--82--83			
MANTOVANI ORK Love Makes the World Go 'Round LONDON 1121—The Mantovani stringers have a money spent on the ork essay the Strauss waltz "La Ronde". The ork current popularity augurs well for this disk.		83--85--83--81			
Greensleeves The old English folk song now being used as a pop. serves as fine material for the Mantovani string ork.		83--85--83--81			
HELEN O'CONNELL (Ciffie Stone Ork) Baby, We're Really in Love CAPITOL 1044—The Hank Williams rhythm ditty is done with a big beat, and strong projection by Miss O'Connell. As a follow-up to her "Slow Flow" version, she could get action.		83--84--82--83			
Come What May The lovely new ballad is done with much feeling by the thrush. The Ciffie Stone augmented group sets up a neat background. The Paul Page disk, she will be a tough one to beat.		82--84--80--82			
TEDDY PHILLIPS ORK (Lynn Hoyt-Dick Jessup) Suntine and Flowers KING 10156—Here's a hokey, gang-sing item resists with banjo and a strong beat. Could hot out with the proper promotion. Verberchorus ditty is a good one.		83--83--82--84			
Whish! An attractive ballad is neatly handled by the Hoyt-Jessup vocal duo while the Phillips ork and male trio supply a listenable background. There's potential here.		78--78--78--78			

Materiale protetto da copyright

ARTIST LABEL AND NO.	TUNES COMMENT	CITILIA	CHERRY	CRISTAL	CRISTAL
POPULAR					
VERA LYNN (Roland Shaw Ork) Once I Loved You LONDON 1172—Lynn gets her heart and feeling soft by the attractive new singer to a fare-thee-well. Her appearance here could build this one into her best commercial potential in a long time.		82	83	81	82
Tulips and Heather The English troupe currently making radio-TV appearance in this country is effective with the English import ditty. She could get some of the coin the ditty figures to draw.		82	82	82	82
DON ESTES (Norman Layden Ork) Man and a Mountain, A VICTOR 26 4486—First among by singer on label is a solid vocal effort on a big ditty, with rather pretentious lyrics. Chorus and are backing are fine. Disk could get spins.		80	84	78	78
Nothing More, Nothing Less Estes comes thru with a strong rendition of a pleasant ballad. Ork arrangement is smart. This is an impressive disk by the singer.		78	79	76	78
THE FOUR SENSATIONS					
Heaven Knows Why SALUBRO 157—Vocal group in the style of the Four Aces hands an attractive new ballad an effective chorus. Disk has some sleeper potential.		80	81	78	80
Believing in You Group is less effective here. Material is Tia Pan Alley unrequited ballad.		72	75	70	72
LOU DINNING (Don Robertson Ork) I'll Still Love You CAPITOL 1927—Fast coverage of the Ames Brothers new disk. Lou Dinning continues to make the Jubilee Ray style. Lady group and Robertson are and interest to the performance. Could get some of the action on the song.		79	80	78	79
Trust in Me More coverage here. Once again Mrs. Dinning with her note-bending style.		77	78	76	77
DORIS DAY (Paul Weston Ork) Baby Doll COLUMBIA 39637—Doris does extremely well by a fluffy ditty from the "Belle of New York" flick score. Her fan will admire her workmanship.		79	82	77	77
Oops! Frisolius novelty item from the same score is handled with the same winning charm by Doris Day to a sunny Weston backing.		79	82	77	77
GUY MITCHELL (Mitch Miller Ork) Wimmin DECCA 24639—Wimmin in and frazzled in Mitchell reveals in this rather heavy French home-midland class affair. Hardly the match of Mitchell's earlier efforts in this idiom but should do some business for its spirit.		79	79	78	79
We Won't Live in a Castle Mitchell turns in a pleasant number on a new ballad of more than passing merit. The Miller backing lends luster to the effort.		78	78	78	78
FOUR KNIGHTS					
Five Foot Two Eyes of Blues CAPITOL 1916—The quartet hands the disk a fine, rhythm reading which includes marching feet gimmicks they've tried before with some success.		79	80	76	80
Marshmallow Moon Nice song from "Aren't Slick From Puddin' Crick" is nicely presented by the group in the style of the Mills Brothers.		72	73	69	73
THE KNIGHTINGALES-DICK BALDWIN (Dick Taylor Ork)					
Bright Eyes SEYLARA 51632—Group comes up with the string band sound here. Material is an okay alternating verse-chorus ditty. Result is a happy and infectious war item.		76	77	75	76
I Love You Oh! So Much! Surprisingly good war ballad is attractively done by Baldwin and the group with organ, marimba and rhythm adding interest.		71	72	65	75
BILLY WILLIAMS QUARTET (LaRoy Holmes Ork-R. Charles Singers)					
Callaway Went Thataway MGM 11149—The scintillated four-piece peels off a snappy reading of a fiery novelty item scored especially to match the title of a current movie. It's set at a semi-legendary affair and is really worked to a price with Williams leading the way.		76	77	74	77
No Other Love Williams has the ball really roll the way on this rather pleasant new ballad. A good disk of an special merit.		69	70	68	70
BILL FARRELL (George Bassman Ork)					
Call Me a Dreamer MGM 11146—Farrell belts out a pretty and simple new ballad in his typical fashion to the Bassman backing.		75	75	75	75
What Good Am I Without You? A very lovely minor ballad is done agreeably by Farrell.		75	75	75	75
FRED WARING ORK (Keith & Sylvia Teator)					
Two Sleepy People DECCA 27939—The delightful disk is brought to life in a sterling reading by the Waring organization featuring the singing of Waring, Keith and Sylvia Teator.		75	77	75	73
"Remember Your Promise" Say the Bells of St. Thomas Tasty production is handed a romantic ballad with a religious theme. Falls on the romance and could reach a basic market.		73	75	75	70
GEORGE BARNES					
Tiger Rag DECCA 27938—Barnes pulls the Les Paul multiple-dub guitar stunt on Paul's current fast smash. Barnes' try has a large aura of musical merit which could attract history's attention. Could cut off just a small chunk of the Paul action. Of course, Barnes has a handicap—no Mary Ford.		74	77	73	73
Star Street Boogie Another multiple-dub guitar job brought off with precise musicianship and mechanical ingenuity. The effort measures up primarily for the jazz set.		70	73	70	68
THE MADCAPS					
Serenade DECCA 27983—The harmonica duo turns in a mellifluous mood reading of Toselli's classic piece. Should be able to pick up some small action, particularly in juke.		74	72	72	77
Perfect Song, The Similar excellent mouth organ duet with reed chambers, etc., of the evergreen has good juke value.		74	72	72	77
BILL HAYES (George Bassman Ork)					
Tulips and Heather MGM 11142—The TV crooner offers a handsome coverage rendition of a delightful air laced off most impressively by Perry Como.		73	75	71	73
We Won't Live in a Castle Hayes does nicely by a new ballad of quality. Bassman's backing is in perfect taste.		69	70	68	70
TED STRAETER ORK					
At Last! At Last! It's Me Doe Postes! MGM 11148—Straeter picks out on the keyboard an extremely refreshing new French melody penned by Charles Trenet. A fine disk for the society set.		72	75	70	70
Only If You're in Love Straeter plays and warbles a ballad from the "Tip Top" score. Pleasant job on a pleasant ditty.		67	67	67	67
EDMUNDO ROS ORK					
Morocco LONDON 1191—Good instrumental performance by ros on a melodic and exciting ballad that builds steadily. A very listenable disk.		71	72	72	70
Maria Dolores A capable vocal by Ros on a slight latin ditty. The ork backing is pleasant, the tune is just another baler.		66	66	66	66
ZIGGY ELMAN ORK (Jud Conlon's Rhythmaires)					
Sweet and Lovely MGM 11147—Tasty dance reading of the evergreen lends the Conlon singers and Ziggy's rich horn work. Good catalog addition with relatively minor contemporary significance.		71	72	70	71
Come to the Casbah Elman's crew and the choir serve up a rather pretentious exotic smooch.		64	65	63	65

(Continued on page 38)



"Mr. and Mrs. Music

FRANCES WAYNE

and

NEAL HEFTI

and His Orchestra

on 2 Sensational "Firsts"...

"REGULAR MAN"

and

"YOU'RE THE ONLY ONE I LOVE"

CORAL 60637 (78 RPM) and 9-60637 (45 RPM)

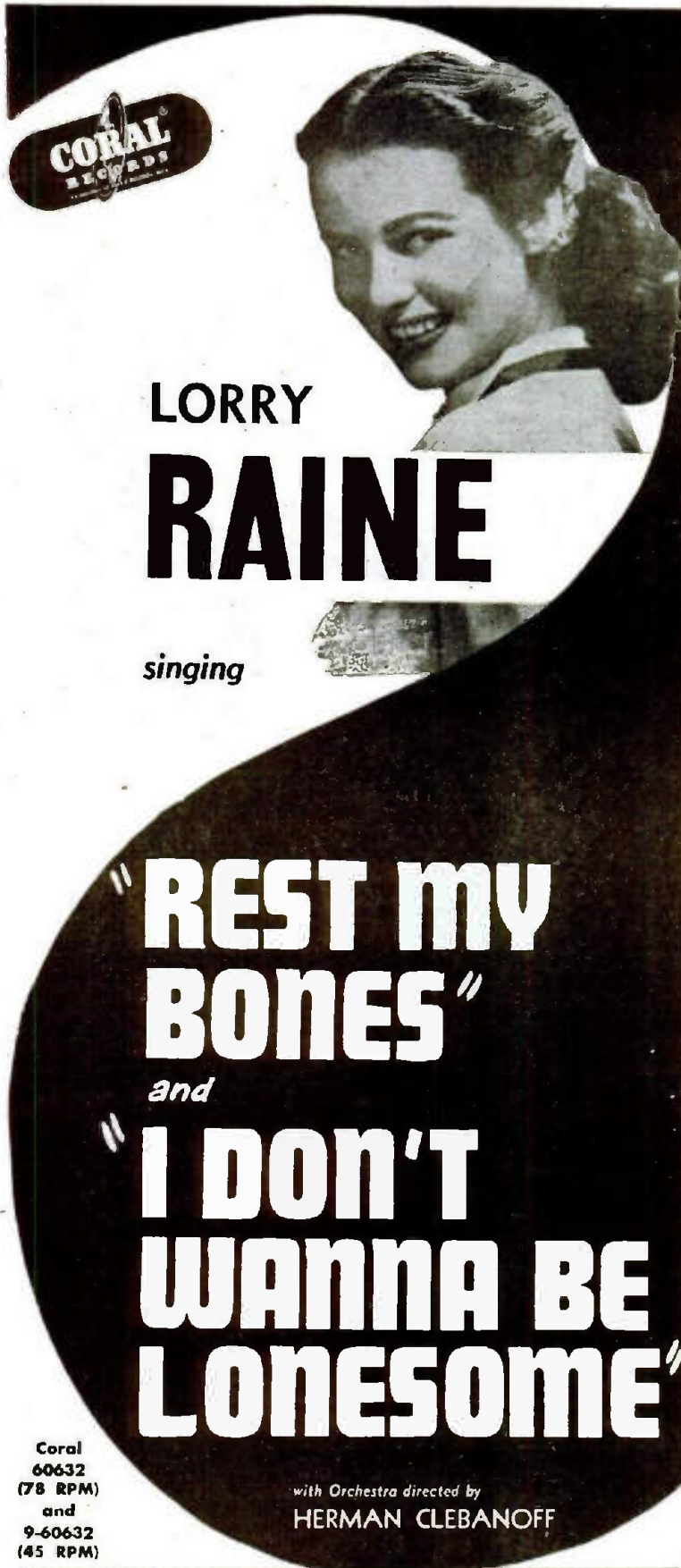
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America's Fastest Growing Record Company

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IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

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CORAL RECORDS

LORRY RAINÉ

singing

"REST MY BONES"
and
"I DON'T WANNA BE LONESOME"

Coral
60632
(78 RPM)
and
9-60632
(45 RPM)

with Orchestra directed by
HERMAN CLEBANOFF

CORAL RECORDS

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IN CANADA: Regers Majestic Radio Corporation Ltd., Toronto-Montreal

THE BILLBOARD Music Popularity Charts

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

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	JAZZ	LATIN AMERICAN	CLASSICAL
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Continued from page 37

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	JAZZ	LATIN AMERICAN	CLASSICAL
ETHEL SMITH Clair De Lune DECCA 27938—The peculiar melody receives a capable rendition by the New Harmonic Virtuosi. Slightly piano but the Smith form.		71--68--70--74			
LARRY FOTINE ORK You Have to Have Love KING 15134—Routine dance song from the Fotine ork. Ditty is from "A Month of Sundays," recent musical show on Broadway.		67--70--66--66			
So Right More of the same kind of performance on another item from the show.		67--70--66--66			
TED HERBERT ORK (Lionel Blaisdell) Cordoba MARVEL 10504—Instrumental making features Blaisdell's trumpet in a virtuosic-like performance.		63--65--62--63			
Come On, Get Out of Bed (Teddy King) Teddy King sounds away and the band is a clean sounding Gipsy Miller type group. Material is based on a familiar old, but the lyric is greatly much meaningful.		62--65--60--62			
TED HERBERT ORK (Don Grady) You're Gonna Lose Your Gal MARVEL 10503-2—Tune is the Jimmy Monaco-Joe Young oldie. Ork is another adept at the Glenn Miller sound. Grady is an ordinary sound vocalist. Result is a listenable disk with limited potential.		62--65--60--62			
Gift of Love (Jeddie Norwood) Semi-religious song is handled a good string, but Norwood's vocal efforts are marred by poor recording. Ditty might stand a chance with a better interpretation.		61--63--60--61			
JAYE PACE I'm the World's Biggest Fool KEYSTONE 3413-56—Material is a pleasant enough ballad, but Pace's reading and the small group's backing are typical of the music dispensed at an East Side saloon. Addition of a vocalization does nothing for the best effect.		55--60--50--55			
Because I Said I Love You More of the same here.		45--50--40--45			
TOMMY RYAN (Johnny Stan Trio) Rio SENTRY 501—Amateurish effort all the way.		25--25--25--25			
Montana Moon Same sad story.		25--25--25--25			
HOT JAZZ					
PUD BROWN'S DELTA KINGS Charming WEST CRAFT 1003-4—The current review hit is treated rather briskly in a rapid pace with a front line composed of Jack and Charlie Teagarden and Puddin' Brown stealing up a most of happy Dixie. Good melody some punch.		74--76--72--74			
Pretty Baby Bright two-beat reading of the standard spots strong goes by the front Teagarden on horn and team. Discreetly should have a ball.		69--70--69--68			
BOBBY SMITH Danny Boy APOLLO 810—Pleasant the most particularly standard bag was ruminant of the classical ballad could garner some coin in the r.&b. market. Jazz-wise, it's not much to shout about.		73--73--70--75			
Flip a Coin Rather dull instrumental try on a weak theme.		50--50--50--50			
PUD BROWN'S DELTA KINGS Jersey Bounce WEST CRAFT 1003-2—Brown's tone can show the way thru a Dixieland drag reading of the evergreen filler. Fine for the dancers with just enough care measured to make it good general juke fare.		71--70--70--74			
Love'll Be Done Jack Teagarden applies his distinctive vocal methods to this sappy beat item in the backing of a sharp two-beat combo featuring Brown's sax and Charlie Tan's horn.		68--70--68--66			
LATIN AMERICAN					
LEO MARINI Esperanza Dei Sur SECOO 3156—Strong vocal, along with a lush string set arrangement, makes this light with a strong vishing for the Latin American trade.		82--83--81--82			
Una Adversaria Mas A haunting and lovely bolero receives a fine vocal from the singer, plus a smooth and baritone.		79--80--77--80			
TITO PUENTE ORK Bate Me Mamba TICO-10-689—The ork is really on the mamba beat, and Valdez and the vocal group are swelling on this Latin tune. Could catch discs.		80--81--78--82			
Mamba Con Puente Another strong job by the chorus, plus a clean and brassy performance by the ork on a lusty mamba.		74--74--74--74			
TITO PUENTE ORK Por Le Mambas TICO 10-087—Valdez is effective with his vocal on a beautiful mamba, with one supplying a solid beat.		78--79--77--78			
Vibe Mamba The vibron ring out strongly on a lusty instrumental well performed by the precise Puente ork.		76--77--73--77			
POLITO CALINDEZ Choro Mambolo EXLITO 20-322—The vocal is good and the ork is on the beat in this wild mamba tune.		76--76--76--76			
Casinosa mente Singer and band comes thru in fine style on a brassy and spilted run thru of another lusty mamba.		73--73--73--73			
HERMANOS RIGUAL Pasito Tan Tan VICTOR 1451 51-3610—Vocal group and ork turn in a good performance, tho' the mamba is merely adequate.		70--71--69--70			
Lo Que Me Gusta De Ti The vocal performance by the quartet and ork on a lively guaracha.		69--69--69--69			

The New Sound of 1952 ...

ART MOONEY



The **Blacksmith Blues**

the most exciting "BEAT" since ... HARRY BENNY ARTIE...

MGM 11171 (78 RPM)
K11171 (45 RPM)

Vocal by **SHORTY LONG**

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19, N.Y.

MGM RECORDS

HI \$IGN for YOU in '52



BILLY ECKSTINE
"A WEAVER of DREAMS"

b/w

"TAKE ME BACK"

MGM 11125 (78 RPM)—K11125 (45 RPM)



TOMMY EDWARDS
"PLEASE, MR. SUN"

b/w

**"WHERE I MAY LIVE
 with MY LOVE"**

MGM 11134 (78 RPM)
 K11134 (45 RPM)

STRONG AS EVER
"IT'S ALL IN THE GAME"

b/w

"ALL OVER AGAIN"

MGM 11035 (78 RPM) K11035 (45 RPM)



BILL FARRELL
"CALL ME A DREAMER"

b/w

"What Good Am I Without You"

MGM 11146 (78 RPM)
 K11146 (45 RPM)

BIG

"SHRIMP BOATS" "CRY"
 MGM 11113 (78 RPM) K11113 (45 RPM)

TOP SELLERS!

BLUE BARRON
"I WISH I HAD A GIRL"
"TEARS"
 MGM 11136 (78 RPM)
 K11136 (45 RPM)

VICTOR MARCHESE
"FLAMINGO"
"WHEN I DREAM OF HOME"
 MGM 30494 (78 RPM)
 K30494 (45 RPM)

HANK WILLIAMS
**"BABY, WE'RE REALLY
 IN LOVE"**
"I'D STILL WANT YOU"
 MGM 11100 (78 RPM)
 K11100 (45 RPM)

LEE MONTI TUTONES
**"ORCHIDS IN THE
 MOONLIGHT"**
"SHOULD I"
 MGM 11140 (78 RPM)
 K11140 (45 RPM)

LEROY HOLMES
"IN A PERSIAN MARKET"
**"I'LL SEE YOU IN MY
 DREAMS"**
 MGM 11126 (78 RPM)
 K11126 (45 RPM)

CINDY LORD
**"SINCE YOU SAID
 GOODBY"**
"HERE IS MY HEART"
 MGM 11123 (78 RPM)
 K11123 (45 RPM)

SKEETS YANEY
"WHO'S TAKING OVER"
"TIME AND TIME AGAIN"
 MGM 11149 (78 RPM)
 K11149 (45 RPM)

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT
 701 SEVENTH AVE., NEW YORK 19, N.Y.
MGM BRINGS THE HITS TO YOU IN '52

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by early 1952 best-selling, most played or most heard features of the Chart.

WHEEL OF FORTUNE Bobby Wayne Mercury 4805

Sunny Gale-Eddie Wilcox Ork Derby 787

A Benjamin and Weiss ballad sounds like a winner. Bobby Wayne hasn't it a powerful go which, along with his current popularity via a London religious flick, adds up to commercial mass. The Sunny Gale-Wilcox version started the dirty on its way and should get a healthy share of its action in the R.B. market.

AT LAST, AT LAST Tony Martin RCA Victor 20-4477

Martin is his usual confident jell here as he projects persuasively on the French ditty. Flip side, "Make With the Music," is a rewrite of Padilla's Spanish folk melody which the chart sets in the style of several of his recent pictures in this vein.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. PLEASE, MR. SUN Perry Como Victor 20-4453
2. PLEASE, MR. SUN Johnny Ray Columbia 39636
3. OOPS Doris Day Columbia 39637
4. OLD PAINT The Weavers Decca 27928
5. AT LAST Ray Anthony Ork Capitol 3912

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. TULIPS AND HEATHER Perry Como Victor 20-4453
2. BE MY LIFE'S COMPANION Mills Brothers Decca 27889
3. RETREAT Patti Page Mercury 5772
4. BE MY LIFE'S COMPANION Rosemary Clooney Columbia 39631
5. STOLEN LOVE Eddy Howard Mercury 5771

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. STOLEN LOVE Eddy Howard Mercury 5771
2. BE MY LIFE'S COMPANION Mills Brothers Decca 27889
3. BROKEN HEARTED Johnny Ray Columbia 39636
4. WHY DON'T YOU LOVE ME? Rosemary Clooney Columbia 39631
5. IT'S ALL IN THE GAME Louis Armstrong Gordon Jenkins Ork Decca 27889

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. SILVER AND GOLD Pee Wee King Victor 20-4458
2. HEART OF A CLOWN Wade Ray Victor 20-4429
3. MOUNTAIN DEW Kenny Roberts Coral 64233
4. STREAMLINED CANNONBALL Tennessee Ernie Ford's Sisters Capitol 1913

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FOR PATIENT CARE RESEARCH EDUCATION
JANUARY 2-31

Breaking fast!

2 Great Singers

2 Great Songs



**TONY
BENNETT**

Singing...

"SINCE
MY LOVE
HAS GONE"

with ...
PERCY FAITH
and his
Orchestra

78 rpm 39635
45 rpm 4-39635

**GUY
MITCHELL**

Singing...



"WIMMIN"

with ...
MITCH MILLER
and his
Orchestra

78 rpm 39639—45 rpm 4-39639

NATURALLY ON:



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

TV-PHONO MERCHANDISING

Furniture Show Paints Optimistic TV Picture

CHICAGO, Jan. 19.—With a near-record winter market crowding the city the past two weeks, the Furniture Show, scheduled to close tomorrow, found television buying conservative, but the overall picture more optimistic than during the winter and summer markets last year.

Most manufacturers introduced their 1952 models during the show

period, and buyers found the '52 stylings, housing a variety of sets featuring 17 to 21-inch screens, going along with other furniture lines in maintaining a conservative pattern.

Dealers, many of them also in for the National Appliance and Radio Dealers Association convention this week (see separate story this issue), told exhibitors "scare" buying at the 1951 winter market had resulted in top-heavy inventories which had taken almost a full year to sell. Plans for the coming year, they indicated, called for smaller inventories, with less buying at one time, but a steadier turnover, especially in the replacement field where sets are expected to be sold to owners of present small-screen receivers.

Lion Manufacturing

To Enter Video Field . . .

CHICAGO, Jan. 19.—The Lion Manufacturing Company, manufacturer of electronic devices, will enter the TV field this spring. Ray Moloney, president, revealed this week. Marketing a new large screen receiver under the Lion tag, firm has added Paul Eckstein, formerly with Stewart-Warner, Westinghouse and, more recently, Hallieraters, to head its TV division.

MARDA Re-Elects Farr, Names Joerdnt Secretary . . .

CHICAGO, Jan. 19.—National Appliance and Radio Dealers Association, at its annual meeting Sunday thru Tuesday (13-15) at the Conrad Hilton Hotel here, elected a new secretary, two new board members, re-elected all other officers and board of directors for another year and eliminated its trade counsel.

Re-elected to serve for 1952 were Mori Farr, Upper Darby, Pa., president; H. B. Price Jr., Norfolk, and F. S. Urner, Bakersfield, Calif., vice-presidents; Ken Stucky, Fort Wayne, Ind., treasurer, and Paul Dettling, Jackson, Mich.; H. L. Frankel, Huntington, W. Va.; R. B. Garlock, Lansing, Mich.; Wallace Johnston, Memphis; F. O. Kuehn, Belleville, Ill.; Francis L. Monette, Lowell, Mass.; Herb Names, Denver; L. P. Olson, Moline, Ill., and Frank H. Ruth, Alliance, O., directors.

Named to the secretary's post was Victor Joerdnt, Kenosha, Wis., who succeeds M. E. Brunderman, Chicago. New directors are Jack Wesley, Milwaukee, and Gross Williams, Shreveport, La., who replace Julius Kovach, Racine, Wis., and James Lee Pryor, Wilmington, Del.

Bear Saga

Continued from page 15

warnings found in ear cards, billboards and, more recently, has been spotted on 30-second TV spots for use as public service station breaks. Smokey is a creation of the joint effort of the fed woodmen, a Department of Agriculture facet, and the Advertising Council, the national federation of top ad execs who map public service campaigns such as war bond drives and auto safety campaigns. Smokey was concocted seven years ago and has received millions of dollars in governmental promotion. Forestry reps maintain that the campaign has helped reduce forest fires statistically since its inauguration.

Steve Nelson and Jack Rollins, writers of such H&R kiddie hits as "Peter Cottontail" and "Frosty the Snowman," have written a tune, which received forestry and AC okay. Gene Aberbach, of H&R, reports that an extensive promotion campaign, similar to that accorded to the two previous kiddie songs, will flank the new forestry ditty.

Winterhalter

Continued from page 15

tion to Henri Rene on the West Coast.

Kapp, incidentally, left for Hollywood over the weekend to make a routine check of RCA operations there. It is his first trip to the Coast since he joined the diskery. He will stay about two weeks primarily to meet and build his relations with Victor artists in Hollywood. He also will meet with Morton, who represents Winterhalter, to iron out minor details of the orkster-exec's new contract.

All-Nite Symp Platter Show Set by WNBC

NEW YORK, Jan. 19.—National Broadcasting Company's flagship here, WNBC, will launch 24-hour broadcasting operations February 1, via New York's first all-night symphonic disk jockey show.

Programming expansion, according to WNBC's general manager Ted Cott, is three-fold in purpose. It will enable the station (as key civil defense broadcasting outlet here) to maintain an all-night emergency alert; provide a stronger buildup for WNBC's early morning delay team, Bob and Ray; and give WNBC's sales department a chance to explore commercial possibilities of a new advertising market (a la WQXR's upper-income bracket dialers).

Cott still hasn't selected a long-haired platter spinner for post, but it's established that decay will operate from WNBC's new studios in Port Washington. Chatter will be held down to minimum requirements for introduction of numbers and station breaks. Meanwhile, WCBS here is reportedly mulling a similar all-night disk jockey series.

Prom Sets Sked of 10-16 Sides a Mo.

NEW YORK, Jan. 19.—The recently formed Prom Records Company, low priced pop diskery affiliated with the Peter Pan kidisk firm, has set up a release schedule of 10 to 16 sides per month over the next year. The 49-cent break-resistant disks are sold in chain stores only, and are being marketed via the Peter Pan distributors. To date, Prom Records has issued eight pop waxings.

Group Submits

Continued from page 16

rent performances needed in each classification in order for the writer to maintain his position.

It is understood that board member Stanley Adams suggested that both a 10-and-five-year average be allowed in computing the 60 per cent of the distribution. Individual writers would be permitted to choose either the 10 or five-year average, according to whichever best suited him. The Adams proposal is said to have been acceptable to several members of Lengsfelder's group. Attending the Thursday session was Herman, who is not on the Lengsfelder committee but is known to be in general agreement with the latter group.

Committee Members

In addition to Lengsfelder, the committee includes writers Lou Handmen, J. Fred Coots, John Redmond, Lou Singer, Maurice Baron, Mickey Stoner, Erwin Rowen and Milton Pascal.

The "seniority of works" plan would have the 20 per cent seniority pay-off based on the individual writer's classification. It would set seniority maximums for each writer classification, permit writer step-ups, but disallow any demotions.

The elections proposal calls for only those ASCAP writers in the lowest classifications to vote for the three board seats to be allocated to their group. Two of the three seats would be for pop writers, and one for a standard penner.

Within the next two weeks, the Lengsfelder committee is expected to put its proposals on paper, with Herman sitting in to work out the final plan for presentation to the ASCAP writer board.

Boast Boosts

Continued from page 16

intends to head South on a talent quest within the next two months. He reports that his distributors have encouraged his further penetration of the country field.

Eddie and Leo Memer, of Aladdin and Score, added Fleming Allen, veteran country musicker, to start Intro about a year ago. Allen has maintained a steady roster of 10 artists for the past year. Leonard and Phil Chess, of Chess, Chicago diskery, took a brief fling at h.b. with Harmonica Frank about four months ago, but have added no new artists.

FLORIDA RECORD OPPORTUNITY

Leading Florida record distributor has position open for man with extensive experience in managing order department. Responsibilities include supervision over record order pickers and packers, inventory control and handling counter business. Basic qualifications include experience in similar work with RCA Victor, Columbia or Decca distributors. Give complete details of your experience in your reply including salary expected and availability. Address: BOX D-124, The Billboard, Cincinnati 22, O.

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"The finest sound on record"

Ask to HEAR . . .

WANT YOU

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JUST SUPPOSIN'

Dick Taylor—Vivian Gary

Marie Bizak's NEW SONGS

Skylark Records

618 N. Beachwood Dr. Hollywood, Calif.

Advertisement for "OH SEBASTIAN" by ELMO RUSSELL on Pyramid Record 644. Includes a small photo of the artist and promotional text.

A LEAP YEAR SONG

"They'll Never Let Go"

ANDREW'S HOUSE OF MUSIC

1618 Broadway, New York 19, N. Y.

WE BUY USED RECORDS

As they come—25% or 70%. Our bidding areas granted year round. JALEN AMUSEMENT CO. 1300 Eastern St. Baltimore 17, Md. LA 467676 6366

Broadcast RECORDS advertisement featuring Bonnie Campbell. Includes record covers for "PEEK A BOO" (Bye Bye Blues) and "Scalaway" (Blue Skirt Waltz). Text describes her as "The Queen of the Organ" and "Because she plays with such sincere feeling and with a subtle but infectious rhythm music lovers have already expressed a preference for Bonnie Campbell's style."

Four New LP Firms to Join Roster of 125

NEW YORK, Jan. 19.—The mushroom development of LP record manufacturers was swelled by the addition of four new LP labels skedded to debut within the next few weeks in a field that now has 125 firms issuing long-playing disks. The latest companies to hit the LP market are Command Performance, SPA Records, A-440 and Symphonic Releases—all classical diskeries.

The Command Performance label will issue two LPs, one containing Chopin Etudes and "Artist's Life" waltz, and the other containing Chopin Etudes and "Der Fledermaus" waltz. Both will contain transcriptions of the selections by Leopold Godovsky and will be played by pianist David Saperton. The diskery directed by George Schwager will specialize in piano music. SPA Records, whose initials stand for Society of Performing Artists, will issue disks of modern composers, such as Druker and Hindemith.

A-440 Records is now sending out its first disk, "Mass for Parishoners," by Couperin, and has set a recording of songs by Kurt Weill as its second venture. Norman Weiland runs the company. Another LP firm, Symphonic Releases, intends to cover all fields of a classical nature, including opera excerpts and symphonies. Recordings from the latter diskery will be marketed by Irving Kratka, of the Classic Editions LP firm.

RELIABILITY QUALITY
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Originators of the
NON-SLIP FLEX
(Pat. Pending)
Research Craft Co.
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HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from the Billboard
HELPS SALES

"We like the new TODAY'S TOP TUNES. Please increase our order to 500 copies. We sincerely believe that a regular mailing of this new and better TODAY'S TOP TUNES bulletin will pay for itself many times over."
Hughes Music
Burney, Calif.



The Billboard 837
2160 Patterson St., Cincinnati 22, Ohio
Please imprint and ship 50 copies of TODAY'S TOP TUNES for which I enclose \$1.

IMPRINT AS FOLLOWS:

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CITY AND STATE PHONE

Ordered by

SPECIAL TRIAL OFFER
50 Copies Only \$1
TRY IT AND YOU'LL BUY IT EVERY WEEK

Music as Written

Permo Intros Record

Brush for Home Phonos . . . Permo, Inc., last week introduced a new record brush, adaptable to any home phonograph or juke box, which will be retailed at 50 cents. Unit, which includes a bristle brush and a Mystik Self-Stik Cloth Tape holder was designed by Sherman Pate, Permo president, and Lloyd J. Andres, vice-president in charge of engineering. Brush kits will be packaged individually, and will come with a display merchandiser holding 12 boxes, for use in retail stores.

Wilson Revives Philly Recording Company . . .

Eddie Wilson revives his Keystone Records Company of Philadelphia, linked with his Keystone Music Company, with three differently-styled vocal recordings of his own torch ballad, "The World's Biggest Fool." Three cuttings by new names to the label include The Charioteers, Ruth Rogers and Jays Pace to give fem, male and group singing treatment to the song. Distribution will be handled by a local firm not yet assigned.

Columbia Signs

Van Damme Quintet . . . Columbia Records this week signed the Art Van Damme Quintet, a Chicago group that formerly recorded for Capitol Records. The contract calls for two albums by the quintet.

New York

Mrs. Grace Kahn, widow of the late songwriter, will appear on a number of radio programs' interviews in connection with the Gus Kahn movie, "I'll See You In My Dreams" . . . Muzak Corporation's ET firm, Associated Pro-

gram Service, has signed Rosamary Clooney to a long-term pact, and will send out first ET's featuring the singer for this month. . . . The musical score for "Streetcar Named Desire," by Alex North, won the annual award for the best motion picture score from the Italian magazine Epoca. Ardmore Music's Mike Gould is in town for a short stay. . . . Eddy Kelly and Jesse Stool have formed a new pubbery. . . . Fay Mirl, MGM Records distributor in the Buffalo area, in town for business confabs with the diskery's execs. . . . Decca has re-coupled the Gordon Jenkins "Charmaine" diskery with "When I Grow Too Old to Dream." Bob Heller, Rainbow Records, and Larry Newton, Derby Records off on a road trip to contact their distributors and visit deejays and doalers. . . . Irv Deutch, Redd Evans' pubberies, left for the West Coast on a trip which calls for stops at key cities across the country.

Chicago

Herbie Fields set for a three-week run at the Zanzibar, Denver, starting February 18. . . . Louis Armstrong, one of the few bands to get more than a week at the Blue Note, goes into the Loop bistro June 27 for a month. . . . Muggsy Spanier into Singer's Rendezvous, Milwaukee, for two weeks. (Continued on page 49)

'P.M. Playhouse' Signs Lawrence

NEW YORK, Jan. 19.—Elliot Lawrence has been signed as musical director of the "Philip Morris Playhouse On Broadway," CBS radio network program aired Sunday nights. This expands the orkster's activities to a point where he now composes, arranges and conducts for radio, fronts his band on one-nighters and acts as musical director for King Records. Radio deal was set for Lawrence by his personal managers, Ray Bloch Associates. Joe Glaser's Associated Booking Corporation continues to handle the band.

Lawrence's Philip Morris pact includes writing themes, cues and backgrounds, choral arrangements when required by the script, and conducting the studio ork. According to Charles Martin, producer-director of the show, one of the reasons for selecting Lawrence for the post was the orkster's lengthy series of college dates with his band. The Philip Morris show uses a novice actor from a college campus teamed with a name performer on each week's show.

Instrument Makers Get New Priority

WASHINGTON, Jan. 19.—National Production Authority revealed this week that manufacturers of musical instruments and parts are currently receiving slightly higher scarce materials allocations as compared to other industries than they did in the final quarter of 1951. Their current rate is 50 per cent of the steel, and 35 per cent of the copper and aluminum used in the base period. This is the customary allocation at present. In the previous quarter, the instrument industry was classified as receiving below the customary rate.

In another announcement, Defense Production Administration, revealed plans for a goal of annual domestic production of chlorine at 3,430,000 short tons, an increase of 1,230,000 tons above 1950 capacity.

Mercury's New Sales Stimulant

NEW YORK, Jan. 19.—Mercury Records is applying the department store sales incentive method to its record business by offering a one-half cent per disk "stim" to its salesmen for every platter they sell of Bobby Maxwell's multiple-dub harp reading of "Chinatown, My Chinatown."

Diskery has been conducting an all-out promotion on the gimmicked waxing and figured to get an extra stimulus out of the bonus offer to the firm's distrib salesmen. The idea apparently is new to the wax industry and its potency will obviously be determined by the resulting sales.

Wexler Opens New'k Distrib

NEW YORK, Jan. 19.—Distributor Elliot Wexler this week completed the sale of his interests in the Philadelphia operations of the Kaylor and Winthrop companies and opened a new distrib operation in Newark which will cover the state of New Jersey. Wexler, who helped build the Philly operation into one of the more important independent diskery jobbers in the area, opened his new business on Monday (18), with the Coral Records' line providing him with his first major account.

Wexler hired Phil Pavone, a Newark retail salesman, to work as a road salesman, and Bernie Kramer, formerly with the Music Corporation of America, will serve as an inside man. Wexler currently is making the rounds to pick up several additional lines to set his business, known as the Medway Company, on a firm basis.

MGM Flick Music On Robbins List For Spring Plug

NEW YORK, Jan. 19.—Robbins Music will work on an unusual type of plug song, an instrumental piece in the genre of the miniature piano concerto, come spring.

The pubbery has acquired, via an MGM flicker background score, a piece written by Bronislav Kaper which is the titled melody and running background music for a movie titled "Invitation." Tune already has been recorded on Decca by Victor Young, and for Columbia by Percy Faith. Pubbery expects cuttings to be made of the piece at Victor and Capitol.

Something NEW under the **SUN**
#101
TOO LITTLE LOVIN'
and
GET BACK IN LINE
by
DON PAULL
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CANYON CARAVAN
RUN RECORDING CO.
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Delightful Background Music. 12 standard pop favorites featuring
ANDREA FILIPPO and His Tempo String Ensemble
#MTT 2080 (33 1/3 rpm)
On sure, unfilled Vinylite!

TEMPO
RECORD CO. OF AMERICA
1328 Sunset Blvd., Hollywood 46, California

CORRECTION
In "The Billboard Picks" (Jan. 19th issue) the smach recording, "The Skipper of the Flying Enterprise", by Alan Holmes' orchestra, was erroneously described as a Mercury record.
This is a KING record
#15160 or 45-15160
—Sorry.

Earn Extra Money! RECORD SALESMAN
Wanted to handle another line. Can give exclusive territory.
BOX NO. 481, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

A Thrilling New Voice
LOU DINNING
MAKES EVERYBODY HAPPY WITH
Sad
RECORD NO. 1940

Hocus-Pocus

By BILL SACHS

RUSSELL SWANN and his Ravelly assistant, June Nolden, concluded a two-week stand Sunday (20) in the Embassy Room of Hotel Statler, Washington, and the following day began a like engagement at the Hotel Statler, Detroit. Russell and June hopped into Washington after an interesting week's stay in Mexico City, where they had the pleasure of catching two unusual magic turns. Miss Nolden tells about it

as follows: "Kosmar (he's from Peru) is currently headlining at the Folies Theater in Mexico City. His featured illusion is the buzz-saw, with much blood and gore. He invites the skeptics up for a closer look (and there were many that wanted to see if the girl was really cut in half), but from where I sat it looked real enough, so I was ready to take his word. On January 7, Kosmar was to have opened in a new show featuring the Frankenstein Monster, but the buzz-saw routine was filling the theater, so the management held it over. After the show we had a pleasant visit with Kosmar. We also saw Frank Lazama, who is currently working at the Versailles of the Del Prado Hotel there. His work is excellent and he has perfected a perpetually lighted match. No matter how many times you blow it out, it relights itself." The Akron Beacon Journal of January 6 carried a full page of rotogravure showing the master-spook-maker, Bob Nelson, of Nelson Enterprises, Columbus, O., in the process of haunting a house.



They Come to
New York
from everywhere
to enjoy the
Value, Comfort and
Convenience of the
Woodward
HOTEL
BROADWAY at 55th STREET
Ideal accommodations
for 800 guests
Private baths, showers
and radio. Television!

FROM \$3.50 SINGLE \$5.00 DOUBLE

The third of the lecture-demonstration series sponsored by the Magicians' Guild of America will be presented by Dudley V. Walsh Thursday night, February 7, at Hotel Prince George, New York. His topic will be "Modernizing the Fundamentals of Card Magic." During intermission, some of the effects of the late Leon Maguire will be auctioned.

Jean Brandes, please send in your address! Holding an important message for you.

Jay Marshall appeared on the "Cavalcade of Stars" TV program from New York last Friday (18). . . . Tung Pin Soo (Al Wheatley) is currently showing the Loew houses thru the East.

When in BOSTON
It's the
HOTEL AVERY
Avery & Washington Sts.
The Home of Showfolk

HAROLD BROWN recently devoted his entire TV Topics column in The New York Herald Tribune to the activities of M.U.-bourne Christopher. On February 1, Christopher will give his "The Surprise Element" demonstration for the magicians in Philadelphia, and he works for the wizards of Fort Wayne, Ind., in April or early May. He resided on the "Steve Allen Show," over CBS-TV from New York last Wednesday (16). Stuart Cramer, Cleveland; Cyril Keller, Baltimore, and Jack Spaulding, New York, were recent visitors to Christopher's New York apartment to see his collection of historical prints, playbills and magic books.

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COMICS, STRAIGHT MEN,
STRIP-TEASE GIRLS
Top salaries. Write or Wire
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EMPRESS THEATRE
544 Woodward Detroit 36, Mich
ERRY WILSON—Please write

Wibbur C. Weber (Professor Magi), teacher of hypnotism and operator of a school of magic in Bridgeport, Conn., has organized the Weber Society for Hypnotic and Psychological Research in that city. Officers are Lewis W. Perkins, West Haven, Conn. president; Janet Perkins, West Haven, vice-president; Winthrop Davis, Bridgeport, treasurer; Mrs. Florence Patterson, Stamford, Conn., corresponding secretary, and Mrs. Sonya Cotter, Stratford, secretary. Trustees are J. W. Petrie, New Haven; Joseph Laudadio, Stamford, and Mrs. E. E. Holmes, Bridgeport.

Jack Montgomery
WANTS
Exotic Dancers, Singers, Chorus Girls
Bookings Night Clubs
Associated with Milton Schuster
Be a Bookie!
MILTON SCHUSTER
127 N. Dearborn St. Chicago 2, Ill.

Worcester, Mass. Assembly No. 18, Society of American Magicians, held its 25th anniversary celebration at the Tattuck House, that city, January 8, with SAM national proxy, Ace Carham, and other prominent magicians on hand for the occasion. Representatives from Boston, Providence and other New England spots were also on deck for the affair. Silent Mora headed up the entertainment fare. A roast-beef dinner, attendance prizes and a genial air of good fellowship contributed to a successful evening. Assembly No. 16 was organized under the leadership of Harry Houdini a month before his death. Two members who sided Houdini in the organization Bob Porter and Rev. Willard Smith, national chaplain of the SAM, are still active in the Assembly.

Be Funny for Less Money
New comedy material. Punch Lines
Doodles. 1 through 10-21 per line. 2
dolls. 15 minutes. 50¢. 10 minutes. 30¢.
Free with your first order ten parcels.
Send for price list for you only.
Laughs Unlimited
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MUSICIANS WANTED
Male or female strong Piano Player,
Musicians who play Flare, Comedy,
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Trio. Immediate placement! Rush pic-
ture, publicity and availability.
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ATTENTION, PERFORMERS
Who can see good, solid, original material,
I have written for the best. Over
200 different funny song Parodies. Over
100 funny songs. Titles, sketches for male
and female. Special material written to
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COSTUMES
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able for REVUES, GAY '90's, MINSTRELS,
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Agents and Producers throughout U.S.
and the World. Who Have Work!
**WORLD WIDE
THEATRICAL GUIDE**
P. O. Box 59 Chicago 90, Ill.

Harlem Safari To Far East

NEW YORK, Jan. 19.—A 26-person unit headed today for Ceylon for a three-month date, making it the largest show package of Americans to travel that distance in recent history. Fares are \$960 per person.

Unit sailed on the Franconia. It is headed by Manhattan Paul and an all-Negro cast tagged "Harlem Revue," consisting of May Bryant, Lockjaw Jackson, Truesdale and Francine, Bert and Cynthia, Larl Beecham, Velvet-cors (quartet), an 11-girl line, a piano player, leader and two drummers.

Unit will open February 15 at a theater now being built, in Colombo, Ceylon. The unit is the anniversary of Ceylon's freedom. Part of the ceremonies will be attended by British royalty.

Hialeah Opening

Continued from page 14
babes billed as the Hollywood Cover Girls, executing a brace of song-and-dance routines.

With a lot of front-page fanfare, Lou Walters brought in Sammie Gamal this week. The Egyptian boy dancer, who gained full publicity by marrying a Texas oil millionaire, made her first appearance in Walters' Latin Quarter revue Thursday (17). The gal is destined to bring a flock of curiosity seekers into the club, and Walters has announced he's skidding her for the late shows only.

Copa City, after a fortnight of Billy Daniels, will move Kay Thompson and the Williams Brothers into the top slot Sunday (20). West Coast impressionist Arthur Blake is in the No. 2 spot. Lena Horne checks into Jack Golden's Clover Club Wednesday (23) and Joe Lewis into Ciro's Thursday (24). The latter spot is trying to build up appeal for its Club Room, with Joe Bush-kim's Trio and the Hep-Cats providing off-the-cuff entertainment.

Major activity on hotel row emanates from three spots. The Casablanca Club Morocco, the Saxony's Shell-I-Mur Room and the Sans Souci's Blue Sails Room. Altho Miami Beach hotels can now operate as niteries, this trio is pulling in the bulk of the business.

Club Morocco is offering Gene Baylos and the DeCastro Sisters following up George Arnold's Ice Revue, which moved over to the Olympia Theater. The Saxony has Miguelito Valdes and Latin hip-dancer Bertica Serrano. Sans Souci followed Lenny Kent with George Hopkins, an Arthur Godfrey talent winner who just finished a month at the Vagabonds Club Miami.

Meanwhile the 14 stripperies in the Greater Miami area are still doing okay. All offer about the same type of thing—a couple of comics and/or an emcee, and from four to 10 girls in solo striptease spots. So far this season none of the spots have been raided and, unlike previous winters, no morality group has voiced objections.

Windsor Draws

Continued from page 13

ning at the Elmwood. With a \$1,000 talent budget, the Kill-arney has Eddy Ernie, tenor Red Ace, comedy emcee, and Charlene, ballet and tap artist.

Other cafes doing a good business and using mostly American acts include the Canada Tavern, with week-end shows on about a \$200 budget, booked by Val Campbell, of the Gus Sun Agency, Metropole, about \$300, from downtown Detroit, booked by A.B.C. Theatrical Booking Agency of Detroit, has Johnny Lebel, singer; Hal Hamilton, emcee; Tiaka, character dancer, and Billy Bysher, blues singer. Its talent budget is about \$750.

Besides the Elmwood and Kill-arney, the Amusement Booking Service has three other Windsor spots—the Commodore, \$1,250 budget, a downtown spot using the Page Cavannah Troupe with Donna Ray, singer; the Elbow Room, another downtown one with a \$300 budget, with Wily Morris, piano artist, and pianist Lindsay Meehan, and the Lido, using week-end shows of a band and two acts with a \$200 budget. Fairly long bookings for both acts and music appear to be typical.

Burlesque Bits

By UNO

WINNIE GARRETT chalked up a second b.o. record at the Hudson, Union City, N. J., the week of January 6. . . . Jay J. Hornick, in company with some building experts, visited Atlantic City January 12 and found that the Globe Theater, damaged in the recent \$2,000,000 blaze there, could be repaired in time for a summer stock opening in June. . . . **Abu Reynolds**, former comic, is ill with bronchial asthma, and is being nursed by his wife, Florence Mills, at their home in Hollywood. . . . Grand, St. Louis, is featuring an under-water striptease contest with participants selected from the chorus. Contestants have included Yvonne Schworzes, Jane Kersten, Lettie Barone and Pearl Freix. Julia Dennis, coming from the Gayety, Cincinnati, is a newcomer to do strips, bits and chorus work. . . . Shelley Wayne moved from the Tropics, Fort Lauderdale, Fla., to the Havana Madrid, Key West, January 11. . . . Gloria Marlowe opened at the Mayfair Club, Rochester, N. Y., January 7 for two weeks. . . . Vivian Keenan, widow of Mack D. Ferguson, well-known burlesque and lab comic and straight who died of a heart attack recently at the Folies Theater, Chicago, has retired from show business to make her home with her brother-in-law, Garth Ferguson, in La Center, Ky. Miss Keenan, after a two-week visit with her folks in Whistler, Ala., is now working in an office in Kevil, Ky., five miles from La Center.

TIRZA and her Wine Bath opened December 27 for four weeks at Tony Pastor's, formerly Casa DeBulle, Miami Beach, operated by Hennie Moore. Other principals are Jackie Small, singer; George LaVelle, emcee, and Helen Corey and Saids, exotic duo. . . . Charles (Red) Lester, whose last appearance as a comic was in stock at the Eltinge, New York, in 1941, is now head of Keystone Publishing Company, Pittsburgh, dealers in reference books. . . . Donna Costello, new Hirst strip, is another Russell LaVelle graduate out of the chorus, and before that did vocals in New York niteries. . . . Wailes and Fontaine, comedy team, opened recently at the Music Box, Paramount Hotel, Lewiston, Me., for two weeks after a lengthy stay at Rumford (Me.) Inn. . . . Manuel Davis, owner-operator of the Lyric, Allentown, Pa., and the Plaza, Reading, Pa., threw a Bar Mitzvah party for his son, Michael, at the Allentown Temple Beth El and later at the Lehigh Valley Club. Among those attending were Mr. and Mrs. Jay Hornick and daughter, Fredal; Mr. and Mrs. Joseph Hirst and daughter, Arline; Mr. and Mrs. Max Hornick; Mr. and Mrs. David Davis and daughter, Penny; Mary Knopf and Lou Miller. . . . Walt Collins replaced Murray Briscoe as straight man in the Anger-Coghlin unit on the Hirst wheel.

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Minsky's Plaza; Trudine, Delores and Tommy Moe Raft at the Padlock Club; Blaze Fury, Tommy Timblin, Maxie Ferman, Teddy McKay and the Mystery Girl at the 22 Club; Bill Herrero at Gayety Inn, and Helen Corey, Dianne Duncan, George Level and Syeda at Tony Pastor's, all Miami Beach spots. . . . Jack Hill and Frank Fodora, of the Nifties act, opened at Taleric's Steak House, Utica, N. Y. . . . Jo Jordan and Noma Niles returned to Oakland, Calif., from Honolulu and are working spot-booked dates.

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BABE FENTON, on her way from Chicago to Boston for the holidays, suffered a heart attack at South Station, Boston, and is now recovering at her sister's home, 75 Memorial Drive, Salem, Mass. . . . Eddie Kaplan, Monarch Theatrical Agency, Miami Beach, has placed Sydney Fontaine, Mary Jo Bell, Dick Finney and the Raven at

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Broadway Openings

DESIRE UNDER THE ELMS

(Opened Wednesday, January 23)

ANTA Playhouse

A drama by Eugene O'Neill. Staged by Harold Clurman. Setting by Mordcaai Gorelik. Costumes by Ben Edwards. General manager, Walter Fried. Stage manager, James Osh. Press representative, Barry Ryans. Presented by the American National Theater and Academy. Robert Whitehead, managing director.

Robert Whitehead and the American National Theater and Academy will be widely felicitated on bringing back Eugene O'Neill's "Desire Under the Elms" to Broadway after 28 years. They have given it a splendidly impressive production, with meticulous direction by Harold Clurman, whose excellent corps of actors work against a brooding set by Mordcaai Gorelik which exactly catches the sinister mood of the tragedy. The "Elms" revival could hardly be done much better.

O'Neill's clinical examination of lust and hate on a New England farm is considered by many to be the American maestro's best play. A reporter has long subscribed to this belief, based on recollection of "Elms" with the late Walter Huston back in 1924. Perhaps memory has dimmed the picture. Perhaps back then it was new and daring. Anyway, it had a thunderbolt impact.

But in all honesty, from this reporter's point of view, "Elms" today has lost most of its sting. It still has its vitality, but for some reason or other those conniving, rapacious Cabots are not so real as remembered. It is hard to feel pity for them which O'Neill—via his brooding, majestic theme—obviously intends. Whatever metaphysical forces are driving them on, the Cabot family, father, sons and step-mother, are just a nasty lot of stinkers and deserve everything that's dished out to them. At the risk of being accused of heresy, this reporter has decided that he doesn't like "Elms" very much.

However, stage and acting-wise, the current revival is brilliantly done. Karl Malden is splendid as the hard-bitten old patriarch whose hatred for his sons is only equalled by his love for his land. Carol Stone gives a performance of amazing insight as the conniving third wife who married him to use him and falls in love with his son. Douglas Watson is likewise excellent as the turbulent, greedy offspring who wishes him dead, and Lou Polan and George Mitchell add commendably as two more sons who desert the farm for the easier labors of the gold fields.

Clurman's direction is evidently a labor of love. He builds progressively the dour foreboding which the theme engenders. If his staging has a fault it is over-emphasis on O'Neill's fondness for repetitious phrasing. He is out to see that you don't miss a word of the maestro's scripting. Gorelik's two-level set of a farmhouse's interior is excellently conceived, highlighting the action that takes place within it.

But with all its engaging virtues, those elms don't seem to have the sap in them that they had back in 1924. Bob Francis.

'Cavalcade' Set In New Haven

NEW HAVEN, Conn., Jan. 19.—The Shubert Theater here is to have a "Theater Cavalcade," beginning January 24, when five plays will be included in a special subscription series, which will run thru March 8.

Plays scheduled are "Paris 90," starring Cornelia Otis Skinner; "Three Wishes for Jamie," starring Anne Jeffreys; "The Long Watch," "Flight Into Egypt" and "The Autumn Garden."

FANCY MEETING YOU AGAIN

(Opened Monday, January 14)

Royale Theater

A comedy by George S. Kaufman and Leueen MacGrath. Staged by George S. Kaufman. Settings by Albert Johnson. Costumes by Kathleen McKers. General manager, Paul Groll. Stage manager, Joseph Osher. Press representative, Nat Goodman and Irving Dorfman. Presented by Chandler Cowles and Ben Segal.

George S. Kaufman and Mrs. (Leueen MacGrath) Kaufman have labeled their co-operative effort a comedy. "Fancy Meeting You Again" comes closer to fancy-farce. The definition doesn't matter as long as the result is intriguing and entertaining. Much of "Fancy" is just that. But considerable of the time, when inventiveness fails to bridge its gaps, it takes to the ground. There is some skillful playing in "Fancy" and typically sharp Kaufman touches in its staging. But it needs much more than it has to register a success bell.

The Kaufman-MacGrath conceit is not lured to belly laughs. It angles for sophisticated chuckles—so sophisticated, in fact, as to be slated to a highly limited appeal. It has to do with an attractive comedy which proposes that 5,000 years of previous reincarnation have not registered good conduct marks in the heavenly register. Over five centuries she has pursued an elusive boy friend for successive hay-mow wind-ups without benefit of clergy. When he currently turns up, in the guise of a not-too-friendly art critic, she sets out the snares again finally to plienage him into making her an honest woman.

The blend of fantasy and reality makes it frequently hard to tell just who in the cast is ripe for shock treatment. Frequently, the effortful strain of keeping the nonsense aloft is extremely evident, and the pace lapses into a leisurely stride which is lazy in the standard tradition. However, "Fancy" starts off with a fine bounce and finishes with another, and in between is scattered quite a lot of fun. Unfortunately, its fun isn't up to sustaining a full three acts.

Amusing. Trying. Leueen MacGrath plays the persistent female with winning humor. The part, as written, has obviously no particular depth, but there are ample chances for amusing touches, and she gets them across with great charm. Walter Matthau is likewise highly agreeable as her age-long quarry and current, blunt art man. All the rest of the cast have some good moments and some trying ones; Ruth McDevitt as an alternately gabby elubwoman and madam of a Roman brothel; Reynolds Evans as a frustrated judge and a grafting Roman senator; Margaret Hamilton as a stock, acridulous secretary; Glenn Langan as a ditto, stuffed-shirt lad-who-never-gets-it, and Vera Fuller Mellich as the perennial comic maid.

Albert Johnson has contributed a servicable set, replete with statuary belonging in the Museum of Modern Art. It is tasty, if you like it. "Fancy" has so much that is good, it's just too bad that there isn't enough of it. Bob Francis.

Dramatic Routes

Autumn Garden (Eliangeli) Buffalo, N. Y. 12-15; (Hester) Rochester 25-26; Bell Book & Candle (Hanna) Cleveland; Candida (Eliangeli) Chicago; Cocktail Party (American) St. Louis; Darnassa at Noon (Herman) Columbus, Ga. 21-23; (Murat) Indianapolis 7-24; Gilda (Hymowitz) Boston; Gentlemen Prefer Blondes (Orphum) Omaha 27-24; Lycopum (Minnesota) 24; Greco Joe (Shubert) Detroit; Guys and Dolls (Royal Alexandra) Toronto; Jane (Walnet) Philadelphia; Member of the Wedding (Mayday) Portland; Mr. Roberts (Shubert) Los Angeles; Noakh of Susceys (Porrett) Philadelphia; Moon Is Blue (Harris) Chicago; Moon Is Blue (Harris) Pittsburgh; Oklahoma (Orphum) Kansas City, Mo.; The Fall of the Curtain (Detroit); Skinner, Cornelia Otis (Parsons) Hartford, Conn. 21-23; (Shubert) New Haven 24-25; South Pacific (Shubert) Chicago; Student Prince (Gayety) Washington; Venus (Hester) (Shubert) Philadelphia 20-26.

Out of Town Review

JANE

(Opened Monday, January 14)

Walnut Street Theater, Philadelphia

A comedy by S. W. Behrman, based upon a story by W. Somerset Maugham. Production under the supervision of Theresa Helburn and Lawrence Langner. Directed by Cyril Richard. Setting by Kit von Kantow. Miss Best's gown by Valentinia. Press representative, Reginald Dearborn. Presented by The Theater Guild.

It would be stretching imagination a bit to rate "Jane"—the delightful old gal that she pans out to be—as headed for the hit class. However, the artful S. N. Behrman may well be able to tie some new knots, point up the punches and weave together his scattered virtues so that his high comedy doesn't remain as utterly shallow as the British high society that it mocks.

For this venture, Behrman has turned to another high-society writer of high comedy, by using as his theme W. Somerset Maugham's original story of the same name as his theme. Completely delightful and entirely amusing, Behrman has made his lady of the title warm and human even if she isn't real. But there isn't enough overall substance to last a full-length theater evening, nor does the comedy build into any lasting crescendo to make for any sort of sustained sock to take "Jane" out of its present element of lightness that leaves a pew-sitter with a singularly empty feeling.

Story-wise, there isn't much to tell. But Behrman takes a lot of words—too many—to tell the tale of "Jane," the dowdy provincial woman who comes to London to visit her sister-in-law. Capturing the fancy of a man young enough to be her son rather than her husband, the country widow subsequently undergoes a complete transformation physically. But while she loses her Queen Victoria luster, she never loses her capacity for telling the truth—even to the loss of a husband—and in turn wins the heart of a newspaper publisher who loses his confidence as a rake and philanderer once he falls under her spell.

It is Edna Best, as Jane, and Howard St. John, as the hard-drinking and romantically inclined publisher, who provide the play with its highest moments both in character and in comedy. Both score decisively. Basil Rathbone, who plays the "my" of the original short story, a writer named William Towers, is supposed to have surface resemblances to Maugham, but seems ill at ease with the part. Nor is he able to capture the comedy spirit of the play. Primarily he is Basil Rathbone playing at being the carefree, colorful writer-world-traveler who comes back to visit a divorced wife, only to fall in love with his sister-in-law, Jane. And his biggest miss is when he comes in second best in the race for the latter's hand.

On the distaff side of the ménage, Irene Browne contributes generously as the love-starved divorced wife. Also on the distaff side in his performance is Philip Friend as the self-centered young architect who involves Jane in the May-December marriage venture. Not to keep the play's romantic vein entirely in the matrimonial bracket, there's an auxiliary love interest created in the young daughter of the Towers who can only see a young writer who has a wife lingering in a Nazi prison camp. Adrienne Corri and William Whitman bear up well under this minor assignment, which adds a complicated thread to the story structure.

As a whole, the casting and acting is excellent, with Cyril Richard establishing a tempo that moves plausibly even if the verbiage tends to slow it down in too many spots. Elfi Von Kantow's single Hyde Park drawing room setting is striking. It must be said that "Jane" tries hard and with good intentions. But good intentions are not enough to jam a b. o. window.

Sides and Asides

ANTA May Join in N. Y. Culture Center . . .

The Metropolitan Opera has approached the American National Theater and Academy with the suggestion that ANTA establish a national theater on the Columbus Circle, New York, site at which a new opera house is planned. ANTA was considering the proposal at a board meeting Friday (18), but no conclusion had been reached by press time. Robert Dowling, chairman of the board of ANTA, revealed that a pledge for a small sum of money from ANTA had already been made. The Mel has raised \$900,000 of the \$1,200,000 needed for the purchase of the site. After the land is obtained, the erection of the building will cost something around \$20,000,000, depending on the specifications decided upon. The co-operation of the New York Philharmonic Symphony and a major ballet company may also be obtained.

Set 'The Willows' For March Debut . . .

Courtney Burr and Malcolm Pearson's production of "The Willows" is set to go into rehearsal in another month and bow on the Stem near the end of March. Peter Ashmore will direct and Cyril Richard will star. The play was written by William Joyce Cowan and wife Lenore Collier, whose last scripting venture was "Family Portrait" in the season of 1938-1939. "Lucky Star," a musical comedy by William Wells and

Tom Johnstone may bring Jack Pearl back to the New York stage, on which he has not been seen since "All for All" in 1943. "Star," which is all about satology enthusiasts, will be produced by A. P. Waxman. . . The Actors' Fund of America grossed \$73,000 from its collections in New York theaters during Christmas week. Arrangements are being made to continue the drive in the legit houses outside New York, which, it is estimated, will bring the net take to about \$100,000, since John Golden is meeting all expenses involved. The fund's annual expenditure is \$250,000.

Anderson Plans Musical

Maxwell Anderson confirmed this week that he is presently co- (Continued on page 48)

ANTA Starts Harf'd Dates

HARTFORD, Conn., Jan. 19.—All five plays scheduled for the American National Theater and Academy plays series in New York will get pre-Broadway try-outs at the 114-seat New Parsons Theater here over the next few months, according to a joint announcement by Philip Langner and Charles Bowden, operators of the local playhouse.

Already on view has been O'Neill's "Desire Under the Elms," starring Karl Malden, Carol Stone and Douglas Watson, which started a five-day run Tuesday (8). "Mrs. Thing," a new Mary Chase comedy, featuring Helen Hayes, is booked for a week starting February 4, and "The Circus of Dr. Lao," also a new production, has its opening date yet to be set. The remaining two plays of the series will be announced shortly.

BROADWAY SHOWLAY

Performances Thru January 29, 1952

DRAMAS

Table with 3 columns: Play Title, Dates, and Box Office. Includes titles like Affairs of State, Anna Christie, Antony and Cleopatra, Caesar and Cleopatra, Desire Under the Elms, Gilda, I Am a Camera, Point of No Return, Remain to Be Seen, Saint Joan, Stripes 17, The Convict Wife, The Fourposter, The Moon Is Blue, The Stride.

MUSICALS

Table with 3 columns: Musical Title, Dates, and Box Office. Includes titles like Bagels and Yams, Call My Name, Guys and Dolls, King of Suits, Pat Joey, South Pacific, The King and I, Top Banana, Two on the Aisle.

CLOSED

Table with 3 columns: Musical Title, Dates, and Box Office. Includes titles like Kiss Me, Kate, Lido and Diamond, Fancy Meeting You Again.

COMING UP

Table with 3 columns: Musical Title, Dates, and Box Office. Includes titles like Come Out Even, The Long Watch.

VA to Double Legit Use in Vet Hospitals

WASHINGTON, Jan. 19.—The Veterans Administration has announced that it will double the scope of what it termed a highly successful year-old experiment in developing legitimate theater for hospitalized veterans. The VA said the project has been so successful that the number of hospitals participating in it will be nearly doubled from a current 29 to a total of 56. Sponsored by the American Educational Theater Association, the plan calls for presentation of all forms of drama to sick and disabled veterans in VA hospitals. Under the plan, community theater groups and students in speech and drama departments in colleges and universities are encouraged to participate. Emphasis, also, is on giving patients a chance to participate, altho no drive is made to encourage career work in theater.

A VA spokesman explained that the chief aim of the program is to apply the theater's use for therapy and morale-building. The AETA committee participating with VA in the program is headed by the Rev. Gilbert V. Hartke, chairman of Catholic University's drama department here.

New Philly Group Skeds Legit, Opera, Ballet Productions

PHILADELPHIA, Jan. 19.—A new theater group, tabbed the Philadelphia Stage Guild, Inc., to offer a series of plays, ballets and opera on a level above the little theater category, was organized this week. For a starter, the new group will sponsor the first mid-city production of Christ-offer Fry's "A Phoenix Too Frequent" on February 29 at the Plays & Players Theater, little theater house in center of town. The group will bring in the suburban Hedgesrow Theater to stage the comedy. In addition to the play, the opening program will include two ballets, "The Chinese Flute" by Toch and "Suite For Youth" by Constant Vauelain, danced by the local Nadia Chilkovsky Dance Theater Company. Stage Guild is framed as a non-profit corporation. Its officers include Nadia Chilkovsky, Henri Ekan, Edith E. Goddie, William Kohler, Miriam Phillips and Hortense D. Scidenman.

Comments and Tips On Club Structure

(Ed note: Feeling that a discussion on skating club organization which appeared in a recent issue of "Bumps and Falls," Mineola (N. Y.) Rink house organ, embodies sound thinking. The Bill-board reprints in part, with thanks to the Mineola management, the editorial feeling that it may benefit rink personnel who may be having difficulties in organizing clubs. The Earl Van Horn-Harry Bickmeyer rink has a long and successful history and is noted for its excellence in its competitive skaters and its organizational set-up. The editorial follows.)

"Most important job to be done in amateur roller skating at this moment . . . is the organization of the amateur skating club. In the amateur skating club is vested the whole strength of amateur skating, the future of the sport."

"Not one club but many must be formed. Then these clubs should be knit together, each retaining its integrity as a separate and individual unit, yet placed into a mosaic much like the sovereign States of the Union.

"New clubs must be formed. Old clubs must be reorganized. Small clubs must merge. Cut down the dead wood. Find new things. Build a house of amateur roller skating clubs that will withstand the howling gale of criticism that every amateur sport must weather.

"The average so-called amateur club today is a joke. It's a blunt fact, and there are few who will deny it. Oh, these clubs today perform a certain function. They stimulate interest in the sport. They effect a sort of group spirit, an esprit de corps that boosts the morale of the amateur. They undeniably constitute a frame work, no matter how loosely hung it may be, that can be strengthened into a semblance of an organization.

"But the average amateur skating club today is not an amateur club by the standards of other recognized sports. Please note, this statement does not embrace all amateur roller groups. There are a substantial number of virile amateur skating clubs active in the roller sport in the East and elsewhere, such as our own Earl Van Horn Dance and Figure Skating Club.

"Membership should comprise a balanced proportion of competitive skaters, carnival or exhibition skaters, amateurs interested in developing book form international technique. The not for competitive purposes, perhaps a few innocent skate "bugs," and lastly, persons other than professionals who are genuinely out to further the sport. The latter category is important. It includes those persons who skate only casually or

possibly never skate at all, but still love roller skating and are interested in giving both time and money for its advancement. To bar professionals and commercial elements from this class is necessary to keep the amateur standard clean, regardless of the purity of their motives. But to ban amateur sportsmen, enthusiastic "outsiders" who want to be helpful, and other commercial elements would curtail prestige, funds and worthwhile advice and executive experience that may be needed.

"If an amateur roller skating club, for example, has no 'older heads' as a balance wheel, no experienced advisors to guide the group thru organizational and financial channels, it might be detrimental. Most clubs, however, have enough skaters of all ages within their unit to constitute a balanced group.

Amateur Control
"There has been much hue and cry that amateurs cannot control themselves and their clubs, and there is no basis for this statement when we remember that an amateur sportsman does not have to be an amateur skater, especially in former champion or skating star. The amateur that can comprise and control amateur clubs can be recruited from amateur sport as a whole, as well as from roller skating specifically. Probably the most practical set-up would be a blend of both, those who know skating technically and those who know amateurism, which is much the same in all sports. Don't let anyone fool you that there aren't plenty of people interested in roller skating unselfishly as a sport, and that there are not many more people who can be interested. This is true in all sports.

"The purpose of the amateur skating club should be to develop dance and figure skating, to raise the plane of the sport, to actively engage in competitions. The competitive purpose is most important. The lifeblood of sport is competition.

"Thru the heat of competition, more exciting demands will be built. Sharp rivalries, the greatest stimulus to the skating club, will become traditional and genuinely sporting. Get going, and watch your superiority when championships come up on the calendar.

"The name of the amateur roller skating club should be dignified and meaningful. The 'Roller Zonies' or the 'Ragamuffins' or the 'Poppy Rollers' or any of the extravagantly romantic or eccentric club names should be dropped. Roller skating is struggling for recognition. Why handicap the rise with a haller of names that are in bad taste? . . ."

Stockton Skaters Win In California Racing

STOCKTON, Calif., Jan. 19.—Stockton Skating Club took first place in the third Northern California Inter-Club Racing Championships meet held December 16 at Stockton Rollatorium, with 80 skaters competing before a packed house, reports Paul J. Gilbert, Rollatorium manager.

Stockton rolled up 700 points, followed by Monterey with 330; San Francisco, 190; Sallinas, 100; Watsonville, 20, and Irvington, 20.

Rabons Open in Cordele

CORDELE, Ga., Jan. 19.—Rabon Dixie Roller Rink, a portable, opened here December 10 to good business despite cold and rainy weather. B. L. and Cecil Rabon are managing the rink, with the following line-up of personnel: Porter Beaver, in charge of canvas and front end, and Jules Ball, floor manager, both of whom have been with the Rabons since the rink played here a year ago. The rink will operate here until March 1, when it moves to Tifton, Ga., for the summer.

Icery Opens in Conn.

STEPNEY, Conn., Jan. 19.—Lukewood Manor, an ice rink on Route 25, opened recently under the management of Irving and Dorothy Reynolds. Admission is 50 cents.

WIRTZ BLADE REVUE SETS WK.-END HIGH

**Top Comparable
1949 Period; Net
Runs Above 1951**

CHICAGO, Jan. 19.—Arthur M. Wirtz's "Hollywood Ice Revue" closed a bang-up Chicago Stadium run of 21 performances with an all-time ice show record gross for the final week-end and a net which was running 33 per cent ahead of last year's at the midway point. Don Murphy, of the stadium staff, said a final, over-all gross figure had not been compiled.

The show, which is headed by Barbara Ann Scott, Carol Lynne and Andra McLaughlin, added two days (14-15) to the scheduled run and departed after the final performance for New York, where the show opened Thursday (17) at Madison Square Garden.

Tommy King ice show staffer, said the Friday thru Sunday (11-13) attendance was a solid sellout and that the gross for that period was \$188,842.50. The previous high for a similar week-end, he said, was the 1949 tabulation of \$163,727.40.

During the first 12 days of the Chicago run, it was reported, the 17th annual edition of the show showed a net of about \$320,000, which represented a 32 per cent gain over the previous year's show when Sonja Henie was the star. This year's run opened on Christmas night.

King and Bill Horstmann moved with the show to New York, but were expected back here Monday (21).

Mineola Preps Second Annual Oldtimer Event

MINEOLA, N. Y., Jan. 19.—Extensive plans, including the awarding of prizes valued at \$350, are being made for the second annual Oldtimers' Jubilee Night at Mineola Roller Rink Thursday (24). Earl Van Horn, Harry Bickmeyer and Inez Van Horn, Mineola operators, report that more than 3,000 invitations have been sent to former and present Mineola skaters. They expect this year's jubilee to equal or surpass the solid success of the 1951 event.

The Mineola management is offering four \$50 gold watches to two winning couples in a voo doo four contest, and two more of the watches will be awarded to a man and woman as door prizes. There will be waitz and chicken scratch contests, with gold, silver and bronze engraved medals as prizes, and an identification badge and souvenir program will be given to everyone attending. Future performers will be Gladys and George Werner, Mineola pros, in an exhibition of their dance routine. The management is hoping to have TV's Dagmar on hand to present prizes.

Among those expected to attend are Bill Holland, noted auto racer; Charlie Civiletti, Mal Tate and Everett Wibart, former Mineola musicians; Satchel and Millie Wilkens, formerly of Mineola; Jerry Ziegler and Barney Fluke, former floor managers; Betty Little, Mineola's first pro; Lois Goeller and Dotty Chandler, who are now skating professionally; Barbara Kilip, Gallagher and Ozie Nelson, advisers on technical skating; Tom Marvin, Jim and Molly Frampton, Eddie O'Neill; Bill Love, New York Journal American columnist; Jim Morton, Jane Ellen Heffron, Cal Asher, Bill and Dot Opatruy, Angie and Margie Walsky, and members of a number of skating clubs.

AUDITORIUMS AND ARENAS

Troy Management Changes; Harrisburg Sees Farm Show

By DAPHNE (DEE) POLI
TROY, O., Jan. 19.—Change in the administration of Hobart Sports Arena here has been carried out with a Citizens Committee taking over the lease of the two-year-old city owned building. Previously, the lease was held by Kenneth Wilson and Pat Thurkettle, partners. Committee retained Wilson as manager, but Thurkettle is no longer connected with the building.

Agriculture Saluted
HARRISBURG, Pa.—Pennsylvania's annual salute to agriculture, the State Farm Show, was staged this week in the State Farm buildings here. Over \$55,000 in awards were handed out in competition among farmers representing the State's half-billion dollar farm industry.

Main auditorium among the buildings cover 14 acres and housed the livestock exhibits, horse shoe pitching, log sawing, sheep shearing, potato grading and horse pulling contests. Other buildings housed machinery ex-

hibits and handwork displays. Sellout for Singer

TOLEDO.—An advance sellout greeted the Fire, Marionette, Gerard Souzay, at Toledo Art Museum Auditorium Sunday (13). House seats 2,600. It was Souzay's first appearance here.

Flint Likes Cagers
FLINT, Mich.—Along with many other buildings which have no facilities for hockey, the IMA Auditorium here is using basketball to keep the lights burning. Paul Rewey, building manager, reports cage events are drawing good crowds.

He figures there are only two requirements for an auditorium to make money with basketball. One is space for a regulation playing floor, and the other is a minimum seating capacity of 2,000. Rewey's building seats up to 4,800 for the games and packs them in on basketball nights.

Wrestling also is being staged at the IMA. Polack Bros. Circus, under Shrine auspices is playing the building this week, and "Skating Vanities" roller show, is booked for February 6-10. Past attractions this season include "Oklahoma!"

Wide Drawing Area
CANTON, O.—When "Grand Ol' Opry" played Municipal Auditorium here recently, one family arose at 3 a.m. and motored from Parkersburg, W. Va., to catch the matinee. Over 5,000 saw the two shows.

Hank Snow, the Rainbow Boys, Little Jimmy Dickens, the Four Country Boys, Minnie Pearl, Cowboy Copas and Larry Jim Day were among acts in the unit.

O&J Debut at St. Paul Aud

CHICAGO, Jan. 19.—Olson and Johnson, now building the company for their "Heliza Poppin' Revue of 1952," will tee-off the show at the Home Builders' Show in St. Paul March 29-April 6. The package was set by William Morris, and will be staged at the St. Paul Auditorium.

Regional Advance Sales at Houston Strong for Henie

HOUSTON, Jan. 19.—The Sonja Henie ice show, playing Sam Houston Coliseum here thru Saturday (19), designated Wednesday (16) as Beaumont Night and made 4,000 advance sales in Beaumont by Tuesday. Beaumont is 90 miles from Houston.

Free Skating Classes Set at Hartford Palace

HARTFORD, Conn., Jan. 19.—Irving Richland, manager of Hartford Skating Palace, has increased to two the number of free beginners' classes.

Sessions are now being held on Monday and Friday nights at the rink.

Carman New Year Fete

PHILADELPHIA, Jan. 19.—A New Year's Eve party was staged from 8:45 to 1 a.m., at Carman Roller Rink here, with hats, horns and noise-makers distributed. In addition to nightly sessions, the rink stages Saturday and Sunday matinees. Officials report heavy bookings of parties for the new year.

**Second-Hand
RINK SKATES**
Excellent Condition
19 & 45" \$2.50 a Pr.
7C-7857
Like New, 100%
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Fitted with New
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All merchandise guaranteed
Write for complete price lists
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SAVE ON RINK SUPPLIES

Metal Skate Cases, 557	
Colors, 40¢	\$14.08
Pro-Tek-Tac Skates, 657	7.50
Champ Ice Bumper, dot. pr. 7.20	
Pom Poms—extra large, 50¢	
"Streamliner" Skate Cases, 100	
rounded corners, dot. 16.48	
Shoe Laces, all colors, 54"	1.40
72" 81" dot. 90"	

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Distributors of Richardson skates and parts, Outlast Floor Powder, Motor Products, Skating Abrasive Recovers, Rawson Books, Police Jumpers, Skates, Jewels, Floor Brushes, Wheels, Skate Wheel Grinders, Royal Wheels, Laces, etc.

**RINK OPERATOR & SKATE
MECHANIC AT LIBERTY**

Recently lost my lease on the building in which I was operating skating. I have all the equipment and will operate and maintain a rink and have been associated with rinks for the last 20 years

BOX B-125
c/o The Billboard Cincinnati 22, O.

ROLLER RINK FOR SALE

Doing \$1200 month, will double or better next year. Permanent new ramp built 2 1/2 miles from rink. Permanent rink frame located 1/2 mile from rink. 3 barracks of WAC's being placed at ramp next 1/2 month. Building 100x200x100 ft. Building 1 mile. Building 100x200x100 ft. clear man. 110 acres land. Using 10,000 sq. ft. at present, rest can be used at very little expense. Three room and bath outside. Truck Garage Bus, rink completely equipped. Here is a business that is a real money maker. Come down and inspect. Over 700 will attend you. FULL PRICE \$30,000; other interests fore me to sell.

B. ROCKY, Rt. 1, Box 47, Lightfoot, Va.

WANTED

Man and wife, experienced in roller rink business, would like to lease or manage roller rink. I also have equipment, including Hammond Organ, for operating large rink.

BOX D-123
c/o The Billboard Cincinnati 22, O.

CURVECREST RINK-COTE

The skating surface for wood and mastic floors. The ultimate in cleanliness and traction.

FRANK B. GILES, Pres.
Curvecrest, Inc., 4541 Spring, Michigan
We greet you to bring your skates to Curvecrest and see for yourself.

**WANTED: LARGE PORTABLE
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For Amusement Park with nearest bathing beach in Baltimore. Real money-maker. Lease or purchase. Write: Wm. Frank Caven, New Owner, 1440 W. Main Street, Norristown, Pa. Tel. 5-2666.

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For the Coming Season

A large variety from
Beginners' Low Price
Outfits to Custom
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CHICAGO SHOE SOAP—25c Per Jar or \$1.80 Per Doz.

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Manufacturers of all kinds of Roller Skates



Roadshow Rep

LILLIAN BENNETT, accordionist and pianist and widow of Owen Bennett, who operated talk show over the Joe Spiegelberg and Gus Sussman number of years ago, was married to Joe W. Bleck of Gulfport, Miss., in that city January 1. . . . Happy Kellems successfully produced his second minstrel show for the Parent Teachers' Association of Huntington, Ind., January 22. Happy used 30 people doing the first-part solo and the after-piece, "Two Dark Knights in the Wrong Place." Kellems has signed with the Barnes-Carruthers office for a tour of fairs and circus dates this summer. . . . Walker J. Collins writes from Woonsocket, R. I., that he has been working

Drivin' Round The Drive-Ins

HEAVY damage was caused by vandals recently at the Round Hill Theater, Springfield, Mass., according to Arthur J. Stala, manager of the spot for the Rex Theater, of Cambridge, Mass. The chairman, Louis Gold, owner of the Echo Theater, Detroit, is moving into the outdoor field with the incorporation of the Low's Drive-In Theater, Inc., to take over the Starlight Drive-In at Holland, Mich., from Gus A. Elaner, who will continue to operate a house at Benton Harbor, Mich.

David Milgram, who won an important decision in Federal Courts giving his Boulevard Drive-In near Allentown, Pa., the same picture clearance status as indoor houses in that city, has filed a new anti-trust action in U. S. District Court, Philadelphia, alleging "continuation of the conspiracy." He was joined in the latest move by his brothers, Sam and Nathan Milgram, associated with him in the theater business. The drive-in seeks \$300,000 in triple damages under anti-trust laws for losses sustained from March 31, 1950, to March 19, 1951. The action is directed against all major producing and distributing film firms.

The Star Drive-In at Brownsville, Tex., has been reopened by Claude Eszell & Associates after a renovation job. The annual meeting of managers of open-airers in the chain was held Tuesday and Wednesday (15-16) at Galveston, Tex. Speakers included Ezrell, head of the circuit; Al Reynolds, general manager; Hugo Plath, Lowell Russell, Eph Charzinsky, head of the Southern Theater Company, San Antonio, Tex., and Dave Young. . . . Thieves broke into the manager's office of the Alamo Drive-In, San Antonio, and made off with \$33 in cash. . . . Civic Betterment League of Corpus Christi, Tex., is opposing a proposed drive-in there to be built by Leon Newman and C. A. Richter.

Federal court suit at Corpus Christi brought by Park-In Theaters against Lone Star Theaters over alleged infringement of patent rights was dismissed on request of all parties to the action. . . . New spot under construction at Killen, Tex., will be known as the Rancier Drive-In, according to Ace Clary, National Production Authority recently granted approval for the project, and the open-airer is expected to be ready for a March bow.

OPEN A DRIVE-IN THEATRE AT LOW COST

Plans and guaranteed equipment from \$1595. Time payment available to responsible parties. Financing location and number of cars. SPECIAL OFFER! Temporary. Maximize. © Marquis 52 St. 352, 8' 6" x 10', 600. L. O. E. G. CORP., Dept. L, 407 W. 54 St., New York 19

OLD RELIABLE NEW ORLEANS MINSTRELS

WANT—Colored Musicians, neat Chorus Girls (prefer married couples), Novelty Acts, Blues Singer, Master of Ceremonies, Comedians, Dancing Acts, experienced Minstrel Show People in all a chance. One experienced combination Diesel Electrician and Mechanic, colored or white. Long season, open in March, pay each day. Write, don't wire, state all you do and salary expected. Drunks, syndicators and agitators, don't apply. Address **S. B. WARREN, Mgr., Box 89, Greenwood, Miss.**

his puppet show in that area to good returns and that he has some dates booked for February in the Cape Cod sector of Massachusetts. This season mark's Collins' first on the road and he says that his presentation is of his own make and that he plans to enlarge it as he goes along since the reaction of the audiences he has been playing to has been very good.

GERRY'S three-person cast show, although bucking plenty of stormy and cold weather around here, has been playing to fair returns, Gerry says, however, that Western Montana offers little in winter for small traveling org because one loses too many shows on account of the weather. He says that he met Doc Herbert Harvey, who is playing one-day stands with a solo show under sponsors. He says that Harvey gives combination hypnotic and comedy show in addition to lecturing to civic groups on the subject, "What Do You Fear?" Harvey is a veteran Easterner who at one time was with George Payton. . . . R. R. Farmer, Que., with his business from Megan attraction. Farmer has played several week stands in stores in that area. Farmer, who does some merchandising, has a good-sized library of 16mm pic. He plans to move out of Eastern Canada soon and work his way back to Western Canada where he plays each summer.

HENRY L. BRUNK, manager of Brunk's Comedians, following a brief visit in Chicago, rambled into Tampa and renewed acquaintances with Klink and Francis Lemmon, of the La Vern Blout show. Brunk also made the rounds of New Orleans with Jimmy and Rosalee Colley, last season with the Chick Boys show in Nebraska. Brunk plans to invade Sarasota, Fla. soon. He says his show is right in the middle of reorganizing for the coming season which opens in April. Show again will play established territory in Colorado. . . . Vincent Smith, who was named entertainment and program committee chairman of the Tri-State Oil Show, held annually in Grayville, Ill., is a former repster and tent showman. He trouped with such well-known shows as those operated by Frank Ginnivan, Pop Morgan, J. B. Roinour, Doug Morgan and Ben Wilks. . . . Rep shocked to learn of the death in New Orleans January 9 of William H. Fortner, who with his widow, Billie, operated road shows for over 40 years. Fortner was 68. For the past three months the Fortners had been making their home in the Crescent City and were preparing to return to the road in 1952. They operated their Magic Tent Show in Louisiana the past two years.

EVERETT GRAY is working on two amateur minstrel shows in Northern Vermont. . . . "I have been presenting a two-act show in this area to only fair returns," pens E. B. Belsky from McMullen, Tex. "Have tried some schools to small pickings and am undecided as to what to do, but probably will move North and West, Texas is getting tougher all the time for small shows." . . . Henri Lavigne reports fair returns in Western Canada and states that he will keep on going to the West Coast on a route that he has never played before although he has been showing Canada for 30 years. Lavigne has reduced his cast to three people and says that things are really tough when he can't move out of town without grub money. . . . I'm resting here and there isn't a dime to be made by small-time showmen," blasts Leon Hayes from Mount Dora, Fla. "My wife and I plan to remain here until March 1 when we move out to some schools to play sponsored dates which we have worked before."

Paris Peek

By ANNE MICHAELS

Continued from page 2
him simply because the program on which he was presented in America was never done in Paris. James Moody, jazz musician, here, including "Love Like I Love You" and "Bedilla." Juanito Diaz, star tango pianist, will do a concert at the Theater Champs-Elysees this week on conductor Furtwaengler's recommendation. . . . Spain's finest clown, Remed, has died. He has been called the sole official opening to the government. France gave him the right to criticize all he wished.

Notices Bad on 2 Plays; 'Truth' Sparks Fire

The two main legit openings of last week resulted in a critical failure for both authors but a box-office success nevertheless—Anouilh's "Waltz of the Bullfighters" and Andre (Nina) Boulting's "Caesar's Hand," starring Pierre Franey. . . . The "Affair Ustinov" is becoming a celebrated cause around town. Ever since the English playwright presented his "Moment of Truth" in London with the leading character that of the late Marshal Petain, French newspapers have accused him of lack of sensibility and downright bad taste. Lately English drama critic of the Paris Daily Mail, Jack White, tried to have the play produced in France. The attempt met with such a protest from French producers and papers that the whole thing seems to be taking on momentous proportions. As one producer said, "The Dreyfus case is 50 years old and no one would touch it Petain, never!" A Senator in the French Senate claimed Jean Vilar's National Popular Theater had leftist associations and played only in suburbs where rich and fashionable could visit in big cars like a week-end outing. Vilar said, "My theater has no political affiliations," and stated that they have been touring Germany, Belgium, Luxembourg and are now in Lyons, so how can one call that the suburbs. Marcel Pagnol has not decided about allowing a revival of his "Marie" at the Theater Sarah Bernhardt with the theater's director, A. M. Julien, in the lead role which Raimu made famous. Pierre Louis Gurin is off on a long air tour of the world for talent to put in his next \$300,000 show at the Empire Theater in April. The revue will star Maurice Chevalier singing before a background of ballet. . . . Since January 15, 10 cabarets in Montmartre have closed their doors for lack of customers. . . . St. Yves, one of the leading niteries in St. Germain des Pres, is another casualty.

London Dispatch

By LEIGH VANCE

Continued from page 2
starred, is now officially over. Together they starred in a glittering cabaret at the Cafe De Paris in aid of the Actors' Benevolent Fund, said a lot of nice things about each other which really seemed to come from the heart.

Comic Criticized For Plugs Aired Via BBC

The BBC has a perpetual ban on advertising, mainly because if it plugged one firm it would immediately be swamped by protests from rivals complaining of unfair treatment. For a government-sponsored monopoly that would be tricky. So this week, viewers were surprised to see the cameras in close-up of certain manufactured articles given away by comedian Charlie Chester on his TV program, "Pot Luck." Said the BBC, which rapped the Chester knuckles any day for the size of his gifts: "We expected Chester to give things like scissors and teddy bears. The advertising was an accident, won't occur again."

Sides and Asides

Continued from page 46

laborating with Rouben Mamoulian on the script of a musical which will revolve around the present Washington scene. The two had worked with the late Kurt Weill on a musical based on "Huckleberry Finn." This was dropped after Weill's death; another acceptable composer could not be found who would join in the venture. Anderson said the Playwrights Company will not necessarily be the producers of the new musical when it is completed. Only the first act is ready at this point. . . . Loy Nilson, production assistant to last summer's Subway Circuit in New York, has taken an option on "The Wooden Dish" a new play by Edmund Morris. Requiring a cast of 11 and one set, the show starts rehearsing April 15.

Britton Replaces Rico in 'South Pacific'

Roger Rico was replaced by understudy George Britton in the leading role in the Stem production of "South Pacific" at the beginning of this week. The reason given by the management for the sudden switch was that complaints had been made about Rico's English enunciation, a situation that Rico had allegedly not

taken steps to remedy. Rico's contract runs to October 2. Management said he would be paid in full. All parties concerned denied the dismissal had anything to do with Rico's involvement with the Josephine Baker affair at the Stork Club. . . . John Golden is substituting for Jacob Weiser in the latter's play scripting course at the High School of Performing Arts. Weiser is at Mount Sinai hospital recovering from a broken kneecap. . . . Gusti Huber, a former Viennese actress, will make her Broadway debut in the fem lead of George Tabori's "Flight Into Egypt." . . . Bert Wheeler has taken over the role previously assigned to Cecil Kellaway in "Three Wishes for Jamie." Cy Coleman and his trio will provide the incidental music for "Dear Barbarians," Gant Gaitner's production. . . . Zachary Solov, choreographer for the Metopora, for this week named first winner of the Capezio Dance Award of \$500 for achievement in dance in the U. S. Capezio is the theatrical shoe manufacturers. Judges for the award were Martha Hill, dance director of the Juillard School of Music; Anatole Clujov, editor of Dance News; John Martin, New York Times dance editor, and Walter Terry, Herald-Tribune dance editor.

Rains Drown Business in L. A.

Continued from page 1

The rainstorm forced the closing of various canyon routes into the valley (Coldwater, Laurel and Beverly Glenn canyons, and Sepulveda Boulevard), thereby isolating clubs in that area from patrons who would normally use those traffic arteries to reach the spots. Thirdly, police warnings on the air to stay out of the valley frightened many away. Charley Foy (Charley Foy's Supper Club), whose spot is located near the high water sections, said he's busily acts on stage than customers in the spot. Kay Biddle, of Larry Potter's Supper Club, said the misery did okay biz considering conditions. Sunset Strip, where traffic was crippled by mud slides from surrounding hills, also found biz on the low grade, with both Ciro's and the Mocambo suffering severe drops in turnout, although Mocambo's Fran Warren and the Les Paul-

Mary Ford duo at Ciro's reportedly pulled "surprisingly well" under the circumstances. The seaside Aragon Ballroom (Ocean Park), where Lawrence Welk is now appearing, suffered a nil biz, while the Palladium, despite its centralized location, also drew a blank. Film theater attendance reeled to the basement in the face of the storm. Trade biz was otherwise crippled by knocked phone lines. A resentment at studios hit a high mark with many hill dwelling film people isolated from their jobs. All near-by locations shooting was canceled, thus adding to the storm's cost with expensive delays in production schedules. Radio rallied to the emergency with stations remaining on past their sign-off time to broadcast road conditions and Red Cross disaster announcements.

Screen Gems Wraps Up 40

Continued from page 15

for Screen Gems. The films will be leased to packagers, agencies or TV stations for one-year periods at prices ranging from \$20 to \$50 per film for unlimited use within a specific market. According to Will Baltin, production chief for Screen Gems, the firm will lay heavy emphasis on standard disks, drawn from record film catalogs, but will make available TV films for use with the big hit platters as they come up. Following the release of the first 40 films, Screen Gems will turn out 10 additional ones each month.

Some of Tunes

Among the platters for which films will be released next month are the following: "Dixie Jump" by Ralph Flanagan; "When My Sugar Walks Down the Street" by Billy May; "That Old Black Magic" by Buddy Morrow; "Allegheny Fiddler" by Mandy Carson; "Put Me in Your Pocket" by April Stevens; "Mamboambo" by Dave Barbour; "Wagon Wheels" by Sy Oliver; "Parade of the Wooden Soldiers" by Ethel Smith; "Every Little Movement" by Doris Day; "Mexican Hat Dance" by Les Brown; "Little Brown Jug" by Glenn Miller; "Holiday for Strings" by David Rose; "Button Up Your Overcoat" by Rose Murphy; "Stormy Weather" by Arcarear; "Siesta at Fiesta" by Sy Oliver; "Indian Love Call" by Arlie Shaw, and several others on which final decisions have not yet been made. The various record firms whose disks are being used, are supplying the platters for station use, while also working closely with Screen Gems by supplying advance releases. According to Baltin, The Billboard's charts are a yardstick for selecting disks for which films are produced. Working with Baltin are Ben Ross, Berenberg as producer-

writer-director and Joe Cavalier, formerly with NBC-TV, as a director. Several films use Mischa Auer as a pantomimist. Melissa Hayden was filmed in a ballet sequence for "Blue Tango." Choreography on several films is by Anthony Melle, June Graham and Dorothy Bird. The Suzari Marionettes and animated cartoons by Sorkin, Petroff and Ed Reiberg were also filmed.

The "TV Toons" have thus far been leased in such markets as Boston (WBZ), Columbus (WBNS-TV), Dayton (WHIO-TV) and Chicago (Hal Tate Productions). Screen Gems is holding back on several additional deals in order to be able to clear markets for potential sponsorship deals with ad agencies.

Toronto Strike

Continued from page 1

ation of the strike. Some of the clubs have been caught with expensive acts, with no time to cancel or postpone the gill-edge entertainment. Among the hardest hit was the Casino, city's only vaudeville house. This week with Nat King Cole, and last week with Tom Arden, the only movement in the house were the tears on manager Murray Little's face.

Lowest Rates on 16MM FILM Rentals. More than 1000 feet. Features by choice from One low price—\$5.00 per DAY. Features by choice from One low price—\$6.50 per DAY. **\$12.00 PER MONTH** Advertising paper bought from **ACE CAMERA SUPPLY** 443 W. 57th St., New York, N. Y.

GIVE TO THE RUNYON CANCER FUND

Music as Written

Continued from page 14

weeks, starting January 25. Will Mahoney opens at the Four Dukes, Detroit, for two weeks February 5.

Eddy Howard, now working as a single, moves East after his Oriental stint for a Paramount booking on TV work. Morris Price, Mercury sales manager, was on a swing thru the East last week. Mitch Miller on tour a session with Ken Griffin last week. Evelyn Knight plans to California after closing the Empire Room February 6 to record several sides with Danny Kaye.

Eddie Brandt and the Hollywood Hicks have cut eight sides for Job Records. Chamaco, "Frenesi" clefter, now touring Mexico with a six-piece combo, returns to the U. S. next month. Bill Bardo has opened at the Flame, Duluth, Minn. Jack Teter and his trio, now on tour thru the Dakotas, head for West Coast dates in March. Buddy Laine and band now headquartersing at the MCA offices here, with Laine searching for a personal manager.

Astrid Squire, wife of Burt Squire, Broadcast Music Midwest station relations rep, and a songwriter in her own right, passed away Sunday (13). Sherman Hayes, after closing the Mayfair Room February 14, will tour thru Lent, then return to the Mayfair Room when it reopens shortly after Easter.

Hollywood

L. A. Frederick, once half of the fratel team that headed Frederick Bros. agency, a band powerhouse in the late '30's, recently opened a new two-story realty office on fashionable North Canon Drive in Beverly Hills. Bert Corvis, one-time Chicago punk skidder and later Hollywood agent, is selling for Frederick. Jack Kurtze, formerly manager of the FB Chi office and now an indie cocktail booker here, is a second-floor tenant. Ralph Wonders, of Arena Stars, Inc., the management firm of which Spike Jones is a co-owner, has inked Jimmy Wakely. Wakely has cut a pilot TV film for submission to the webs. Wesley Tuttle and the Callahan

Brothers also worked the film. Gale Robbins, the starlet, also resigned with AS for three years.

The orchestral suite from "Quo Vadis," the spec flicker, received its world premiere when the Kansas City Symphony played it Sunday (20). Both the Portland and Indianapolis longhair groups are skedding it for next month performances. MCA here is reportedly contacting veteran agents in this area to replace youngsters with the firm who are faced with draft calls. Three youthful agents with the org are awaiting induction.

Bob Pring, Les Brown's trombonist, married Patti Taylor-Monroe pro, last week. Vaughn Monroe's next for Republic Films is titled "The Toughest Man in Tombstone." Skylark Records has added Diamond Distributing, Los Angeles; B&G Records, Portland; Franklin Sales, Chicago; Mandol, Baltimore; Gramophone, Dallas; Houston and New Orleans, and Krupp, El Paso, on the basis of Bob Sherman's latest release by The Nightingales, "Bright Eyes." The Nightingales (two boys and two girls) take their harmonizing act into the Last Frontier, Las Vegas, February 1.

The Bibari Brothers, of Modern, have sent out samples on their first release of Tower Records. Dick Bradley, proxy of Tower, now a North-Hollywood resident after years in Chicago, turned over distribution and sales rights on Tower to Modern about two months ago. The first Tower release of four records is all new material with two sides each by Frank York and his orchestra; Leo Pieper's band; Bernie Yuffy, Chicago pianist, and Buddy DiVito, the ex-James clipper. L. M. Gutman, formerly of Gutman-Record Manufacturing and Revlon Record Company, Los Angeles presseries, has bought out Universal Plastics, which he'll incorporate into a new pressing plant, California Records Manufacturing, Los Angeles. He has 14 presses and will handle all speeds and sizes of disks.

Associated Booking Corporation has inked Emma Lou Welch, who cut for Capitol and Discovery, and is now working a cocktail act with Johnny Lais' quartet.

Disk Sales Hit Fast Clip

Continued from page 15

American in Paris' soundtrack album.

London Records currently is running at its brightest clip since the diskery went on a strict all-British talent policy. Mantovani's dishing of "Charmaine" is the pace-setter, and the Bobby Wayne platter of "Mother at Your Feet is Kneeling" has been moving briskly.

Some Reasons

Several reasons have been forwarded for the unexpected boom. Most likely of these is a report from most sales departments that dealer inventories currently are in the healthiest shape since the battle of the speeds took root. Sales execs believe that dealers finally have learned to order properly for the three speeds and, consequently, have been able to make satisfactory enough financial adjustments so as to drive hard on the current pop hits.

Sales execs also felt that the long-anticipated "stay at home for TV" theory has evolved practi-

cally with the public at large. This, the execs believe, is evidenced by a very apparent awareness by the public of current hits. It is not a frequent occurrence in the industry that a disk hits a million sale, but the nature of current hits is such that the million mark has been reached by more than a normal quota of disks.

To further bolster the theory, the diskery execs point to the generally weak business being done by night spots and other luxury entertainment sources thruout the country.

Births

BEATTY—A son, Clyde Raymond Beatty II, to Mr. and Mrs. Clyde Beatty in Los Angeles January 19. Father is owner and featured performer of the Clyde Beatty Circus and mother is former Jeanie Abba, stage and radio singer.

BROOKS—A son, Stephen Elliott, to Mr. and Mrs. Dany Brooks January 14 in Philadelphia. Mother is former comedienne and mother of the former Lee Robinson, singer and daughter of Marty Bono, comic and nitery owner in the city, and Nancy Lee, former singer and dancer.

ELINSON—A son to Mr. and Mrs. Jackie Elinson January 13 in Hollywood. Father is co-creator on the Jimmy Durante TV show.

FAY—A daughter to Mr. and Mrs. Bory Fay January 8 in Atlanta. Father is manager of Love's Grand Theater here.

MORTON—A son to Bradford Lon, January 4 in Phoenix, Ariz. Mr. and Mrs. C. O. Morton. Father is a concessionaire with the Frontier show.

PRIMAYERA—A son to Mr. and Mrs. Joseph Primavera January 12 in St. Agnes Hospital, Philadelphia. Father is viola player with the Philadelphia Orchestra.

RICKLES—A son, Allan Ray, to Mr. and Mrs. Don Rickie January 13 in Los Angeles. Father is a National Broadcasting Company staff announcer in Hollywood.

WENTZ—A son, Ouy Allen, January 3 in Akron, O. to Mr. and Mrs. C. O. Wendt, who compose the duo-syllable high act.

ABRAMS—Joseph E., 31, recording secretary of Local 371, Motion Picture Technicians of the International Alliance of Theatrical Stage Employees and projectionist at the Strand, Philadelphia, died at his home in that city. His widow and son survive. Services January 14 in Philadelphia and burial there.

BARNABINO—Joseph Sr., 64, manager of the Philadelphia Italian Band, January 14 at his home in Philadelphia. His widow, Defina M., a son and two daughters survive. Services January 15 in Philadelphia and burial in Holy Cross Cemetery there.

BORIK—Lawrence M., 78, one-time correspondent for The Billboard, theatrical press agent and a member of the advertising staff of the Free-Press newspapers in Atlantic City the past 31 years, January 13 in Atlantic City Hospital. For 20 years he traveled as a dress agent and at one time wrote show news for The Toledo Blade. He also wrote a vaude and burlesque column for the old New York Clipper. He was press agent for Jack Pearl, Guy Penner and the board of directors of the Free-Press for years for the Columbia and International burlesque vaude and burlesque. He was a charter member of the Burlesque Club of America and the Vaudeville Comedians Club. He also was a member of the Friars. Survived by a son, Lawrence, born January 18 in Atlantic City and burial there.

BROOKS—Walter C., 51, prominent Detroit manufacturer, he was for about two decades commissioner of the Geological Park and one of its founders. Survived by his widow and five children.

BRUNN—Benjamin E., 71, was a former vaudeville and minstrel performer, survived by a brother and three sisters. Burial in St. Peter's Cemetery, Danbury, Conn., January 11.

ROSE—Mrs. Eleanor Jane, 62, mother of Leonard Rose, member of the board of directors and secretary of Compton Advertising, Inc., New York, January 14 in Somerton, Pa. Survivors include another son and two daughters.

CLAYTON—Edward B., 64, pianist and composer, January 16 in Baltimore. He played professionally from the age of 12 and wrote the music for several pop tunes, among them "My Gal and Myself" and "Kiss Me". His instrumental pieces included "Ragging the Beak," "Spooky Spooks" and "Cake Walk." He had been a member of ASCAP since 1925.

CHETWEND—Wesley, 78, actor, January 11 in New York. Born in England, he first appeared on the stage in that country in Shakespearean works. He played a part in "Sherlock Holmes." He came to America in 1914, playing in stock companies and touring with the Canadian Acting for four years. He resumed his career with roles in stock theater in the city of New York. He acted in New York in "Love on the Beach" and "The Amazing Dr. Clitterhouse."

COOK—Mary A., 42, died of shokellax as MA and the wife of Archie B. Cook, caboose operator, January 8 in Muskegon, Mich. Survived by a brother and her husband, she is survived by five sons and five daughters. Burial in Summer Hill, W.

COVERY—William F., second vice-president of the International Alliance of Theatrical Stage Employees and Moving Picture Operators, January 9 in Toronto. He was a member of Toronto Opera House 13 since that group was chartered in 1910 and served as the chairman of the board of trustees. He held the latter post continuously since 1918. He became vice-president in 1917 and served in that post until his death.

D'AMELIO—Benjamin A., 45, violinist and musical director, January 14 at his home in Philadelphia. He formerly played with the Victor Records and Philadelphia orchestras, and in recent years served as orchestra and conductor at the Grand Opera House. His widow, Margaret E., and a daughter, Tris, survive. Services January 19 in Philadelphia and burial there.

DE LEON—Rev. Gustave, 54, chaplain of the Catholic Actors Guild, January 12 at Corwath, Md. He was appointed chaplain of the group in 1944.

DEVALU—George, 42, in Mendon, Conn., January 8. He was a baritone soloist for 23 years. Survived by his widow, two sons and a daughter. Burial January 9.

EAT—Ed., 64, actor and composer, January 18 in New York City. He was in "War I" he entered vaudeville as the pianist in an act with Ralph Dunke. Songs he wrote for the act included "Keep on Smiling," "Sing Good-Morning," "Keep on Smiling," "The Day Will Come" and "Glad Mamma Good." The pair played the Keith-Orpheum and other major circuits. He entered radio when that medium became possible and he remained with Dunke Ours most of his career and they recently planned to renew their act. He originated the radio offering, "Ladies Be Seated," had his own show with his wife, Polly, and she starred on "Sisters of the Billie." Besides his widow, a daughter, his mother, a sister and two grandchildren survive.

FORTNE—William R., 48, at his home in New Orleans, January 8. Fortner and his wife, Bessie, operated road shows for the past 20 years. Interment in Masonic Cemetery, New Orleans.

GREEN—Mrs. Gladys, 44, wife of Joseph Green and a member of the Ladies Aid of the Elks Lodge, 22 in Miami, Fla. At various times she had been with the Prill, Collins and Wilson and Endy shows.

GIOVANNONI—Alita J., 34, owner of the Alito Manufacturing Company, Cincinnati, specialist in plastic figurines, January 18. Giovanni's crushed body was found in elevator shaft of the building in which his firm was located. Police said they would conduct tests to determine whether his death was due indirectly to carbon monoxide poisoning since a concentration of fumes were detected in the apartment. Survived by a son and daughter.

HALL—Agnes R., 63, former concert singer, January 15 in Detroit. Survived by a daughter, Mrs. Arthur L. McGrath. Interment in Holy Sepulchre Cemetery, Detroit.

HAMBLEN—Pete William H., 22 son of Mr. and Mrs. Harry Hamblin, former vaude and musical comedy trouper, recently in action in Korea with the Marine Corps. Survived by his widow, Orpha Mae West Hamblin, Kansas City, Mo.; a son, Steve, and his parents, also of that city.

HARKE—John E. Jr., 32 son of Mr. and Mrs. W.P. Philanthropist at Station WEP, Philadelphia, January 14 in an automobile accident. He had been with WEP since 1940. Survived by his widow, Martha E., two sons and his mother and father. Services January 18 in Oaklyn, N. J., and burial there.

JOHNSTON—Bert, 63, founder and president of Bert Johnston Productions, Inc., Cincinnati, producer of industrial sales promotion and TV commercial films, January 12 in Good Samaritan Hospital, Cincinnati. He organized the firm six years ago. Johnston spent many years in advertising and sales promotion work. Survived by his widow, Elizabeth, a son, Glenn, who is engaged in similar work with the Byron Company, Washington, D. C., and his mother, Mrs. C. William Johnston, Montreal.

LEWIS—Charles, 70, former member of the Chicago Symphony Orchestra, Sousa's band and other musical groups in Augustana Hospital, Chicago January 13. Survived by his widow two sons and a daughter.

LEWIS—Frank R., 64, brother of Martha Rodgers, of the Alamo Expedition Show, and brother of Mrs. Artie E. Will, Boston, formerly of the Johnny J. Jones Expedition, January 13 following stroke.

MALCOLM—Robert D., 85, Flint, Mich. music dealer, January 9 in that city. He was in business in that city since 1926. Survived by his widow, Nina, and four children.

MARTIN—Irene E., 57, theater and radio organist of a heart attack in Milwaukee January 12. Survived by three sisters and two brothers.

McNILLAN—Mrs. John M. (Hattie) Br., former actress, January 18 in an Atlanta hospital. Mrs. McNillan was a native of Baltimore, but had lived in Atlanta for many years. She was the former Hattie Lowman, who with her sister formed the Lowman Trio which performed on the stage. She was the widow of John M. McNillan Sr., Atlanta state director, who died in 1919. Survived by a son, John, Atlanta.

MILNE—James, 47, in West Haven, Conn., January 12. He was general manager of Radio Station WHIC, New Haven, Conn. Previous to following a stroke in Chicago, and WICC and WNAB, Bridgeport, Conn. At one time he played in vaudeville and also appeared in the stage play, "Barnum on Horseback." Survived by his widow, Florence, a daughter, Mrs. Frank R. Lyle Jr., and three brothers, William and William, Stamford, Conn., and Edward, Greenwich, Conn. Burial in West Haven, Conn., January 15.

MOLLAN—Agathe, 62, director of the Milan Zoological Gardens, December 31 in Milan, Italy.

MOORE—Edward N., 67, former musician and conductor, January 15 in Germantown Hospital, Philadelphia. He at one time conducted his own orchestra and for the past 25 years was financial secretary of the Maritime Union of Pennsylvania, Local No. 1. Survived are his widow, Susanna J., 4, and a daughter, Ernest, January 15 in Philadelphia and burial in Ivy Hill Cemetery there.

MORCROS—Rev., 74, Detroit projectionist, January 11 in that city. Survived by his widow and a daughter, Virginia. Interment in Evergreen Cemetery, Detroit.

ORLOVE—Fanny, 76, mother of Louis Orlove, Midwest radio man, died of a heart attack in Miami January 14. Another son and two daughters also survive.

IN LOVING MEMORY OF IRVING "DANNY" NEWMAN Who died January 22, 1950 One thought will linger with you forever. Brothers Gabe & Sol Newman

PALMER—Esther May, 70, who with her husband, Guy, composed the oldtime vaude act known as the Aerial Wilsons, a revolting breakaway leader turn, recently in Charlotte, N.C., after a long illness. They appeared on the leading U.S. and Canadian vaude stages in the early 1900's, retiring in 1911. In 1907 they appeared with the Adam Foreman in Bella Bruce and her troupe. From 1908 to 1910, they were in Niles, O., and had lived in Herkimer, N. Y., with her husband since 1926. Also surviving is a son, George. Body was placed in a vault in Herkimer's cemetery for burial in Cooperstown, N. Y., in the spring.

PEYERL—Aureliano, 67, Italian who sang with the Metropoli company in 1921 and 22, January 13 at his home in Milan, Italy. With the Met group he had leading roles in such works as "Macon," "Tosca" and "Cavalleria Rusticana." He later sang at La Scala in Milan.

REYNOLD—Harold William, 52, concessionaire, January 7 in San Antonio. He had been operating in that city since 1949 and worked all the city's major Municipal Auditorium, Negro Auditorium, San Pedro and the Breckinridge Park Clubhouses. He was a brother and a sister survive.

In Loving Memory OF MIKE ROSEN Who passed away January 27, 1945 In loving memory FRIEDA ROSEN Brother and sister-in-law LOUIS AND FANNIE ROSEN

REYNOLDS—Harry, 61, concessionaire, at his home in San Antonio January 7 following a heart attack. Reynolds operated concessionaire at the Municipal Auditorium for many years before moving to the City Auditorium, San Antonio, where he also operated concessionaire.

TH, retired theater owner in Doylestown, Pa., January 12 in Miami. From 1918 until retirement a year ago he owned the former Strand Theater and the present Electric Theater in Doylestown. Surviving are his widow, Elizabeth T.; three brothers and five sisters. Services January 17 in Doylestown and burial there.

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S. C. Confab Marked By Unusual Calm

Re-Elect Black, Spartanburg, Prexy; 100 Attend Annual Banquet in Columbia

COLUMBIA, S. C., Jan. 19.—An unusual quiet prevailed at the annual South Carolina Fairs' Association meeting at the Jefferson Hotel here Wednesday (16) despite a big attendance.

Show representatives were out in force but apparently more contracts had been signed in advance than usual, thus eliminating much of the active, and frequently loud, bidding that has marked this event in the past. George A. Hamid & Son, with the senior and junior members of the firm in attendance, was the only booking office represented.

The entire slate of officers was re-elected. They are: J. M. Hughes, Orangeburg, chairman of the board; Paul Black, Spartanburg, president; J. Cliff Brown, Sumter, vice-president; Tom Moore Craig, Spartanburg, secretary-treasurer.

Directors are H. L. Kirby, Union; L. D. Wittever, Darlington; Howard McCravey, Spartanburg; J. H. Saylor, Anderson; Tom Hewey, Rock Hill; John L. Walsh, Greenwood; D. M. Harper, Marion; Frank Sutton, Newberry; A. E. Crasmer, Florence; and W. M. Frampton, Charleston.

Association fairs enjoyed great success in 1951 and plans are underway for numerous improve-

ments. A new grandstand stage already is under construction at the State Fair, Columbia, and the scheduling of plans for a new grandstand is not far off.

Midways Discussed

The relationship between carnivals and fairs came in for considerable discussion. Bernard A. Kn, concession manager of World of Mirth Shows and president of the National Showmen's Association, told the gathering that co-operation between carnival operators and annuals was of the utmost importance. He said that while fairs had the right to expect shows to bring them the best available attractions, the showmen, in return, were right in expecting the annuals to provide the best in attractions, such as grandstand features, so that the

(Continued on page 53)

Dallas Fair Inks Swenson For 24 Shows

DALLAS, Jan. 19.—Swenson Thrillcade will stage 24 performances at the State Fair of Texas this year under terms of a contract signed here this week by Aut Swenson, owner-manager, and fair officials.

Organization originally closed to produce 16 shows during the '52 fair here but this was later extended to include 22 performances. Grandstand for this year's thrill shows will be scaled at \$2 for reserved seats and \$1.50 for general admission.

Swenson also announced signing to produce shows at four Missouri fairs at last week's Jefferson City meeting. These include Missouri State Fair, Sedalia; Ozark Empire Fair, Springfield; Southeast Missouri District Fair, Cape Girardeau; and Audrain County Fair, Mexico.

Preston Named American Royal Stock Show Mgr.

To Continue as Head Of Mo. State Fair Until After '52 Run

KANSAS CITY, Mo., Jan. 19.—W. E. (Bill) Preston, manager of Missouri State Fair, Sedalia, has been offered the post as manager of the American Royal Stock Show here, and indications are that he will take over the new assignment about April 1.

Preston, however, will continue as manager of the State fair until



W. E. (BILL) PRESTON

after the '52 run. He is also slated to take over the management of Riverside Stadium here after the wind-up of the '52 fair. The stadium is an outdoor plant, used for thrill shows, auto racing and other sporting events.

One of the youngest managers in the fair business, Preston scored many major improvements at the State fair last year, his first at the reins, and guided the event to the biggest attendance in its history.

Shop, Office Work Busies Mills Staff

CLEVELAND, Jan. 19.—Signing of acts, staffers and auspices for Mills Bros' Circus is under way at the home of Jack Mills here, and winter shop work is going full blast at the show's Greenville, O., quarters. It was reported this week.

Joe Rossi will head the Mills' show band in 1952. It was announced by Jake and Jack Mills, Rossi, veteran leader and trumpet player, now is in Gonzales, Tex., lining up the 12-man band. He will come to Greenville prior to the start of band rehearsals, which are to begin in April. Special music is scheduled for an original speed dance fantasy produced by Jake Mills. Rossi formerly was with Biller Bros. and on the Mills show. He succeeds Bob Mills, not related to the show owners, who had the band for a number of years.

Promotional activity is at a peak, Jack Mills said, with several crew managers already at work. Among them are Bill Phillips, Jon Shafer, Mr. and Mrs. H. R. Martency, Mearl Johnson and Bill Osborn.

Mills said that both promotion and quarters work are further along than in previous years at this time and that the show would be nearly ready "if we had to open next week."

More Lights Planned

Diesel light plants have been overhauled at the General Motors plant in Cleveland, and they have been fitted to handle the expanded lighting system planned for this season, Mills said. The show's midway will be illuminated with flood and spot lights as well as center

chandeliers and also will have a new banner line.

Improved lighting, including spotlights, also is cared for in interior of the big top. Jake Mills said he had conferred with Westinghouse Electric Company on the use of new "cold" light.

At the winter quarters, Superintendent Charley Brady's crew is working on a second new sleeper for working men. Performers' sleepers have been reconditioned and equipped with new roofs. An elephant truck has been rebuilt and new chassis has been placed under ticket and stake and chain wagons. Several vehicles have gone thru the paint shop. Ring cars, props, chairs, blues and jacks also are painted.

Addition of new power machinery in the shops has speeded the work. The machines will be car-

(Continued on page 53)

Dewey Urges Quick Revision Of Blue Laws

ALBANY, N. Y., Jan. 19.—While making no specific mention of the restrictions placed on Sunday amusement operation by this State's blue laws Governor Dewey has urged State senators and assemblymen to form a joint legislative committee to study the measures, with a view to removing them as soon as possible.

Dewey's recommendation came during his annual message to the Legislature. He noted that the laws date back many years and that the original prohibitions have been pared thru the years by many exceptions. He said that the present provisions create an "illogical and inconsistent pattern," since a most professional sports contests are allowed but other similar activities, including those which "do not interfere with the religious repose of the community," are prohibited.

Dewey said that it would be desirable if an interim report

(Continued on page 53)

Coast Outdoor Trade Escapes Flood Damage

LOS ANGELES, Jan. 19.—Although many sections around this city have been under water for several days, amusement areas have suffered more from the loss of business than damage to equipment. Rainfall this week was recorded at approximately 13 inches over the normal mark.

William Petty, auditor for the Clyde Beatty Circus in quarters in El Monte at Gay's Lion Farm, said that the area had not been inundated as were some sections there. The rain did make necessary the installation and firing of stoves to keep animals warm. He said that there was plenty of mud on the lot, but that plans were moving ahead for Beatty's appearance along with that of six elephants and other animals in the March 10 Dimes parade in Tujunga tomorrow.

At the quarters of Mackey,

(Continued on page 53)

Philly Company Varies Appeal Of Horse Rides

PHILADELPHIA, Jan. 19.—Sam Kohn, head of both Merry-Go-Round Sales and Roc-a-Ride Sales companies here, announced plans this week for manufacturing replacement bodies for coin-operated horse rides. He also stated that production has started on a stationary ride called Lun-a-Ride Rocket Patrol, patterned after the horse rides.

Idea behind his plan for replacement bodies is to supply variation in the appeal of the devices. The bodies will be interchangeable, he said. His schedule calls for rabbit body for use at Easter time and a deer body for the Christmas season. An operator could buy one mechanism and two or three types of bodies, he pointed out.

Rocket Patrol is intended for operation in typical stationary locations and is aimed at kiddie trade. Youngster controls side-to-side motion. Trigger controls lights in the plexiglass nose and rear rocket tubes. Illuminating panel board includes a "radar" screen.

The ride is built by Merry-Go-Round Sales and distributed by Roc-a-Ride Sales.

N. J., N. Y. Introduce Bills Legalizing Bingo

TRENTON, N. J., Jan. 19.—In separate actions taken within a week of each other, bills were introduced in the New Jersey State Legislature here and the New York State Legislature at Albany to permit operation of Bingo games for welfare, benevolent and charitable and religious activities.

Two bills were introduced here Monday (14), one with Republican and one with Democratic backing. The former sought a State-wide referendum to legalize bingo; with games to be licensed by municipalities. A petition for a local poll signed by 5 per cent of the voters would require an election to see if the majority were in favor of the game. The bill would restrict bingo to educational, fraternal, veteran, welfare and religious organizations, fire companies and safety squads.

Bill offered by a Democrat was similar, except that a municipal poll petition would have to bear signatures of 15 per cent of the voters. Both bills were referred to the Senate Judiciary Committee. Three Republican votes are needed

to assure the necessary 11 for approval, and the five minority Democrats are expected to favor the measure.

It was held that the Republican bill would bar professional games for private profit. Sources within the field of bingo operation said that it would mean the end of commercial bingo, with the ban extending to carnivals and other shows, either from in or out of New Jersey and with or without auspices which might fall into the charitable or fraternal class.

At Albany a proposal to amend

(Continued on page 53)

Hymes Gets Bronx Rodeo Concessions Pact

NEW YORK, Jan. 19.—A. Hymes has been awarded the exclusive on all concessions for Bronx County American Legion Rodeo, Stampede and Round-Up, to be held here February 22-March 1. It was announced this week.

Ticket sales were reported as going well. The Legion has 59 posts behind the event.

Toledo Tabs Capacities For Davenport Starter

TOLEDO, Jan. 18.—Orrin Davenport's Circus, playing here for the Grotto, opened to slacked houses, as in past starts but moved up to 90 per cent of capacity by Wednesday's matinee (16) and had advance sellouts registered for Thursday, Friday and Saturday. Date runs six days and opened Monday (14).

Program has received wide press, radio and TV coverage. Mitch Woodward, local columnist, devoted much space in his column to the acts which appear here and in the movie, "The Greatest Show on Earth." In addition, several of these acts appeared on his television program on WSPD.

Davenport dates next week at Saginaw and Grand Rapids, Mich., will conflict, but most of the Toledo program will move intact to Grand Rapids. The Shyrettos, Haag's chimps and Sonny Moore's

dogs, however, will leave to make the Saginaw stand.

Main unit will be augmented in Grand Rapids with Cole Bros' Liberty horses; the Klimis, high act; Ortona, high pole; Albert Fleet's chimps, and Haag's dogs. Both units will be combined for the subsequent engagements at Detroit and Cleveland.

Ringling-Barnum unit which is making this and other Davenport dates is traveling in two baggage cars and a sleeper.

Allen Lester, Ringling press man, did publicity for the Toledo date and has left for Detroit and Cleveland. Col. Harry Thomas, equestrian director, with Davenport, came to Toledo a week early to assist with radio and television publicity. This year the Grotto handled its own promotion and banner sales. Banners fell short of previous years but the program was well ahead, it was reported.

Record Year's Gross Looming For "Capades"

BOSTON, Jan. 19.—"Ice Capades" closed a run of 24 performances at the 13,000-seat Boston Garden January 13, and it was announced that gross revenues in the fiscal year ending April 30 will approximate a new record at \$4,500,000.

Walter A. Brown, president of the Boston Garden-Arena Corporation and vice-president and treasurer of "Ice Capades," made the estimate and said that the ice had broken attendance records all over the U. S. this season.

The show was originally capitalized for \$50,000, consisting of 1,000 shares at \$50 par value. Capitalization has never been increased. Brown said only \$46,000 of the stock is outstanding.

Now in its 12th edition, the show now grosses \$50,000 for costumes, stage effects, musical routines and royalties, with the org operating its own costume and property shop in Los Angeles. Principal stockholders are owners or managers of ice arenas. John H. Harris, owner of Duquesne Gar-

(Continued on page 53)

Tampa Fair Sets 10 Acts

TAMPA, Jan. 19.—A total of 10 acts have been set for the grandstand at Florida State Fair here, February 5-12. P. T. (Pa) Stredler, manager, announced this week.

talent line-up will include Myrt and Gert, who will do a comedy come-in along with their mule and hula act. The Four Valencinos will do trampoline, perch and trapeze acts, and Edmondo Zaccchini will have his double cannon as well as his flying quartet.

Others include Sensational Motors, sway pole; Great Berosini, high pole and wire; G. Arnold Masino with his trick pig; Irah Watkins, chimps; Sylvia Watkins, dogs; Willie, Weten and McGinty, comedy, and Si Ruben's wild animals. Merle Evans and his band will furnish the music.

Other grandstand attractions will include auto races by Frank Winkley and the Jolee Chitwood auto thrill show.

Lambert Resigns As Hutchinson Prez; Condell Elected

HUTCHINSON, Kan., Jan. 19.—Perry H. Lambert president of the Kansas State Fair here for the past eight years, has resigned due to ill health and has been succeeded by William Condell, former vice-president.

Everett E. Erhart was elected vice-president. Elmer McNaab was retained on the executive committee and Harold E. Staadt was named to fill the vacancy created by Lambert's resignation. Virgil C. Miller is secretary.

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Talent Topics

By CHARLIE BYRNES and JIM McRUGH

Jimmy Armstrong, Frankie Saluto and Prince Paul, midgets, who recently concluded their third season in Havana, Cuba, with the Ringling-Barnum circus, have been signed to play winter dates for Orria Davenport. They also are contracted with The Big One for 1952.

Dolly Moffett of the Moffett Family, currently playing school and theater dates in Mississippi with their stage show, reports that their three acts have been signed by the Boyle Woolfolk agency for the 1952 fair season. Mother, dad and daughter will present their Western musical and comedy car acts and a new comedy grandstand act. They made last year's fair dates with DeWaldo's Attractions.

Jerry D. Martin's Three Fearless Stars, high act, are basking in the Tampa sun prior to opening their winter season at the Palmetto, Fla., Fair January 26 for an eight-day engagement, to be followed by a stint at the Plant City, Fla., Strawberry Festival, which opens February 25. Act is intact since the arrival of Betty Martin from Los Angeles and Patricia Fogal from Phoenix.

Jane Meredith, trapeze, arrived in Florida recently but not without her share of mishaps. En route from Louisiana, her house trailer was struck by another car and badly smashed. Shortly after, her automobile was damaged in an accident near Miami. Jane escaped uninjured in both collisions.

Los Aeros, high act, are shopping for a house near DeLand, Fla., having recently motored there from Evansville, Ind.

Kurt and Melita Wicons, perch and aerial, have deserted the northern climes this year and are wintering in Havana. Richard Porella is playing club dates around Boston after a 40 week season with the Marion Greater Shows. . . . Milo Jones, top man

Out in the Open

I. V. Edelman, Dallas operator of a chain of theaters thru Texas and Oklahoma, is weighing the possibility of working a kiddie-land either in the former State or California. Edelman, who has drive-ins in his skirt, would run the park as an independent unit.

On hand for Tuesday and Wednesday (15-16) sessions of the Massachusetts Agricultural Fairs Association at Springfield were thrill show operators Joie Chitwood, Ward Beam and Irish Horan, Joe Hughes, of the George A. Hamid office, New York, and publicity man Dick Sullivan. . . . Ed Kelmans, operator of Indian Point Park, Peekskill, N. Y. made a quick trip to Detroit (12-13) to put in bids on Dodgem, Rocket and Pretzel rides plus four kiddie devices, now at Eastwood Park. Rides of the defunct spot are up for sale. Kelmans, who recently became operator of Seaside (N.Y.) Park, intends to place the rides at Indian Point if he obtains them.

E. G. Vollman, veteran California fair executive, recently was elected secretary-manager of San Joaquin County Fair, Stockton, Calif., for his 27th term.

J. W. (Patty) Conklin was a New York visitor last week en route back to Brantford, Ont., with his wife, who joined him in Gotham from Miami. Patty's brother, Frank R. Conklin, has returned to his breeding farm near Brantford after a month's stay in California. The Conklins will not attend the winter meeting of the Western Canadian Fair Circuit in Winnipeg for the first time in 30 years. . . . Stanley J. Raiben, president of the Coney Island (N. Y.) Chamber of Commerce has been appointed chairman of the trades section in the Brooklyn Red Cross 1952 fund drive.

W. A. (Billy) Uthmiser, manager of the Central Wisconsin State Fair, Marshfield, was a Chicago visitor, Tuesday (15).

In the Three Miles, swappole act, recently arrived at his home in St. George, Utah, where he plans to remain until spring.

Four Phillips jugglers, were recent Chicago arrivals, coming in from an engagement at the Bellevue Casino, Montreal. Other recent Windy City arrivals include Rufe Davis, yodeling hill-billy, who plans to stick around for a while, and Sol Grkuman and His Musical Stars, who began their second week at the Chicago Theater Friday (18). . . . Dave Malcolm, Chicago booker-emcee, has signed to handle the announcing chores at Al Martin's Worcester Mass., indoor circus. Adam Viland, of the act bearing his name, who was injured in an auto crash late last summer, recently had the cast removed from his leg. The Vilands are living in Argo, Ill., suburb of Chicago.

Talent set for American Broadcasting Company's Sunday (27) chapter of Super Circus include Phillips and Evelyn, hand balancing; the Mandy Sisters, aerial anchor. Janet Chuckles' dogs and ponies will play the Chicago show the following Sunday prior to opening with the Humid-Morton Shrine Circus in Milwaukee on February 4. Also set for the February 3 stanza are Los Adrians, jugglers, and Arrioles Troupe, casting trampoline.

Singer Tito Guizar has been signed as one of the featured attractions at the third annual San Antonio Livestock Exposition which opens February 14 at the Bexar County Coliseum.

Capt. Guy Leslie is in St. Petersburg, Fla., with Spiller's No. 2 seal and penguin act for a four-week date at the Roof Garden of Webb's City, called the world's most unusual drugstore. Leslie recently visited Mr. and Mrs. James Winn, Florence, N. Y., who are vacationing in Tampa. The Wwins have been with Hunt Bros. Circus.

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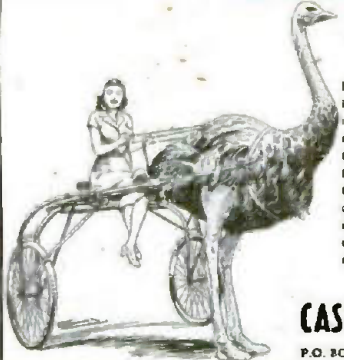
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Biller Re-Labeled Howe's Hippodrome

Sturmak Tells of New Capital;
Memphs Opening Set for April 10

MEMPHIS, Jan. 19. — Arthur Sturmak announced here Wednesday (16) that he will take Howe's Famous Hippodrome Circus on the road this season, with the opening scheduled here for April 10. The show, he said, will use Biller Bros.' equipment and stock as a nucleus. The new organization will play all stands under auspices. Sturmak stated that financing of the undertaking will be by new principals whom he did not name. His statements came as confirmation of reports circulating during the past few weeks that the show would be operated under the Howe's title. Other title possibilities also has been mentioned. Biller Bros. Circus closed in October last year and has been in quarters at the Mid-South Fair grounds here since that time. It played most dates without auspices.

Sturmak and his brother, Hy of New York, began reorganization efforts last fall and were active in this connection at the outdoor conventions in Chicago during November. Conferences in New York two weeks ago and in Memphis last week preceded the settlement of 1952 plans. It was understood that reor-

Belgian Congo Bans Capture Of Gorillas

JOHANNESBURG, South Africa, Jan. 19. — Capture of gorillas in the Belgian Congo has been banned by an order of the Belgian minister of colonies at Brussels.

The order received here, said that the government permitted killing of gorillas only in self defense and that since it was considered almost impossible to capture young gorillas without killing the adult, further captures were outlawed.

Campbell Gets Sparton Title

SYLVIA, N. C., Jan. 19. — Charlie Campbell, last season with Hagan-Wallace and Campa Bros. circuses as agent, said this week that he had acquired the Sparton title for 1952 from the Sparton estate and that he expects to frame a show to be called the Sparton-Campbell Circus.

Campbell said quarters would be set up in South Georgia and that indoor dates would be played until the last of May, when the show goes under canvas.

Tiger Bill Show Takes Shape

WAELEDER, Tex., Jan. 19. — Most of the equipment for the new Tiger Bill's Wild West Show now has been assembled at the show's winter quarters here. It was reported this week by Leo (Tiger Bill) Snyder, son of Tiger Bill, is in charge of quarters work. Meanwhile, the elder Snyder is in charge of the crew now at work on Wallace Bros. Circus, B. C. Davenport's new venture, at near-by Gonzales.

Ringling Tent Tour Starts May 20-25

WASHINGTON, Jan. 19. — Ringling Bros. and Barrum & Bailey Circus opens its under-canvas season in Washington this year with a six-day stand, May 20-25, according to Melvin D. Hildreth, attorney. He said the train carrying outdoor show equipment will arrive here May 13 from Sarasota. Indoor stands at New York and Boston precede the local date.

No local auspice for the show was announced.

organization of the operating company was completed at the meetings. Biller Bros. filed a petition in bankruptcy some time ago and its business was directed by a trustee, with court approval. The Sturmaks framed Biller Bros. in 1949. Prior to that time Art Sturmak was with a number of other circuses, including Cole Bros. and King Bros.

Atayde Draws Big Turnouts In Mexico City

MEXICO CITY, Jan. 19. — Atayde Bros. Circus has pulled top crowds nightly here since it opened an extended run December 28. Thru Thursday (19) night shows had scored turnaways regularly.

Program includes the George Hanneford Family, riding, Wallenda unit, high wire; Great Barton, finger stand; John Tiebor, seals; and a number of Mexican, South American and French acts. Show has 8 elephants, 6 camels, 28 cat animals and other menagerie stock. Daily performances are at 8 and 9:30. Sunday shows start at 11 a. m., 4 p. m., 7 p. m. and 10 p. m.

Angela Atayde and Sergio Chiesa were married last week, with the show personnel attending the ceremonies and taking part in a fiesta which followed. The Great Barton, Tommy and Kay Hanneford and Helen Wallenda learned to dance the Mombu, with Helen Wallenda winning first prize.

Venice C. of C. Buys 5 Wagons

VENICE, Calif., Jan. 19. — Chamber of Commerce here purchased five circus wagons, formerly in the collection of Jimmy Woods, and plans to exhibit them at a site now frequently used illegally as a dump. The city beautification organization is joining in the plan.

Included among the wagons are two antique cages, two old table-top wagons and a steam calliope. The last-named was made with antique carvings for movie work and includes the former Al G. Barnes white ticket wagon with carved maidens on the sides.

Louise Emery, of the Chamber staff, said that the wagons would require rehabilitation. Woods, she said, is a member of the Chamber and had donated his share in the wagons. Part interest in them was owned by James Condon, junkyard operator, who retains several other wagons which Woods had until several weeks ago.

Wallace Starts Promotions; Early Route Nearly Complete

GONZALES, Tex., Jan. 19. — Wallace Bros. Circus opened its first promotion office Monday (14) at Austin, Tex., in preparation for show's spring date there. Additional offices are expected to be opened regularly hereafter.

Bob (Bonham) Stevens will wind up about two months' work as contracting agent in the next few days and then will swing into the duties of promotions superintendent. He has contracted a good portion of the spring route, with all dates under auspices.

It was reported here that Bill Moore will be general agent for the show.

Pete Lindemann Carded for K-M Whistle Post

HUGO, Okla., Jan. 19. — Pete Lindemann, has contracted to be equestrian director of the Al G. Kelly & Miller Bros. Circus. It was reported here this week. Fred Logan will be the elephant superintendent.

Lindemann was general superintendent of the K-M aggregation for the second half of last season and, according to an earlier plan, was to be agent this season for Tiger Bill's Wild West Show. As Kelly-Miller equestrian director, he will succeed Leo (Tiger Bill) Snyder, who had the post for the past two seasons.

Logan has been assistant superintendent of the Kelly-Miller herds under Bill Woodcock, who had the department since 1949. Woodcock now is breaking a new three-act act for Doree Miller, co-owner of K-M. Three young elephants will be used and the act will be booked independent of the circus. On the road it will be presented by Bill and Babe Woodcock.

Burling Barn Busy; April Opening Set

WAPWALLOPEN, Pa., Jan. 19. — Burling Bros. Circus is scheduled to open April 26, according to Owner Henry L. Vonderheid. He said all trucks have been repainted and two new cages have been built. Herman E. Vonderheid is in charge of quarters and has a three-man crew handling ring stock, breaking a new six-pony drill and adding dogs to the new Dalmatian dog act.

Vonderheid reported that the show will play auspices and use phone men. All animals will be show-owned this year. He stated. He purchased the circus last year from E. C. Burlingame, and operated it last season as Bailey Bros.

Gainesville Hosts Gil Gray Personnel

GAINESVILLE, Tex., Jan. 19. — Ninety persons attended the annual dinner given by Gainesville circus fans and Community circus members for circus people who are wintering at Fair Park, including personnel of G. G. Gray's circus, which has established quarters here.

Circus people who attended were: Mike Daly, Paul and Ralph Duke, Louis A. Cuttin, Tiny Gallagher; Beverly, Pauline and Sandra Duke; Mr. and Mrs. E. W. Clark and mother, Mr. and Mrs. Jimmy Conner, Hazel King, Mr. and Mrs. Henry Deen, Dennis Pinson, Jack Jackowich, Jepp Milan, Patrick L. and Donna J. Matthews, Dorothy Duke, Billie Burke, Chuck Dale, Mr. and Mrs. Gus Bell, Clark McDermott, Mr. and Mrs. Glen Henry; Gary, Patricia and Shirley Henry; Mrs. Ella Haake and Don Hayden.

Clyde Beatty Circus. Mrs. Eva Davenport, wife of Owner B. C. Davenport, will be with the show in an executive capacity. Her car crew, A special line of paper designed by James A. Winters will be used.

Quarters work is going forward. A crew of 22 is on hand and additional men are reporting daily, it was reported.

While the Wallace staff is not yet complete, a number of key posts have been filled and negotiations are under way in regard to the others. Staff and talent rosters are expected to be completed in about two weeks.

Hunt Bros.' Circus Will Backdrop TV Film Series

Continued from page 7

to disclose which one. Neither he nor Everts has had any experience in the entertainment field to date.

Series will be filmed in color, as was the audition strip, from which black and white copies will be made. Tentative title for the offering is "The Rolling Show." Lead parts in the series are taken by kid performer Buzz Martin of "A Tree Grows in Brooklyn," and veteran actor Simon Schabell. Story will revolve about a boy who is orphaned and joins the circus under the care of his uncle, already with it. Grindie said it would be solidly authentic as to circus aspects and would strive to recapture oldtime sawdust flavor.

William Dendall Clark, working closely with Harry Hunt, manager of the circus, will script series. Cavalier Films did the first show and will film the picture. The camera crew will move on its own trucks with the circus, shooting 13 half-hour shows during Hunt Bros. normal season of about 30 weeks.

The Hunt title will get audio and video credit, and Hunt management is preparing a one-minute commercial to be used at the start of the television show. When the circus is making a stand close to an outlet using the series, the commercial will urge viewers to go and catch the circus live and perhaps be filmed and seen on TV. Television stations using the series will have a copy of the Hunt route in order to place the show for the audience.

The contract between circus management and the producing pair was signed last August and is good for five years and 12 weeks, with an option to renew at the end of that time. Everts and Grindie first conducted a survey to select the right show and,

"Circus Varieties" Limits Promotions To Four Per Month

LOS ANGELES, Jan. 19. — Because of difficulties in getting experienced promotional men and telephone salesmen, "Circus Varieties," indoor circus-vaudeville revue, will play only four two-day stands per month. Lee Sobie, producer, said. Promotional crews will work a full month on each date and all engagements are under sponsorship.

Don and Helen Simmons have opened offices for the Riverside date with Ken Jensen, Tom Dixon and Ann Schue working the phones. The Simmons will work the Junior Chamber of Commerce show in Fresno after their present arrangement.

Art Barrett was switched from Riverside to Bakersfield, where offices have been opened. Ray Farrell and Bob Africa are with him. On the phones are Bob Fordney, Paul Rider and Gordon Henderson. After Bakersfield, this crew will handle Stockton. Sobie will direct the promotions at Santa Monica and Inglewood for the Shrine Club and Jaycees respectively. Tom Stevens has been assigned Sacramento with San Jose to follow. George McCarthy, general agent for all dates, may be assigned to a phone room.

Acts set by John Billsbury, Hollywood booker, include Homer Snow's Seals, pelicans and penguin; Three Craigs, rolling globe; Clara and Adolph Delbosq's musical horse, Serenado; Johnson's Diehl, juggling; the Two D's, comedy ban; Tom and Betty Waters, perch, and Rookie Lewis, emcee. All acts, Sobie declared, were booked on a per date basis. Music will be Hammond organ, drums and trumpet.

Diamond Jim Show Plans Feb. Start

EASTMAN, Ga., Jan. 19. — Diamond Jim's Circus, in quarters here, will open late in February if weather permits, and probably will play Georgia dates until spring. Ed Hiler will agent the show, which has been in operation for the past several years.

after choosing Hunt Bros., offered to buy the show outright. They were refused. The exact terms of the pact are not known, the Hunt family retains complete control of the circus. They have final say on anything that might appear in the film and be injurious to circus in general or Hunt Bros. in particular.

The circus does not intend to extend its normal season for filming reasons. However, at the show's winter quarters in Florence, N. J., there is a large ring barn which could accommodate a crew intent on stockpiling film.

Action by Everts and Grindie brings to at least two the number of circuses being placed on film for video use. Commodore Productions has been working on the Clyde Beatty Circus at winter quarters in El Monte, Calif. That series also is being shot in color and will comprise half-hour offerings. The movie firm hopes to have the project finished by March. Walter White, president of Commodore, was reported earlier this month as being for this city with four stanzas of the show to put before prospective sponsors.

Unlike Beatty, Hunt Bros. management reported that the proposed series of their show would not affect their usual route. Beatty claimed to play as many cities as possible beaming his film series.

Capell Appoints Agent, Plans Auspices Deal

LEESVILLE, La., Jan. 19. — H. N. (Doc) Capell, owner-manager of Capell Bros. Circus, has signed William M. Breesee as general agent for 1952. Breesee is at local quarters and framing his advance staff. Last year he was with Royal Crown Shows.

At the same time, it was announced that Capell Bros. will join the growing ranks of shows which will play under auspices this season. In the show's previous two seasons on the road it has played independently but in 1952 will contract local sponsors for all dates, it was reported.

While no date for opening was released, show is expected to launch its season early.

Warren-CIO Shows Click

BIRMINGHAM, Jan. 19. — The recent three-day first annual Warren Bros.-CIO Circus here resulted in a big success, playing to near-capacity crowds at both matinee and night performances daily in Municipal Auditorium, according to Vernon Colbert, who set the show, acted as equestrian director and announcer and also helped on publicity. Show was under the management of Mr. and Mrs. Frank B. Hildebrand, owner of Warren Bros. Circus. During the run some 15,000 children were brought in as guests of the management.

The show did equally well in Gadsden, Ala., playing to full houses at each of five performances offered during the two-day engagement, also under CIO auspices.

Line-up of acts included Laurish's dogs; LaPearla, impersonator; Harrison Duo, bicyclists; Henry's dogs; Merrills, balancing; Four Glens, juggling; Eva May Lewis, single traps; Laurish's high school horse; Billy Erwin, table rock; Arthur Henry, pony and dogs and pony drill; Corrine Deacro, cloud swing; Los Gitanos, perch; Bert Deacro and Company, wire; Art and Glen Henry, globes, and Professor Keller's cats. In clown alley were Jo, Jo Lewis, the Bakers, Billy Erwin, Nell brothers and Louella LaPearla.

Under the Marquee

A number of Polack Bros' Circus folk staged a reunion during the Ozris Devenport Grotto Circus engagement in the Toledo Sports Arena last week. Among them were Bill Green, the arena's promotional manager, who handled the press on Polack's Eastern Unit for the past five years, and Otto Griebing and Kenneth Waite, clowns; the Loyal Respecky Troupe and Jimmy and Nella Troy, serialists. Grotto personnel making television appearances included Charles Ball, Felix Adler, Paul Jerome, Frankie Sa-huto, Col. Harry Thomas and Jean-nie Steater, who doubled for Betty Huth in "The Greatest Show on Earth" film.

Howard (Billy) Sheets, equestrian director and promoter of the Hagen-Wallace Circus the past season and who has been employed at a large drive-in restaurant in Columbus, O., as assistant manager since closing with the show, has resigned that post to take an office position with National Fire-brite Industries in the Ohio city. . . . George and Billy M. Chavers (Shaffer) are playing the Club Warren nitery in Birmingham.

Joe Rossi is at his Gonzales, Tex., home after wintering in Philadelphia. He closed with Biller September 1, and reports he's set with a different show for 1952. He visited showfolks in Huntington, W. Va.; Hot Springs, San Antonio and Waelder, Tex., en route to Gonzales. Rossi reports much activity at the Tiger Bill and Wallace Bros' quarters.

Chappie Chapman, erstwhile tab, burly and wide performer, and for the last three seasons announcer with GU Gray's Shrine Circus, and W. S. Jackson, tram-

poline and bar act, with the Gray org the last six seasons, were visitors at the home office of The Billboard in Cincinnati last Thursday (17), while in town to purchase paper for their five-act vaude unit show playing theaters and high school auditoriums thru Kentucky, Indiana and Tennessee. They will rejoin the Gray show at Sioux City, Ia., around March 1.

Don Dorsey observed his birthday in Boston, with Eva Madison, Bourbon and Blaine and the Windows giving a party. Dorsey opened with Polack Western Unit in Flint, Mich., and moves to the Eastern Unit for the remainder of the season. . . . Charles Jacobson, of Circus Corporation, tells that his unit makes one-day indoor stands using two show-owned trucks and act-owned transportation. Schedule requires a large promotion department and it is being enlarged this season, he states. . . . Sumner A. Peterson, Minneapolis CFA, is a patient at Veterans' Hospital, Fort Snelling, Minn.

William R. Bray, of Minneapolis, has movies of circuses dating back about 30 years. Among shows included are Barnes, Cole, Hagenbeck, Barnum and Ringling. Some were made with hand-cranked cameras. He exhibits them occasionally for clubs.

Jean Allen and Helen Scott Haven visited Paul Van Pool at his West Acres farm recently. They spent the holidays with the Zack Terralls at Owensboro, Ky. Jackie and Bill Wilcox were expected at the Van Pool home for a visit.

Harry and Doris Chipman, now of Studio City, Calif., hosted Harry's father, Bert Chipman; William T. Spaeth, treasurer of the old Foxnaugh-Sells show; and George McMaisters, of the Foxnaugh show. Group also visited L. S. (Trader) Horne, Mabel Stark, Eddie Tree, Melvin Koonitz, Frank Phillips and Ruben Castang in Thousand Oaks, Calif. The Harry Chipmans purchased a restaurant and doughnut shop in the San Fernando Valley. Jack (Gilly Horse Johnny) Flurry visited there.

The Dutton Family, riding act, is wintering at Louis Goebel's place at Thousand Oaks, Calif. Goebel has completed new buildings for his Community Barn Shows, operated by Jimmy Woods. The Chipmans also visited Anna and Joe Matcail, who are breaking a baby elephant for Tom Gearty at Venice, Calif. Jake Posey, retired 40-horse driver, of Baldwin

Park, Calif. and Cheerful Gardner, bull man now wintering at Yuma, Ariz., called on the Met-calls. Harry Phillips has his Robinson Bros' Circus in quarters near Culver City, Calif., and Lou W. Johnson, calliope player, is with him. Visits to Clyde Beatty's quarters and with Bertha and Ken Maynard completed the Chipmans recent jaunts. Maynard is making new pictures and starting a TV program.

Norma and Pete Cristiani are to have the pie car on Wallace Bros' Circus and it's reported the Plunkert Family will be in the Wallace performance rather than out with an opera of its own. . . . Winn and Marion Partello are scheduled to have the Wallace Bros' concessions. . . . Norman (Luke) Anderson has purchased two camels for his Wallace & Clark Circus. . . . D. R. Miller's new yacht, "Circus Queen," is making fishing cruises on Lake Texoma out of Denison, Tex. He bought the yacht in Houston shortly after the indoor show there.

Bill Woodcock is back in Hugo, Okla., at the Kelly-Miller barn, breaking young elephants for the Elephant Academy. He'll have the new act rather than the K-M show's herd this season.

Mayo Davis, waitress at the Hotel Sherman and well known to members of the Atwell Luncheon Club, made The Chicago Daily News Saturday (12) with an interview in which she said showfolks were her favorite customers and reading The Billboard was her hobby.

Eddie Hendricks, who put in a disastrous season business-wise with his bareback act, writes that he expects to get back on his feet this season, altho he lost his horses and trunk. He expresses thanks to Barnes-Carruthers office, Chicago; Bill Horstmann and Frank Orman, of Cole Bros., and Iona Stevens, of Kelly-Miller.

David Murphy, former equestrian director on Ringling, now has a two-hour string of morning programs on WSPB, Sarasota, Fla.

Beers-Barnes Circus will launch its 20th season in April. The Beers and Barnes families are in Miami while the show equipment is in Valdosta, Ga. Gene Christian will return as general agent.

Dime Wilson and family have signed to produce the clown number on Hamid-Morton Circus. Wilson will do his comedy table talk, while his daughter presents

her contortion act. . . . Scotty, the clown, advises that he has been booked to play Orrin Dav-enport dates in Toledo and Detroit. . . . Attending Polack Western Unit's opening in Flint, Mich., were Viola MacLeod, Nellie Vaughn, Ethel Robinson and Promoters Henry Barnett, Bill Kay, Mickey Blue and Clyde Harrison. Billy Dick spent the holidays in Philadelphia as the guest of Charles Robinson, Horace Laird and Bobby Kork also were recent Philadelphia visitors. . . . Herb (Pop) Fursier, who is confined in Western Counties Wing, Westminster Veterans Hospital, London, Ont., and expects to remain there another five months, letters that he has received numerous get-well cards and letters from friends in the circus field and members of the various performing organizations. . . . Don Marcker, Minuteman Circus played benefit performances January 26-30 at the Trinity Lutheran Church, Richmond, Calif.

Clyde Beatty Circus folk welcomed a new member to the personnel, January 18, when Clyde Raymond Beatty II made his debut at French Hospital, Los Angeles. Clyde II made his appearance a bit prematurely, due to a fall suffered by Mrs. Beatty a few days before. Mrs. Beatty, the former Jane Able, of San Antonio, is doing well.

Mr. and Mrs. E. A. Mackey and Mr. and Mrs. Clyde Harrison entertained friends Wednesday evening (19) at a Chinese-Hawaiian buffet dinner in the Hotel Purter, Lansing, Mich. Among guests were Mr. and Mrs. Ted England, Mrs. Louis Andrews, daughter of the Englands, and Mr. and Mrs. Walter Graff, all of Lansing. Members of the Polack staff who attended were Mr. and Mrs. Robert Harrison and daughter, Lani; Cron-head (Al) Perry, and Florence Gail, press agent. Also there were Attorney General Frank Millard and Mrs. Millard, Lansing; Mr. and Mrs. Alfred Gamble and Mr. and Mrs. Bill King Jr. Mackey and England are chairmen of the 16th annual Hospitoler Circus. The Harrisons are promoting the date, assisted by Perry, Lani, Hawaii-born daughter of the Harrisons, entertained with Hawaiian ceremonial dances and chants. Mrs. Bessie Polack and Sam Polack arrived too late for the affair.

Harold McCarrey, ticket chairman for the Western Ontario Fair, London, gave a party recently for Bill Kay, Polack Bros' promoter, on his 27th birthday at

the London Hotel. Guests included members of the Kiwanis Club and their wives, and Mrs. Kay, Harry Bennett, Barney Long, Stan Shatt and Ken Clark of Kay's staff. McCarrey also is chairman of the annual Polack Bros.-Kiwanis Circus there.

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Dressing Room Gossip

Polack Western

The I.M.A. Auditorium, Flint, Mich., provided an ideal setting for the debut of the Western unit. The animals present a geographical cross section of the world—Spiller's seals, penguins and macaws; Lempe's chimps; Jack Joyce's camels; Packs' elephants and Peterson's jockey dogs. The aerial ballet with wardrobe by Jacks, of Hollywood, is an eye-filling spectacle. Clown alley, headed by Bobo Barnett, assisted by Jimmy, midget Joey; Sherman Brothers; Harry Dunn, Laurence Cross, Dennis Stevens and Rusty Benson have new props and wardrobe. Local radio stations and newspapers gave Justus Edwards splendid co-operation with heavy press and air coverage.

Opening matinee, a turnaway house, ran like clockwork under direction of Louis Stern, managing director; Ross Paul, general manager; Arthur Springer, equestrian director and announcer; assistance of Nate Lewis, equestrian director and announcer of the Eastern unit, and "Soldier" Barney Longsdorf, boss prop man. Thrilling aerial acts include the Wallendas, the Genitons, the Ward-Bell Fliers and Don Dorsey. Visitors included Mickey Blue, the Joe O'Donells, Ethel Robinson, Viola, MacLeod, Buck and Alta Mae Owens, Harold and Jerry Conn, Pop and Ted Haussman, the Mell-zorans and Bob Ruppert—HARRY DANN

Date Changed For R-B in Pa.

YORK, Pa., Jan. 19.—New date of June 4 has been set for the appearance of the Ringling-Barnum circus here under Tall Cedars of Lebanon auspices. It was announced this week.

Stand originally was scheduled for May 28. Announcement came from Perry Peiffer, chairman of the sponsoring committee. The circus will show on the parking lot of the York Interstate Fair. At a meeting Monday (14) of the York County Agricultural Society, permission was given for the show to use the lot.

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RINGLING BROS and BARNUM & BAILEY,
SARASOTA, FLORIDA

Wildwood Toppers Predict Big Season

WILDWOOD, N. J., Jan. 19.—A bright future is forecast in Greater Wildwood during 1952 according to local civic and business leaders. Mayor W. Harry Steele Jr., who also has a number of summer season amusement and business operations here, declared that Wildwood faces one of the greatest seasons in its history.

The tremendous amount of building activity, the mayor said, will provide additional facilities for new visitors, in particular those brought here from Washington, Baltimore and Wilmington, Del., areas, because of the recent opening of the new Deepwater Delaware Bridge. New roads and highways will also be in operation for the 1952 season, making it easier for visitors to come to the resort, the mayor concluded.

Mayor George Busfield, of adjoining North Wildwood, asserted the city will engage in a program of improvements and additions this year. "The Boardwalk, he said, will be fully repaired in time for the summer visitors with more street

and bulkheads to be erected. As many projects as can be completed on a pay-as-you-go basis will be undertaken in the coming year, he added.

Mayor Palmer M. Way, of Wildwood Crest, also adjoining the resort city proper, expects that 1952 will be as good as the year 1951, which was one of the best "we ever had." He said that more facilities have been made available for more people "to come here for their vacations."

William C. Hunt, head of the Hunt Amusement Enterprises here, along with many other interests, expressed the hope that work would be started this year on the operation of the Cape May, N. J.-Lewes, Del., ferry line making the resort facilities available to an even greater number of people in Maryland and Delaware.

S. B. Ramagosa, operator of the Casino Arcade, Sportland and other amusement centers in Wildwood and in North Wildwood, also predicted a big year in '52. He pointed out that each summer finds more people coming to Wildwood for their vacations, and that the people are staying here for longer periods of time. What used to be week-end business has become daily business. Also, things start humming in June and not after July 4, he added. Ramagosa said that he plans to introduce several new entertainment features this year at his amusement centers in both Wildwood and in North Wildwood.

Ralph James, newly elected president of the Greater Wildwood Chamber of Commerce, said the year 1952 will be bigger and better than ever for Greater Wildwood.

"With the city growing the way it has, we cannot help but go ahead," James said. "The increase in the number of housing units and the improvements to businesses on the avenue and Boardwalk will play a part." Other business and amusement men also said business looks promising in forecasting for '52.

Frank Caven New Owner of Altoona Beach

BALTIMORE, Jan. 19.—Ownership of Altoona Beach Park, midway between this city and Annapolis, this week was taken over by Frank Caven, well-known racing car enthusiast, promoter and former owner of Lakeview Amusement Park, Royerford, Pa. With the change in ownership becoming effective immediately, extensive improvements are to be made to the property.

These include the rebuilding of the deep-water pier on Stony Creek to renew Altoona Beach as a regular excursion stop for Chesapeake steamers. New entertainment and recreational features will include the erection of a skating rink and the installation of speed boats.

Bath house facilities are to be modernized and enlarged and the park will solicit industrial picnics, clam-feasts and other events throughout the summer. The park possesses the nearest public bathing beach to this city in addition to a hotel, bar and restaurant facilities, boat pier and outdoor sporting installations.

Net TV Show May Originate At Rockaways

NEW YORK, Jan. 19.—Biggest chance yet given Rockaway's Playland to make itself known may develop this summer thru a television show to originate at the spot and be carried by the National Broadcasting Company network.

Playland officials said this week that the potential show would be a once-a-week, half-hour stanza. Ted Cott, general manager of stations WNBC and WNBT, local web outlets, confirmed the statement. He said potential network sponsors were interested in backing the offering but that nothing definite had occurred yet. Nothing was known about the theme of such a show.

The local stations and the park worked a reciprocal plug deal last year, with all hands evincing satisfaction.

Park officials reported that with mild weather over both Saturday (12) and Sunday (13) the spot did good business. Number of speakers in the spot's public address system has been increased and six new light poles have been erected.

Kay P. R. Head At Wildwood

WILDWOOD, N. J., Jan. 19.—Mayor W. Harry Steele Jr. announced the appointment of John J. Kay as director of public relations for the resort. He will serve until May, when the term of the present city commissioners expire. The office had been vacant since last July following the resignation of Will Fitzpatrick, who had served for two years and then left after differences with the city commission over the use of the sound system on the Boardwalk for exploitation purposes. Kay was former director of public relations during a previous administration, serving from 1938 to 1948. He is active in civic affairs and is chairman of the waterways committee of the Greater Wildwood Chamber of Commerce and the Cape May County Chamber of Commerce.

A. C. Tax \$\$ Rise

ATLANTIC CITY, Jan. 19.—Luxury tax collectors indicated that 1951 was a good year. Collections in 1951 were slightly higher than for 1950. For 1951, the luxury tax brought in a total of \$1,460,728.64 as compared to \$1,429,262.78 realized in 1950. The collections were \$40,466 higher last year than in the previous year.

Ohio Zoomen Slate Confab

CINCINNATI, Jan. 19.—For the first time Ohio zoo officials will hold a formal meeting to swap ideas and consider proposals designed to save on animal purchase and breeding costs, it was revealed here Monday (14) by J. F. Heusser, director of the Cincinnati Zoo. The meeting will be held February 3 and 4 in the Deshler-Wallick Hotel, Columbus.

It is possible, Heusser said, that zoomen may agree to pool their purchases when several zoos need animals. Thru such purchases, savings may be made. Also up for discussion will be distribution of lists of surplus animals, for possible trades, and the loaning of animals among the various zoos for the purpose of improving animal breeds.

Among speakers at the confab will be Heusser; L. A. Klewer, director, Toledo Zoo, and Fletcher Reynolds, director, Cleveland Zoo.

Tom Spackman Imports Novel Picture Device

SHAPER LAKE, Ind., Jan. 19.—What Manager Tom Spackman, of Indiana Beach, believes to be the second Terrainscope for use in the United States now is aboard ship and will be brought to his renamed funspot here.

Device was built at Glasgow, Scotland, by a lens and telescope concern. Spackman said the only other device of this type in the country is the one at a city park in Santa Monica, Calif.

The Terrainscope will be installed in a domed building. The instrument will be set in an opening at the top of the dome, and interior of the building will be darkened. Spackman said the device will project an enlarged, animated and colored view of the surrounding countryside. Spectators may view the panorama on a horizontal screen.

A system of gears, mirrors and electrical controls will permit changing from close-up to long-range views and the scope may be rotated 360 degrees, Spackman stated.

It was anticipated that the attraction will prove of interest to children as well as adults and that it will draw business at night, when the lighted rides will be viewed, as well as in daytime.

Sunland Spot Sold by Allton To Fox & Son

SUNLAND, Calif., Jan. 19.—Sunland Amusement Park, which was established here in 1940 by C. H. Allton, has been taken over by Fox & Son, funzone operators of Redondo Beach. New operators purchased the rides and leased the park for a long term.

Fox & Son, which includes Edward Fox, former big show and hypnotist, and his son, Terrell, have had the Gaway in Redondo Beach for six years. This zone of seven rides will continue to operate with the new owners dividing their time between the two spots.

Involved in the deal here were 12 rides, which the Fox interest acquired thru purchase. The land leased includes two plots, one 517 by 150 feet and the other 130 by 208 feet. Terrell Fox said that plans are under way to augment the rides with a miniature train and Tilt-a-Whirl to be installed immediately.

Allton, who had his own shows on the road, set up the local spot in 1940. He has maintained his home on the premises and plans to continue to reside here following his return from a world tour on which he will leave about July 1.

Palmer Named Summit Beach Manager-V. P.

Ad-Promotion Man Succeeds Rafal At Akron Funspot

AKRON, Jan. 19.—Ed M. Palmer, of Griffiths-Palmer Enterprises, advertising and promotion agency, has been named vice-president and manager of Summit Beach Park here. Palmer succeeds the late Frank Rafal and will take over immediately.

He has been associated with Bill Griffiths since 1948. They have operated auto racing at area speedways, promoted the annual Cleveland Browns football game here and two years ago undertook the promotion of the reborn Summit County Fair at Summit Beach.

Palmer will devote all his time to management of the park, but will still maintain an interest in the promoting agency. He has been a resident of Akron since 1918 except from 1930-'31 when he was with Hearst radio in New York and Chicago.

Danish Eatery Operator Auctions Large Plant

COPENHAGEN, Jan. 19.—Equipment and furnishings of the deluxe Nimbo Restaurant in Tirol park here were auctioned by Frode Petersen, operator of the spot for several seasons. Petersen, who is the son of the former operator of the big Wivex restaurant in Tirol, is retiring.

Restaurant privileges of Nimbo are also up for disposal, with an asking price of about \$58,000.

Dallas Fair Park Draws Estimated 6,000,000 in '51

DALLAS, Jan. 19.—More than 6,000,000 persons, including 2,320,129 visitors to the State Fair, Visited State Fair Park here in 1951, according to a report by Dallas Park Director L. B. Houston. The park operates daily except during the fair season. Figure also includes crowds for events at the Cotton Bowl.

The report also showed 21,100,000 persons attended Dallas parks and playgrounds during the year. The figure includes 588,000 patrons of city pools, the biggest attendance in their history, as well as \$18,000 for softball and 230,000 for baseball. Midway and fair totals were included in the overall figure.

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RENSSELAER, INDIANA

YORK, PA., SHOWS \$93,464 PROFIT

Samuel S. Lewis Re-Elected; Dates for '52, '53 Revealed

YORK, Pa., Jan. 19.—Samuel S. Lewis was re-elected president and general manager of the York fair. Dates for 1952 and 1953 were reported as September 9 thru 13 and September 15 thru 19 respectively, and profit for the year ended December 15, 1951, was revealed as \$93,464.35 at the annual meeting of life members of the York County Agricultural Society held here Monday (14). Society is the governing body of the York Interstate Fair.

Lewis was selected for his 22d term as president of the society. He became a life member in 1914, a manager in 1915, vice-president in 1926 and president in 1930.

Elected to life member status to fill vacancies were John L. Rel-

inger, Clark W. Bosserman, George T. Livingstone, William E. Herman, Gilbert A. Dietz, Paul G. Mackey, W. S. Miller, Walter A. Stauffer, John W. Lafean, Samuel Small, Kenneth R. Sechrist, Arthur H. Thompson, Mark E. Keeney, Emory W. Brandt and William L. Burgard. Life members who have died since the 1951 meeting include George W. Wolf, Charles B. Wolf, William S. Shipley, Harry B. Peeling, Kerwin Spangler, Charles E. Messersmith, Dr. Francis Hoodner, Dr. E. M. Free, Miles Minnich, George S. Sechrist, Robert W. Naylor, Howard W. Sheeler, T. E. Brooks, Harvey Heindel and John W. Noss.

Four managers whose terms expired were re-elected for three years each. They were Calvin Stauffer, D. Philip Young, Walter F. Grove and John M. Rudisill.

In addition to Lewis, the managers at their reorganizational meeting, elected Calvin Stauffer, vice-president; Clara Trzasker, secretary; I. Dan Weiser, treasurer; D. Philip Young, racing secretary; and Harry D. Immel, manager of concessions and machinery department. (Continued on page 62)

Kelley Out At Malone; Replaced by 2

MALONE, N. Y., Jan. 19.—After a 19-year connection with the Franklin County Fair here, H. Bernard Kelley resigned as secretary-president of the Franklin County Agricultural Society, Tuesday (8). It was learned this week.

Annual meeting of the society was held here Tuesday (15). At that time, other officers of the annual who either resigned or refused to stand for re-election were Edward Wright, vice-president; Frank Robinson, treasurer; Fred Mason, race secretary, and Mrs. Wentworth L. Fay, director. Mrs. Fay's term had two years to run. Replacing the above mentioned, thru election, were Elmer McCann, president; Leo Sprague, vice-president; Stuart Child, secretary; Kenneth Barton, treasurer; Leon Sova, race secretary, and Roy Hall, director.

Kelley offered no particular reason for his refusal to stand for re-election. He said he was leaving. (Continued on page 62)

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Winter Fairs

ARIZONA
Mass.—Maricopa Co. Fair, March 1-9, Maricopa Del Norte, Hill M. 10th St., Phoenix.

CALIFORNIA
Imperial—California Mid Winter Fair, Feb. 21-March 2, E. Y. Stewart.
Indio—Riverside Co. Fair & National Date Festival, Feb. 18-24, R. M. C. Pullen-Indio.
San Bernardino—National Orange Show, March 8-18.

FLORIDA
Bovling Green—Florida Co. Strawberry Festival, Jan. 21-24, J. A. Albritton Jr., Ocala.
Cocoa—Indian River Orange Jubilee, Feb. 20-23, R. I. McClure.
Deer City—Pulco Co. Fair Ann. Jan. 24-4, J. Higgins.
Daytona Beach—Halfay Fair, First week in March, Turner Scott.
DeFay—Beech Island Fair, Feb. 16-23, R. C. Lawson.
Eunice—Pala. Sportsman's Expo-Lake Co. Fair, March 15-22, Earl Lehmann, Tallahassee.
Fort Myers—Southwest Fla. Fair, Feb. 4-9, Jack D. Hughes.
Largo—Pinellas Co. Fair, Feb. 18-21, J. E. Logan.
Orlando—Central Fla. Expo, Feb. 23-March 1, Crawford T. Birkford.
Palmetto—Manatee Co. Fair, Jan. 28-Feb. 2, Ed L. Agnes.
Plant City—Florida Strawberry Festival, Feb. 25-March 2, C. R. Patton.
Sarasota—Sarasota Co. Agr. Fair Ann. Jan. 21-28, George W. Potter.
Tampa—Florida State Fair & Osprey Island Ann. Feb. 3-18, P. T. Bredley.
Winter Haven—Florida Citrus Expo, Feb. 15-23, Philip E. Laver.

LOUISIANA
Saint Francisville—West Feliciana Fair, Ann. Feb. 21-23, C. E. Powers.

TEXAS
Fort Worth—Southwestern Expo. & Fair Show Show, Jan. 25-Feb. 7, Raymond Buck.
Houston—Houston Fair Stock Show, Jan. 30-Feb. 18, Herman Engel.
San Antonio—Livestock Expo, Feb. 18-24, James F. Grote.

Mass. Slaps Tax, Favors Sun. Races

Assn. Elects Carroll President; Seeks Easing of Trucking Laws

SPRINGFIELD, Mass., Jan. 19.—Members of the Massachusetts Agricultural Fairs' Association on hand for the Tuesday and Wednesday (15-16) sessions of the group at the Hotel Kimball went on record as opposed to "any legislation which would impose any tax on agricultural fairs" and in favor of legislation legalizing auto racing at fairgrounds on Sundays.

During the meeting, Edward J. Carroll, president and manager of the Barrington Fair Association was elected president; Edward Reynolds, first vice-president; Charles Thayer, second vice-president; Jack Reynolds, third vice-president; Paul Corson, secretary-treasurer, and Miss C. M. Griffin, a 51st annual secretary-treasurer. Named to the executive committee were Fred B. Dole, Lee Wynant, Horace Keene, A. W. Lombard,

Willard A. Pease and John L. Banner. Carroll succeeds Banner as president of the association.

Opposition to taxation stems from a bill proposed by State Tax Commissioner Henry F. Long and scheduled for Thursday (24) hearing in the State Legislature which would tax fair real estate, now exempt on the grounds that fair property is used for educational purposes. Association's opposition is a repeal of their attitude last year, and for the second year they were joined by the Massachusetts Grange in the stand. The latter came when an amendment to that effect was offered by Charles Brown, master of the State Grange, and was tacked onto the (Continued on page 62)

Napa, Calif., To Construct 35G Stand

NAPA, Calif., Jan. 19.—Unable to get the necessary steel for the construction of a grandstand, Napa District Fair directors are now seeking one made of wood.

Lowell Eddington, fair secretary-manager, said he believes that clearance can be obtained on the new basis with the wood grandstand being completed in time for the 1952 run. The structure is expected to cost about \$35,000.

Robert Gibson, a director, pressed for the new construction on the basis that the present stand is too small to accommodate fair crowds.

Slump Marks Attendance at Ga. Meeting

ATLANTA, Jan. 19.—Sparse attendance marked the 39th annual meeting of the Georgia Association of Agricultural Fairs at the Piedmont Hotel here Monday (14). Only a few of the member fairs had representatives in attendance and the turnout of show and attraction people also was light despite the fact that the scheduling of this year's event was designed for the convenience of all.

A year ago the Georgia meeting preceded the South Carolina confab by several days, making it necessary for representatives in search of contracts to spend an extra day on the road. This year there was only a one-day gap between the Atlanta and Columbia sessions.

Interest in the program was expected to center chiefly in the planned open forum, but the light attendance precluded any great measure of suggestions. George A. Hamid, head of the New York booking office bearing his name, (Continued on page 62)

N. C. Annuals Face Tighter Supervision

Association Adds 19 New Members for Total of 52; Attendance Best in Years

RALEIGH, N. C., Jan. 19.—L. Y. Ballentine, commissioner of agriculture, warned delegates to the 18th annual meeting of the North Carolina Association of Agricultural Fairs at the Sir Walter Hotel here yesterday that his department would work unconsciously to develop the full potential of the State's fairs. Legislation giving the Department of Agriculture control of annuals was enacted several years ago, and Ballentine said that the enforcement of regulations would be tightened each year in an effort to build up the status of fairs.

Ballentine also announced that every bona fide fair would be offered an opportunity to participate in the State fair thru the presentation of acceptable exhibits. The State fair will pay twice the premium paid the exhibitor at the local event, provide round-trip transportation and the opportunity for the exhibitor to compete for additional dollars at the State event.

The attendance at this meeting was the best in many years. Dur-

ing the past year 19 new member fairs were added to the roster to number 52 out of a State-wide total of 71 events. Attendance at the two business sessions taxed the capacity of the room. More than 200 attended the banquet which was revived after a lapse of several years.

All officers were re-elected. They are Curtis Leonard, president; Mrs. Clyde Kendall, secretary-treasurer; Willard T. Kyser and W. C. York, vice-presidents. Directors are W. M. Oliver, Norman Y. Chambliss, Dr. A. H. Fleming, Dr. J. S. Dorton, W. B. Burchette, Hobart Brantley and Corbin Breen.

A plea for elimination of auc-

Meetings of Fair Associations

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-28. Charles W. Swover, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. C. A. Orlinger, Jamestown, secretary.

Association of Connecticut Fairs, Hartford Courant building, Hartford, January 28. Laura Bartlett, North Haven, secretary.

Louisiana Fairs and Festivals, Bentley Hotel, Alexandria, January 27-28. Adolphe Netter, Donaldsonville, La., secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McCallikin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Utah Fair and Livestock Shows, Newhouse Hotel, Salt Lake City, February 1.

Western New York State Fair Association, Hotel Lafayette, Buffalo, February 2. C. J. Larson, Dunkirk, secretary.

Texas Association of Fairs and Livestock Shows, Hotel Dallas,

February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. P. A. Lashley, Department of Agriculture Parliament Buildings, Toronto.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 14. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Edmonton Ex. Names Rye

EDMONTON, Alta., Jan. 19.—Lawrence M. Rye, pioneer stockman and farmer of the Edmonton district, has been named president of the Edmonton Exhibition Association to succeed H. W. J. Maddison who retired after two terms. Walter C. Bissell was named first vice-president.

A committee was set up to investigate the formation of a harness racing committee. The rural band contest, instituted last year, will be retained at this year's exhibition.

Carl Berg, with the association since 1927, and Charles S. Wilson, a member since 1915, were given life memberships.

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NEW RAIL SHOW SWITCHES TITLES

Execs Choose Strates Model Shows To Replace Johnny J. Jones Tag

RALEIGH, N. C., Jan. 19.—The new railroad show framed by James F. Strates and slated to operate this year under the management of David B. Endy will be known as the Strates Model Shows instead of touring under the Johnny J. Jones title as originally planned when the equipment to form the new organization was purchased during the Chicago meetings last December.

While the switch in titles was known to have been contemplated for a week or more, the decision

to change and the choice of a new title was not made until yesterday. While show execs were not specific in outlining their reasons for making the change, it is believed that they felt that the cost of leasing the Jones title was greater than the possible advantages of touring under the well-known name. The new original title will, of course, involve no cost to the show owners.

Execs of the Strates organization, including Curtis Bockus, general agent of the Strates Shows and originator of the new title, and R. C. McCarter, general agent of the Model unit, urged the inclusion of the Strates name in the title because of the excellent reputation attached to it in outdoor show circles.

The changeover will involve no cost. Endy said since the work of refurbishing the show at Savannah, Ga., quarters is now under way and the program calls for complete repainting of all units. Excluding cost of equipment, it will cost nearly \$100,000 to ready the new unit for its first date, he said.

Endy said that personnel contracted, besides McCarter, general agent, include Joe Rowan, special agent; Nick Steppe, secretary-treasurer, and John Dempsey, general superintendent.

George Vogstadt will have the Side Show, Wild Life and Snake Show. Sam Lowrey will have the Motordrome.

Dempsey is in charge of building activities with a crew of 15 already at work. Quarters here is expected to number at least 30 by the end of the month, with many major building plans, including a new entrance, planned.

Hospital Plan Set by PCSA

LOS ANGELES, Jan. 18.—A quickly raised \$2,100 assured the Pacific Coast Showmen's Association of a hospital plan for its members. The money came from donations and pledges at the regular meeting Monday night (14) and the plan fits well into the organization's welfare program, which has included a blood bank since late 1950.

The establishment of a hospital plan has been under consideration at intervals for the past several years. However, it was not to take shape until recent weeks when attention was turned to it following the retirement of the indebtedness on the building.

At the Monday session, C. H. Allton pledged the first \$100 with J. Ed Brown making the first cash contribution. The move to contribute followed a brief explanation of the plan by G. P. (Jerry) Mackey, president, with M. J. (Mike) Doolan, past president, outlining the investigation that had been made toward setting up the policy. Mackey named Doolan, Joe Glacy and Al (Red) Cohn as a committee to follow thru on the matter. Upon completion of their work, a board of trustees will be established.

Doolan said that he had conferred with Dr. Ralph E. Smith, the club's physician, and a complete report would be made soon.

Doris Monette Inaugurated By Show Folks

SAN FRANCISCO, Jan. 19.—Local chapter of Show Folks of America installed officers for 1952 at special ceremonies in its clubrooms here Monday night (14). Doris Monette was inducted as president.

Also taking office were Charlotte Porter, first vice-president; Eddie Harris, second vice-president; Ted Levitt, third vice-president; Pat Treason, treasurer; Al Roche, corresponding secretary; Elna Rainford, recording secretary; and Dwight W. Kane, auditor.

Serving on the board of directors for the 1952 are Frances Seber, Nate Cohn, Al Rodin, Council Raiford, Charles Albright, Teddy Teixeira, Harry Myers, Jack Christensen, Art Craner, Harry (Polish) Fisher, Harry Friedman, Bill Kindel, Jimmy Lynch, Dr. Manheim, Louis Leos, James Redder, Bill Stone, Lola Krelens, Ed Hellwig, Basil (Fap) Young, Tony Soares, Phil Sapiro, Tony Ortega, Harry Schwartz, Elmer Hanson, Marie Levitt, Sam Dolman, James McCaffrey, Tony Maseeth and Fuena Mack Hanna.

K. H. Garman Pacts Two Missouri Annuals

DANVILLE, Ill., Jan. 19.—Sunset Amusement Company will play the Cape Girardeau and Warrensburg, Mo., fairs this year, K. H. Garman, owner-manager, announced here at his winter home. Contracts were signed last week at the Jefferson City meeting.

Chambliss to Aid Show, Fair Execs

NSA Home Fund

RALEIGH, N. C., Jan. 19.—Norman Y. Chambliss, operator of three North Carolina fairs, yesterday was named a co-chairman of the home building fund of the National Showmen's Association by President Bernard (Bucky) Allen. He will be in charge of the sale of bonds to fair associations.

At the meeting of the North Carolina Association of Fairs here yesterday, Chambliss made a spirited appeal to members for their support in the showmen's project after Jack J. Perry, past president of the NSA, and Allen had explained the aims and purposes of the association.

At the conclusion of the meeting Chambliss announced that each of the fairs which he heads would subscribe, that one other fair group had promised to buy, and that he hoped to be instrumental in the sale of at least 40 bonds before the end of the season.

Allen said that approximately \$70,000 had been subscribed and that the home could become a reality within a year's time with the co-operation of showmen and fair heads.

Ben Morrison Elected Prez Of Mich. Club

DETROIT, Jan. 19.—Ben Morrison was elected president of Michigan Showmen's Association at its regular meeting here Monday (14). Grace Ziegler was named Ladies' Auxiliary president.

Roscoe Wade was named first vice-president; Fred Silber, second vice-president; Bill Zakor, third vice-president; Lou Rosenblatt, treasurer, and Bernhard Bobbins, secretary.

Board of directors includes Charles and Edward Bennett, Max Berkowitz, Ben Miller, Egard McMillen, Adam Spitzer, Lloyd Westerman, Sam Ginsberg, Sam Goldstein, Edward Gold, George Kane, Marvin Keyes, Max Kahn, Walton King, Cameron Murray, Harry Letzer and Ray Williams.

Other auxiliary officers include Peggy Cohen, first vice-president; Leona Bennett, second vice-president; Pat Crogline, third vice-president; Marion Dickertstein, treasurer; and Dottie Miller, secretary.

Named to the Auxiliary board of directors were Lottie Johnson, Viola Lipka, Marjorie Mansell, Frances Moran, Jessie Pushin, Clara Silber, Ann Stone, Sadye Schwartz, Maynie Wade, Florence Williams, Ann Gooding, Irene Gordon, Dorothy Gould, Shelia Lawrence Levy, Helen Viola Moss, Josephine Quinn, Ethel Rockman, Laverna Taylor, Sophie Tucker and Mildred Miller.

Va. Greater Contracts 2 Va. Annuals

SUFFOLK, Va., Jan. 19.—Virginia Greater Shows have contracted to supply the midway at 1952 fairs in Keller and West Point, Va., general agent W. C. (Bill) Murray announced this week.

It is planned to enlarge the shows for next year. Refurbishing is under way at local quarters with Murray in charge when Manager Rocco Masucci is absent.

Al Wagner Inks Muncie, Ind., Fair

MUNCIE, Ind., Jan. 19.—Al Wagner's Cavalcade of Amusements this week signed to provide the midway at the Delaware County Fair here, July 29-August 4. Wagner, here for the signing, also announced inking pacts with fairs at Rome, Ga., Greenville, S. C., and a fair at Meridian, Miss.

Show, Fair Execs Blast Auction Bids

Allen, Hamid, Leonard Point Out Evils of "High Dollar" Contracts, Urge Reforms

RALEIGH, N. C., Jan. 19.—Bernard (Bucky) Allen, president of National Showmen's Association, and concession manager of World of Mirth Shows, urged fairmen attending the South Carolina and North Carolina meetings to refrain from seeking the top dollar for their midway contracts and to consider carnival organizations on merit instead.

The same plea was voiced by Curtis A. Leonard, president, North Carolina Association of Agricultural Fairs, and George A. Hamid, head of the New York booking office bearing his name, as well as several other fair and show managers.

The auction-block system of bidding for fairs which has long prevailed in the Carolinas and other Southern States in particular has frequently resulted in show operators promising to pay more for midway contracts than it was possible to earn under the best of circumstances. Opponents of auction bidding said that over payments for midway contracts led to frequent and understandable abuses of operating privileges.

Hamid, who has no carnival interest, proposed that the North Carolina Association investigate the feasibility of basing contract costs on actual paid attendance. With the price of each fair fixed and known to all, then fairs could base their booking on merit alone, he said. It would then be possible for fairs to demand and carnivals to supply the best in midway attractions while eliminating all objectionable features, he said.

Norman Y. Chambliss, operator of three fairs and long a champion of carnivals, said that the price of his fairs was fixed and the operators were free to bid or not, as they saw fit. He added that once a contract was signed he expected it to be fulfilled in every respect, without hedging.

Allen had no personal axe to grind since railroad shows seldom encounter the problem and his own organization was booked solid prior to the start of the state meetings. He described his interest as a duty that went with his office as NSA president.

While nearly everyone agreed with President Leonard who said that the auction-block system of bidding was detrimental to fairs and carnivals alike, resolving the

problem will not be easy since a full-scale co-operative effort is needed.

Show operators reporting on their booking activity said that the high dollar was the deciding factor and voiced their indignation at the situation. The fact that many have been hurt financially as a result of over-bidding does not seem to have slackened activity as the pressure is on in fill out routes.

Malone Pact Unawarded

MALONE, N. Y., Jan. 19.—Alto the annual meeting of the Franklin County Agricultural Society was held here Tuesday (18), it was understood that no dates for this year's edition of the Franklin County Fair were set and the midway contract was not awarded.

Announcement of the dates will not come until the February 4-5 meeting of the New York State Association of Agricultural Fair Societies has been held in Albany. Holder of the midway pact for the past 12 years has been O. C. Buck Shows. Both Buck and King Reid, owner of the shows bearing his name, were present for the meeting of the local society.

Wolf Pacts Fairs, Celes In Minnesota

MINNEAPOLIS, Jan. 19.—William Wolf, general manager of Wolf Greater Shows, this week announced from local quarters that the org has contracted to provide the midway at 1952 fairs in Howard Lake, Kasson, Anoka, Garden City, St. James, California, Fairmont, LeCenter and Redwood Falls, all in Minnesota. Wolf said that the shows also have been pacted to play celebrations at Sleepy Eye, Columbia Heights, Willmar, Springfield, Sunborn, St. Louis Park, Glencoe and St. Cloud, Minn. The last-named date is a July 4 stand.

Shows will launch their season in Webster City, Ia., May 3 and then play week stands in Fort Dodge and Mason City. Remainder of the season will be spent in Minnesota, with still dates scheduled at Winona, Austin, Mankato and Benson. Quarters open March 15. The Wolfes left here yesterday for a month's vacation in Florida.

MSA Auxiliary Installs Officers

MIAMI, Jan. 19.—Ladies' Auxiliary of the Miami Showmen's Association installed its officers for 1952 in an impressive ceremony at the Starlight Roof, Biscayne Terrace Hotel here Wednesday night (9). Taking office were Mrs. Jack Levine, president; Mrs. Harry Schreiber, first vice-president; Mrs. Lloyd Thomas, second vice-president; Mrs. William Brown, third vice-president; Mrs. William Tucker, treasurer; Mrs. Alberta Mack, recording secretary; and Mrs. George Whitehead, corresponding secretary.

Mrs. Elmer Koehenauer was installation chairman, with Mrs. Ralph Endy as installing officer. Mrs. Betty McLinden, emceed, with Mrs. Chet Dunn as chaplain, and Irene Hartley, flower bearer. Mrs. Michael Roman headed the committee on floral arrangements.

Pages were Mrs. Joseph Grosso, Mrs. Ben Glass, Mrs. Kenneth Blysser, Ruby Dedman, Mrs. Leonard Rusciotti and Mrs. Louis Rice, while Mrs. Lew Lange, Mrs. William Moore, Mrs. Claude Schreist, Mrs. Zeldia Newman, Mrs. Mark Graham, Mrs. John Keeler, Mrs. Ephriam Glosser, Mrs. Pat Finerty, Mrs. William Duncan and Mrs. Thomas Carson were hostesses.

Schafer Org Shoots for Midwest Route

DALLAS, Jan. 19.—Schafer's Junior Fairs, which has heretofore confined its activities to Texas and Oklahoma, will this year play fairs in the Midwest. W. A. (Junior) Schafer, manager, announced this week.

Org has already signed the Rolla, Mo., and Mammoth Springs, Ark., fairs and plans further bookings throughout the area.

Schafer recently returned from the Jefferson City, Mo., fair meeting, where he was accompanied by Archie Hemsley, general agent, and W. H. (Bill) Bonta, business manager.

L. J. Heth Inks 16 Spots

NORTH BIRMINGHAM, Ala., Jan. 19.—L. J. Heth Shows have contracted to provide midway attractions at 15 fairs and one celebration in Illinois, Kentucky, Tennessee, Georgia and Indiana, Joe J. Fontana, general agent, announced here at the org's winter base.

One Illinois fair is the Saline County Fair, Harrisburg, and the other 14 are under the American Legion July 4 celebration at Coopersville, Kentucky fairs include those at Sturgis, Mayfield and Fulton, Tennessee annuals are Dickson, Oneida and Jamestown, while Georgia fairs signed are at Marietta, Cartersville, Carrollton, Monroe, Covington, Cordele and Dublin.

Midway Confab

Lowell Vandike, who with his brother, Alvin, is a co-owner of the Victory Exposition Shows, under an operation in an Odesa, Tex., hospital, Saturday (5). He is reported to be on the mend.

Charles (The Great Leroy) Bickford, comedy magician, will play a series of school and theater dates this month and next. Harry E. Wilson, press agent for Morris Hannum Shows, is handling the booking and publicity assignments.

Mr. and Mrs. Thomas R. Broome III are honeymooning in Miami following their recent marriage and reception at the bride's home in Oakdale, Pa. Mrs. Broome is the former Lani Jean Ferrerri, daughter of Mr. and Mrs. Ed Ferrerri. All formerly were with the King Reid Shows. The Broomes plan to make their home in Hartford, Conn. Mrs. Broome and Mack Hoges and their families are wintering in Pascagoula, Miss., and spending much of their time fishing for speckled trout.

F. C. Bogle Shows Contracts Kansas, Missouri Spots

ARMA, Kan., Jan. 19. — F. C. Bogle Shows closed contracts recently to play seven fairs and celebrations in Missouri and three in Kansas. F. C. Bogle, owner, announced here at winter quarters. At the Jefferson City, Mo. meeting, Bogle and Duke Doebber, general agent, closed to provide the midway attractions at the Old Settlers Picnic, Houston, Mo., and fairs at Mansfield, Maryville, California and Tipton, in addition to celebrations at Appleton City and El Dorado Springs.

Kansas spots signed include fairs at Fort Scott and Columbus and a Labor Day picnic at Loutsberg.

American Beauty Invades Kansas, Inks Coffeyville

PERRYVILLE, Mo., Jan. 19. — American Beauty Shows will this year play its first Kansas fairs having signed to provide the midway at the Coffeyville annual. Joe Sharp, co-owner, announced here in quarters. Plans are to add other Jayhawk fairs to the org's route, he said. Sharp, along with his partner, H. W. Bartholomew, attended the Missouri fair meeting in Jefferson City last week where they closed for several annuals in that State.

AGAIN IN 1952 WE WILL PRODUCE THE 10 OUTSTANDING HANKY PANKS

1. PUNKS FOR PUNK RACKS in glamorous colors.
2. SIX CATS Finest ever made, 1 style.
3. SLUM BUMPER SPINDLE Large chrome seat, made to last forever.
4. MUCKLEY BUCK KEG OUTFITS Both 8 and 12 top sets.
5. SLOT ROLL DOWNS Both sets, 12 inch and 7 1/2 inch.
6. DART BOARDS—ADD 'EM UP Built on sturdy rubber and board board.
7. HOOPLA BOXES The superior extra store for any midway.
8. DAM FAMILY BALL GAME This is a set rack type ball game that puts up from the front.
9. PITCH-TR-YOU-WIN BLOCKS in natural finish.
10. PENNY PITCH BOARDS Our famous model still clicking.

We also will make numerous other items. All size Plastic Balls—Rattle Charlie—Ball Drive Charts—Rattle Tables—Spool the Spot Boards—Sawing Ball and Pin-Pan Games—8 various types of Percentage Wheels and Wheels of all sizes. BOTH ALUMINUM and WOODEN SET. FLIES and four famous 2-LEGGED MALE BOTTLE STANDS. REMEMBER, EVERYBODY LOVES TO WIN... THAT'S WHY A HANKY PANK.

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Dewey Fullerton (Allen Allean) is confined in the Federal Medical Center, Springfield, Mo., and would like to read letters from friends. He expects to be confined there until January, 1953. His address is Dewey Fullerton, P.M.B., 8145 H, Springfield, Mo.

Leonard Neill, concessionaire the past season with J. A. Genisch and Wallace Bros' shows, is in the Veterans Administration Hospital, Jackson, Miss., recovering from a recent chest operation. Darby Hicks has returned to Royal Duke Shows, which have been playing Georgia all winter, as legal adjuster following a four-week South American fishing cruise. Jack Lange spelled Hicks during his absence. Fred Allen, concessionaire, reports that the org has been playing to good business.

Orville N. Crafts, president of Crafts 20 Big Shows, signed two contracts recently in Las Vegas, Nev. One called for his No. 3 unit, Fiesta Shows, to play the Helldorado Celebration, May 15-18. The second contract was a matrimonial one with Eleanor Stephens, of San Francisco.

Pearl McGlynn is still vacationing in California. Edna O'Shea Stenson is visiting her sister Elsie Aldrich, at the latter's home in San Antonio.

E. H. Rucker is returning to the South after a visit in Brooklyn here he cut two comedy song records. Mr. and Mrs. Jim Moran have returned to their San Antonio home after spending the holidays in Boston. They enjoyed a visit from Mr. and Mrs. Happy Loter shortly after returning home. The Loters left on a business trip to Kansas City, Mo.

Charles Y. Engle, veteran concessionaire who has been off the road for the past two years, having held a major position with the Cathy Stander and Angelo Iranian Oil Companies in the Middle East and Arabia, and Tony Flick, Philadelphia night club operator, are booking talent in the Quaker City. They plan to open the old Lincoln Theater there. Engle had concessions on Prell's Broadway Shows, Cavalcade of Amusements, Buckeye and World of Today shows.

Ben Morrison, who recently returned to his hometown, Detroit, is putting on a special campaign for a Purple Heart benefit in the Motor City. Mrs. Al (Hattie) Wagner, wife of the owner of the Cavalcade of Amusements, is recuperating in Municipal Hospital, Tampa, following an attack of pneumonia.

Fred Bateman, former concessionaire on the Hagenbeck-Wallace Circus, info from Clinton, Ia., that a number of veteran show-folk are making their homes there. Included are Frankie Briggs, ex-drome rider; Sid Foster, whip artist, and John Menzel, ex-juggler. Carl Bergman, former bandman with the S. W. Brundage Shows, recently died there. Ray Oakes & Sons, game manufacturer, recently moved to new and larger quarters at 7731 West Ogden Avenue, Lyons, Ill. Additional machinery has been moved into the spot to increase production on punks and six-cats.

Billie and D. J. Cox, of Cox Concessions, are spending the winter working in Kansas City. Bill Eastarwood, concession agent, is also working that city and is framing his own joint for the coming season. J. E. Pinkerton, J. E. Calder and Arthur Willis have been seen in the Wellsville, Kan., area.

Fred Silber, Detroit supply dealer, is skedded to leave Detroit soon for a six-week vacation in Miami with his wife and two youngsters. His father, who founded the firm, is already in Miami. Joe (Baldy) Murphy, concessionaire, who has been a patient in Alexian Brothers' Hospital, Chicago, five weeks, will remain there several more weeks. Murphy would like to receive letters from friends. Louie Berger, of the Amusement Corporation of America, was scheduled to be released from the same hospital last week-end, after undergoing two operations.

Adolph Horwitz, Detroit manufacturer-operator of snow-making machines for soft drinks, has retired from the business and will move South soon.

CENTRAL STATES SHOWS

NOW BOOKING SHOWS AND CONCESSIONS FOR '52

OPENING APRIL 12 IN CENTRAL KANSAS

We have 16 of the better fairs and celebrations throughout the Midwest. Also a spring route of good still dates. Can place Hanky Panks of all kinds. Have good opening for first-class Cook House. WANT—Fun House, Arcade, Motordrome, Wild Life, Iron Lung or any Grind Shows of merit. WANT Athletic Show Man; we have equipment. Will place Monkey Speedway or Monkey Drome. Want to hear from Luther, Midget Stanley and "Lover Boy," Tex Chambers, Sievers and everyone previously booked—WRITE.
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CANADA'S LARGEST MIDWAY

CANADA
22 Fairs

30-72 FT. RAILWAY CARS

CANADA
22 Fairs

WANT CIRCUS SIDE SHOW—MIDGET RIDES—or any other high class attraction. Great opportunity, as we carry five shows only but have 10 Major Rides, 8 Middle Rides and 2 Funhouses. Pete Kortes—Rock Nelson—Berkley (Gypsy) McDaniel—have interesting propositions.

OUR FAIRS start at Lethbridge, Alberta, June 23rd, and finish at Suncor, Ontario, October 4th. We are affiliated with the Canadian Shows at Three Rivers, Sherbrooke, Quebec City, Bedford, Lindsay and Leamington Fairs.

CONCESSIONAIRES We will sell the exclusive on LEGITIMATE MERCHANDISE, WHEELS, BALL GAMES, GUESS YOUR AGE and NOVELTIES. We will place HANKY PANKS. Want Agents for Precentage and other Concessions. Address: J. P. (JIMMY) SULLIVAN, P. O. BOX #42, TORONTO, CANADA.

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LAST CALL

LAST CALL

ALL PEOPLE BOOKED, TAKE NOTICE!

OPENING LAKE WALES, FLA. FAIR, JANUARY 28 THROUGH FEBRUARY 2

All people engaged and joining, please be there not later than noon Sunday, January 27, or advise. Titusville, Key West, Belle Glade and Daytona Fairs to follow consecutively with three others on East Coast pending.

WANT Minstrel Show and Motordrome to join on wire. Also Tilt-a-Whirl, Rolloplane and Caterpillar. Want Long Range, Chocolate Dip, Novelties, Steel Ball, Ball Games, Hanky Panks, etc. Wire here until Thursday, January 24, then Lake Wales, Fla.

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JOHN BELLOISE, 25 Waltham St., Phone 7754, MICHAEL FORMAGIONE, 13 Division St., Phone 2694, Bristol, Conn.

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Concessionaires and Entertainers for
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Box 107, Shamrock, Texas
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NOW CONTRACTING SHOWS—RIDES—CONCESSIONS FOR 1952 SEASON

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DROME RIDERS CAN PLACE
Reliable Riders for entire season. Drunks, agitators, fortune seekers, save your energy. I don't need you. Henry Dixon, John Blackley, Frank Dukes and others, contact.

DEL CROUCH
4200 Fredericksburg Road, San Antonio, Texas, or A. C. of A. Shows, Hot Springs, Arkansas.

C. A. STEPHENS SHOWS
Opening early March.
Places for 1952 season. Shows and Concessions working for stock.
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FOR SALE CUSTARD
Mounted on '48 Chev. Truck, low mileage. Beautiful interior, plenty flash. Can be bought with or without truck.
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Shows, rides, concessions. Can place Ride Men, meet drags.
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Strates Model Shows 6 Eastern Annuals

Gains by New Railroad Unit Accelerates Scuffling for Dates at Carolina Meetings

RALEIGH, N. C., Jan. 19.—Strates' Model Shows, new railroad unit framed for the 1952 season, had a total of six Eastern annuals bagged at conclusion of the North Carolina Association of Fairs meeting here yesterday. They are Ronceverte, W. Va.; Hagerstown, Md.; Rocky Mount and New Bern, N. C., and Greenville and Orangeburg, S. C.

The new unit, framed by James E. Strates and managed by David B. Endy, has displaced almost as many shows, including rail units, as the dates signed. Consequently, the scuffling for dates has accelerated, with the losing units forced to seek events held by other units. The smoke caused by the chain reaction has not yet cleared, and several South Carolina dates are still undecided, even though the meeting in that State was concluded Wednesday (18).

As usual, the biggie rail units, including the World of Mirth, James E. Strates and Cetlin & Wilson shows, were set early. Coming back into the Southern fair territory for the second year is Al Wagner's Cavalcade of Amusements.

Amusements Agent Herb Shive reported contracts signed with Nashville and Rome, Ga. Many of the truck units with adhesive routes reported that they were in need of only one or two dates. In several instances agents were holding up signing to spar for a better spot or one that would facilitate routing.

Prell's Broadway Shows, John H. Marks Shows, Penn Premier and Lawrence Greater were all in good shape going into the meetings, as was the Ross Manning Shows, agented this season by Jack J. Perry, who has several animals in his pocket by virtue of being a stockholder and on the board of directors.

While the attendance of carnival representatives at the North and South Carolina meetings was as great as ever and the competition keen, much of the tension of recent years was lacking.

Shepherd Org Inks Six Fairs

CASTRO VALLEY, Calif., Jan. 19.—Superior Shows, Inc., headed by Wyatt Shepherd, has signed five fairs new to its route and one for a repeat date. Larry Nathan, general agent, announced.

The show will play the Salland County Fair, King City; Sutter County Fair, Yuba City; Plumas County Fair, Quincy; Monterey County Fair, Watsonville, and Santa Barbara County Fair, Santa Maria at new dates. The organization is playing the Placer County Fair in Susanville for the second consecutive year.

Terrell Signs Special Events Deal With Wagner

CHATTANOOGA, Jan. 19.—Tom Terrell, of Terrell & Terrell, promotion office here, announced this week that his firm has re-signed with Al Wagner's Cavalcade of Amusements to represent that show as publicist and exploitationist in advance of special events during the 1952 still date season.

Janette Terrell will be in charge of all events ahead of Cavalcade, and Tom Terrell will supervise Eastern promotional crews as Cavalcade activities. The Terrells introduced circus-style promotions ahead of the Cavalcade in 1951 to good results and, as a result, expect to have a number of shows under contract this year.

Droege Named C-W Advertising Agent

PETERSBURG, Va., Jan. 19.—Crawford Droege, has been engaged as advertising agent for the Cetlin & Wilson Shows, Ralph Lockett, general agent, announced here. Droege was with the John H. Marks Shows last year, and prior to that had charge of billings with the Johnny J. Jones Exposition. He will be assisted by a student lithographer. A new billing truck was purchased last week.

Richmond Cox will be back with C-W as dress agent. Cox will work both in advance and back on the show at most dates under the shows' planned stepped-up advertising and publicity program.

Johnny's United Inks 4 Ind. Fairs

ATHENS, Ala., Jan. 19.—Johnny's United Shows has signed to provide the fun zone at four Indiana fairs and one Illinois celebration. John Portemont, co-owner, announced here in the org's winter quarters.

Johnny Bush, show's general agent, recently returned here from a northern booking trip with contracts for the Sycamore, Ill., July 4 celebration and four Hoosier fairs at Warsaw, Terre Haute, Greensville and Rockport.

WANTED TO BUY

For cash at reasonable prices following new or used equipment:
2 Thirty or thirty-two foot drop frame enclosed trailer vans with side and back doors, straight air brakes.
1 Combination office and living trailer or van.
1 12'x16' air braked trailer.
1 Twenty-five to thirty seat passenger bus (no wheel bus).
1 Compression trailer, (w/air to fourteen feet), suitable for Monkey popcorn machine, snow-removal equipment, juice equipment and other business.
Submit complete description, photo if possible, and lowest cash price in firm letter. Will not consider anything except long life equipment in A.M. 1-11 service condition.

FOR SALE

Due to intention to buy larger and heavier equipment.
2 Yellow coach buses converted to parcel trucks, each with sleeping compartment for two.
1 Fifteen seat passenger bus.
1 Yellow coach office bus equipped with safe, low box, stainless steel lavatory, pressure water tank, filing cabinet, two Pullman benches, stables and mattresses, leather seats and coach.
1 1936 one and one-half ton Ford van body truck.
1 Twenty foot baggage trailer.
1 Twenty-four foot utility baggage trailer.

Address all replies to
RABBIT FOOT MINSTRELS
BOX 100, BRIM, TENNESSEE

JAMES E. STRATES SHOWS

AMERICA'S BEST MIDWAY

Want for 1952 Good clean Hawaiian or South American Show; have complete outfit. Can place Monkey Circus; have complete outfit including banners. Want Wild Life and Grand Shows. What have you? Want Capable Foremen and Second Men on all Major Rides, Tower and Neon Men and Assistant Electricians. Can always use Capable Carpenters and Help. Winter quarters now open. Want Special Agent (A-1) who can promote business. Colored Posters and Team Crew.

Want for Orlando (Fla.) Fair, February 25 to March 1, a few good, clean Grand Shows, also legitimate Concessions. Space selling rapidly. Claude Bentley wants Side Show Acts and Fresh to feature. Gay Eyes Mascot, wire Frank R. Jones, P.O. Box 394, De Land, Fla. George Murray wants Drome Riders.

Janet E. Strates or Dick O'Brien, Manager
JAMES E. STRATES SHOWS, De Land, Florida.

ALAMO EXPOSITION SHOWS

NOW BOOKING FOR THE BIGGEST CELEBRATION IN TEXAS THIS TIME OF THE YEAR
(CHARRO DAYS—FEBRUARY 16-24—BROWNSVILLE, TEX.)

Want Billposter who can handle details. Also Ride Men. Will book Merchandise Concessions, Short Ranges, Long Ranges, Galleries, Age and Scales, Hats and Novelties, etc. Will book Penny Arcade and Frazee Custard for season. Will book Shows that do not conflict. Want Side Show for season. (John Hutchins or Floyd Woolsey, contact me.) ALSO BOOKING ATTRACTIONS FOR THE BIGGEST STREET CELEBRATION IN AMERICA—BATTLE OF FLOWERS, SAN ANTONIO, TEX., APRIL 21-26.

Contact: JACK RUBACK, 2240 East Houston Street, San Antonio, Texas

DEAN'S Attractions

27 WEEKS OF COMMUNITY CELEBRATIONS AND FAIRS ENDING NOV. 1

Due to new policy all CONCESSIONS are OPEN except Eating Stands and Bingo. Can offer exceptional route for shows of all kinds except Motorcades. Carry only limited number on midway. Want Operator/Manager for MOTORCROUSE. Help to operate French Fries and Candy Apple Concessions on percentage basis. Man to handle merchandise and put up and down few office, covered small Eating Stand. Good wages to right party. SHOW OPERATES WITH 10 RIDES AND PLAYS ONLY SPONSORED EVENTS WITH PARADES, FIREWORKS, ETC. FREE CATE AT ALL CELEBRATIONS.

Write or visit
M. A. BEAM or STEVE DECKER
WINDBER, PENNA.

WOLF GREATER SHOWS

10 Rides 30 Concessions 5 Shows
Opening May 3rd. Now contracting Concessions and Shows. All concessions open, except Bingo, Popcorn and Candy Floss.
Have good preparation for first class Cook House. Joe Stanley, write me.
Box 2725, Powderhorn Station, Minneapolis, Minn.

TO WHOM IT MAY CONCERN

The Johnny J. Jones Show title is available for lease to responsible parties. Any organization or individuals trading or attempting to trade under this name at present is unrepresentative and unauthorized. Interested parties contact:
JOHNNY J. JONES
699 First Avenue North St. Petersburg, Florida

I. K. WALLACE SHOWS

Opening middle of April, vicinity of Richmond, Va. WANT Grand Shows, also Old Shows, with own equipment. Will book Merry-Go-Round, lease or buy, good proposition, long season. WANT CONCESSIONS—small Cookhouse, French Fries, Popcorn, Candy Apples, Candy Floss, Snow Ice Cream, water, Ball Games, Lunch and Short Range, Cork Galleries, Peans and Glass Pitch, Clothes Pins, Pitch Tin Win, Photos, Paintings, Jewelry Stand or any good Grand Show. Want Foreman and Second Man for Wheel, Chatterbox and Auto Ride (Curtis & Queenie, contact) Fair Secretaries and Committees, write for dates.
I. K. WALLACE, 1414 Service Street, Philadelphia, Pa.

DOBSON'S UNITED SHOWS

14 FAIRS 6 CELEBRATIONS
FAIRS START JULY 10TH
WE HAVE A NEW ROUTE
Now booking Shows and Concessions. No gift or Mitt Carnos please. Can also use Ride Help and useful Show People. Replies to
W. C. DOBSON
BOX 489 WILLERIE, MINN.

MIGHTY HAMMONTREE MIDWAY
 10 RIDES 6 SHOWS 40 CONCESSIONS
 Diesel Lights Light Towers Free Acts

NOW BOOKING FOR 1952 SEASON

Opening Monday, April 14, in South Alabama. Playing 20 weeks of band hits. Fairy Celebrations and Still Dates in Alabama, Georgia, Tennessee and Kentucky. Have one of the best 4th of July Celebrations in Kentucky—Painville.

CONCESSIONS: Will Stock Concessions of all kinds. Everything from except Concessions: Pop Corn, Candy Floss, Candy Apples and Snow Balls, Wax, Italian Biscuits, Photos, Novelties, Jewels, Lead Gallery, Fish Pond, Duck Pond, Big Game, Bumper, Parke, Hobbies, Remelins, Alley, Swimming Ball, Rockets, and Ball Game, Penny Pitch and 6 Cans, RINGS—Will book on small percentage—Till, Spiffire, Little Dipper, Kiddie Ride and Train RIDE—Will book on small percentage—Fun House, Motorcade, Penny Arcade and Mechanical City, HELL—Want Foreman and Second Men on all Rides, Top salary for sober Men who drive well-tracked, Truck Mechanic with own tools, 12 men who understand both Diesel Engines and Transformer, Combination Hitter and Sound Truck Man, Levy Dancers, want Disk for Girl Show, 2000 and want Agency for Count Down, Rick Allison, allow. All wires and replies to:

WILLIAM O. HAMMONTREE
 General Manager
 1313 E. JOHN Street

OR

JOHN REED
 Concession Manager
 Chattanooga, Tenn.

CAPITOL CITY AMUSEMENTS
 OPEN IN APRIL

WANT RIDE SUPERINTENDENT, \$150.00 per week if you are thoroughly experienced, capable and sober. Write. All intelligent inquiries will be answered. Don't bother unless your references will bear a thorough checking. RIDE FOREMAN for Wheel, Merry Co-Round, Rolloplane, Spiffire and Octopus. Jess Richards, answer. CONCESSIONS: Everything open except Cotton Candy. Can use two Grand Stages. ROUTE: Indiana and Illinois. Savvy good Fairs, including Booneville, Hannenburg, Carleton and Rockville.

Baron Paul, P. O. Box 811, Indianapolis, Indiana
 Phone: WAbash 1018

Yet again I have the
BIG ONE for the Fourth HOOPESTON, ILL.

JOHNNY'S UNITED SHOWS
 "HONESTY IS OUR POLICY"

NOW BOOKING FOR THE 1952 SEASON

WANT—Manager with Acts for Ten-in-One Side Show. Manager for office owned Girl Show. Will book Snake Show, Monkey, Motorcade, Fun House, Animal Show on liberal percentage. WILL BOOK—Hanky Parks of all kinds. Last year's Concessionaires, please contact and let me know what you are going to have. HELP WANTED—Till-a-Whirl Foreman and Second Man, Ferris Wheel Foreman and Second Man, Octopus Foreman. All Ride Help must drive. Top salaries paid to competent help. FOR SALE—Rolloplane or will trade for Glass House, Kid Ride, Show Front or Top. WANT TO Buy—Show Front, Bus or Trailers.

All replies: JOHN PORTEMENT, Mgr., Athens, Ga.

GLADSTONE EXPO. SHOWS

Now booking Shows, Rides and Concessions for the coming season. We have 14 Fairs contracted plus Hammond, Tenn., Strawberry Festival and Eminence, Ky., for the 4th of July. WANT—Concessions of all kinds, especially Pitch Till You Win, Ball Game, Penny Pitch, Striking Bumper, Clothes Pin Buckets, Swinger, etc. Shows of all kinds with own equipment. Replies to: JACK OLIVER, Ten-in-One, etc. Ride Help on all Rides. Want Kid Ride, Pony, Auto, Swing, Water, etc.

F. POOLE JACK OLIVER
 Box 1184 c/o Edwards Hotel
 Jackson, Miss.
 Opening about April First near Jackson, Miss.

WANT TO BUY
 PORTABLE SCOOTER RIDE WITH OR WITHOUT CARS

FOR SALE

Allan Henschell Looper Ride, Excellent Condition. Or Will Trade for Scooter Ride. Also For Sale—Allan Henschell Kiddie Merry-Go-Round, Allan Henschell Sky Fighter, Allan Henschell Special Built 20-Car Auto Ride, Same Diameter as a 10-Car Ride. Latest Model King Polly Cart Ride and Boat Ride. One Kiddie Ferris Wheel. One Allan Henschell 5-Car Auto Ride and Airplane Ride. Auto Ride and Airplane Ride Stored in New York State. All Addresses: BOX 113, COLDWATER, MICHIGAN.

WANTED FOR DANIA, FLA., MID-WINTER LEGION CELEBRATION
 WEEK JANUARY 28-FEBRUARY 2

Major Rides not conflicting, Shows and Concessions. Contact **JERRY SADDLEMIRE or JOHNNY KEELER** Tradewinds Trailer Park, 1921 N. W. 79th St., Miami, Fla. Phone 842462

NOTICE—J. A. GENTSCH SHOWS WANT—NOTICE

For the coming season, opening Port Gibson, Mississippi State Stock Show, February 25th, with three more State Stock Shows to follow and an excellent track throughout the season.

Want—Merry-Go-Round Foreman and Second Men on all Rides. All Ride Men contracted for this season, come on in. Quarters are open. Want—De Stock Concessions. Will have your Want to buy 10 or 15 good used Side Show Banners. All answers to **J. A. GENTSCH, Winona, Miss. Phone: 403W**

ROCKY MOUNTAIN EMPIRE SHOWS
 WANT

Second Men on all Rides, must drive. Foremen who are under contract, report at once. Opening for clean, money-getting Shows. Useful Carnival People, Contact: Long season, open early in March. 12 band file Fairs contracted, more pending. Saker Agents for office. Many Parks. All write **FRANK O. SWARTZ, Owner, 3519 Newton St., Denver, Colo. P.S.: Larry Nolan, Gen. Agt.**

AMERICAN EAGLE SHOWS

For Sale—One Pony Ride, complete: 21 panels, 9 riding and 2 rolls. Work with or without wheels. Track to haul saws. Beautiful Flank. Come and look it over. Need Man for Ferris Wheel. Side Help who drive. Winter quarters open. Want Electrician, single man who will drive truck. Good proposition to flight man. Now booking Shows, Rides and Concessions for '52. Show opens Feb. 25th. Panagoula, Miss. Smokey Strickland, get in touch with Glen Harkell. All replies to **DANNY ARBET, Winter Quarters, P.O. Box 11, Gutter, Miss.**

GIRLS ROLAND PORTER GIRLS

Needs a few more Girls for Florida Fairs. Attractive and experienced. Long season. Open early in March. 12 band file Fairs contracted, more pending. Saker Agents for office and organist. Jeanie Bunch and Debbie, need you badly. All replies to **ROLAND PORTER**

LAPAYETTE HOTEL TAMPA, FLA.

Winter Quarters

Pioneer
 WAVERLY, N. Y., Jan. 19.—Work is progressing at quarters here and opening has been set for early April. Paul Merrick is in New York; Al Bydairk left for Boston; Ray Happy Carr is still at White Haven (Pa.) Sanitarium. Recent visitors were Bill Taylor, John Newson, Hambone Mitchell, Pete Percell, Robert Tuttle, Jerry Higgins, Chief White Horse, Gloria Mason, Rose Daniels and Al and John Dunlap.
 With the org will be Louie A. Rice, business manager, with 10 concessions; Mrs. Percell, secretary, with bingo and concessions; Al Bydairk, ride superintendent; and lot man; Leon Paulman, sound truck and billposter; Fred Sheffield, electrician; George Frayne, Mrs. Art Johnson, John Kline and Pat Rosen, concessionaires; Leonard Wade, Glass House; Kipe Burkman, Animal Show; Leon Andrews, Paul Harris, Elwin Hoxie, Norman Fitzgerald, John Heath, Joe Peterson and Al Uditas. Bydairk will have six rides, Funhouse, Monkey Speedway and concessions.—C. LOVEJOY.

Mid-Way of Mirth
 TRENTON, Ill., Jan. 19.—Tommie Davis is in charge of winter quarters work here; Jimmie Rogers is in mechanical department, and John Garrett, on wood work and painting. Management entertained all in quarters at a Christmas dinner, Carl and Tillie Pope, Becky and John Garrett; Jimmie, Eva Rogers and three children; Mr. and Mrs. Whitley Weinworth and Tommie Davis being among those present. All in quarters attended the New Year's party at the Missouri Showmen's Club, St. Louis.
 Helen and Joe Wherry are vacationing in the South; Van Tankersley is spending the winter at his home in Paducah, Ky.; Frank Lavell, lot superintendent, is in Hot Springs; Ann Kahle is vacationing in New Hampshire with her mother; Mr. and Mrs. Stanley Warwick are vacationing in Texas. Charles Kahle will have charge of electrical department and will have three concessions.—ROSIE DAVIS.

Southern States
 TAMPA, Jan. 19.—Org will open regular season May 1 at Long Beach Resort, Panama City, Fla., making the fifth season for the shows at that spot. Shows will play a few winter dates in Florida before leaving for the beach in the spring. Mrs. Pearl Davis, wife of the owner, has recovered from recent illness and operation.
 Mr. and Mrs. Davis returned to quarters here January 4 after spending several weeks in Detroit and Portsmouth, Va., visiting friends and relatives, among them being Mrs. Davis' sister, Mrs. J. O. Cox, Van Dyke, Mich. She has been off the road for several years. She is the widow of Rocco Alio, who was a cookhouse operator.

Motor State
 DETROIT, Jan. 19.—Work on rides in quarters here has been started. Owner Joe Frederick has bought another new Ferris Wheel. Shows will carry twin wheels next season, and two more units have been added. Org again will play in Michigan, Ohio and Indiana and several late Southern fairs. After the fair meetings in Ohio and Michigan, the Monkey Circus and one ride will play five weeks of Southern dates. Org, in its entirety, will open the latter part of April.—C. A. DERROW.

Sunshine
 TAMPA, Jan. 19.—Org is readying for opening at Pasco County Fair, Dade City, Fla., January 23, 24, and will play a number of dates in this State, including the fair at Largo. B. H. Britt's 16-car Scooter and Dark Ride and Mr. Slobber's new Coaster have been booked. Jimmie Deal, show's manager, and his wife, Susie, have returned from a vacation in Carolina. Twenty men have been working in quarters. Ralph Manning is in charge of rides. Mr. and Mrs. Pat Frazier have joined, Frazier doing technician and electrical work. Owner Sam Holman is okay after his long illness. Royce Williams has returned. His father died recently.—BEATRICE PUGH.

B & H
 SUMPTER, S. C., Jan. 19.—Following the season's close rides and shows were stored at Manager Hoff's home here. A good sized crew is gathering here since the holidays and preparations to get the gear in shape are under way.
 Mrs. Eleanor McCune, show's co-owner, is doing good business with her drive-in cafe and dance hall on Manning Road. Kid (Smookey) Johnson is working at the dance hall, while the writer is painting the hall. Plans are to hit the road in May.—FRED OWENS.

Georgia Am. Co.
 TOCCOA, Ga., Jan. 19.—Owner Homer Scott reports work is progressing in quarters where a five-man crew is working. Org will soon be in new quarters here which have been built since closing last fall. It is planned to open in March. Fairs contracted to date are Pambrake, Springfield, Mauntrie, Ashburn, Vienna, Jonesboro and Oella, all in Georgia. Mr. and Mrs. Jessie Blanton, Ed Perry, C. F. Burnett and P. H. Gilliam visited.—H. HENRY.

Page Bros.
 SPRINGFIELD, Tenn., Jan. 19.—C. C. Leasure has joined as general agent. Mr. and Mrs. W. E. Page have returned here after a business trip and attending the fair meeting at Louisville. Two new two-ton trucks have been bought, to be delivered in April. Visitors were Luther Sandlin, Archie Mellon and Mr. and Mrs. Tammy Humphrey.

Frank W. Babcock UNITED SHOWS
 NOW BOOKING CONCESSIONS FOR NATIONAL DATE FESTIVAL INDIO, CALIFORNIA
 February 19-24 Inclusive

WANT—Competent Show Manager, experienced Ride Help.
 Contact **H. COFFELT, Secretary**
 Chandler Hotel, 824 So. Main St., Los Angeles 14, Calif.
 Phone: Trinity 5365

MORRIS HANNUM SHOWS
 My Sincere Thanks to Everyone
 Who Sent Mail and Telegrams to Me at the Hospital.

Will be at the Pennsylvania meeting in Reading, Pa.,
 January 23, 24 and 25, in Rooms 912-914,
 Abraham Lincoln Hotel.

EDDIE'S EXPO SHOWS
 OPENING APRIL 26, 1952
 9 Rides — 5 Shows — 30 Concessions

Will book one Flat Ride, Want Grand Stages; no racket, Need Builders and Painters. Johnny Riddick and John com. set in touch.

EDDIE DIETZ
 165 N. Monroe St., Butler, Pa.
 Telephone: 7-1933

GENERAL AGENT CIRCUS

Available 1952 season, for Railroad-Track Circus, or other type. All attractions; well versed in all details routing, contracting or booking (ownership) of all Ferris wheels and Masonic decorations. Sober, reliable, any territory, good car, state your proposition.

BOX NY-136
 The Billboard
 1540 Broadway, New York 19, N. Y.

RIDES—SHOWS—CONCESSIONS FOR SALE

First Ride Carnival Unit for sale. 1800 lbs. weight, wheel, one 800 wts. Cable, Le Roy Motor, same as No. Five 180 lbs. motor, 32 ft. x 20 ft. x 10 ft. x 10 ft. Roller, 100 lbs. and operates like new. Granner Model 2000. Price \$2000.00. Shows, including Side Show, Three Shows, including Side Show, Two 2000 Shows. Several Concessions, Top and Frames, including Bins, Hays Ground Cable, Pot, Switch Box, Front Entrance, Five hand saws, 200 lbs. rollers, 200 lbs. above equipment. Large must post \$2500.00 cash bond. Will sell right if sold this month. Wire or call C. GORIE (Phone 423), Asie, Texas, P.M. Due to illness of owner, Dark Ride, Dark Fun House on 26-ft. Semi-Trailer, stored in Colorado. Price, \$2500.00; worth \$10,000.00.

Jollytime Shows
 NOW BOOKING

Rides, Shows and Concessions for 1952 tours. This Show opens in North Carolina the first week in April, Want to hear from Bill Wilmington. Also Zip and Pop Theater and Yellow Seal. All replies to:

W. R. "WES" PRICE
 2312 Petersburg Pk., Richmond 24, Va.

Arrange Your Swaps THRU US

We sell anything, anywhere, nationwide. Have carnival equipment all kinds, such as Portable Water Rides, 4000 Gall. with 80 rats (shades) tall shows, bar-wood floor, P. A. system, amp, speaker, phonograph, mixer, etc. Call for Details. Cashier, Bill Blockling, all \$3500.00. Want used Kid Ride, Auto Ride, 10 Van 4-Wheel Tractor, Two-Abnormal Merry-Go-Round, No. 511 Wheel, 10 Van 4-Wheel Tractor, Curved Bar, 20' to 30' lanes, Popcorn Machine, etc. Terms: 10% commission on all sales made. Write: WASHBURN, Rt. 2, Box 1028A, Bremerton, Wash.

NOTICE—CARNIVAL MEN FOR SALE CAPTURED RUSSIAN STAFF CAR

A '28' Sedan, captured by UN troops in North Korea. Only one of the United States. Excellent Condition—Price \$1,000.00.

MOTORAMA, INC.
 1018 S. La Granga, Los Angeles 15, Calif.

WANT CARNIVAL

For openings at **LINCOLN ATHLETIC CLUB**
 Chicago Heights, Illinois
 Contact **IRA GEORGE**
 174 S. 15th St., Chicago Heights, Ill.
 Phone: Skyline 2445

FOR SALE

Allan Henschell Buggy Ride, one year old, operating. Price \$1000.00. Will book or lease Fairs. Willing, just for location. Open for entire season. Have several Fairs for after Labor Day. All replies to **JACOB FRYOR**
 Box 78-B, Mt. J. MISSOURI, MISS.

FOR SALE

Complete Carnival, ready to make 4 Major Rides, 13 Trucks, Transformers, Cable Plenty of Concessions and Shows. This with frames if interested, worth your while.

BOX D-126
 678 THE BILLBOARD
 1700 Patterson St., Cincinnati 22, Ohio

Tivoli Exposition Shows
 NOW BOOKING RIDES—SHOWS—CONCESSIONS FOR 1952 SEASON.

H. V. PETERSEN, Mgr.
 P.O. Box 742 Ipswich, Mo.

ROYAL MID-WEST

Now booking for 1952 season, Concessions, Shows, Rides, etc. on Mt. Peppers, Photo Manager for At. Show.

ROXIE HARRIS
 BOX 142 FINDLAY, OHIO

BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

Set with 15 brilliant rhinestones	\$5.00	\$6.00	\$66.00
Chain and cross rhodium finish			
1500	\$6.00		\$66.00

3999 - Same as above, chain and cross, nickel finish

\$4.75 | \$51.00

PROVIDENCE RING CO.

15 Westminster St., Providence, R.I.

100% Satisfaction

100% Satisfaction

100% Satisfaction

VALENTINE DEAL

BRINGS YOU \$14.12

Consists of 288 penny retailers, 100 two-for-five retailers and 100 five-cent retailers, all with envelopes and 144 horrible character sheet valentines without envelopes. Also included in the assortment are 2 dozen cellophane bags with 10 valentines and envelopes to sell at 10 cents a bag.

MAJCO—Dress

25% deposit required with all C.O.D. orders.

Complete Deal \$7.50

LEVIN BROTHERS

Established 1886

TERRE HAUTE, INDIANA

bingo

SUPPLIES and EQUIPMENT

7 & 10 Color Specials

4-5 & 6 7 ups

Midgets 3,000 series—7 colors

Printer & Plastic Makers

Wire & Rubberized Cages

Pencils—Crayons—Clips

5 x 7 Heavyweight Cards

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Lapboards made to order

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ENGRAVERS

with it since 1907

100% Satisfaction

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RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

TERMS 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, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

"PRICE" MAGAZINE—CONTAINING 1000s of acts, songs, parodies, etc. for sale. Price 50¢. Write: 2160 Patterson St., Cincinnati 22, Ohio.

NEW FIVE PIECE JEWELRY KITS

\$2.00 clean buff polish your personal jewelry. Retailer: 2160 Patterson St., Cincinnati 22, Ohio.

NEW FIVE PIECE JEWELRY KITS

\$2.00 clean buff polish your personal jewelry. Retailer: 2160 Patterson St., Cincinnati 22, Ohio.

AGENTS & DISTRIBUTORS

ABALONE PEARL NEA SHELL JEWELRY

Italian Inland Music and Sea Glass Jewelry. Write: 2160 Patterson St., Cincinnati 22, Ohio.

ADRIE BOOKS—ILLUSTRATED COMIC BOOKS

1000s of comic books for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

ATTENTION! COMEDY NOVELTIES

1000s of comedy novelties for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

HAIRDRESS—TERRIFIC PROFITS

1000s of hairdressing products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

BARGAINS—TERRIFIC SAVINGS

1000s of bargains for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

ATTENTION! SHOWMEN—WE ARE NOW

1000s of showmen products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

FOR SALE—ONE WIRE WALKING DOG

1000s of wire walking dogs for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

FOR SALE—ONE CINCINNATI RINGTAIL

1000s of Cincinnati ringtails for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

BIG PROFITS—TRICK MATCHES

1000s of trick matches for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

DO YOU NEED MONEY

1000s of money-making opportunities for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of information and clearance products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

DRIVER AND LIVING QUARTERS

1000s of driver and living quarters for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of bulb goods for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of billboard printing opportunities for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of electric machine bakery products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of Indian restaurant products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of venture blind Lambert products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

TWO BITS BRINGS YOU BIG OPPORTUNITY

1000s of two bits brings you big opportunity products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

WHERE TO BUY WHOLESALE ELECTRIC

1000s of wholesale electric products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

YOUR OWN BUSINESS WITH A MINIMUM INVESTMENT

1000s of your own business with a minimum investment products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

5 in 1 SCREWDRIVER KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

CASH IN NOW!

300% Profit—Fairs, Midways, Churches, Picnics, Shows, etc. Write: 2160 Patterson St., Cincinnati 22, Ohio.

GEM Sales Co.

533 Woodward Detroit 26, Mich.

RUTILE

More Brilliant Than Diamonds

Per Carat \$10-

ELGIN · BENRUS · GRUEN · BULOVA · WALTHAM

WATCHES GUARANTEED LIKE NEW

For men and women, new model watches, case and dial. Reconditioned and guaranteed like new. Complete with leather straps.

JOSEPH BROS.

8 E. Wabash Ave. Dept. B-26 Chicago 3, Ill.

3 SURE-FIRE PROFIT-MAKERS!

MAKE AMAZING EARNINGS SELLING TO ALL STORES

ASPIRIN and COMB DEAL

1000s of aspirin and comb deals for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

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1000s of no-sleep products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

MAKE MONEY WITH COMPLETE LINE OF SELF-SELLING CARDED MERCHANDISE

1000s of self-selling carded merchandise for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

MERTHIOLE

1000s of MERTHIOLE products for sale. Write: 2160 Patterson St., Cincinnati 22, Ohio.

JUST OFF THE PRESS!!

OUR NEW SPORTING GOODS CATALOG

No. 156

Send for It Today!

N. SHURE CO.

200 W. ADAMS STREET CHICAGO 6, ILLINOIS

4 in 1 CATHOLIC PRAYER SCROLL \$1

YOU MAKE OVER 525 DALS

First time shown. Memorabilia 3" pocket prayer scroll every Catholic wants. 30" x 10" with daily and important prayers in Spanish or English. Heavy, color pictures of Blessed Virgin in beautiful transparent plastic. Gift boxed. Retail \$1.50. Best first class Spanish prayer scroll. Money-back guarantee.

STEPHEN PRODUCTS CO.

Dept. 81-4, 1947 Broadway, New York 23, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY! see page 3 for rates

ATTENTION

ALL GIFT SHOPS, DEPARTMENT STORES AND DEALERS. THE LATEST CRAZE IN THE COUNTRY. AT THE LOWEST PRICE IN THE COUNTRY. IMMEDIATE DELIVERY.

CONFEDERATE HATS AND YANKEE HATS



WITH CROSSED GUNS

These are the original Confederate and Yankee Hats, with crossed guns. Guaranteed first quality and are the real McCoy—Sell on sight—Assorted sizes.



MADE OF HEAVY-TWILL AND GABARDINE WITH STRAP AND BUTTONS. STIFF PATENT PEAK.

\$4.75
\$54.00

\$7.00
\$81.00

Confederate Hats, 12" x 11", Cr. \$21.00
Confederate Decals, per 100 Per 1.000 45.00

Confederate Hats, 6" x 6", Cr. \$7.20
Confederate Hats, 6" x 10", Cr. 11.00

HARRIS NOVELTY COMPANY

1102 Arch Street Philadelphia 7, Pa
Phone: MA Y-9848—WA 2-6710

25% deposit required—money order or cash. We ship same day we receive orders. Ship all over the world. THIS IS OUR ONLY STORE.

PICK YOUR PROFITS!

CHEWING GUM LINE!

★ Colophane Wrapped
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★ All Flavors and Types— PLUS Bubble Gums— 1c, 2c, 5c Items! HALF OF STANDARD BRAND PRICES!



AMERICAN CHEWING PRODUCTS Corp.
414 E. W. Pittsburg Ave., Newburg 4, N. Y.

Push Work Demonstrators. You can make MORE money selling our PERFECT ART NEEDLES. Set consisting of holder and 3 needles, \$3.00 per 100. All metal, plated steel. Other size points also available. Sample set \$1 each with order. Terms 25% with order, balance C.O.D., F.O.B. Chicago. We also make Rustle Pillow and Colored Rustle Rug Patterns, Embroidery Hoops, Frames, Rulers, Eyes and other accessories.

Attention Demonstrators and Engavers! We carry a complete line of Brass and Metal Demonstrator Sets—State Your Business. 25% Deposit Required on All C.O.D. Orders.

FRISCO PETE 'FOR SAME DAY SERVICE' Call FRANKLIN 2-2967. 804-606 W. LARE ST. CHICAGO 6, ILLINOIS

THE BIGGEST THING IN YEARS! A new multi-million-dollar market. Artistic necessity. U. S. Govt. advises everyone to have one. Great demand. Sell at \$1.00.

HEAVY MEXICAN RINGS. In six different designs. Also all branches military rings. Rings with side ornaments: \$4.50 per dozen; without side ornaments: \$3.50 per dozen. In all sizes. Attention please: On orders under \$25.00 add 5% to cover shipping charges. We also sell Mexican embroidered jacket and men's silver, and silver and gold buckles and tie holders, and Mexican hand-tooled men's belts and wallets. 25% with order, balance C.O.D. Accounts opened for well-rated firms.

3952 INFLATABLE LINE READY!! Beach Balls, Swim Rings, Novelties, Wading Pools. Dealers, Jobbers, Distributors WRITE FOR FREE CATALOG! IDEAL TOY CORPORATION 100 7th Ave. New York 10, N. Y.

PEARL SALES CO. P. O. BOX 475 EL PASO, TEXAS. RUGS, \$32.50 ea. Buy DIRECT from Reliable Importer, Genuine Oriental production extra heavy 12' x 12' room size RUGS! Perfect Quality! Weave through to back of durable, fine selected Bagan Cotton yarn to give pleasant warm feeling. Make today \$125.00 to \$115.00. We have many more rugs and carpets in stock. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. or net price.

you haven't LIVED till you've seen. MODELS Paradise. A NEW EXPERIENCE IN RARE BEAUTY MOVIES. 8 mm., 50 ft. \$3. 16 mm., 100 ft. \$6. COLOR SLIDES. 100 ft. \$2. PHOTOS. 8 (4x5) 10 25¢. ON SEND 25¢. per 100. Includes slides and illustrated color.

JAY ROSS 13563 Ventura Blvd., Dept. B Sherman Oaks, Calif.

JUST OFF THE PRESS! NEW CATALOG for Engravers • Demonstrators Fair Workers. WRITE FOR YOUR COPY OF CATALOG No. 106. Also CATALOG No. 56. Contains most everything in merchandise for the Jeweler.

World's Famous PERFUMES. 1000 vials at \$3 to \$6 per 1/4 oz. reproduced for you by Outstanding Perfumery Chemist in beautiful gold foil bottles—gift boxed—for only 75¢ a bottle—1000 a dozen.

LADIES' FULL FASHIONED \$1 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz. Packed by dozen of a size and a shade to a best latest shades. Terms: 25% with order, balance C.O.D. GAINOR SALES CO. 252 Transportation Bldg., Detroit 26, Mich.

COIN-OPERATED MACHINES, SECONDHAND

Make a Vending or Amusement or Counter NOTICE—Only advertisements of used machines accepted for publication in this column.

A. BARGAIN—CIGARETTE AND CANDY Vending Machines, all kinds, in very good lowest prices. What have you to sell? Wash Pond, 2607 Milwaukee Ave., Chicago, Ill. Call 7-1100. 10c

BARGAINS—USED VENDING MACHINES, parts, supplies, merchandising special, paid \$11.00. Call 1-234. 10c

CAST IRON STANDS—WEIGHT 55 LBS., 30" high, 18" wide, 18" deep. 25¢ each. 10¢ per 10. 10c

CIGARETTE MACHINES—FOR THE VEN set in reconditioned cigarette machines, also coin-operated. Call 1-234. 10c

EXCELLENT CONDITION, SLIGHTLY USED. 10c

FOR SALE—CIGARETTE MACHINES, 10c

KIRK & KITCHERS—A LIKE NEW 25¢ 10c

MONEY MAKING—CIGARETTE MACHINES, 10c

PENNY SCALES—10 OR 15 KIRK GUESS, 10c

POKERING TABLES REFINISHED LIKE NEW, perfect working order. 10c

STAMP MACHINE FOLDERS AT LOWEST prices, send for samples and prices. 10c

STAMP FOLDERS—DIRECT FROM MANUFACTURER, 10c

STAMP FOLDERS DIRECT FROM MANUFACTURER, 10c

WANTED—METAL TYPER, ANY CONDITION, 10c

WILL TRADE TURF KING LIKE NEW, 10c

BARGAINS—CHORUS COSTUMES, OR, 10c

FOR SALE—SECOND-HAND SHOW PROPERTY, 10c

ABOUT ALL MAKES POPCORN MACHINES available from \$25. 10c

FOR SALE—SECOND-HAND SHOW PROPERTY, 10c

ALL 16MM SOUND—7500 REELS, 10c

AMAZING NEW STARTING, DEEPER, 10c

CONCESSIONER'S TRUCK—1941 CHEV, 10c

FOR SALE—COMPLETE PEWEE ACT, 10c

FOR SALE—1941 CHEV, 10c

FOR SALE—KIDNIE ROLLER COFFEE, 10c

FOR SALE—ONE WALKING CHARIE, 10c

FOR SALE—ONE TACKY DRINKS 100PA, 10c

FOR SALE—NEW 10 FT. ALUMINUM, 10c

FOR SALE—LATE MODEL SUPERBOLD, 10c

FOR SALE—TWO CROWNS, 10c

FOR SALE—LATE MODEL SUPERBOLD, 10c

FOR SALE—LATE MODEL SUPERBOLD, 10c

FOR SALE—LATE MODEL SUPERBOLD, 10c

FOR SALE—LATE MODEL SUPERBOLD, 10c

FOR SALE—LATE MODEL SUPERBOLD, 10c

KING PONY CART RIDE—SACRIFICE FOR

12,000, new top, extra cluck, wheels, 10c

STREAMLINE TRAIN, POPCORN MACHINE, 10c

TOM THUMB STREAMLINE TRAIN AND TRACK, 10c

TWO BODIE RIDES—LIKE NEW, 10c

5 GALLERY GUNS, 1 CASE AMMUNITION, 10c

5 SMALL TRAINED SHEPHERD PONIES, 10c

8 CAN OTTIPUS, DOUBLE LOG PLANE, 10c

8 CAR LINDY LOG, MECHANICALLY, 10c

10 PC ALUMINUM PATTERNS, MAJOR, 10c

10 PC ALUMINUM PATTERNS, MAJOR, 10c

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FAMOUS FROM COAST to COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH CO.

Has Designed for Our
Exclusive Use

BENRUS WATCHES and SETS

SPECIALY PACKAGED
FOR THE PREMIUM TRADE



Over 30,000 Sold
NOW IN STOCK AGAIN

SWEETHEART

4 Piece—Dual Purpose
JEWELRY SET

Master craftsmen, Necland
and Grzech, Chicago, Bracelet
and Earrings to match. Sparkle
line hand engraved rhinestone
and simulated diamonds. No
paste, no glue. Beautiful ivory
plastic case. Retail \$79.75
and worth it.

Only \$3.25 EA. SET

Min. Order \$20.00. Fed. Tax
Add. If Not For Retail. 15%
Disp. Bal. Add. For White
Wires for Temple. CATALOG
and Special "P R B M L U M"
DEALERS. COINCIDENTAL
PRICE LIST

DROP IN TO SEE US WHEN IN PHILADELPHIA

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MARDI GRAS SPECIALS

PAPER SHAKERS—MARDI GRAS COLORS, 18".....\$9.00 GR.

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| 1/2 MASKS—BUCKRAM.....\$3.75 GR | PIRATE FLAGS, 12x18".....\$2.50 DZ. |
| 1/2 MASKS—SATIN.....8.50 GR. | CONFEDERATE FLAGS, 6x6".....50 DZ. |
| MARDI GRAS BUTTONS, PER
100.....2.00 | CONFEDERATE FLAGS, 6x10".....1.00 DZ. |
| LOVING CUPS—Gold & Silver 1.75 DZ. | CONFEDERATE FLAGS, 8x12".....1.75 DZ. |
| TAMBOURINES......75 DZ. | CONFEDERATE FLAGS, 12x18" 2.25 DZ. |
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| CONFEDERATE HATS—BEST...6.00 DZ. | MEXICAN HATS.....2.50 DZ. |
| HI HAT BOOTY DOLLS, 7".....1.20 DZ. | SQUAWKER INFLATES..... |
| HI HAT BOOTY DOLLS, 9".....2.00 DZ. | —6 ASST.....3.50 DZ. |
| HI HAT BOOTY DOLLS, 12".....3.00 DZ. | AIRPLANE BOMBERS.....18.00 GR. |
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WE CARRY A FULL LINE OF ST. PATRICK'S BADGES & FLAGS

25% Deposit with all orders.

CHARLES SHEAR, 150 Park Row, New York 7, N. Y.

CONFEDERATE AND YANKEE HATS

WITH METAL CROSSED GUNS

Heavy Twill with steel G
Buttons, stiff patent peak
\$7.00 Doz.

Made at Fall with crossed
guns, \$4.00 Doz. \$43.20
Doz.



- | | |
|---|--|
| 400 Confederate Pls w/leat, pr. 9 \$3.50 | 3" Feather Doll, cr. \$12.00 |
| 400 Confederate Pls, cr. \$3.50 | 12" Feather Doll w/hat & cone, cr. \$1.50 |
| 12x18 Confederate Pls, cr. \$6.00 | 12" Dart Balloons (minimum order
10 gross) cr. \$5.00 |
| 12x18 Confederate Pls, cr. \$6.50 | 216 Col Balloons, cr. \$4.75 |
| Confederate Decals, per Hundred, 4.00 | 216 Col Balloons (Red Box), cr. 7.90 |
| Squire Boys, cr. \$1.75 | 216 Pastel Animal Brand Balloons, 4.50 |
| March, Pur Covered Hopping
Rabbits, pr. \$4.00 | Joe Pop Guns, cr. 14.50 |
| March, 12chs Dept, cr. \$1.00 | Rubber Swords w/bells, cr. \$7.00 |
| 6" Feather Doll, cr. \$1.75 | Straw Cowboy Hats, cr. \$2.00 |

KIM & CIOFFI

912 Arch St., Philadelphia 7, Penna.
Market 7-2283

JOBBERS—DISTRIBUTORS ORDER EASTER STUFFED TOYS NOW!

- ◆ #23—30" Niagara raven plush dressing rabbit, \$37.50
 - ◆ #24—12" BEAL colors (illustrated) \$21.00
 - ◆ #25—30" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #26—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #27—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #28—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #29—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #30—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #31—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #32—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #33—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #34—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #35—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #36—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #37—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #38—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #39—18" BEAL PUR WHINS Bunnies \$18.00
 - ◆ #40—18" BEAL PUR WHINS Bunnies \$18.00
- SEND \$17.50 AND RECEIVE 16 NUMBERS POSTPAID!
1000 dozen #41 & SAMPLES of each of the other 4 numbers!
- #32 and #33 (36" CUDDLY PLUSH RABBIT)
In Six Dozen Lots.....\$36.00 Doz.
- 25% deposit required, balance C.O.D. If not retord.
Send for FREE catalog and price
SAL ISABELL, Choice territories open.

ACE TOY MFG. CO. 122 W. 27 ST.
NEW YORK 1, N. Y.

GIVE TO DAMON RYUNYON CANCER FUND

Pipes for Pitchmen

By BILL BAKER

HENRY H. VARNER writes from Akron that he's investigating a new electronics product that he plans to purvey soon. "What are the latest developments on the Red Kelsa fund for the boys and girls who run into hardships," Henry asks. "Let's have some pipes from the fellows who are working Texas and Bob Posey, Tom Kennedy. I'm getting the station wagon thoroughly overhauled for next season and plan to purchase an English-made sports car for flash. My son, Jim, returned to his Air Force unit at Wichita Falls, Tex., following a 15-day furlough here."

THEY TELL US that Count Bill Gotham, well known in pitch circles, is a minister in the Free Will Baptist Church of Spartanburg, S. C. He lost his father last summer.

WORKING North Carolina territory to reported lucrative business are Jim Clarke and Limehouse Harry Day.

REV. W. Y. ROWE widely known among pitchmen, recently was made a bishop in the North Carolina diocese of the Unveiling and Unfolding Bible Church of God.

GEORGE H. BROOKS veteran pitchero, has been in Houston all winter working for Johnny Osterman "Osterman, an old-time concessionaire, operates the concessions at Rice Stadium and Fieldhouse," George writes. "I've been selling pop corn and peanuts there and at the City Auditorium, where Osterman also has the exclusive on concessions. The boys here are mourning the death January 7 of Larry Reynolds, who succumbed to a heart attack. He was an old-time concessionaire and formerly operated concessions at the Sam Houston Coliseum here and City Auditorium, San Antonio."

"THINGS ARE QUIET here now that the holidays and the Sugar Bowl football game are over," pipes Dave Rose from New Orleans. "The bowl game was a sell-out and all who sold novelties made a little money. There's nothing to look forward to now until the Mardi Gras parades start and then there isn't any real buying until Mardi Gras Day which is February 26, the final day of the event. If a person doesn't get it that day he's just beat, that's all. It seemed to me that there were more novelty peddlers on hand for the football game this year than in former years, which goes to prove that more and more young men are getting ready to follow a very poor existence unless they become big operators. Many who

read this may not agree with the above statement, but everyone is entitled to his opinion. Two screen workers and two polish workers are here working parking lots. Madaline E. Ragan, whom I haven't seen in some time was a recent visitor in the city. I read with interest the pipe from Milton (Curley) Bartok, whom I haven't seen for 14 years. Let's have pipes from some of the old-timers like Eddie St. Matthews, King La Mar, Tom Kennedy, Morris Kahntroff, Mary Ragan, Chet Wedge, Charlie Nye, Al Rice, Bob Posey and Henry H. Varner, the Akron kid. If anyone wants to know if he can work here on Mardi Gras Day, the answer is yes. The reader costs \$6.25. Last year several of the parades were cancelled but this year looks like it will be bigger and better. So, come on in all of you who can use some extra money. I'm still holding the same corner that I've had for the past four years."

T. F. McCLUSKY generally considered the king of mouse workers, is working New Orleans to better than average business. McClusky has been successfully manipulating the mice for the past 20 years and he's still going strong.

JIM STUTZ worked the New Year's Day Mummies Parade in Philadelphia and reports that business was off compared to the 1951 event.

JIM BROWN is a firm believer in that old axiom: "there's a first time for everything," especially since he worked balloons in a snowstorm in Baltimore recently. He says that he finished the season in a downtown department store there with balloons and novelties.

PHILIP CULLIVAN is working Aunt Mary's Home-made Pure in Newberry's, Cincinnati five and dime. He'd like to read pipes here from all the boys on the road.

BILLY BEAM is visiting his folks in Oklahoma after successfully working spots in North Carolina during the holidays.

BOB POSEY is still working sales in Illinois despite all the tough winter weather he's been encountering. He says that he hasn't seen a sheelite in that neck of the woods for sometime and that he has most of the sales days all to himself. He'd like to read pipes here from James L. Osborne, Melvin Sproat and Dave Rose.

JOHNNY RIECH Down by Ripley as "The Upside Man," is operating two mid-size mercantile establishments in Greenville, S. C. Johnny, who left the road at the age of 73 last summer, says that many of the boys have been visiting him, but on a recent Sunday he enjoyed his biggest surprise. While hosting a dozen members of his wife's family at dinner, Johnny heard the wall of a siren and saw a police car pull up in front of his home. As he was about to inquire as to what was happening, Mr. and Mrs. Clarke, of med note, stepped out of the cruiser for a visit with the Riechs. It seems that the Clarks became confused as to the exact location of the Riechs' home and inquired at the local police station. The gendarmes promptly delivered them to the Riechs.

BOB SMITH better known to pitchfolk as "The Old Globetrotter" is in a Dublin, Ga., hospital recovering from a recent illness.

MR. AND MRS. AL STOFFEL are reported to be working North Carolina towns and hamlets to good returns. They took delivery on a new car recently.



REAL SENSATIONAL FLASH
Terrific sales value. Wonderful leader. Prize, premium \$7.75 each in lots of six. ARHOUSE, 313 E. Town St., Columbus, Ohio. AD-8484 Adv.

PITCHMEN—SPECIALTY SALESMEN
THIS IS NO FLUKE!
A 52-week-of-the-year winner for the year of '52.
Nu-Plate Silver Cream
Replaces instantly with PURE CANADIAN SILVER AS IT IMPARTS! French & English directions. Attractive, individual box. Doz. package 12 doz. to custom \$43.20 per gross. I.O.B. N.Y.
50% with Sample order. \$1.00 O.D.A.
ORDER NU-PLATE TODAY
Large Giant Size Tube
STANMAR SALES CO., INC.
Dept. 88, 225 Lafayette St., N.Y. 12, N.Y.
Nationally advertised at \$1.95

SENSATIONAL
WITH 40,000 NO MOTORISTS'S KIOS
TERRIFIC
Suction Cup Dolls
25c RETAIL AND UP
Ideal for identification, cartoon, smart, an windshield, mirror or window. Unusual Bargain.
Manufacturers for Rabbits, Peet, Fur, Yalls, etc. Lower to competitors open wire coat.
\$18.00
If your lab-ber isn't available, or for direct buying lab-ber.
CHARLES BRAND
114 W. 27th Street, New York 1, N. Y.

EVANS LITTLE SHAVER
World's Smallest Double Safety Razor
Basic method in course of vast pocket.
Beautiful Gold Finish
Miniature Lustered Size
Case with 3 blades—Additional blades available. All in a 7 1/2" and blades fit into the miniature case.
\$1.00 each PPA.
\$7.20 per Doz.
Healy cordless. Lowest Quantity Prices on application.
25% Deposit on all orders of one doz. or more. F.O.B. New York.
MORRICO
107 W. 41st St. New York 18, N. Y.

SIMULATED PEARLS
1 Strand.....\$1.20 per doz.
2 Strand.....2.40 per doz.
3 Strand.....3.60 per doz.
(Minimum order 6 dozen)
25% Deposit, Balance C.O.D.
PARIS PEARL CO.
799 Broadway New York 3, N. Y.
GRamercy 7-7595-6

OAK-HYTEX
NM-10
Multi-Color
HOT HANDOUT!
Workers Available
See your Jabber
The OAK RUBBER CO.
Burlingame, N. Y.

51 DZ. ANY ITEM 51 DZ.
Retail for
Y
50 Fine Undersizable Pearls
124 Lin. Needle Sash & Throat
759 Carved Key Chain, 10"
120 Giant Brand Doorknobs
50 Famous Men's Hair Tonic
50 Giant Patch, 10"
500 Sun Glasses—Ladies', Men's
50 Ski Goggles, Leather Sound
50 1/2" Slicker Poles
100 Imp. Dutch Paintings, 4 1/2 sq
50 1/2" Leather Satchel Pillbox
50 Toilet Water, Fancy Bottles
50 Famous Hairbrushes
50 Key Chain & Pen Kwik
75 Combs—Barnett Pace Powder
50 Leather Watch Bands
50 M.H. Avar Mesh Lip Puffs
750 Famous Hair Machine Lintless
BURKE, 10 W. 27TH ST., N. Y. C.

GIFT SHOP'S
Send for our latest circular of German Importations and ask us to place your show on our mailing list for new items, always coming in.
LEO KAUL IMPORTING AGENCY, INC.
2833M E. 75th St. Chicago 48, Ill.

Here Is the Gem That Has Been Proven MORE BRILLIANT THAN DIAMONDS

"RUTILE" GEMS

\$9.50 per carat

In sizes 1 carat and up, with great color and after much research we are finally able to give you a Gem that is clearer in color and brilliant than any shown on today's market. The "Rutile" gem has more sparkle than a diamond. Stones over 1 Carat Slightly Higher.

Ladies' yellow gold new most style mounting, sold in a 4 prong setting, 1 1/2, \$11.50 additional, 1 3/4, \$13.50 additional, 2, \$15.50 additional, additional.

ELGIN • BULOVA • BENRUS • GRUEN

Brand new 1952 model 1 Jewel 2 Jewel

Rebail move mount, BULOVA lead like new Complete with leather case.

15-Jewel, \$12.50
17-Jewel, \$13.50
21-Jewel, \$18.95

• Old Plated Strich Band, 1/2 doz. \$2.00
 • Men's Watch & Expansion Combination Band, \$1.50 doz.
 • Leatherette Gift Box, 25c doz.

Send 25¢ Cash or stamps for our 1952 Wholesale Catalog for our 1952 Wholesale Catalog. Only one left in stock. We will be credited to your first order.

Wholesale Only - Lots of 100 additional for samples. 25% Deposit With Order. Balance Cash. Open Account to Retail Houses.

MIDWEST WATCH CO.
 55 S. Wabash Ave. Chicago 3, Ill.

VALENTINE'S DAY

VALENTINES DAY

LADIES' SOLID GOLD BRIDAL SET

Genuine Diamond Engagement Ring and Wedding Ring set with three genuine diamonds to match.

1618-Bridal Set \$89.95
 1619-Engagement Ring Only \$45.00
 1617-Wedding Ring Only... Each \$35.00

If not purchased for resale add 20% Tax. Prices do not include Postage. 25% deposit with C.O.D. order.

KIPP BROS.
 240-41 S. Maryland St., Indianapolis 6, Ind.

NEW-SENSATIONAL SOUVENIR DECALS

Historical - Comic - Scenic
 for Auto, Luggage, Collectors

TERRIFIC!

Miss America Series | Special Centenario Flag Decal

Dealers, Jobbers, Wholesalers. Write for Full Information.

DONMAR PRODUCTS COMPANY
 2325 N. Halsted St. Chicago 13, Ill.

GENUINE SWISS 3 Button Chronographs

Guaranteed to match \$3.75 each lots of 6 or more

Control buttons to start second hand. Polished chrome case. Leather strap, 2 1/2 in. x 1 1/2 in. Strap \$2.75.

Special Low Prices on most complete line of pen boxes and various pen nibs.

50% Discount on C.O.D. Orders. Wholesale Only. No Returns. Send for the Catalog of Fast Selling Items.

World Wide Watch Co.
 181 Canal St., New York 13, N. Y.

Our NEW GENERAL MERCHANDISE CATALOG IS NOW AVAILABLE

Please specify if you want a copy of this one.

M. K. BRODY
 1110 S. Halsted St., Chicago 7, Ill.
 L. D. Phone: MOntrose 6-9320
 In Business in Chicago for 35 Years

Admen of every kind
 Endorse The Billboard as a
TOP SELLING FORCE

Merchandise Topics

Chicago

Nate Sales, carnival supply house, is remodeling its headquarters to enable it to take on a more complete stock of carnival and novelty items. Cooke Bros., is reading a complete new line of summer specialty items which includes such fast-sellers as fishing kits, picnic sets and similar kits and sets. They were such popular sellers last year that the firm is repeating with even better sets this year.

Los Angeles

The Tire Teller Company is offering "Clit" tire alarms, a set of four high-performance tire damage and accident preventions that can be easily installed on cars and light trucks. The device mounts on the inside of the rim of any wheel and goes into action instantly when the tire pressure gets dangerously low. The alarms cannot be seen or heard except in time of danger and are featherweight, rustproof, dustproof and cannot wear out or damage the tire.

Alex Freedman, of Freedman's Novelties, left recently for a combined business and pleasure trip in the East. He will visit Denver, Houston, New York and Detroit, returning to Los Angeles in time to open at the Riverside County Fair and National Date Festival, Indio, Calif., February 19.

Novelty Items Manufacturing Company has been incorporated to manufacture and sell novelty items. Directors are William Reid, Evelyn Reid and Arthur V. Ballard. Authorized capital is \$10,000, with 1,000 shares at a par value of \$10.

San Francisco

M. (Whitney) Monette left Sunday (6) on a business trip to Chicago. Mrs. Doris Monette was installed as president of the Show Folks of America here. . . . Louis Weisberg is with Zerach Baos, and handling a complete line of watches and jewelry. He and Sid Feinberg are planning a trek to New-York this spring.

From All Around

A new idea in the game field is an all plastic travel chess and checker set put out by John Samuels, Inc. The case, playing field and men are made of polystyrene plastic. The case comes in walnut color with a distinctive mottled grain. Playing field is in the same shade and has ivory squares for the contrasting color. Men come in red and ivory. The set is a \$1 retailer. . . . Pearl strands equipped with smartly styled sterling silver safety clasps and offered in packets which may be converted into evening bags have been introduced by Ben Wolfe & Company. The three-strand offering carries a \$30 retail price

and is offered at \$33 per dozen; The two-strand merchandise has a \$20 retail price and goes for \$27 a dozen, while the one-strand, with retail price of \$15, sells for \$21 a dozen.

For merchandise users looking for items for the Easter season there are lines of stuffed business and other novelties offered by Gay Stuffed Toy & Novelty Company. . . . Crystallo Plastics, Inc., is offering the trade dice poker sets composed of 12 sets of five dice embossed in three colors, complete with instructions. The item is aimed at impulse sales. Ed-U-Cards, Inc., has introduced a new variation of a standard toy—a set of sewing cards in which the youngster actually sews clothes onto life-like figures. The clothes are cardboard cut-outs, as are the dolls on which they've been sewn. Sewing is done by means of clipped yarn laces, eliminating the use of dangerous needles. The laces are inserted into pre-punched holes in the dolls and cut-out clothes. A set contains cut-out dolls of a boy and girl and six changes of costumes. Retail price is 79 cents.

York Shows Profit

Managers of all other departments, their personnel and judges for the 1952 fair also were selected.

Dates for the 1952 fair had been set at a previous meeting of the society. Lewis presided at both the latest life member and board of managers sessions.

Breakdown of income follows: Admissions: General, \$83,879.75; auto, \$14,021; grandstand, \$130,248.15; exhibitors tickets, \$11,165.90; and trailer rental, \$330. for a total of \$249,644.80.

Concessions: Grandstand, \$17,277.50; general, \$67,649.05; machinery exhibits, \$8,106.75; others, \$7,865, for a total of \$100,898.31.

Livestock entries and miscellaneous brought in \$4,240.30 and \$2,199.41 respectively. Total income was \$356,982.82.

In the way of expenses, maintenance cost \$2,240.78; tenters, \$128,685.83; premiums, \$18,535.40; prizes, \$16,047.85; operation, \$13,469.82, and office and administrative, \$84,538.79. Total expenses were \$263,518.47.

During the meeting admission price for this year was set at 80 cents, same as in 1951. The managers decided to offer a total of \$15,200 in purses for both running and harness races. The same amount was offered in 1951. Time for afternoon and night grandstand shows was fixed at 1:30 and 7:30 p.m. respectively. Lewis explained that fair dates were revealed so far in advance to give concessionaires maximum time to plan ahead.

Committees named to serve for 1952 by Lewis were: Advertising, Immel, Young and Walter F. Grove; buildings and grounds, Stauffer, Weiser and Young; attraction, Wogan, Stuart, E. Lefan and Dr. F. H. Hartenstein; employment, Horace B. Faber, Lafean and Rudisill; concessions, Faber, Immel and John A. Dempwolf; finance, Immel, Grove and Dempwolf; premiums and awards, Frank R. Wogan, Dempwolf and Rudisill; racing, Stauffer, Hartenstein and Young; tickets and admissions, Stauffer, Weiser and Lafean; traffic and parking, Faber, Grove and Wogan, and ways and means, Hartenstein, Wogan and Rudisill.

Kelley Out

ing the annual on an entirely friendly basis. He joined management of the fair in January, 1933, as secretary. He held that post for two years, then was made secretary-president. He said that when he joined the staff the event was "\$93,000 in the hole" and that the annual would have \$3,000 with which to start this year's run. One of his accomplishments was the building of a stage five years ago for use by grandstand attractions.

Dates for the 1952 edition were not set at the meeting. It was not known whether the customary starting time of two weeks before Labor Day would be retained. The event has used that week for the past 20 years.

Awarding of the midway contract also was held in abeyance. It was understood that the choice would be made at the meeting of the New York State Association of Agricultural Fair Societies, February 4-5 in Albany.

Mass. Slaps Tax

Continued from page 57

formal resolution made by the association.

Association also voted to seek relief from the Sunday ban on race traffic for concessionaires who travel from fair to fair during the season. A resolution also was adopted thanking Lombard for 7 1/2 years of service as secretary-treasurer.

Speaking on taxation of fair property, Ray Whans, publicity director of Eastern States Exposition and chairman of the resolutions committee, said a tax on all fair real estate in Massachusetts on the basis of last year's assessed values and tax rates would yield less than \$75,000 annually. Leo F. Doherty, director of the State Department of Agriculture's fairs division, reported that during the year the association spent \$1,234.97 and had a balance of \$731.05.

During the second day's sessions, State Commissioner of Agriculture Henry T. Broderick told the gathering that "fairs are a fourth medium of sales promotion" to be classed with radio, TV and printed ads. He said he is requesting a \$40,000 State appropriation "to promote Massachusetts farm products within the State" thru various media.

Annual banquet was held during the last night of the meeting, and Charles E. Nash retired manager of the Eastern States Exposition, was given a plaque for service in the interest of agriculture. The plaque was signed by Broderick and Governor Paul A. Dever. The association also tendered Nash a clock, presented by Lombard Roses were sent to Nash's wife at home. He was manager of the exposition for 20 years.

Carl Carroll, also president of the National Association of Amusement Parks, Pools and Beaches and operator of Riverside Park at Agawam, Mass., reported on his European tour of last fall. He said that the people of the British Isles were doing a big job in public entertainment, despite government restrictions and material shortages. He held that the operation of their fairs and public displays would be a revelation to American operators.

Association members wound up the meeting exchanging ideas on how to make night shows at annuals pay.

N. C. Fairs Tighter

Continued from page 57

tion-bidding in the awarding of midway contracts highlighted the morning session. Speaking on the subject were Bernard (Bucky) Allen, president of the National Showmen's Association; State fair President Leonard and George A. Hamid, head of the New York booking office bearing his name. (Details in the Carnival section.)

By unanimous vote it was agreed to join the International Association of Fairs and Expositions after Dr. J. S. Dorton, manager of the State fair and immediate past president of the national body, outlined the advantages. Several executives of individual fairs also expressed interest in joining.

W. C. York outlined and discussed at length new tax legislation affecting annuals. W. H. Lanier traced the formation and growth of the Warrenton Fair. Dr. J. H. Hilton, of North Carolina State College, stressed the importance of fairs in the State's agricultural program.

Atlanta Down

Continued from page 57

criticized the lack of interest displayed by fair men and urged that measures be adopted to rebuild participation. Many show representatives who attend the Georgia and South Carolina meetings made the suggestion informally that the two meetings be combined.

Scheduled speakers included Otis Hughes, Macon, who welcomed the group; T. D. Brown, who spoke on "What Fairs Mean to Vocational Agriculture and the F. F. A.," and J. C. Holden speaking on "How the Fair Secretary Can Help Improve the Agricultural Situation in His Community."

A banquet was held in the hotel.

ATTENTION

All Concessionaires, Showmen and Novelty Men. Terrific money for the Mardi Gras.

Imported, inflated Rubber Monkeys. Just arrived. Buy now before they are gone. Immediate delivery.

\$3.50 DOZ.

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Full line of insignia for ALL SERVICES—Sterling and Acid Test. Send for free catalog.

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 CHIPPEWA FALLS, WISC.

JAR DEALS and MATCH PAK DEALS

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Make BIGGER PROFITS WITH Galentine!

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1000 54i J.P. Money	Prof. \$2.00	25
1000 54i J.P. Boards	Prof. \$2.00	25
1000 54i J.P. Boards	Prof. \$2.00	25
1000 54i J.P. Boards	Prof. \$2.00	25
1000 54i J.P. Boards	Prof. \$2.00	25

Red, White, Blue Pickers, etc.

DELUXE SALES CO., BLUE EARTH, MINN.

WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES & TIP BOOKS

Buy Direct from Manufacturer at Very, Very Reasonable Prices

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NOTICE

For USED COIN MACHINE CLASSIFIED ADS refer to Page 64

CMI Readies SRO Sign for '52 Show

CHICAGO, Jan. 19.—Both space for the International Coin Machine Exhibition, sponsored by the Coin Machine Institute, was virtually sold out this week as four more companies contracted to display their wares at the all-industry show slated for the Hotel Sherman here, February 4-6. Meanwhile, the entertainment committee under convention Chairman Dave Gottlieb announced the line-up for an all-star cast for the floorshow to be held in conjunction with the exhibitors' banquet on the final night.

Already represented by a cross

Elect Tolisano Prexy of Conn. Coin Association

HARTFORD, Conn., Jan. 19.—James Tolisano, operator of Superior Music Company here, was elected president of Connecticut State Coin Association at its annual meeting in De Pasquale's Restaurant January 19. Some 60 coinmen, representing all parts of Connecticut, attended.

Tolisano succeeds Abe Fish, president for the past several years and one of the founders of CSCA.

Fish, owner of General Amusement Games of Hartford, becomes honorary life president and also chairman of the board of directors.

Promises Advice

Fish promised the assembled delegates that also he would not be in the president's chair in the next year, he would be available for advice on matters concerning better coin machine operations and public relations on the community level. He said:

"I know how all you men believe in CSCA's long-range public relations ideals. You wouldn't be attending an industry meeting like this unless you were, as I, vitally interested in the welfare and better future of this great industry."

The delegates gave Fish a (Continued on page 78)

Set Roc-a-Ride Calif. Distrib

PHILADELPHIA, Jan. 19.—Roc-a-Ride Sales, national distributors of the Thunderbolt mechanical horse manufactured by Merry-Go-Round Sales, Inc., both of Philadelphia, has appointed Automatic Enterprises to cover California and Arizona.

Automatic Enterprises is headed by R. E. Smith and had headquarters in Los Angeles. Roc-a-Ride will display Thunderbolt at the International Coin Machine Exhibition in Chicago February 4-6.

Philly Assn. Installs New Execs, Board

PHILADELPHIA, Jan. 19.—Amusement Machine Association of Philadelphia is working under its recently elected executive body and board of directors. One of the most active groups on the East Coast, its membership is composed of music and amusement game operators.

The officers elected at the post-Christmas meet were: Sam Stern, president; Joseph J. Levin, vice-president; Samuel Moss, secretary; Frank Urban, treasurer; Joseph Silverman, business manager, and Jules Sloan, financial secretary. New board is composed of Frank Fromowitz, Harry Richter, Morton Medvene, Samuel Klein, Harry Stern and Jerry Locka.

section of the trade in the exhibitor list previously announced (The Billboard, January 12), the newcomers this week were Wonder Horse Company, Pascagoula, Miss. (coin-operated mechanical horse); James H. Martin & Company, Chicago (cigarette, candy and gum machines plus MGM and London records); Mike Munves Corporation, New York (arcade equipment), and Roc-a-Ride Sales, Philadelphia (coin-operated mechanical horses made by Merry-Go-Round Sales, Philadelphia). In addition another key company, Wico Corporation, Chicago, which previously dropped out of the show, once again contracted as an exhibitor. Wico is one of the industry's largest suppliers of parts and accessories for all types of coin machines.

Floor Show

Gottlieb announced he had authorized L. N. Fleekles & Associates, talent agency, to line up the banquet show's cast. Thus far the following acts have been booked: Merry-Kaye Trio, instrumentalists; Pinky Tracy, comedienne; Aaron and Brodreich, operatic comedy team; Yoneli, European-type clown-comedian, and Le Brac and Bernice, unicycle and jugglers. (Continued on page 78)

HEALTHY STOP

These Medics Really Know An Operation

MIAMI, Jan. 19.—Even surgeons find relaxation in juke box music in the wee hours of the morning, says Jerome Stern owner of Roberts' all-night drugstore here.

Stern's establishment, close to the downtown area, is the only 24-hour pharmacy and luncheonette in Greater Miami, and possibly in the entire State of Florida. It is a heavy-traffic spot around the clock.

Jerry is a great booster for all types of coin-operated equipment and has several pinball machines as well as a Seeburg 100 Selectomatic phonograph in his store.

"Many people find relaxation in playing the pinball machines and the juke box," says Stern. "Only the other night four doctors came in around 2 a.m., and got the biggest kick out of playing the pin game and juke box. One of the doctors had just performed an emergency operation and this was his way of letting down."

The machines in Roberts' Drugstore are operated by Sammy Barnett, of Barnett's Service.

Lion Gears for TV; Plans May Preview

Eckstein Heads New Division Backed By Subsidiary, Promotional Support

CHICAGO, Jan. 19.—The Lion Manufacturing Corporation, manufacturer of electrical and electronic devices here, is completing engineering plans now on a large-screen television line which is expected to be ready in time for a preview in May about the time set for the electronic parts show.



RAY MOLONEY

President Ray Moloney announced this week.

The sets will bear the Lion trademark and be backed by a promotion appropriation of close

to a million dollars. It will be officially placed on the market during the July furniture show here. Moloney, who also is president of Bally Manufacturing Company, has appointed Paul Eckstein, manager of Lion's TV division, and hired Dr. Burton Browne, head of the agency bearing his name, to handle the advertising program.

Background

Lion was organized by Moloney in 1922 and has a strong background in the appliance and beverage vending field dating long before World War II. During the war the firm won several citations (Continued on page 78)

New Gims Set For Kid Spots By Philly Org

Rocket Ship, Deer, Bunny Plugged as Coin Horse Relief

PHILADELPHIA, Jan. 18.—A new kiddie amusement device was pinned in production here this week by Merry-Go-Round Sales to act as companion piece, or variety-replacement, to the firm's coin-operated horse. It will be promoted to the trade for placement in typical coin-horse locations by Roc-a-Ride Sales, exclusive factory distributor, according to Sam Kohn, head of both companies.

Called Lan-a-Ride Rocket Patrol, the stationary "ride" is only one of several new items Kohn has in the puppet market. Others which he will introduce soon include replacement bodies for the coin horse to spark location interest and heighten holiday play. Two of these are a bunny rabbit for the Easter season, and a deer, for Christmas time.

Interchangeable

The main feature of the animal bodies are that they are completely interchangeable with each other. (Continued on page 78)

GAME LIFEBOAT NEAR?

Federal Clinics to Aid Mfrs. Working Under Minimum Quotas

WASHINGTON, Jan. 19.—The coin-operated machine industry, still smarting from the announcement that materials allocations would be cut back to from 10 to 35 per cent of base period consumption, received assurance this week from Secretary of Commerce Sawyer that "a number of positive measures" are being taken to meet the special relief needs of small business. Makers of amusement machines, and a few small manufacturers of music machines, are eligible for aid at 14 small industry assistance clinics to be held toward the end of the month, it was explained.

The clinics, sponsored by the Departments of Defense and Commerce and the National Production Authority will be restricted to firms receiving allotments of less than 35 per cent of base period. NPA said. Most makers of vending machines received 35 per cent. NPA officials said, but amusement machine firms were cut as low as 10 per cent for the second quarter of 1952. Only several juke manufacturers come under small business classification, officials pointed out. Clinics will be held in New

York; New Haven, Conn.; Charlotte, N. C.; Miami, Birmingham, Dallas, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, Los Angeles, Seattle and Portland, Ore.

Meanwhile, NPA announced that second quarter scarce materials allocations to the container and packaging industry amounted to 1,526,396 tons of steel; 288,000 pounds of copper and alloys; and 19,561,000 pounds of aluminum.

This week also saw firms assembling and processing food placed on the list of essential ac-

tivities. The list is used by draft boards in recruiting manpower.

In other efforts to spur aid to small firms, NPA this week announced the appointment of James L. Kelly, chairman of the small business executive committee of the defense production administration, to assistant administrator for small business for NPA, and revealed that a segment of the NPA staff had been lent to the newly formed small defense plants administering and processing food placed on the list of essential ac-

Budget Message Predicts Rise in Fiscal Dollars

Continued from page 1

the previous year. For the coming fiscal year, the administration expects to collect \$366 million from this tax.

Mildly flourishing nitery business is forecast in the administration's estimate of a \$48 million yield for Uncle Sam from the admissions tax on cabarets and roof gardens next fiscal year, as compared with an estimated yield of \$45 millions for the current fiscal year and an actual yield of \$42,646,314 for the previous fiscal year.

The federal tax on coin-operated devices is expected to yield \$22,500,000 next fiscal year, down \$200,000 from the estimate for the current fiscal year which is figured at \$22,700,000 compared to \$20,730,582 for the 1951 fiscal year.

Copyright registration fees next fiscal year are expected to rise to \$220,800, with the current fiscal year's fees estimated at \$210,300, compared with 1951 fiscal year registration fees of \$200,354. Despite this rise, however, the budget message contemplates registration and filing fees totaling \$1,429,300, about \$70,000 below the current fiscal year's estimate.

Elsewhere in the amusement field, the administration expects bigger yields from tobacco and liquor taxes.

Total tobacco taxes (mostly on cigarettes) are figured to produce \$1,707,000,000 in revenue next fiscal year, compared with an estimated \$1,590,000,000 this fiscal year, and \$1,380,386,000 the previous fiscal year. The federal liquor excises are expected to yield \$2,747,000,000 next fiscal year, compared with \$2,912,000,000 the current fiscal year, and \$2,546,807,189 the previous fiscal year.

The President's estimates are not based on possible tax increases but on yields from taxes at current rates, inasmuch as the President is statutorily prohibited from making calculations based on possible legislation. For that reason, the question of whether amusement excises will rise is not explored in his budget message. The President, in his annual economic report to Congress earlier in the week, said he hopes for a \$5 billion tax boost, but Congress gave the idea a chilly reception. There appears to be no likelihood of excise tax boosts this session.

Klopp Issues Coin Counter Brochure

PLYMOUTH, Mich., Jan. 19.—Klopp Engineering, Inc., manufacturers of coin-handling equipment here, has issued a new brochure on its coin counter.

A four-page piece, the brochure has 10 illustrations describing the uses of the coin counter and two sketches of models now in production complete with specifications and prices.

NOBODY CAN SAY THE SHOW WENT TO THE DOGS—ARF!

CHICAGO, Jan. 19.—It was bound to happen sooner or later so the Coin Machine Institute, sponsor of the International Coin Machine Exhibition (see story elsewhere on this page), was not too surprised this week when a nationally known manufacturer of hand-tooled saddles for horses, Bona Allen, signed to display its products.

Eight companies have already contracted to exhibit coin-operated mechanical horses, which, because of the hard wear they get in typical locations, need first-class saddlewear. Hence, the saddle firm entry, and hints it might be a good idea to line up all the horses at periodic intervals and stage races with company sales managers handling the whip.

Thus far (with more to come) the following firms are planning to enter mechanical horses in the morning line: Coast Sales Company, Inc.; Capitol Protector Corporation, Exhibit Supply Company, Memphis Metal Manufacturing Company, King Amusement Company, Royal Engineering Company, Wonder Horse, Merry-Go-Round Sales (Roc-a-Ride Sales).

NEW LOCATIONS

Exhibit Supply Re'leases Horse Photo-Brochure

CHICAGO, Jan. 19.—Exhibit Supply Company here has prepared a 20-page photo-brochure for its distributors and operators of Big Bronco coin-operated mechanical horses. A service manual governing the product also has been completed and will be put in the mails next week.

One of the key products to be developed by the industry in the past few years, the popularity of the mechanical horse has grown so rapidly in recent months that at least a dozen firms have entered the field. The new ride devices have opened up many new types of locations.

Exhibit's brochure is titled "Fun That Pays Three Ways" and refers to Big Bronco's ability to (1) increase department, dime, drug and supermarket store traffic; (2) act as a related item sales producer (such as in children's wear and Western gear sections of stores) and (3) operator's revenue producer. Among the 25 locations photo-illustrated are Arcades, department stores in principal cities, theater lobbies, supermarkets and chain drug stores. In addition there are four photos of the mechanism of the Big Bronco.

Canteen Gross Up \$13 Million In 1951; Net Boosted 28%

\$861,172 Spent for New Venders, Strengthens Dime Candy Stand

CHICAGO, Jan. 19.—Automatic Canteen Company of America, in its annual report released this week for the fiscal year ended September 29, 1951, reported an increase over 1950 of \$13,327,304 in gross revenue, \$169,119 more in consolidated net income and a bigger tax bite to the tune of

\$1,008,000 or \$568,000 above the 1950 payment.

Nathaniel Leverone, chairman of the board, stated gross earnings totaled \$36,737,087 for the 1951 fiscal period, against \$23,409,783 the previous year. Net earnings were up 28 per cent or \$769,580, compared with \$600,461 for the 1950 period. Federal taxes were more than double the \$440,000 paid in 1950.

Current assets, including \$1,248,262 in confections and sirups, were reported up \$4,890,248 against \$3,198,022 a year earlier. Current liabilities were also up, \$3,004,012, from \$2,189,689 in 1950, as was working capital of \$1,886,236, compared with \$1,008,333 the previous year. Net earnings per common share increased to \$1.85 from \$1.33 during 1950.

Canteen invested \$861,172 in

new venders during the 1951 fiscal year, including candy, gum, nut, coffee, cigarette and carbonated beverage units.

During the year, cost of merchandise, sales and service totaled 84.2 per cent of receipts, or \$30,948,946. Selling, administrative expenses took 6.9 per cent, or \$2,520,838. Depreciation in buildings and equipment amounted to 3.7 per cent, or \$1,344,415. Interest required 4 per cent, or \$148,207. Dividends paid to stockholders amounted to 1.5 per cent, or \$475,313, while federal taxes took 2.7 per cent of total revenue. The remaining 8 per cent (\$294,267) was retained in the business.

All earnings and costs are the total of both Automatic Canteen Company of America, engaged solely in wholesale operations, and

(Continued on page 71)

'52 Plans of Rudd-Melikian Stress Bantam

PHILADELPHIA, Jan. 19.—About 100 franchise holders attending the fourth annual Rudd-Melikian dealers' convention here this week were told the manufacturer would devote its major effort this year to promoting the firm's coffee cub, Bantam, coin-operated coffee vender.

The 100-cup automatic machine has been market tested for the past year and a half, they were told, and only during the past two months has been released to the field. R-M dealers may either operate the machine, rent or sell it to locations, but in all cases are expected to receive a continuous revenue thru the sale to locations of cups and ingredients.

Another major announcement at the three-day confab, which closed today at the Bellevue-Stratford Hotel, was that Rudd-Melikian is severing its connection with Standard Brands and, beginning February 1, will process and back coffee concentrate itself. Continued under the Kwik-Kafe label, the coffee will be manufactured at a separate plant the company has acquired.

Also introduced to the dealers was the CR-4, latest in the series of 450-cup-capacity coffee venders for coin operation. The unit is said to incorporate some advanced features used in the Bantam version. The dual, coffee-Coke machine is being continued in production, executives stated. Firm also debuted a newly designed counter and merchandising technique.

30G Goal for Forbes Dinner

NEW YORK, Jan. 18.—Preparations for a testimonial dinner honoring Matty Forbes, managing director of the Cigarette Merchandisers' Association, gathered momentum Wednesday (16) as members of an industry sponsoring committee met to further the sale of tickets.

Some \$30,000 is expected to be raised for the American Fund for Israel Institution at the \$100-a-plate dinner, with the money earmarked for aid to cultural and welfare institutions supported by the fund. The affair will be held at the Waldorf-Astoria on Jan. 14.

The dinner committee, chaired by Arthur Gluck, of Rowe Corporation, and Hyman Oriel, of A. Oriel & Company, includes many persons prominent in the vending and tobacco industry.

Mason Intros New Fudge, Peanut Bar

NEW YORK, Jan. 19.—New candy bar suitable for vending called "7-11" has been released to the trade by Mason, Au & Magenheimer. Ingredients include caramel fudge and peanuts, with the latter said to be specially treated to remain firm for an indefinite length of time.

Price of the 120-count pack is \$3.60, with a promotional offer of one case free with each 10, thus reducing the average case cost to \$3.30, according to Fred E. Magenheimer.

VENDO ANNIVERSARY

Traces Growth to Top Producer in 15 Years

KANSAS CITY, Mo., Jan. 19.—The Vendo Company, during a 15th anniversary banquet this month, traced its development from a small producer of ice-cooled Coca-Cola bottle venders in 1937 to that of the largest single producer of diversified automatic merchandising equipment today.

Hosting civic leaders and long-service employees at the celebration, including the mayor and president of the Chamber of Commerce as guest speakers, John T. Pierson, president, declared that if material can be obtained, the company's vender production this year will double the 1951 rate.

Describing the birth of the company, Pierson cited his determination to enter the vending industry after viewing "an old galvanized tube 15 years ago." It was a crude device that dispensed bottled Coke from an ice bath for a nickel. By 1939, the firm had become first volume producer of bottle venders for Coca-Cola and since World War II, a quarter million of its coin cooler units have found locations in all parts of the world. With the development of the V-83, the firm's first single unit combining electric refrigeration and coin control operation, Vendo became a pioneer in the large scale use of compressors to make dry-cold bottled drinks available thru venders.

Development of its coin changer in 1946 was seen as the "missing link" by Vendo to spur greater branches out.

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RED PLOT ON BUBBLE GUM—OR MUCH ADO

• Continued from page 1

expose the children of this city to. I want a complete investigation and report on those machines."

From Bill Falk, head of Plastic Processes, Inc., came this explanation: The disputed charm was one in a series of 15 flags of countries in the United Nations. To prepare the series, five colors (red, green, white, blue and yellow) were chosen, to limit the printing procedure to a manageable number. Then the list of UN members was examined to select those whose flag colors were among the five. That's how Russia got in.

On the reverse side of each charm a few printed phrases gave basic data about each country. Thus, the alleged subversive message on the back of the Russian flag was: "U.S.S.R. population 211,000,000. Capitol, Moscow. Largest country in the world."

While the wide publicity given the Wheeling case already has caused a number of operators to cancel orders, Falk may yet profit from what so far has been a minor ordeal. He has been invited to state his position on "It's News to Me," a TV program on the Columbia Broadcasting System, Monday (21), at 9:30 p.m., EST.

A number of newspapers have given Falk editorial support.

Rieger, Putman Awarded Ideal Exec Positions

BLOOMINGTON, Ill., Jan. 19.—Ideal Dispenser Company appointed John C. Rieger general manager and H. A. Putman general sales manager. Rieger served in a similar capacity with the firm for the past five years, prior to its purchase by Fred Dean, late last year. (The Billboard, November 24). Putman formerly was district representative for Oklahoma. (Continued on page 72)

2,000 Hartford Coke Venders Go to 6 Cents

HARTFORD, Conn., Jan. 19.—The retail price of a bottle of Coca-Cola here went up a penny Monday (17). The jump from 5 to 6 cents was disclosed last week-end by Osborne E. Griggs, president, Coca-Cola Bottling Company, Hartford. He said some 2,000 venders in retail outlets would be equipped to take two coins, a penny and a nickel, and it would be necessary to insert a penny with the nickel, dime or quarter in vender with coin changers.

The only Coca-Cola units not affected by the increase are those in industrial plants, schools, institutions and public buildings, Griggs

stated. They will continue to operate on a nickel.

The 6-cent price was declared necessary because of increased cost of supplies and labor. Griggs pointed out that the retailer would realize a profit of 2 cents per bottle instead of 1½ cents.

"We have held off (the price increase) as long as we thought it was good business," he said.

The 2,000 machines to be mechanized to take the additional penny will cost the retailer-owner \$22.50 per machine, Griggs stated.

Bulk Venders Schedule Chi Meet, Supply Show

CHICAGO, Jan. 19.—Alvin R. Kantor, president of the National Association of Bulk Venders, announced this week that tentative plans to hold an open house and merchandise display in Chicago February 4-6, have been okayed. (The Billboard, January 12).

Coinciding with the Coin Machine Institute convention and exhibit dates, the NABV meeting will be held in the Morrison Hotel. The association has obtained a suite for an open house in the hotel for the three days, while manufacturer, distributor and supplier members hold special displays.

Kantor reported the association had reserved suites and rooms for

CHECK LIST

Study Breaks Down Figures On Cig Route

NEW YORK, Jan. 19.—An independent cigarette operator with 500 machines on location should earn \$39 a year on each vender after all expenses but federal taxes are deducted from gross returns.

So reported the vending machine division of the National Association of Tobacco Distributors, which this week followed up an earlier cost-profit study of jobber-operators with an analysis of self-contained routes. The earlier study (The Billboard, December 8) found that jobber-operators with 200 units on location should realize \$31 per machine annually, but purposely eliminated proprietor salaries plus certain overhead costs from the calculations.

In covering the earlier survey The Billboard reported in error that cost factors included a 2-cent State tax. As in the most recent study, calculations were based on non-State-tax conditions.

To reach its conclusion, the present study was based on the following arbitrary assumptions: cigarette cost is \$1.55 per carton, vending price is 20 cents a pack, each location produces \$1,248 (120 packs sold weekly) and commissions average 1-1½ cents per pack.

Gross profit per vender is then \$280 (22.5 per cent) after the cost of the merchandise (\$967.20) is deducted from gross annual sales (\$1,248). To reach a net profit figure, the NABV study then took into account the following per-machine operating costs, computed on an annual basis:

Salaries, \$55.64; commissions, matches, slugs, \$104; rent, light and heat, \$5.20; vender depreciation, \$10. (Continued on page 72)

Badger Sales Buys American Simplex Stock

LOS ANGELES, Jan. 19.—With the plant of the American Simplex Venders switching to war work, Badger Sales Company has taken over the inventory of 60 non-carbonated fruit drink cup beverage machines. These are being offered to the trade.

Al Silberman, who is associated with Badger in the vending machine department, said the units became available because of the manufacturer's switch to war work. Prior to the changeover, processed parts were on hand for the 60 units.

The American Simplex machine has a capacity of 144 drinks of 5½ ounce capacity. The unit is 22½ inches wide, 9½ inches deep, and 67 inches high. Refrigeration is provided by a 1/8 Hermetically sealed Tecumseh unit. All venders are equipped with 5-cent National Slug Rejectors.

Year-End Tobacco Tax Returns Up In Alabama

MONTGOMERY, Ala., Jan. 19.—Tobacco tax collections for December totaled \$588,886, a drop of \$45,959 compared with collections of \$604,243 in the same month a year ago, State Revenue Commissioner J. M. Edwards reported.

For the final quarter of 1951, Edwards stated, the levy produced \$1,944,705 compared to \$1,887,988 a year ago, an increase of \$56,717.

Non-Sked Flights Not Covered in Vender Policies

NEW YORK, Jan. 19.—Referring to recent crashes of non-scheduled airlines, Wesley Hammer, acting head of the machine sales section of Associated Aviation Underwriters, Inc., pointed out this week that passengers on such flights are not covered by firm's vender-sold policies.

Hammer stressed that placards on the firm's machines in various airports state "in heavy type" that the \$5,000 insurance policies, vended at a quarter each, apply only to scheduled flights.

So far, said Hammer, the company had received no claims from families of persons on non-scheduled flights who may have taken out policies by mistake.

ST. LOUIS, Jan. 19.—Chase Candy Company has appointed Harold Wise sales representative for the Northwestern territory, covering northern parts of South Dakota, Montana, Wyoming and Minnesota. Wise was with Sweetheart Candy Company, Bismarck, N. D., for the past five years.

CANDY MACHINES

DuGreiner Candyman	\$49.50
6-12 National, 100 Bar	45.00
6-12 National, 142 Bar	50.00
MMTS, 75 Bar	37.50
Union 16 Bar	31.50
Victory 11, 75 Bar	31.50

CIGARETTE MACHINES

Rowe President, 8 Col.	\$32.50
Rowe Royal	30.00
Rowe Imperial	25.00
Rowe Crusader	25.00
DuGreiner W. 1 King Size Square	47.50
Model, New Pat.	47.50
DuGreiner Champion, Col Down	55.00
Stand, Square	47.50

All Cigarette Machines completely reconditioned and refinished and equipped with silver quarter mechanism.

PAUL STEICHEN

6363 Oak Lane Indianapolis 26, Ind.

Northwestern TAB GUM VENDERS

Single	\$25.95
25 to 100	\$25.45
100 or More	\$24.95

30-Day Money Back Guarantee
We Stock All Make, 1st Mach.
Wholesale for Churns and Merchandise East.
1/2 Disp. Bal. C.O.D.

NORTHWESTERN SALES & SERVICE

1194 TREMONT ST. BOSTON, MASS.

Hand Brand Pistachio Nuts

LARGE 14 1/2 oz. can	41
SPECIAL BLEND 14 1/2 oz. can	41
JUMBO 8 1/2 oz. can	38

Packed in 100% U.S. moisture proof bags, shipped 12 to a carton. Min. 300 lbs. Importers & Packers for a Quarter Century.

AMERICAN PISTACHIO CORP.

111 West 57 St. New York 19, N.Y.

CIGARETTE MACHINES

Jeanda Model 500, 15 Col., 475	Pack Cap. Ring Size Included \$70.00
Jeanda Model A, 9 Col., 375	Pack Cap. \$13.50
Jeanda Model B, 9 Col., 375	Pack Cap. \$13.50
DuGreiner Champion, 8 1/2 Col., 350	Pack Cap. \$13.50
DuGreiner Model W, 9 Col., 300	Pack Cap. \$13.50
Rowe Imperial, 8 Col., 325	Pack Cap. \$13.50
Rowe Royal, 8 Col., 240	Pack Cap. \$13.50

\$1.00 LESS FOR THE VENDING. \$7.50 ADDITIONAL FOR RING SIZE.

CANDY MACHINES

Rowe Candy, 8 Col., 120 Bar Cap. \$85.00	
Jeanda Candy, 8 Col., 102 Bar Cap. \$75.00	
Vendall Candy (New)	Wendall

VENERIZED

Our Patents Are Now Prevents Peeling and Rusting

SPECIAL! \$85.00 UNEDA MODEL B. Col. 275 Pack Cap. Silver Quarter and Ring Size (1941-1952)

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING. RING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW. RECONDITIONED LIKE NEW. 166 Clymer Street, Brooklyn 11, N.Y. • EVorgreen 7-4568

Supplies in Brief

WASHINGTON, Jan. 19.—Official results of the December 7 tobacco marketing quota referendum were announced along with reports by Department of Agriculture that average prices received by farmers for tobacco December 15 were close to those received November 15, but well above those of December 15, 1950. Marketing quotas on fire-cured and dark air-cured were approved. But quotas were voted down on Maryland tobacco, cigar filler type 41 and certain binder types. Agriculture announced.

Tobacco for which producers voted "no" on quotas will have no price supports on the 1952 crops, the department explained. Fire-cured and dark air-cured will be supported at 75 per cent and 86 2/3 per cent respectively of the 1952 burley tobacco price-support level. The burley level will be 90 per cent of parity price as of October 1, 1952, the department said.

Prices farmers received for tobacco December 15 averaged 51 cents per pound, compared to 50 cents November 15; 57.7 cents October 15 and 47.2 per cent December 15 the year before.

Less Sugar

WASHINGTON, Jan. 19.—Sugar distribution by primary distributors in the U. S. reached 7,559,287 short tons, raw value, during the year up to December 22, compared to 8,082,296 short tons in the same period last year, Department of Agriculture announced. Distribution in the week ended December 22 was 120,228 short tons, compared to 186,030 for the corresponding week last year.

Sugar quotas for 1952 local consumption in Hawaii and Puerto Rico was also announced this week with Hawaii set at 45,000 short tons, the same as last year, and Puerto Rico at 100,000 short tons, compared to 110,000 last year.

Peanut Supply

WASHINGTON, Jan. 19.—While the supply of peanuts in commercial positions at the end of November was the smallest since 1939, prices received by farmers remained stable this fall. Department of Agriculture reported. Total supply November 30 on farmers' stock equivalent was 772 million pounds, compared to the record 1,296 million pounds at that time last year.

Millings this season of farmers' stock peanuts totaled 277 million pounds thru November 30, compared to the 404 million pounds milled to November 30 last year. Agriculture reports. Cleaning and shelling operations to the end of November totaled 247 million pounds, compared to 387 million milled last year. Disappearance of shelled peanuts thru November this season was 215 million pounds, about 6 per cent below the 229 million during this period in 1950.

Prices received by farmers for peanuts December 15 was 10.4 cents per pound. This compares to 10.1 cents November 15; 10.4

cents October 15, and 10.9 cents December 15, 1950, the department said.

Tobacco Sales Off

WASHINGTON, Jan. 19.—Tobacco wholesalers recorded November sales at \$205 million, a drop of 12 per cent below sales in October, but only a dip of 2 per cent below sales in November, 1950, according to Department of Commerce reports. Cumulative sales for the first 11 months of 1951 were 5 per cent above such sales the year before, Commerce said.

Import Supplies

WASHINGTON, Jan. 19.—Unrefined sugars, tobacco and walnuts, vending machine products with import restrictions, fell short of their quotas in 1951, according to Bureau of Customs figures released this week.

Only the 5,000,000 pound quota for walnuts was filled, while tobacco imports from the Philippines were 5,885,338 pounds less than the 6,500,000 quota. Unrefined sugar from the Philippines, limited to 1,904,000,000 pounds by the trade act of 1946, totaled 1,377,801,558 pounds imported.

Gov't Pecan Purchase

WASHINGTON, Jan. 19.—The federal government is prepared to purchase shelled pecans up to about one and a half million pounds in order to assist growers market the large 1951 crop. Department of Agriculture announced this week. The government has already bought 1,740,000 pounds at an average price of 73.8 cents per pound, but rejected some two million pounds on account of price, the Department said. Last year's crop reached 143,137,000 pounds compared with 125,622,000 in 1950. Average price for in-shell pecans for 1951 is estimated at 20.1 cents a pound while average in 1950 was 28.3 cents per pound.

Court Rules Berlo Vending May Keep Stadium Contract

CLEVELAND, Jan. 19.—The Ohio State Supreme Court ruled Wednesday (16) that the Berlo Vending Company, division of ABC Vending Corporation, could retain its much disputed 10-year concession contract with the Cleveland Municipal Stadium.

On March 29, 1950, the city of Cleveland awarded the contract to Berlo Vending Company. The Cleveland Concession Company, former stadium concessionaire, challenged the decision, claiming that the city violated its discretionary powers in awarding the contract to Berlo, whose bid they alleged was second high. Common Pleas Court ordered the contract set aside but this decision was later reversed by the Court of Appeals.

The State Supreme Court refused to review the appeal by the Cleveland Concession Company from the Appellate Court verdict which ruled the Berlo Vending Company was duly qualified for the \$1,000,000 contract.

Berlo Vending Company has two divisions: The Stadium division managed by A. Friedlander and the theater division managed by L. L. Shenker.

'52 NATD Meet Interest High

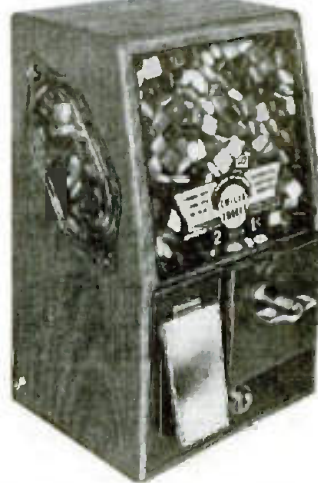
NEW YORK, Jan. 19.—National Association of Tobacco Distributors reported advance requests for reservations for its 1952 convention, April 20-24, at the Palmer House, Chicago, are ahead of 1951 levels. Joseph Kolodny, NATD managing director, said the first requests are now being processed.

This year's annual convention will also mark the 20th anniversary of NATD. Kolodny declared that virtually all manufacturers and suppliers in the tobacco industry, as well as leading manufacturers of confectionery and allied trades, will participate in the celebration and convention.

NASHVILLE, Jan. 19.—State Tax Commissioner John F. Kizer reported tobacco tax collections between July 1 and December 31 last year increased to a total of \$6,896,090, up 50 per cent, compared with the corresponding period of 1950.

MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 100 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and reads two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than job gum vending—there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you 31.50 per pound. Also, there is no special loading! JUST POUR YOUR CHICLE TREETS in BABY GRAND and YOU ARE OFF LIKE A FLASH. VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural.

BABY GRAND holds 3 1/2 pounds of CHICLE TREETS and takes in about \$8.25 each time it empties. GET STARTED NOW—TODAY! A law of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum, 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendos ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak, beautifully decorated in blue, red, yellow and chrome, and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN

VICTOR

VENDING CORPORATION
5707-13 W. Grand Ave.
Chicago 39, Illinois

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY LESS WORK

The biggest profit makes operators ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location. The empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
219 M. ARMSTRONG ST., MORRIS, ILL.

Tennessee Spikes Blooming Black Mart, Tax Evasion

NASHVILLE, Jan. 19. — State and military authorities here are cracking down on what they called a blooming black market in tax free cigarettes sold to military personnel and resold for distribution in the civilian market. A State official explained that soldiers and airmen at Fort Campbell, Ky., and Sewart Air Force base are sold tax-free cigarettes for 16 cents a package at their post exchanges. Later, it was revealed, that these cigarettes were resold to the public at prices below the civilian market. The State in addition lost its tax on the cigarettes.

The Tennessee fair trade price—including the State's 8-cent tax—is 25 cents a package.

The State official also said all cigarettes sold to civilians in Fort Campbell bore the Kentucky tax which is only 3 cents. He said this will be changed so that post exchanges in Fort Campbell on the Tennessee side of the line will bear that State's tax.

Post exchanges also sell stamped cigarettes to civilians who must pay the State taxes. Military authorities have also agreed to limit the purchase of cigarettes by military personnel to two cartons a day.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issued 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 quality discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.


For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan 19	Issue of Jan 12	Issue of Jan 5	Issue of Dec 29
Aux Shoe Shine Machine	\$49.50			
Adams 1c (6 Col.)	25.00	\$25.00	\$25.00	\$9.95
Advance Candy				5.95
Advance Ball Gum				5.95
Advance Hot			39.50	
Allen 1c, 5c, 10c Not Mfg.				6.95
Almond Vendors, 5c				7.95
Andrews Nat. 1c (2 Col.)				9.95
Arco Mac Hot, 5c				12.50
Arco Mac 1c (2 Col.)				14.50
Arco Mac 5c (2 Col.)				6.95
Arco Mac 10c (7 Col.)				7.95
Arco Mac 15c (7 Col.)				7.95
Arco Mac 20c (7 Col.)				7.95
Arco Mac 25c (7 Col.)				7.95
Arco Mac 30c (7 Col.)				7.95
Arco Mac 35c (7 Col.)				7.95
Arco Mac 40c (7 Col.)				7.95
Arco Mac 45c (7 Col.)				7.95
Arco Mac 50c (7 Col.)				7.95
Arco Mac 55c (7 Col.)				7.95
Arco Mac 60c (7 Col.)				7.95
Arco Mac 65c (7 Col.)				7.95
Arco Mac 70c (7 Col.)				7.95
Arco Mac 75c (7 Col.)				7.95
Arco Mac 80c (7 Col.)				7.95
Arco Mac 85c (7 Col.)				7.95
Arco Mac 90c (7 Col.)				7.95
Arco Mac 95c (7 Col.)				7.95
Arco Mac 1.00 (7 Col.)				7.95
Arco Mac 1.05 (7 Col.)				7.95
Arco Mac 1.10 (7 Col.)				7.95
Arco Mac 1.15 (7 Col.)				7.95
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Arco Mac 1.55 (7 Col.)				7.95
Arco Mac 1.60 (7 Col.)				7.95
Arco Mac 1.65 (7 Col.)				7.95
Arco Mac 1.70 (7 Col.)				7.95
Arco Mac 1.75 (7 Col.)				7.95
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Arco Mac 2.70 (7 Col.)				7.95
Arco Mac 2.75 (7 Col.)				7.95
Arco Mac 2.80 (7 Col.)				7.95
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Arco Mac 8.80 (7 Col.)				7.95
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Arco Mac 10.15 (7 Col.)				7.95
Arco Mac 10.20 (7 Col.)				7.95
Arco Mac 10.25 (7 Col.)				7.95
Arco Mac 10.30 (7 Col.)				7.95
Arco Mac 10.35 (7 Col.)				7.95
Arco Mac 10.40 (7 Col.)				7.95
Arco Mac 10.45 (7 Col.)				7.95
Arco Mac 10.50 (7 Col.)				7.95
Arco Mac 10.55 (7 Col.)				7.95
Arco Mac 10.60 (7 Col.)				7.95
Arco Mac 10.65 (7 Col.)				7.95
Arco Mac 10.70 (7 Col.)				

Operated from Coast to Coast and 20 Foreign Countries

"SILVER-KING" Vendors
Built for professional operators

5c
PISTACHIO
NUT
VENDOR
"CHARM KING"
BALL GUM
VENDOR
NEW
BOTARY
"SUPER"
VENDOR



VENDS NEW LARGE SIZE "SUPER GUM" 100 in the Pound or regular 15/16" size Nut and Ball Gum, Candy, Chewing Vendors, 1c-5c U.S. and Foreign Coins. "Moh-Nut" Vendors. Designed for sales compiling eye appeal.

SILVER-KING CORP.
422 Diversey Parkway Chicago, Ill.

Mars Hikes Sales Promotion in '52

CHICAGO, Jan. 19.—Mars, Inc., announced a stepped up sales drive has been programmed for 1952, using television, radio and periodicals to promote its candy bar line.

Fifty-two TV stations will carry the firm's advertising on the Milky Way bar, via sponsorship of the "Super Circus" program Sundays, starting February 3.

Mars' radio network promotion will be doubled on the 181 stations carrying the Tuesday night "People Are Funny" a/r; starting this month, the company will sponsor the program weekly instead of on alternate weeks. A listener contest on the program will require Milky Way or Forever Yours wrappers.

A premium offer requiring 3 Musketeers and Snickers wrappers is also being introduced on firm's "Howdy Doodly" TV show. Ads on Look and Colliers, scheduled on a bi-weekly basis, feature the Mars bar.

Canteen Gross
Continued from page 70

of Canteen Company, a wholly-owned subsidiary selling thru vendors at retail. Latter represented approximately 35 per cent of the total volume handled by the company's 153 subsidiaries.

In order that 1951 operations may be compared with those of future years, Canteen's current report includes earnings of the self-owned subsidiary for the entire fiscal year.

Dime Candy
Conversion of candy equipment to dime operation continued thru-out the past year. Move was facilitated by the development of its own coin mechanism to accept both nickels and dimes. Now a standard item on all new Canteen candy equipment, it is figured it would cost the company 32 1/2 to \$3 million to convert all of its existing candy equipment to sell dime candy.

The annual report also stated that a contract for the operation and lease of the Canteen Grill, an automatic hot sandwich vendor, has been concluded. It will be installed and developed by a firm experienced in the restaurant field.

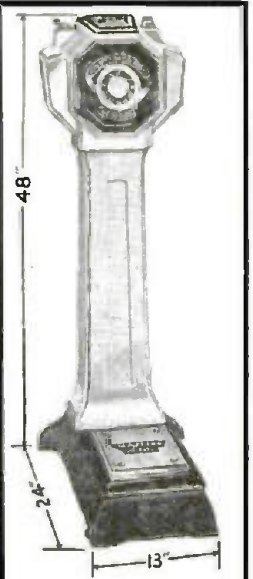
Luxury Brand Cig Tested as Vending Item

PORTCHESTER, N. Y., Jan. 19.—A test to learn how well hard-pack, premium-price cigarettes sell thru vending machines is being run here and in New York City by about half a dozen operators who have already placed some 30 vendors to dispense Parliament cigarettes.

The vendors used were specially adapted by the Advance Machine Company, Chicago, on order of Modern Tobacco here. They are single-column jobs with a capacity of 30 packs each. The coin mechanism is fitted for 35-cent (quarter and dime) operation. Decorated to plug the Parliament brand, the compact machines may be attached to the side of standard-size vendors or wall bracketed.

50 So-Far
Fred Yolen, of Modern, said 50 machines have been made to date. Some are being operated on his own route, while others have gone to other operators to widen the test sample. Sale price, thru Modern, will be \$35, he stated.

Yolen reported that results so far have been promising. While sales per machine are not large, the profit per pack is said to be double that on standard brands and can be regarded as plus business on locations already serviced. The test, he said, will run about another month before steps to promote the machine generally are taken.



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE
COMPLETE CABINET AND
BASE. CAST IRON FOR-
CELAINE ENAMELED, FOR
OUTSIDE LOCATIONS

WRITE FOR PRICES
Invested and Made Only by

WATLING
Manufacturing Company

4650 W. Fulton St. Chicago 46, Ill.
851-1889 - Telephone, Columbus 1-7773
Cable Address: WATLINGTE, CHICAGO

The Big Sponsors
"The TEEN-AGE Crowd"
go for

**SWEETHEART
LOCKET CHARMS**



Downs & Cloon
Comes cleaned for instant vending

TEEN-AGERS are a very im-
portant group of BUYERS.
SPENDERS of machines. Don't
OVERLOOK their business.

They remove the photos
that come with the Plastic
Lockets and REFILLAGE
TEEN-AGE with actual per-
sonal pictures of sweet-
hearts, Boy Friends, Girl
Friends, etc. etc. P.P. or
Brother, Sister and Bobo.

These New EPPY Charms have TEEN-
AGERS in mind. Machines over-
sell them. They send freely.

**SAMUEL EPPY
& COMPANY, Inc.**
3115 14th Street, New York, N. Y.

1250 per 1,000
P.P. 26
N. Y.

See Newport News Cig Tax Repeal

NEWPORT NEWS, Va., Jan. 19.—Asserting that he was "influenced by a large petition for repeal," City Councilman Roy A. Peterson said last week he was considering changing his stand on the cigarette tax.

Peterson, who voted against repeal of the tax December 31, said he was inclined to take the opposite stand in view of later developments, among them being the additional revenue received from the Newport News Redevelopment and Housing Authority as well as from other sources which may reach \$30,000.

With Peterson reversing his view, the vote would be 3 to 2 for repeal of the cigarette tax levy adopted November 29.

Popcorn Assn.
Continued from page 70

trust company to act as confidential sales and collection agency.

3. A uniform levy for financing the program of 10 cents per 100 pound bag of raw popcorn sold and three-quarters of a penny per case of canned or packaged raw popcorn sold.

4. Processors to purchase confidentially from the bank or trust company agent tags and labels (at prices in point 3) to be attached to bags and containers.

Beaudol pointed out that co-operation by member firms in the industry would provide the \$100,000 each year. The fund would be used for public relations, agricultural research and sales promotional programs.

Charter Beverage Firm

SACRAMENTO, Jan. 12.—County Beverage Company, Inc., has been granted a charter to sell candy, beverages and cigarette thru vending machines in San Diego County. Authorized capital is \$200,000.

Incorporation papers were filed by Loeb & Loeb, of Los Angeles. Directors are Margaret F. Luites, Fernie Heinze and Bernice Friedel, all of Los Angeles.

Marathon Plans Stock Increase

MENASHA, Wis., Jan. 19.—Marathon Corporation, manufacturer of paper packaging for ice cream and a special loading sleeve for vendors, will vote Friday (18) on a move to increase its common stock to 4,000,000 shares with a \$6.25 par value. The firm now has 1,300,000 shares of common at the same par value.

The company intends to issue one additional share for each share owned, increasing outstanding shares to 2,600,000. If stockholders approve the move, An additional 400,000 shares will be sold to underwriters.

Vendo Anniversary
Continued from page 70

Insurance vendor which can be converted for sales of magazine subscriptions.

Defense Work
Vendo's defense work, it was estimated, will increase this year from one-third to one-half the total output. Vending machine production, indicated earlier, will be held up to highest possible levels in keeping with materials available.

The firm's founder and first president, E. F. Pierson, as principal speaker during the banquet, stated: "It may seem presumptuous for the Vendo Company to celebrate only a 15th anniversary when some companies in Kansas City have observed a 40th or a 100th. But, our industry has only captured attention in the last two decades. . . the automatic merchandising business now has more than three million machines in use in this country."

New NORTHWESTERN

MODEL	ORDER NOW	16 COI	TAB
49	Adams Brands All Flavors 100 count	42c	GUM
1c-5c-10c	Wrigley's All Flavors 100 count	42c	VENDOR
\$17.35 ea.	—	—	\$25.95 ea.
—	—	—	—
7c-10c	Fruit Cherries All Flavors 100 count	42c	15 to 100
\$17.15 ea.	—	—	\$25.45 ea.
—	—	—	—
100 or more	Such. Choc 200 count \$1.31 Min. Order 15 Boxes	—	100 or more \$24.95 ea.

RAKE
24 PAY PLAN
ON BOTH MACHINES
WRITE FOR COMPLETE DETAILS

WE WANT
SILVER KINGS — ACORNS
VICTOR COPPERS & MODEL V
— CIGARETTE MACHINES
WE WILL BUY OR TRADE-IN

Write for Circulars on Both Machines!
Complete Line of Parts, Supplies—Send for List of Record. Machines!
We Take Trade-ins—Liberal Allowance—Elim. Payments!
1/3 Deposit—Required With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
5034 SPRING GARDEN STREET Lombard 3-2874 PHILADELPHIA 23 PA.

**WHAT ARE
you
VENDING?**

Stick Gum? Ball Gum? Tab
Gum? Bulk Merchandise?
Minted Stamps? Perfumes?
Combs, Sanitary Products
or other Merchandise?

ADVANCE
Is the Vendor for You

Want more information? Write today
to

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1845 Bedford Ave., B'klyn, 25, N.Y.
President 2-9900

Florida Cig Tax Shared

TALLAHASSEE, Fla., Jan. 19.—Florida Beverage Director Lewis Schott announced that cities and counties will get \$1,070,644 of the \$1,384,279 collected in cigarette taxes during November. Shares from the nickel-a-pack tax yield will include \$165,151 for Miami; Miami Beach, \$40,350; Tampa, \$58,168; St. Petersburg, \$48,398; Orlando \$35,708; West Palm Beach, \$27,936; Daytona Beach, \$22,768, and Jacksonville, \$101,596.

Check List
Continued from page 70

tion, \$44.72; vender maintenance, \$7.80; truck, auto maintenance, \$8.20; taxes and all other expenses, \$18.20, for an operating cost total of \$241.80, or 19.4 per cent.

Subtracting the latter result from the gross profit resulted in the \$39 (3.1 per cent) net.

The \$55.84 in salaries per machine was based on remuneration to the servicemen, a bookkeeper, an inside clerk, a mechanic and the route owner. The proprietor draws \$150 weekly.

Rieger, Putman
Continued from page 70

Texas, Arkansas and Louisiana.

Prior to Dean's purchase, Ideal was headed by Harold Smalley and Ralph Warner, president and vice-president respectively. Following the purchase, they remained with the firm as vice-president and treasurer.

Dean also is president of Munden Manufacturing Company, Columbus, O., a firm which built many of the cabinets for Ideal's reach-in type bottle vender.

**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 3 \$1.50 Ea.
Lots of 10 \$9.75 Ea.
Lots of 25 \$24.38 Ea.
Lots of 50 \$48.75 Ea.

Nut and Churn Vendors hold 8 lbs. Nut, Ball Gum Vendors, 600 Est. Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

BLLOYD MFG. CO.
VALLEY STATION, KY.

Now DELIVERING!

Victor's New
BABY GRAND CHICLE MACHINE

Holds 3 1/2 lb. of Chicle Treats. Vends 2 for 1c.
Case of 4 . . . \$32.00 — Single . . . \$13.45
Chicle Treats, 25 lb. Ctns., 45c lb. F.O.B. Boston

**NEW VICTOR JUMBO 100
MACHINE**

Case of 4 . . . \$58.00 — Single . . . \$14.95
Complete Victor Line in Stock

CHAMPION NUT & CHOC. CO. 1194 Tremont St. Boston, Mass.

AUTOMATIC CUP DISPENSERS
FOR NON-CARBONATED FRUIT DRINKS

Limited Supply at **Sensationally LOW PRICES**

AMERICAN SIMPLEX VENDERS \$295.50
EA.

Brand New in Original Cases. Each Machine Equipped With Hermetically Sealed Tecumseh Refrigeration Unit and National Slug Rejector.

BADGER SALES COMPANY 2251 West Pico Blvd. Los Angeles 6, California

Charms

Paul A. Price Co.
220 Broadway, New York 38, N.Y.

CHARMS—Proven Sales Boosters
Write for Complete Price List

Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**

New OPS Ruling Indicates Softer Price Increase Terms

Operators Informed Individually, How, Where to File for Increase

CHICAGO, Jan. 19.—The Office of Price Stabilization opened the door this week for juke box operators, individually, to seek price raises by an amendment which apparently "softens" or "liberalizes" ceiling price regulations.

The district OPS office here described the amendment—effective Monday (14) to Section 20-A of General Price Regulation 34 Governing Service Trades—as merely informing operators how and where to file for an adjustment in prices.

But the office also said the amendment has eased many of the former restrictions on price increases and relaxed requirements. A spokesman said the amendment "reads softer" and that the office here "gets the impression" that it is more liberal.

Accords Relief

The spokesman was unable to show any specific relaxation of the regulations or requirements, but he pointed to such phrases in the amendment as, according to

relief "to the fullest practicable extent" as examples of softer language.

The amendment itself "states the basis for granting individual adjustments in ceiling prices to those engaged in the service trades subject to Ceiling Price Regulation 34."

It said, "It is the opinion" of OPS Director Michael V. Disalle that the amendment now accords to Section 20-A of Regulation 34, which governs operators, "relief to the fullest practicable extent" in a manner similar to that accorded manufacturers in other amendments.

Explains Procedure

The amendment states that if someone in a service trade, "believes that he can show that he is entitled to a further increase in ceiling prices," he can inform the OPS and it will be studied and possibly granted.

The standard to be used, the amendment says, "provides for an adjustment where ceiling prices established by (Regulation 34) impair the applicant's normal representative pre-Korean earnings to such an extent that the effective operation of his service business is threatened."

The amendment further states that if an operator proves that ceiling prices have impaired his earnings, the OPS will adjust the individual operator's ceiling price.

Factors Considered

Such factors as post-Korean cost increases, the individual operator's earnings, changes in his sales volume and whether the evidence he submits in way of record is reasonable will be con-

sidered in so far as they are pertinent.

The amendment adds that if an operator proves he is entitled to relief to the satisfaction of OPS but because of the small nature of his business it is impossible to establish the proof clearly, OPS may use the ceiling prices and underlying costs for similar operations in the same area as a basis for judgment.

Under the terms of the amendment, an operator may file in this manner: Obtain from his district OPS office Form 43, fill this out in duplicate and also write a letter in duplicate explaining why he wants the increase.

Submit Forms

Then he must submit the forms and letter to the district office. It will approve or disapprove it. If it is disapproved the operator can appeal the decision.

There is one important exception. If an operator is doing business in more than one OPS region—as might occur in the St. Louis area, for example—he must file the Forms 43 and his letters with OPS in Washington.

The spokesman in Chicago advised that if at all possible, those desiring to file first should see their district office for advice.

Rock-Ola Holds Regional Distrib Meeting in N. O.

Nine Distrib Firms Attend, Discuss '52 Policy; 50 Choice

NEW ORLEANS, Jan. 19.—The Rock-Ola Manufacturing Company held its regional distributors' meeting here last week with nine of the firm's distributors in the South and Southwest present.

Art Weinand, vice-president and director of sales, and Lou Sebastian, factory regional manager for the South and Southwest, represented Rock-Ola. The firm's 50 Selection Wall Box, which now is in production and is being shipped, was a main topic of conversation. Rock-Ola's plans and policy for the current year also were outlined and discussed.

The firms represented and some of those who attended the sessions in the Roosevelt Hotel included:

The Boyle Amusement Company, Oklahoma City; David Franco, of the Franco Distributing Company, Montgomery, Ala.; Mallory Distributing Company, New Orleans; Robinson Distributing Company, Atlanta; S and M Sales Company, Memphis; Lawrence Stoungson, of the Southern Music Corporation, Charlotte, N. C.; Ron Rood, of the Southern Music Distributing Company, Orlando, Fla.; Wall Box Sales Company, Dallas, and R. C. Hogard, of Texas.

Many companies had several representatives at the sessions which were held Thursday and Friday, January 10 and 11.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

DISK SALES HIT FAST CLIP. One of the hottest weeks in industry's history (General-Music Departments).

PROM SKEDS 10-16 SIDES A MONTH. Low-priced pop diskery sets schedule for 49-cent platters (Music Department).

HOUSE ACTION WOULD PREVENT PRICE CUTTING. New bill would make price wars a thing of the past (Music Department).

PERMO INTRODUCES NEW BRUSH. Gimmick, suitable for home or juke boxes, sold for 50 cents (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Vol. Control Device Backed By Sales Drive

NORTH TONAWANDA, N. Y., Jan. 19.—The Rudolph Wurlitzer Company's volume level control, built to maintain a medium of volumes between high and low cut records, currently has been backed by a strong sales drive.

The device comes in a kit re-sembling a small radio chassis and is attached to either Wurlitzer Model 1400 and 1450 by plugging it into a socket already in juke box amplifiers.

A. D. Palmer, Wurlitzer advertising and sales promotion manager, described the control as no different than a wire sound moderator. He said it maintains a constant volume level without any change in tonal qualities and automatically compensates every time a different record is played.

Once the control unit has been plugged into a machine, it is preset for any desired level of volume. By setting the control for a volume half way between the highest and lowest cut records, Palmer said the time lag before it swings into action is only nine sound impulses.

A patent has been requested for the device. It sells for approximately \$22.50.

60 Attend Atlas Service School; Ops '45 Minded'

PEORIA, Ill., Jan. 19.—Some 40 service personnel and 20 operators attended an all-day service school conducted here Tuesday (15) by Atlas Music Company of Chicago on Seeburg equipment.

Harold Schwartz, Atlas official, said the meeting, first of two, proved "everyone there definitely is '45' minded."

Schwartz said the meeting was successful, particularly in view of the large operator turnout, and that it developed into what he called a "little show. Everyone was present," he said, "to talk business."

Frank Bach, Atlas' chief service engineer, conducted the training sessions which lasted from 9 in the morning until 5 in the evening. Nate Feinstein represented the Atlas company, and B. L. Dunlop, the Seeburg Corporation.

Schwartz said typical on-location problem situations were posed and those attending learned how to solve them by actually doing it under the guidance of the instructors.

He said: "We put them thru their paces just as tho they were on location. We thought we'd try this instead of a few hours of (Continued on page 79)

Who Likes the "One-Stop"?

ops are contacted more thoroughly and frequently; "they help us because they eliminate the small operators who don't buy enough to make it profitable to process their business"; "records get to operators faster in some cities."

While most manufacturers are either in favor of the one-stops or remain non-committal, several diskeries are known to be somewhat anti-one-stop. One manufacturer pointed out that the existence of one-stops proves that the regular distributors are weak, while another diskery's exec claimed that a label had to be "in" with the one-stop if he wanted to get his records promoted to juke box operators. Label manufacturers also commented on recent demands from one-stops for specific amounts of free records in order to promote the label's disks.

OPS Issues New Ruling; Here's How to Use It

CHICAGO, Jan. 19.—The Office of Price Stabilization Monday (14) changed General Price Regulation 34 with an amendment which apparently liberalizes the requirements under which those in service trades—such as juke box operators—may obtain price adjustments. (See detailed story elsewhere on this page.)

The amendment does not affect the prices he charges must file his own individual case for a hearing.

Here's how to file under terms of the new amendment:

1. Obtain from your district OPS office two copies of Form 43.
2. Fill out both. The government wants it in duplicate.
3. Write a letter in duplicate explaining why you need the increase and include or attach pertinent records as evidence to support your claim.
4. Submit the two copies of Form 43 and the two copies of your letter to your district office.
5. Your district office will either approve or disapprove your claim for an adjustment. The length of time this takes will depend on the number of applications on hand in each district office.
6. If you are operating in two different OPS regions—such as might happen in the St. Louis area—you follow the same procedure above except you submit your forms and letters to the OPS office in Washington.
7. Any operator who now files an adjustment and has previously filed for one and/or received a previous adjustment must state this fact in his letter accompanying the forms.
8. Any application for an adjustment filed before January 14—the date the new amendment became effective—will be considered under the new apparently liberalized terms. Thus an operator with an adjustment claim now pending will not need to file again.

AMI Shipping D-80 In Limited Quantity

GRAND RAPIDS, Mich., Jan. 19.—AMI, incorporated, now is in production on its Model D-80, and limited shipments are leaving the factory.

Altho not all distributors have been sampled as yet, they will be as soon as production of the D-80 permits. At the same time, the firm also is maintaining its production of the Model D-40.

The D-80 plays seven-inch, 45 r.p.m. records exclusively and represents a radical change in design from previous AMI machines. It is the fourth new model brought out by the firm since 1946.

Among the new features are "eye-level" title strips and selector buttons located on a sloping bank above the visible record changer. A curved plastic window exposes the entire record changer mechanism from the sides as well as the front.

Large directional arrows are baked onto the plastic window and run down across the middle to point to the coin chute. The top arrow, which lists the price per play, is interchangeable and is available in all price and play combinations.

The window is hinged to swing upward for access to the record changer, play meter, slug rejector, coin box and switches.

The cabinet is somewhat more than five feet high and requires five square feet of floor space. It

comes in hand-rubbed, blond or mahogany finished wood with ribbed, white and plastic louvers at the front and sides on the bottom.

The louvers swing open to permit entry to the stopper, vertical color wheels and to the front casters which are hidden by steel kick plates.

Among other changes, the phonograph incorporates a new sound system involving a new amplifier with circuit and other changes. The number of tubes has been reduced to five and there is a manual bass and treble as well as volume controls.

Cain-Caillouette Merges Offices

INDIANAPOLIS, Jan. 19.—Cain-Caillouette, Inc., Indiana Wurlitzer distributors, has merged its Indianapolis and Louisville branches and has moved its office and service department to 5930 E. 21st Street.

The firm's stock of phonographs will be carried at the Louisville branch and the entire service department will be located at the new address here. There were no personnel changes and the same service will be rendered by the firm as before.

The change was made to reduce expenses during the present material restrictions which have limited the production of juke boxes.

Wurlitzer's general sales manager, Ed Wurlger, said in a written statement of the firm's policy released last month (The Billboard, December 22) that the company would maintain production on its models 1400 and 1450.

Wurlger said the policy, which counters the firm's usual practice of bringing out a new model every 12 months, was based on stringent government restrictions and that the firm would continue to supply 1400-1450 machines for which they now have the dies and tools.

Shuffle Execs At Wurlitzer

NORTH TONAWANDA, N. Y., Jan. 19.—R. C. Ruffing, president of the Rudolph Wurlitzer Company, announced this week the following three changes within the company's North Tonawanda division production department: Ray C. Halmbaugh, vice-president and division manager, to vice-president merchandising and research; C. D. St. Clair, division works manager, to division manager; Charles J. Hull, chief engineer, to division works manager. The changes became effective Monday, January 14.

Permo Co. Rewards Employees' Loyalty With Gifts of Stock

CHICAGO, Jan. 19.—A continuing note of cordiality in employer-employee relations — one based on mutual respect and loyalty—was struck at Permo, Inc., manufacturers of phonograph needles, here recently.

Fourteen employees, who have been with the firm for more than 10 years, were given outright, and at no cost, 100 shares of Permo stock as an expression of the firm's regard for the employees' loyalty. (Continued on page 79)

40 Pints to Red Cross by Jukemen

NEW YORK, Jan. 19.—Forty members of the local Jukemen's union helped swell Red Cross blood collections by a pint each at a midtown donor center Tuesday (15). First on the line was Frank Calland, president of the Automatic Machine Service Employees' Union, Local 788. He was followed by Barney Schlang, vice-president; Harold Henry, treasurer; Drew Calland, recording secretary, and the rest of the contributing members.



Engagement with **AMI**

It's Leap Year and we're proposing, proposing an engagement with AMI.
Fill your arms with the charms of the "D" and make '52 mark the start of
the happiest, luckiest, most prosperous years of your life.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Classical Reviews

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

Continued from page 26

Orchestra men, sounds wonderful in support of Kappel under the fine and understanding baton of Fritz Reiner. It makes a handsome collaboration which surpasses the earlier Rubenstein-Sivikoff version in merit of interpretation and performance. The latter, incidentally, is the only available LP comparison.

74
BRAMS: QUINTET IN B MINOR, Op. 315—Reginald Kell, Fine Arts Quartet, America Broadcasting Company (1-12")
Dec. (33) DL-5532

Brahms' Quintet for Clarinet and Strings, long recognized as one of his finest works, is performed carefully and beautifully by Kell and the Fine Arts Quartet. Reginald Kell plays with poise and conviction, and displays his great artistry and superb tone in this expressive and challenging work. The Fine Arts Quartet's ensemble work is outstanding, and they give a sensitive reading. In all this playing is an excellent one, well-rehearsed and extremely well-played. This version of the Quintet, rich sounding Brahms work is a memorable one due to the remarkable technique of Reginald Kell.

70
SCHUMANN: CARNAVAL, Op. 9—George Sendor (1-12")
Columbia (33)ML-6452
Perhaps the best-known of Schumann's extended

works for the piano, Carnival consists of 21 short sketches related, for the most part, more by stylistic approach than thematic resemblance. Audiographic in content, a few of the sections are said to provide musical clues to conflicting facets of the composer's nature. Musical range is from lyrical romanticism to technical bravura. George Sendor, unfortunately referred to as "Andor" in the title of the adequate 1949 issues, turns in an uncommonly sensitive performance.

70
ALBAN BERG: WOZZECK—Philharmonic-Symphony Orchestra of New York, Dimitri Mitropoulos, Cond. (12-12")
Columbia (33) ML-1118

Columbia undertakes a truly bold venture in making this full-length staging of Alban Berg's remarkable, almost unworkable opera, "Wozzeck." This was probably still regarded as Berg's masterpiece in the years he wrote it. It is indeed a powerful piece of writing, strong in structure and clear in perspective, in emotional intensity. The opera is based on a play of 1830, by Georg Buchner. The story is immersed in deep tragedy. It tells of a misfit soldier, Wozzeck, and his girl friend, Marie. Berg has translated the tragedy to his own terms in so complexly subtle and artistic a manner as to make it significant for the contemporary listener. Borrowing from his teacher, Schoenberg, Berg makes wide use of sprechstimme,

for melodic speech, in the writing of the opera. This difficult means of expression adds tremendously to the such dramatic impact of the work. The performance of the Berg opera is superb in every respect. It will stand as one of the most remarkable accomplishments of conductor Dimitri Mitropoulos. The New York Philharmonic has rarely played on record with such expressiveness and lucidity. The soloists do wonders with their difficult chores. Mack Harrell's Wozzeck is a brilliant portrayal. Elvira Pantic is magnificent as his girl friend, Marie. Frederick Jaqui, Joseph Morrison, David Lloyd, and the others make a first-rate cast. The Chorus of Schola Cantorum under Dr. Hugh Ross handles the choral chores splendidly. This recording will rank as one of the most important achievements for whose interests have looked the modern.

70
WILLIAM WARFIELD IN OLD AMERICAN SONGS AND FIVE SEA CHANTIES—
William Warfield-Aaron Copland-Otto Herz (1-10")
Columbia (33) ML-2206

William Warfield, the young American baritone who was recently seen in the movie "Snow Ball," is excellent on this recording of old American folk songs and sea chanties. His voice is rich and expressive, and he extracts every ounce of feeling from the melodies. Unfortunately the LP is badly programmed, with the folk songs very similar to each other in rhythm and spirit. The sea chanties, however, is listenable. Warfield is given an easy ovation by the piano accompaniment of Aaron Copland, and Otto Herz.

68
HAYDN: CONCERTO IN F MAJOR—SYMPHONY NO. 22 IN F MAJOR—TWO "HOBELLS" MENUETS—Orchestra Ensemble, Karl Hass, Cond. (1-12")

Decca (33) DL-9563
The flood of Haydn recordings continues with the 18th symphony recording, which has been done by three other classical composers except Mozart and Beethoven. This new all-Haydn recording contains two of his more interesting works, the Concerto in F Major is placed at the conclusion rather than the average classical record collector. The performance is a good one, with the Philadelphia Symphony receiving a bright reaction. This is played as neatly as possible in the manner of Haydn's day, using the same instrumentation. Both of these Haydn works have been recorded previously on LP, but the sales value of this set lies in the name power of the London Baroque Ensemble under Hass, the violinist Jean Pringel, and harpsichordist Lionel Satter.

68
PINEAPPLE POLL BALLET SUITE ALBUM (SIR ARTHUR SULLIVAN)—Royal Opera House, Covent Garden, John Lanchbery, Cond. (1-10")
Dec. (33) DL-7521

Arranger John Lanchbery has excerpted liberally and wisely from an even more Gilbert and Sullivan operetta to come up with this tawdry ballet that is better suited to the stage than the stage. The Sadler's Wells Theatre troupe in its current form. The seven sections of the unending work reflect the choreographic forms: the collecting tale, "The Dumb Waiter's Story," based on a Gilbert and Sullivan "Bald" ballet. Alert listeners will enjoy recognized melodies from works long familiar. Others will find pleasure in a composition that has musical values entirely apart from their noted wit.

68
ARNOLD SCHONBERG: PIERROT LUNAIRE—Serge Sliozov-Schwarz-Edvard Steuermann-Leonard Poellna-Karlman Bloch—Arnold Schonberg, Cond. (1-12")
Columbia (33) ML-6421

The latest Columbia "Master the Composer" series is this recording of the eclectic "Pierrot Lunaire," conducted by the composer. This work was written in 1912, about a decade before the composer developed his 12-tone scale, but it contains all the logical ingredients, such as no determinable key, use of major seventh and minor thirds, for which Stravinsky is noted. "Pierrot Lunaire" is a story in music, based on the poems of Albert Giraud. However, the words are not sung, but spoken along a melodic line. The expressive work is given a good interpretation under the composer's baton, and Erich Sliozov-Wagner does well in the talking part. Sales of this LP will be limited, but should be a must for modernists.

65
GEORGE GERSHWIN: PIANO TRANSCRIPTIONS—Leonid Hambro, Pianist (1-12")
Walden (33) WL-200

Back in the 30s, Gershwin made some piano arrangements of his own songs, full of variations on the original material, just as he played them at private affairs. On this LP record, 18 of these transcriptions are played exactly as noted by Gershwin, by Leonid Hambro. They include most of the famous numbers, from "Rhapsody in Blue" to "I Got Rhythm." This is not Gershwin as we are used to hearing his songs played today; the arrangements are not modern, in fact they date back 1930s. They conceal the Gershwin melodies under every piano trill and flourish that detract from the music itself. Leonid Hambro does a capable job, but it is unfortunate that he had to stick so closely to the arrangements. However, since this is the only record available of the Gershwin transcriptions now on the market, this LP could become a collector's item.

63
MARY HOWE: SUITE FOR STRING QUARTET AND PIANO: INTERLUDE BETWEEN TWO PIECES FOR FLUTE AND PIANO: THREE PIECES AFTER EMILY DICKINSON FOR STRING QUARTET—The Chamber Arts Society of the Catholic University of America, Emerson Meyer, Dir. (3-12")
WCFM (33) LP-9

Mary Howe, contemporary American composer, has had her compositions played throughout the world, and recently the "Voice of America" recorded her version of "Spring Pastoral," as part of its program of making available representative music of the American cultural scene to European audiences. Her works, as mentioned on this LP record, are generally moving and appealing, with a melodic line that is rare in chamber music written today. The "Suite for String Quartet and Piano," has melody and feeling, retaining its freshness and excellent composition. The Chamber Arts Society (whose members belong to the National Symphony Orchestra) perform the music in excellent style. WCFM is to be commended for this airing of three of Mary Howe's compositions.

62
PIANO MUSIC OF GABRIEL FAURE—Robert and Gaby Cadogan (1-10")
Columbia (33) ML-2205

Making the Cadogan family with Faure's piano music was indeed a happy thought. The result should please many collectors of keyboard music and, certainly, the limited contingent of Faure fans, who will welcome the first LP performance of the composer's "Dolly." One side of the 10-inch disk is taken up by the lovely "Dolly" work as performed by Robert and Gaby Cadogan. The latter has previously done Faure items on the 78 label. However, of course, it is well-known as one of the top interpreters of French piano music. Maurice No. 7, Barcarolle No. 5, and Impromptu No. 5 make up the second side of the disk as performed by Robert on solo piano. Barcarolle, one of Faure's loveliest pieces, is handled with much feeling and grace. In all, this is a fine album for a somewhat limited audience.

60
J. C. BACH: THREE SONATAS FOR PIANO—Robert and Gaby Cadogan (1-10")
WCFM (33) LP-7

Practiced and much admired during his lifetime, the "Lover's Book" nevertheless produced little that has remained in the active repertoire. His works for the piano, as represented here by the Sonatas in E, C minor and B flat, are pleasant to listen to, and incorporated when measured against those of his more talented brothers, but also his illustrious father. As one musicologist has put it, his keyboard compositions were "such as ladies can recite with little difficulty." Yet they are of interest historically, even Christians wrote for the pleasure during an era when it played "second fiddle" to the three more acceptable alternatives, and his effort did much to popularize the more versatile instrument. The Margaret Tatum rendition are adequate.

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THE FRENCH VIEW

Coins and Colonies Aid Biz Expansion

NEW YORK, Jan. 19. — The minting of new coins and the gradual opening up of the colonies to game placement holds great promise for expansion for Frenchmen in the coin machine industry. Such was the report of Serge Lievoux, president of the Societe Soccodime, Paris, who has just left for France following a business visit here.

Lievoux, whose one-year-old distributing firm has already imported more than 800 games and associated amusement equipment, said the trend away from soft money in the smaller denominations in his country is the most encouraging sign. Ten, 20 and 50-franc coins are now in circulation (the latter made its appearance a month ago), and a 100-

franc piece is expected in February.

With the introduction of the 100-franc coin (worth about 25 cents), Lievoux feels the appointment of Standard Automatic Music Company, Little Rock, as distributor of Bally Products in that trading area. The Sanders organization is Bally regional distributor in Tennessee, Arkansas and Northern Mississippi.

Standard Automatic is headed by Dan (Chick) Levine, who has covered Arkansas for several years. Bally's current production includes Spot-Lite, a five ball game with in-line scoring; Shuffle-Line, a shuffle-bowling game with in-line scoring; and Futurity, the jumbo pinball game.

But French distributors are still laboring under the restrictive pressure of dollar shortages. Were it not for this factor, expansion would proceed at a much greater pace.

To bring in American equipment licenses must be secured, and there is considerable competition for the scarce permits. They are issued only to exporters who can earmark a mere 3 per cent of the value of their exports "luxury imports."

When the equipment arrives in a French port, a 30 per cent duty is levied on the declared cost. Then, the coin machines are subject to an 18 per cent government tax on the total price, plus duty. It is little wonder that most importers shop here only for used equipment.

Parisian Operation
Lievoux is also associated with a Parisian operating company, Societe La Distribution Automatique, which is running some 50 pin games, income, he reported, is good, with the best volume done in cafe locations where cigarettes are sold. Free play, up to a maximum of five, is practically universal, and many of the machines undergo a certain amount of mechanical change to speed up play. The average play time is about two minutes, he said.

Most operators own between 20 and 50 games and make their route rounds on bicycles. A small bag of tools hooked to the seat is sufficient for ordinary repairs.

In the colonies the play rate on pins is 20 francs, said Lievoux, and operators pay their locations only about 30 per cent of gross in commissions.

Lion Gears

• Continued from page 69

from the government for efficient production on Army and Navy contracts, including the coveted Army-Navy E. It is the parent company of five subsidiaries whose total productive space is 415,000 square feet. Grand Woodworking Company, one subsidiary, will produce cabinets for the Lion sets in its Chicago and Rockford, Ill., plants.

Eckstein has been in the electronic field for 22 years, working in an executive capacity in radio, home appliance and television merchandising for Stewart Warner, Westinghouse and most recently for Hallierafters. Lion's policy, he stated, will be to concentrate on a minimum of models geared closely to consumer market trends. Cabinets will be available in light and dark woods and will include table models and consoles in contemporary and traditional styling. Eckstein pointed out Lion's complete facilities for mechanical and electronic manufacturing will lend itself to the introduction of new sales features based on designed improvements which the company's engineering staff has developed.

No distributor commitments have been made, but Lion, thru Eckstein, is studying the field for aggressive, reputable outlets. He stressed that distributors of Lion subsidiary companies would be given careful consideration because of their wide range of contacts. Two of the big factors, favoring Lion, Eckstein added, are the rapidly developing market for large screen sets caused by obsolescence of smaller units, popular four years ago, and the authorization of new sales features by Federal Communications Commission in the near future for areas without reception.

Name Standard Bally Distrib

NASHVILLE, Jan. 19.—Sanders Distributing Company here, thru R. H. Sanders, announced the appointment of Standard Automatic Music Company, Little Rock, as distributor of Bally Products in that trading area. The Sanders organization is Bally regional distributor in Tennessee, Arkansas and Northern Mississippi.

Standard Automatic is headed by Dan (Chick) Levine, who has covered Arkansas for several years. Bally's current production includes Spot-Lite, a five ball game with in-line scoring; Shuffle-Line, a shuffle-bowling game with in-line scoring; and Futurity, the jumbo pinball game.

Edelco Hikes Formica Output

CHICAGO, Jan. 19. — Edelco Manufacturing & Sales Company here announced thru Owner I. Edelman that it has increased shipments of formica replacement playfields for shuffle games and now has models to fit a game previously made without this surface.

Developed for shuffle game tops a few months ago, the formica playfields come complete with a special mastic and can be applied to games within a matter of minutes. Edelman stressed that since shuffle games come in varying lengths, operators should specify the game's name, manufacturer and over-all cabinet length when making inquiries.

New Meet Date Suits Milw. Ops

MILWAUKEE, Jan. 19.—Members of the Milwaukee Phonograph Operators' Association, who recently changed the schedule of their weekly meetings from Wednesday to Thursday, reported this week that they are finding the new arrangement much more satisfactory.

The association is continuing to meet, as in the past, at Joe Deutsch's restaurant on the North Side.

Members who attended last week's meeting included Joe Beck, Ken Kulow, Nick Da Quisto, Sam Hastings, Doug Oplitz, Math Schaefer and Mike Rischmann.

Permo Rewards

• Continued from page 74

The employees received their stock gifts at the firm's annual Christmas party. Sherman E. Pate, Permo's president, said:

"We feel that those employees who have been with Permo 10 years or more have made a major contribution to the success of the company and that recognition of that fact was best expressed by making them shareholders."

Given stock certificates were Christian Schantz, Marjorie Smith, Harold Anderson, Robert Andrykowski, George Anolan, James Bluhm, Ruth Diederlehs, John Farkas Jr., Marguerite Monson, Margaret Murray, Fred Olson, Julius Ross, Henry Rutherford and Thomas E. Feten.

The employee stock plan was started several years back by the late Arthur J. Olson, founder and former president of Permo. Other Permo employees who received the stock gifts in past years and their length of service follow:

Edward J. Crowley, 17 years; Ray Peterson, 17; the late Margaret Arnold, 16; Harold Smith, 16; Mabel Gehring, 15; Beney Ross, 16, and Sherman Pate, 15.

Pate, in further commenting on employee relations at Permo, cited the firm's insurance-annuity program to which employees are eligible after three years, a group hospitalization and insurance plan which covers employees after 30 days and the company's credit union.

He said: "We feel that loyalty works both ways. We feel it from our employees and do everything we can to give it to them in every way we can."

Calendar for Coinmen

January 23—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

January 24—Milwaukee Phonograph Operators' Association, weekly meeting, Deusch's Cafe, Milwaukee.

January 25—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis.

January 26—Central State Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.

January 29—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.

February 4, 5, 6—International Coin Machine Exposition, sponsored by Coin Machine Institute, Hotel Sherman, Chicago.

February 4, 5, 6—National Coin Machine Distributors' Association, winter meeting, Bismarck Hotel, Chicago.

February 4—Illinois Amusement Association, monthly meeting, 206 North Madison Street, Rockford, Ill.

February 4, 5, 6—National Association of Bulk Vendors, open-house meeting and exhibit, Morrison Hotel, Chicago.

February 5—Central Association of Music and Coin Machine Operators, monthly meeting, Bellevue Hotel, Kansas City, Mo.

February 7—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

February 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

February 11—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.

February 11—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

February 12—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

February 13—California Music Guild, monthly meeting, 311 Club, Oakland.

February 13—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

February 14—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

February 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 25—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

March 3, 4, 5—Music Operators of America, annual convention, Palmer House, Chicago.

MULTIPLE WOES PLAGUE DISTRIB

NEW YORK, Jan. 19.—Lester Paul, proprietor of Western Premiums here, wound up a three-time loser this week as misfortunes plagued his coin row store, a supplier to game operators in this area.

Last Saturday (12), thieves broke thru the front window and escaped with an estimated \$2,000 worth of premium merchandise. On Monday, another group forced entry thru a rear window and got away with watches, novelties and e-cigarettes, worth about the same amount.

Pay-off came yesterday (18) when a fire broke out several stories above his place at 849 10th Avenue. Western suffered no fire damage, but at last report Paul was still wading ankle-deep in water which seeped thru the ceiling as firemen hosed down the blaze.

Gotham Ops Face Per Machine Tax

NEW YORK, Jan. 19.—Operators of vending machines, and possibly phonographs and games, may find themselves saddled with a per-machine tax here this year as city officials search for new ways to meet the mounting costs of municipal government.

In an outline of the city's fiscal problems, Mayor Vincent Impellitteri this week proposed a special levy on vendors to raise an added \$500,000 in city revenue. The machine tax is only one of several the mayor said he is forced to ask for to help New York finance its budgetary requirements.

Referring to the special taxes, he stated: "Personally, I don't like any of them. Some of them I positively abhor."

CMI Readies

• Continued from page 63

gling, Joe Wallace has been retained as emcee and Hal Munro's band will furnish dinner music and accompany the floorshow.

Interest in the CMI annual, off to a comparatively slow start two months ago because of the limitations on the manufacturing level, continued to build up on all trade levels. Most significant evidence of this was an up-to-the-minute report by Earl Benedict, convention manager for the Sherman. He stated that if reservations for rooms continue to pour in as they have the past few weeks from foreign as well as domestic operators, it might prove a problem to accommodate all interested parties. In addition, Dudley Ruttenberg, CMI executive director, announced banquet ticket sales were moving briskly and there was little doubt all space for this event would be gone soon.

Mass. Town Screens Ops Of Pinballs

PITTSFIELD, Mass., Jan. 19.—A third-class games operator was given a clean bill of health by the city as the licensing board approved issuance of 1952 pinball licenses to Parm-Mets Coin Operated Machines, Inc.

Board approval followed a hearing at which William H. Parmalee and Joseph N. Metallo, owners of Parm-Mets, gave testimony supporting written information concerning their business operations.

They told the board they started their business in 1946, buying an established business from a Boston concern, and that they split the income from their machines on a 50-50 basis with the proprietors of the establishments in which the machines were located. Both stated emphatically that the games were not used for gambling.

At the close of the hearing, City Solicitor Francis J. Quirico and Licensing Board Chairman Sydney I. Katz agreed that the witnesses had answered all questions fully and that there was no evidence of any illegality.

Under licensing board policy adopted last summer, 1952 pinball permits will be granted only to operators who provide the board with full information about their business operations. This step was taken, the board said, to eliminate gambling.

Two other operators, John Novaris and Richard Overbaugh, have already been cleared by the board. A fourth, Peter Arios of Face Machine Company, is now "negotiating for compliance," according to Chairman Katz.

New Gimmicks

• Continued from page 69

or the horse. Thus, pointed out Kohn, an operator may now purchase more than one body with each mechanism and exchange one for another whenever thought advisable. Bodies may be removed from the base and replaced with ease, he claimed.

Lun-a-Ride, a fanciful "rocket ship," is said to provide its juvenile patrons with the sensation of riding thru space. The youngster sits in the machine and may control his side-to-side motion by manipulating a rudder bar. Should he pull the trigger on the ship's gun, the Plexiglas nose will light up as will the rocket tubes at the rear. Seats and back-rest are leather upholstered, and sitting there the rider may look at illuminated instruments on the control panel, as well as a miniature "radar" screen. Fee per ride is 10 cents.

Kohn announced the appointment of Sam Rabinowitz, long active in the operating business, as sales manager of Roe-a-Ride.

HOLIDAY IDEA

Op Scores In Location Promotion

YANKTON, S. D., Jan. 19.—An example of successful on-location promotion, which takes advantage of a special time of the year, was staged during the Christmas holidays by Mike Imig, one of the largest operators in South Dakota.

Imig, past-president of the South Dakota Phonograph Operators' association and recently vice-president, engineered the promotion as he has in the past in connection with his bowling games.

He purchased 50 dressed turkeys and 50 small hams and had cards printed featuring a picture of a turkey, a turkey and a ham and a number of the cards were distributed to each location for the benefit of bowling game customers.

Each customer in a location who bowled more than a 200 score was given a card with his record on it. At the close of the contest in each location, the player with the highest score got a turkey and the second highest a ham.

The promotion was reported to be an outstanding success and one thoroughly endorsed by location owners. The total cost to Imig was \$950.

As an additional gesture, Imig bought each one of his location owners a poinsettia. He reported that the flowers turned out to be a wonderful idea and scored an immediate success—particularly with women location owners.

The basic idea behind his promotion, Imig pointed out, was thoughtfulness. Location owners appreciate being remembered at Christmas time.

Elect Tolisano

• Continued from page 69

sounding round of applause, as he acknowledged the election of Tolisano, who also has been campaigning for better public relations for the industry.

"Jim and I," Fish said, "will be in there working all the time, conferring with the new management industry, to get the best possible community relations at all times."

Others Elected
Other officers named included vice-president, Louis Naclerio, Waterbury Amusement Company, Waterbury; secretary, Morris Wein, New England Music, New London; treasurer, Paul Reichtschafer, Reliable Coin, Hartford; assistant treasurers, Ben Gordon, Commercial Games, New Britain; Frank Marks, New London; and Bevo Onofrio, Forestville. Irv Geltner was elected sergeant at arms.

Membership rolls now stand at the all-time high of 73. "Those operators who have been planning for a long time to join CMA ought to know," Fish said, "that initiation fees will go from \$25 to \$100 April 1."

Speakers at the meeting also included Irving Kaminer, Elyon Sales, A.M.I. and Meyer Parkoff, Atlantic-New York Corporation, Acuburg.

Vital Statistics Deaths

William Baker, father of Ed Baker, service manager for T. J. Shuffleboard Company, Detroit, last week. Interred Saturday (19).

Births

A son to Mrs. Harriet Goldman, wife of Max Goldman, of Motor City Music Company, Detroit, January 11.

Ops Suffer Little From L. A. Storm

LOS ANGELES, Jan. 19.—The storm that has pounded this area for the past several days, claimed lives and wrecked property worth millions has had little impact on the coin machine business so far as reported.

Jobbers and distributors along West Pico said that business had been affected because of the inability of operators to get into the city from their respective areas. William R. Hoppel Jr., Badger Sales Company, declared that only a few operators from out of town had ventured here.

The painting department here was curtailed when William Price, of Tazana, northwest of this city, was unable to report for work. Closing of the highways made traveling into the city from that point impossible.

Ed Wilkes, of the Paul Lavmon Company, used the telephone to contact operators regarding their needs. However, to some sections the phone service was limited to emergency calls.

In the Downey area, one of the sections severely affected, Mrs. Barney Smith reported that some of her husband's spots in Buena Park had been forced to move equipment around in the stores for protection.

Collections will most likely be reduced by the torrential rains and requests of the police and highway departments for people to remain off the streets.

Capital Assn. Plans Election

WASHINGTON, Jan. 19.—Washington Coin Machine Association will hold its annual election meeting at headquarters here February 4.

WCMA officials now in office are Nick Gouzoulis, president; John H. Phillips, vice-president; and Horace Biederman, secretary-treasurer.

'Fee' Play Aided By Locking Unit

HILLSIDE, N. J., Jan. 19.—Cascade Products has placed in production a locking unit for standard shuffleboard tables that will prevent unpaid "practice play."

Patents to protect the locking unit have been applied for, according to Sidney Mittleman, head of Cascade, who maintains offices at 153 Chestnut Street here.

Allied Coin Remodels

CHICAGO, Jan. 19.—Allied Coin & Premium House here is remodeling its Milwaukee Avenue headquarters to accommodate more merchandise and offer more display space.

One of the major reasons for the remodeling program was the expansion of the firm's conversion business which has centers around Coin and Universal shuffle games.

Coinmen You Know

Chicago

Clarence McGowan, South Side Chicago juke box operator and head of McGowan Bros., has been suffering from high blood pressure and entered Peoples Hospital Saturday (12) for treatment.

Bob Gnarro, head of the ABC Music Service, reports that the yearly program of overhauling and renovating juke boxes on location has begun at his firm's new West Side building.

Irv Blumenfeld, General Vending Sales, Baltimore, was a visitor at Chicago Coin Machine Company. Sam Gensburg is in Florida. Sam Lewis reports that King Pin, the pin ball game with the bowling effect, is showing heavy repeat orders.

Among the recent visitors at the United plant were Ray Williams and Abe Sussman, Dallas. The firm's current production includes Bolero, the in-line scoring game with the ball purchase feature.

At Empire Coin Machine Exchange, Gil Kitt is back on the job after acquiring a quick tan in Miami Beach. Kitt handled the executive meet there for the National Coin Machine Distributors' Association.

Sales Manager Bill Ryan, Williams Manufacturing Company, had a busy week keeping up with shipments of Horse Shoes. Sam Stern, vice-president, is looking forward to good business the next several weeks.

At World Wide Distributors, Len Micon was back from a trip down south where he completed a big deal on Formula tops. Meanwhile Monty West and Al Stern were in the midst of a busy sales

Tenn. Trav. Trade Boosts Ops' Biz

NASHVILLE, Jan. 19.—Tennessee's spiraling tourist business, which last year jumped to a possible total of \$500,000,000, is affording greater and greater marketing opportunities to coin machine operators in the State.

B. T. Gregory, State Information director, estimated that tourists spent some \$11,500,000 more last year than the previous year and that the number of tourists rose more than a million up to a possible 10,000,000.

The estimates were based on preliminary reports but Gregory said it seemed a "safe bet" that the State exceeded \$400,000,000 in tourist business for the first time in its history.

He said that the State now ranks among the top 10 as a tourist attraction and that as in the past the Great Smoky mountains and the TVA chain of lakes drew the greatest number of visitors.

week on the Rock-Ola line and new and used games. Mary Leann Stern's capable and pulchritudinous secretary, welcomed a steady run of operators this week. West says the sale of 1952 Rock-Olas has stepped up noticeably in Cook County, which includes Chicago.

Exhibit Supply continues to increase its Jet Gun and Big Bronco shipments but it seems the more are shipped the greater the demand. Frank Mancuri, sales manager, feels that the steady orders stem from the new types of locations both units have opened up.

Bally Manufacturing continues to build up as one of the industries busiest plants. The firm has Spot-Lite, Shuffle Line and the Jumbo pin Futurity in production.

Gary Sinclair, Wurlitzer factory field representative, was in town last week visiting operators with Harold Saul, Max Brier and Carl Christiansen, of the Coven Distributing Company.

First Distributors is well along in its exhibit plans for the CMI show next month. Wally Finkes reports. Included in the display will be the latest in the Keeney lines (cigarette venter, TV receiver and game). Joe Kilne has been busy with new and user game inquiries.

Monarch Coin Machines has stepped up deliveries of its C C finish for shuffle game and shuffleboard tops. Charley Pizer and Glenn Monroff, firm owners, report business has increased sharply following the holiday doldrums.

Fla. Tourist Biz Booming; Op Gross Up

MIAMI, Jan. 19.—The winter tourist season in Miami and Miami Beach appear headed for a record, according to a survey last week among coin machine operators. And it looks like a sort of the golden harvest is spilling over into coin machines and will continue to do so for the remainder of the season.

Some operators report music, cigarette machines and other vendors are doing 50 per cent more business than they did as recently as a month ago, and games are up as much as 25 per cent. With the two peak months coming up (February and March), coin ops have ample reason to be optimistic.

The low of winter tourists started earlier this year and is running heavier than in 1951. Even the expected brief leveling off period after the Christmas and New Year's holidays was less noticeable this year than last.

The "season" doesn't usually get into full swing until January 15, which generally coincides with the opening of Florida's "richest" track, Hialeah, but this year the hotels were building with guests even before Hialeah's opening, January 17.

may prove to be the rainbow's golden lining. With so many firms showing interest in coin-operated mechanical horses it is no wonder that another of the major manufacturers is getting ready to unveil its own derby entry. Albert Levy, Dayton, O., who has been associated with the industry since 1903, was a visitor at United last week.

Milwaukee

E. S. Fessler, veteran Sheboygan music, games and cigarette operator, put in several hours recently writing letters to his congressman airing his views on proposed juke box music taxes.

Marianna Fessler, in charge of the office and disk buyer for the Fessler firm, was bedded last week with tonsillitis, but is back on the job.

Recent transaction found Sheboygan op. Tony Zore, purchasing the Fred Radtke music and game route. Zore is a veteran coinman here.

Arnold Jost, Hilltop Coin Machine Company executive, is en route to New York to search for more arcade equipment. Jost expects to be on the road for about a week.

Visiting the Major Distributing Company headquarters recently were Mercury Records cjebs. On tap to greet operators in search of money-making platters were new Mercury vocal artists Buddy Charles and Bob Connally.

Out-of-towners meeting these celebs were Mrs. C. R. Quinn, of Clintonville; Louis Albafone, Kenosha, and Mr. and Mrs. Arl Vaillancourt, Gem Novelty, Racine.

United, Inc.'s installation and service expert Don Jacobs, journeyed to Baraboo with a load of new Wurlitzers for fledgling music operator Hal Sprecher. Jacobs planned to spend several days with Sprecher, schooling him on service and maintenance methods.

"We don't want them to feel that we have no real interest in their problems," he said. "Our helping them makes money for all of us in the long run."

Meanwhile business at United, (Continued on page 80)

Atlas School

Continued from page 74

lectures, and it worked out successfully.

Schwartz added that the Chicago company is planning to make the service school, using the learn-by-doing approach, a regular feature of their sales activity. The purpose is to expose experienced operators and servicemen to more efficient service methods and to instruct newcomers on factory service methods.

Schwartz predicted the same kind of turnout at Atlas' next service school Tuesday, January 22, at the Fort Armstrong Hotel, Rock Island, Ill.

The only hitch accompanying the session in Peoria's Jefferson Hotel was the weather. Schwartz said it was so foggy that what for some should have been a three-hour journey to attend the school.

BARGAINS

Table listing various items and prices: Bally Turf Kings \$249.50, Bally Champions 75.00, Bally Gold Caps 50.00, Bally Jockey Specials 50.00, Bally Citations 50.00, Universal Winner 169.50, Universal Photo Finish 75.00, Bally Camel Island 450.00, Bally Bright Lights 350.00, Bally Bright Spot 825.00, Bally Baghdad (New) 135.00, Universal Five Star 175.00, Come Seadium (New) 99.50, Photomathics Lite Models 695.00

MUSIC

Table listing music items and prices: Wurlitzer 1015 \$775.00, Wurlitzer 1080 175.00, Wurlitzer 1100 350.00, Wurlitzer 1250 100.00, Wurlitzer Wallbox 3031 15.00, Seeburg 147-3 100.50, Seeburg 147-4 100.50, Seeburg 148-M Blonde 225.00, Seeburg H-146-M Midway 149.50, Seeburg Wurlitzer WZ-156 20.00, Team Constellation 350.00, AMI Hideaway "C" Like New 375.00, AMI Hideaway Like New 375.00, Seeburg 78 RPM, 100 Selection (Very Clean) 795.00, Packard Wall Box 15.00

All games reconditioned and ready for location. One-half deposit with order.

CHRIS NOVELTY CO. 506 S. Paul Street Baltimore 2, Md. Phone: Milberry 3167

Advertisement for Dave Lowy & Co. featuring a DuCrombie Model 3 Row U-Need-A-Pak for \$99.50 EA. Includes details about the machine's features and contact information for Dave Lowy & Co. at 594 10th Ave., New York, N.Y.

Advertisement for Frank Swartz Sales Co. featuring a 'FEATURE OF WEEK' with a list of items and prices: Bally Bright Spot \$425.00, Bally Champions 75.00, Bally Citations 50.00, Bally Bright Lights 355.00, Un. Winners 150.00. Also mentions 'SENSATIONAL CLOSE OUT' and contact info for Frank Swartz Sales Co. at 318-A Fourth Ave. S., Nashville 10, Tenn.

Advertisement for Mike Munives' Skee Ball Alleys. Lists items like Flash Bowler \$15.00, Super SkeeBall \$25.00, Scientific SkeeBall \$15.00, Reliability & Pr. Controls \$25.00, Barrel Ball, Operator 75.00, Wurlitzer 100.00. Contact info for Mike Munives at 277 10th Ave., New York 14, N.Y.

Advertisement for Seeburg, Nelson-Wiggins, Capitol and other types of 60mm automatic players. Lists items like new Rolls now available, Regular chrome-Dig, New Standard, Promotional items. Contact info for J. Lawrence Cook at 224 East 145th Street, New York 31, N.Y.

Advertisement for 'FOR SALE' items: 10 Model B AMI \$450.00, 10 Model A AMI \$350.00. Contact info for W. W. Wakelee at 15 Mellon Ave., Troy, N.Y.

Large advertisement for Southern Automatic Music Company, Inc. featuring the AMI logo and the slogan 'The House that Confidence Built'. Lists locations in Kentucky, Indiana, and Southern Ohio. Contact info for Southern Automatic Music Company, Inc. at 1000 Broadway, Cincinnati, Ohio.

EMPIRE SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

BRAND NEW CLOSEOUTS!

Bally Turf King \$495.00
Chicago King 140.00
Wack My Line 175.00
Univ. Shuffle 175.00
Univ. Shuffle 249.50
Tours. 249.50

SHUFFLE GAMES

UNITED DELUXE 4-PLAYER SHUFFLE ALLEY
GENCO 8-PLAYER SHUFFLE TABLE

Formica Tops Installed on United 2 & 5
Players—\$25.00 extra

NEW

United Deluxe
Chi. King Pin
Wack My Line
United Time
United Touchdown

S-BALLS

United Deluxe
Chi. King Pin
Wack My Line
United Time
United Touchdown

ARCADE

EXH. JET GUN
Chicago Basket
Ball Chase
Shoot the Bear
1P Shuffleboard
Gun Patrol
Chi. Pistol
Chi. Pistol
Wm. Star
Series
Metc. 12-Way Air
Scale, New
Televid. & Film
Foot Tripator
Wmg. All Stars
Jack Rabbit
Chicken Egg
Wm. Star

NEW

Double Feature
Old Football
Golf
Slope and Go
Pm Bowling
Punching Irish
Swatting
Dumbbell
Hits & Runs
Darts
Tennis
Plying Saucers
Bombor

BINGO TYPE

Bright-Lite
A-B-C
L-100-A-Line
Zingo

DALLAS

Double Feature
Old Football
Golf
Slope and Go
Pm Bowling
Punching Irish
Swatting
Dumbbell
Hits & Runs
Darts
Tennis
Plying Saucers
Bombor

TU'SON

Harvest Moon
Sally
Flash Madcap
Metc. 12-Way Air
A.M. Scale
Heavy Hitters
Chi. Hockey
Poker and Joker
Shaman Art
Shoo & Win
Tropic Action
Tropic Action
Carolina
Spin Ball
Moon Glow
Tennis
Sunny
Star Duet
Trade Winds
Wacovin
Paradise

WANTED!

Coney Island, Bright
Spots, Bright Light,
New Turf Kings Life
5 Balls, 2 and 4
Players, Shuffle Games,
Bing-Roll

MUSIC

Evans Constellation
Wurlitzer 1100
Wurlitzer 1012
Wurt. 1017
Mills, New
Wm. Music
Milo, New

CONVERSIONS

Large Lighted Pin
Conv. for Chi.
& Univ. \$4.50
Keen Bowling
Chang
3 Player
United Highway
Pin Conv.
New

GENCO GLIDER 39.50

Total of Advance
Roll
NICKER & CATCHER
New
CHALLENGER 24.50
New
Great Skill Test
Exp. Six Shooter Write

CIGARETTE VENDERS

Patrols Bk. Str. 1 King Size Cot
Univ. Pat. Mod. 500. 7 Col. \$130.00
Brewer Royal, 6 Col. 120.00
National 650, 6 Col. 120.00

FORMICA REPLACEMENT TOPS

For Chicago Games
Per Unions, 8 Pools,
9 4, 5 & 4 Players
\$29.50

VENDERS

SMOK SHOP 612
CUSTOM
Acorn Vender
Is or Sh
Marian Scale
New
Wants Scale
Silver King
S.K. Mol Nut
N.W. 49, 10 & 25
75.50
Unif. 150
Dr. Lingo
N.W. Turf Gun
15 Col. Unions
pak. 250

I-BALLS

NEW
OLD HILLTOP
Univ. Acorn
Bally Turf King
Bally Furlicity
Turf King
Winner
Phantom
Phantom
CHAIACON
Golo Cup
Jockey Special
Special Entry
Victory Special

WANTED!

Coney Island, Bright
Spots, Bright Light,
New Turf Kings Life
5 Balls, 2 and 4
Players, Shuffle Games,
Bing-Roll

MUSIC

Evans Constellation
Wurlitzer 1100
Wurlitzer 1012
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Wm. Music
Milo, New

CONVERSIONS

Large Lighted Pin
Conv. for Chi.
& Univ. \$4.50
Keen Bowling
Chang
3 Player
United Highway
Pin Conv.
New

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issued 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 a condition of the equipment, age, time or location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Issue of	Issue of	Issue of	Issue of	Issue of	
Jan 5	Jan 12	Jan 19	Jan 26	Dec 29	
Ace Banner (Metoscope)...	\$74.50	95.00	595.00	\$45.00	125.00
Air Raider (Keene).....	125.00		125.00	125.00(2)	125.00
All Stars (Williams).....	109.50		109.50	109.50	109.50
All Star Baseball.....	49.50		49.50	49.50	49.50
All Star Hockey (Chicago Coin)	44.50		44.50	44.50	44.50
Atomic Bomber (Metoscope)...	19.50				273.00
Ban Ball.....	109.00				95.00
Ball Practice (Scientific).....	75.00(2)	75.00(2)			75.00
Ball Tossing (Bally).....	105.00				185.00
Baltimore (Supreme).....	109.00		100.00		100.00
Bowling (Amusement Corp.)	95.00		95.00		95.00
Build-Up (Emball).....	29.50				75.00
Burns Eye (Exhibit).....	24.50		24.50		24.50
Challenger (AST).....	20.00				50.00
Chicago Hockey (Chicago Coin)	65.00	75.00	105.00	64.50	75.00
Chicken Gun (Sebring).....	105.00	108.50	109.50	100.00	105.00
Counter Grip (Metoscope).....	25.00				69.50
Date Gun (Exhibit).....	59.50	75.00	99.50	49.50	69.50
Defender (Bally).....	69.50(2)	75.00	64.50	64.50	85.00(2)
Delta (Scientific).....	60.00	64.50	64.50	60.00	64.50
Defender (Bally).....	95.00		95.00		115.00
Delta (Scientific).....	69.00	69.50	69.00	69.50	69.00
Drumobile (Metoscope).....	150.00		150.00		150.00
Duck Hunter (Silver King).....	17.50		17.50		17.50
Dumbbell (Metoscope).....	125.00		125.00		125.00
Fishing Well (Metoscope).....	75.00		75.00		75.00
Flash Hockey (Coin).....	59.00	75.00	95.00	80.00	59.00
Loater (Chicago Coin).....	95.00		125.00		95.00
Gun Patrol (Exhibit).....	235.00	244.50	235.00(2)	235.00(2)	235.00
Heavy Hitter (Bally).....	69.50(2)	75.00	69.50(2)	69.50(2)	69.50
High-Ball (Bally).....	69.50(2)	75.00	69.50(2)	69.50(2)	69.50
Hits & Runs (Genco).....	129.50		129.50		129.50
Hockey (Chicago Coin).....	50.00	69.50	64.50	69.50	64.50
Holly Crab (Cornell).....	495.00		75.00		75.00
Hunter.....	25.00				
Jack Rabbit.....	109.50		109.50		109.50
Jet Gun (Amusement Corp.).....	109.50		75.00		75.00
Laborator.....	49.00				
Llama-Basket (Bally).....			145.00		95.00
Lighthouse Grip (Exhibit).....			100.00		100.00
Madcap (Keene).....	150.00	229.50	229.50		229.50
Midgets Ski Ball (Chi. Coin).....			145.00		145.00
Mini Bomber (Keene).....	250.00		250.00		250.00
Paratrooper (Metoscope).....	225.00		225.00		225.00
Parachute Gun (Sebring).....	49.50				75.00
Periscope.....					350.00
Philly Tumbler Ski Ball.....	350.00(2)	350.00(2)	350.00(2)	350.00(2)	350.00(2)
Phantom (Metoscope).....	650.00(2)	650.00(2)	650.00(2)	650.00(2)	650.00(2)
Pistol Pats (Chicago Coin).....	100.00	149.50	100.00	125.00	99.50
Pitch 'Em & Bat 'Em (Scientific).....	100.00		135.00		175.00
Pier & Jane.....	49.50		49.50		49.50
Pioneer (Scientific).....	89.50	89.50	89.50	89.50	89.50
Pony Express (Exhibit).....	445.00	395.00	495.00		
Pool-rite (Metoscope).....	75.00				
Pop-Up (Metoscope).....	18.50				
Punch Bag (Metoscope).....			125.00		
Punch Bag (Metoscope).....			175.00		
Punch Bag Trainer (Exhibit).....			150.00		
Quizzer.....	100.00	85.00	99.50	100.00	110.00
Q-Ball.....	79.50	139.50	79.50		79.50
Radio Rifle (Automatic).....			75.00		
Road Race (Bally).....	125.00		125.00		125.00
Receptor (Metoscope).....	150.00		150.00		150.00
Rocket Barrels.....			75.00		
Rocket Ball (Metoscope).....			75.00		
Serve High (Edelman).....			75.00		
Shooting Star (Metoscope).....	295.00	349.50	325.00	349.50	349.50
Shooting Star (Metoscope).....	350.00		350.00		350.00
Shoot Your Way to Table.....	100.00	100.00	95.00	100.00	100.00
Silver Bullet (Exhibit).....	99.50	145.00	145.00	145.00	145.00
Ski Shooter (Exhibit).....			189.50	195.00	195.00
Sky Ball (Wurlitzer).....			150.00		150.00
Skull Test (Gretchen).....			69.50		69.50
Sky Fighter.....	79.50	95.00	95.00	95.00	95.00
Star Series (Williams).....	69.50	125.00	139.50	99.50	125.00
Star Series (Williams).....	100.00	115.00	139.50		139.50
Striking Clock Grip (Exhibit).....			125.00		
Sub Gun (Keene).....			100.00		100.00
Swampin' (Keene).....			49.50		49.50
Super Bomber (Evans).....			100.00		100.00
Tank Hockey (United).....			115.00		115.00
Televid. & Film.....			139.50		139.50
Top Strike (Evans).....	49.50	75.00	49.50	75.00	75.00
Tomb Raider (United).....			99.50		99.50
3-Way Gripper (Gretchen).....			65.00		65.00
Undersea Raider (Bally).....			180.00		180.00
Voice-a-Graph (Metoscope).....			95.00		95.00
Western Baseball.....	40.00	50.00	85.00		85.00
Western Baseball (Metoscope).....			75.00		75.00
Western Baseball (Metoscope).....			60.00		60.00
White-Ball (Amusement).....			22.50		22.50

'SURE' for YOU thru-out 1952



JET GUN

EXHIBIT'S DALE

OPERATE ANYWHERE

RAPID-FIRE MACHINE GUN ACTION... SPEEDY SKY TARGETS... STRAIGHT HIGH SCORE SKILL GAME... NO FREE PLAY... NO TICKETS... NO AWARDS

—at your Distributor NOW!!

EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

GIVE *Winter* TO *Spring*

MARCH OF DIMES

JANUARY 23

all the news of your industry every week in The Billboard... **SUBSCRIBE TODAY**

→ see page 3 for rates

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine name, issue of Billboard, and price. Includes items like ABC Bowler, Ace Bowler, Baseball, Bowling Alley, etc.

Coinmen You Know

Continued from page 81

long-promised deliveries. Arthur and Albert Herman, of Boro Automatic, are receiving condolences on the recent death of their mother. Louis Bombace, Capitol Automatic staffer, is vacationing in Florida.

Ben Smith, advertising rep for many coin machine accounts, has been named to the board of governors of the League of Advertising Agencies. He was installed at a dinner-meet last week. Harry Ebbin, of Unecda Vending Service, has announced a new process for finishing reconditioned machines. Joe Clinton, route-man for Bay Ridge Music, died of a heart attack last week.

Indianapolis

Manager J. L. Flynn, of the Shaffer Music Company, Seeburg distributors was confined to his home several days by an attack of influenza. The Calderon Distributing Company, Rock-Ola distributors, report collections good. Sales, according to Al Calderon, are up to expectations, and prospects are good. Ralph Nicholson, of the Bally Manufacturing Company, was a business visitor during the week.

Thugs broke thru a wall of the Sinking Company, Inc. moved the safe to the rear of the salesroom and practically demolished it. The contents were strewn over the floor, but the burglars obtained no money. Cash and checks were hidden elsewhere. Sinking Company, Inc. is displaying Chicago Coin's King Pin and Genco's Double Action. The new games are attracting operator interest. Business is reported fairly good, and operators are interested in new games. Collections are reported fair to good.

Pittsburgh

Raymond W. Watts, district manager of Mills Automatic Merchandising Corporation, believes that normal business at this time will not improve much because of uncertainty. Victor Abelson, of Empire Distributors, feels more information on improving collections would be of help in the coin machine field.

W. F. Hamel, divisional sales manager, Cole Products, Inc., says the company's chocolate unit which they have had since last winter is really going good in industrial plants. L. B. Bern...

(Continued on page 84)

BE FIRST WITH "FIRST"

Advertisement for 'FIRST' coin-operated games. Includes sections for 5 BALLS, ARCADE (LET GUN), VENDING (Cigarette Machine), and SHUFFLE GAMES (New & Players, Reconditioned, United, etc.).

JUMBO "9" LITE-UP PINS! Advertisement for pinball machines. Price: NOW ONLY \$24.95.

Shuffleboard Conversions advertisement. Lists various conversion kits for shuffleboard machines.

FIRST DISTRIBUTORS advertisement. Address: 1748 W. North Avenue, Chicago 22, Illinois. Phone: Dickens 2-0500.

ADMON OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

Match-A-Score advertisement. Features an illustration of a bowling ball hitting pins. Text: 'a new thrill for each coin... IT'S GREAT! MATCH-A-SCORE... New, Fascinating, Challenging Play Principle... 10 Different Scores To Match... BANNER SPECIALTY COMPANY... 199 W. Girard Ave., Philadelphia 23, Pa. GARfield 3-2700'

PROFITS TO OPERATORS GROWING BIGGER DAY BY DAY WITH EXHIBIT'S "BIG BRONCO"

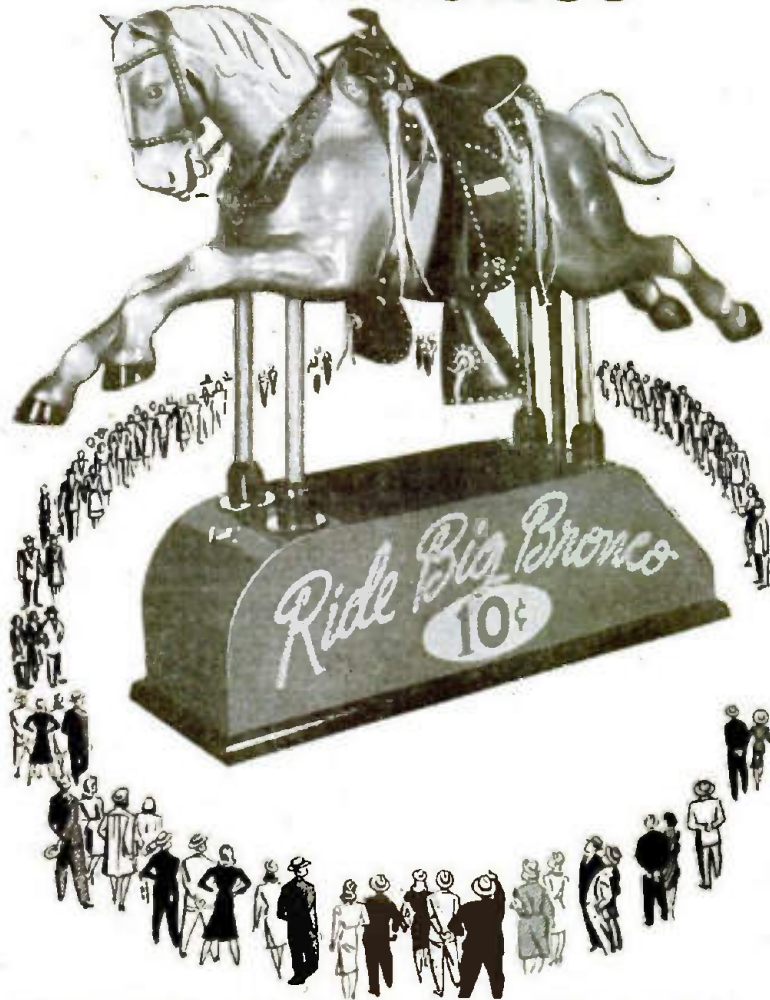


EXHIBIT SUPPLY CO. 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

Coinmen You Know

Continued from page 83

stein of Stedford's, said the new arrangements of "Charmaine" would be his long before they broke loose in this area.

Marris Moskowitz, partner in Sidmor Vending Company, estimates that cleanliness constitutes 50 per cent of success in vending, good service constitutes 30 per cent and a cheery disposition comprises the other 20 per cent.

Walter D. Wyrnick, Coin Machine Agency, suggests having enough used equipment around for emergency in case stocks of parts get too low.

Danforth Company, Columbia record distributor here, has been taken over by Westinghouse Electric Corporation. Good turnover in vending is a necessity these days, says Mayer Popkins, Pittsburgh Coin Machine Exchange, because new equipment is necessary all the time to keep up with changing styles which influences public patronage.

Hartford, Conn.

Charles Feldman, of Hamburg Bros., thinks the popularity of 4bs is due to the large amount of money spent on advertising.

George Mansour, of Capitol, is doing quite a lot of promotional work around town.

Joe Naclerio, of Waterbury Amusements, is planning a Florida vacation.

Thieves broke into a restaurant in suburban Wethersfield, rifling the interior. Entry, according to police, was gained by breaking a pane of glass in a rear door. A cigarette vending machine, pinball machine and juke box were forced open and looted.

Los Angeles

Lorraine Valle, wife of Freddie Valle, of the Badger Sales Company parts department, has been discharged from the hospital

where she was confined by injuries sustained in an automobile crash. Bill Yidlin, who has been operating in Los Angeles six months, made the Coin Row tour last week.

R. E. Smith, of Automatic Enterprises, has signed to distribute the Thunderbolt mechanical horse in California and Arizona. His first shipment is expected soon.

Jack LaRue, Seeburg factory representative, in town planning a school for operators. The date here has been tentatively set for January 28.

Charles Cradick Company is busy on its Topper mechanical horse and is lining up tie-ups with the Hopalong Cassidy Enterprise license holders.

Charles A. Robinson, of C. A. Robinson & Company, off to Northern California on a business trip.

Harry Rawlings, veteran operator and now retired, is seriously ill at the Angeles Hospital here.

WANTED
Any qualified for cash—Bright Lights and Coney Islands
Telephone Tulame 6799
1/3 Deposit, Balance Sight Draft.
GENERAL DIST. CO.
233 N. Broad Ave. New Orleans, La.

ONE BALLS TURF KINGS \$199.50

Champion	\$47.50	Gold Cup	\$39.50
Creation	42.00	Factory Speed	26.00
Time	30.00	Time	30.00

FIVE BALLS

College Date	\$67.50	Range	\$24.50
Diemo	39.50	Star Out	24.50
Phonics Iron	19.50	Home Hero	24.50

Exhibit Date Out \$59.50

WRITE FOR COMPLETE LIST
MID STATE CO.
2340 Milwaukee Ave., Chicago 47, Ill.
Tel.: Dickson 3-3666

amazing new

worth waiting for!

PHOTOMAT
RADICALLY DIFFERENT
COIN-OPERATED PHOTOGRAPHY

- 1927 Photomaton... four photo strip in four minutes.
- 1936 Photomatic... framed photo in two minutes.
- 1946 DeLux Photomatic framed photo in one minute.
- Soon Photomat... Mutoscope's greatest achievement. Truly, worth waiting for.

INTERNATIONAL MUTOSCOPE CORP.
William Rubbin, President
44-02 Elsworth St. • Long Island City 1, New York
STHW 4-3100

RECONDITIONED
READY FOR LOCATION
ONE BALLS

TURF KING	\$199.50
OLD HILLTOP	324.50
WINNER	175.00
JOCKEY SPECIAL	135.50
SPECIAL ENTRY	34.50

MUSIC
WURLITZER MODEL 1100 \$325.00
ROCK-OLA MAGIC CLOW 299.50
SEEBURG MODEL 2147M 215.00
1/3 Deposit With All Orders.

Parkway Mach. Corp.
715 Essex St. Baltimore 2, Md.

WRITE FOR PRICES!
ZINCO-NIAGARA
3-4-5 TOUCHDOWN-SPARK
PLUGS AND ALL LATE BALLS

ALSO ARCADE MACHINES
Lehigh Specialty Co.
626 N. Broad St., Philadelphia 30, Pa.

ELECTRIC SCOREBOARDS!

Small, compact Wall Model (16-21")	\$ 74.50
Center Overhead, 7' face	115.00

BINGO-TYPE SPECIALS

Kahey Line-Line	\$125.00
Unit-3-2-1	\$25.00

9" Jumbo Life-Size PIN CONVERSION \$21.50 for Chicago Bowling Alley

Subscribe Now!
52 BIG ISSUES, \$10
Including 8 Special Issues

I read The Billboard along with the other Disk Jockeys here at this station and we all agree it's the "bible of the business."

Radio Station WEAS
Ned Lukens
Decatur, Ga.

THE BILLBOARD 830
160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
Address
City Zone State
Occupation

COBRA CARTRIDGES
Designed and Manufactured. The only ORIGINAL PERFORMANCE GUARANTEED. 10 Days Service Via Air Mail.
ELECTRONIC INDUSTRIES
811 N. 1st St. Phoenix, Arizona

BRAND NEW PINBALL GAMES
An original factory crate.
PLAY BALL, the play, Ch. Coin, \$99.50
STADIUM, 21 play, Game Map, Ca. \$99.50
Write for more on new SACS HOBBY GAME for Private Clubs. No coin chute.
WEBB CORP.
4762 West Chicago Ave., Chicago 31, Ill.

COIN OPERATORS!

... CASH IN on the

Hottest Package

in the Chicago CMI show



the new
Philtain

**COIN OPERATED
RADIO** with
Pillow Speaker

Runs 10 an hour... for years!
Proved demand by hospitals
everywhere. You can't miss.
Write today for full details.

Visit us at Booth 11

CMI Convention • Sherman Hall

PHILTAIN ELECTRIC DIVISION
OK Stamping Corp., 2111 Fairfield, Ft. Wayne, Ind.

FOR THE **BEST BUYS** IT'S **PURVEYOR!**

CIGARETTE MACHINES 251 \$105 NATIONAL \$85.00 926, 950 and 750 DREIER Model W \$49.50 Champion 79.50	Twin Pokerize \$185.00 ROCK-OLA Shuffle Lane 630.00 Shuffle Jungle 97.50 KOBENEY League Bowler # 5335.00 League Bowler, Fly 341.00 Bowling Champ 131.00 6-Way Bowler 249.50	ROCK-OLA SHUFFLEBOARDS 12-20 FT. SPECIALS in Excellent \$109.50 Condition
BALLY Speed Bowler 649.50 Bowler, P.P. 49.50 Basketball 29.50	Wm. Davis Mender 629.50 Bingo Gilder 79.50 Game Shot, Target 179.50 Univ. Twin Bowler 49.50 Universal Bowler Twin Bowler 99.50	SHUFFLEBOARD SUPPLIES Shuffle Game Wks. Case (12) 2.50 Puff Wax, Case (10) 2.50 Puffs (Set of 8) 14.00 Score Sheets, 16 7.50 Pads Fluorescent Lights, 8-ft. New Wall Type 17.50 Scoreboard 79.50 Adjusters Merp Wall Type Unit 59.50
UNIVERSAL Twin Baseball 5219.50 Twin Express 149.50 Shot, Alloy Express 45.00 Shuffle Alley, K.P. 34.00 Four Player 275.00 Shuffle Alley 39.50	PHOTOGRAPHS Wurlitzer 1015 \$179.50 Wurlitzer 1106 149.50	12 Ft. Ma- Nonsize Shuffle boards \$60.00 ea. plus crates
JUMBO LITE-UP PINS For Cricket Bowling Alley & Univ. Twin Bowlers. \$22.95	WANTED Seeburg M180's State condition and best price.	

PURVEYOR Shuffleboard Co.

4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

for better buys buy **McGinnis**



YOU CAN DEPEND ON ROY FOR
QUALITY RECONDITIONED EQUIPMENT

MERRY WOOD 529.50	TRINIDAD 24.50
COVER GIRL 74.50	PUNCHY 143.00
CALIFORNIA 39.50	BALLERINA 27.50
FLOATING POWER 49.50	M.C. JONES 115.00
MANHATTAN 15.00	FOOTBALL 75.00
MERCURY 72.00	CITATIONS 44.00
CAMEL CARAVAN 63.00	SPEED COWLERS 62.00
SUNSHINE 38.00	WIRE SPEEDWAY 35.50
THRILL 27.50	WATCH MY LINE 145.00
	FIVE STAR 245.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS
NEW EQUIPMENT
Keeley 6-Way Bowler, Keeley's Holiday
Keeley's Electric Cigarette Vender
United's Leader—Across the Board—Touchdown—Niagara

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 16 MD. PHONE: BELMONT 1800

SHUFFLE ALLEYS Keeley League Bowler 615.00 Keeley Double Bowler 75.00 Universal Twin Super 45.00 Fly Away Pin 13.00 Gottlieb Bowler	FIVE BALLS Mils & Hunt Shuffle & Co Shuffle Fly 31 Fly 31
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ONE BALL SPECIAL
UNIVERSAL WINNER \$135.00

WE WANT AMI: ABC, Williams HAYBURNER, Bally BRIGHT SPOT, Bally BRIGHT LIGHT and Bally CONEY ISLAND.

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BRANCH OFFICE: 240 MAIN STREET, WEST SPRINGFIELD, MASS.

Exclusive distributors for **AMI** in Mass., R. I., N. H., Vt. and Me.

WANT TO BUY BRIGHT LIGHTS CONEY ISLAND SPOT LIGHT LEADER	Wurlitzer 1015 \$179.50 Packard Manhattan 100 Wurlitzer 1100 271 A.M.I. Model C 475 Wurlitzer 1250 495 A.M.I. Wall Bowler 35 Rock-Ola 1422 150 WAVE, W.O.M. (2800) 45 Reconditioned-Retouched	SPOT LIGHT HOLIDAY LEADER & PLAYERS HOBBS SHOPS NIAGARA JET GUN RING PIN DOLL ACTION SOLEO
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KREMEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!
EXHIBIT BIG BRONCHO... SENSATIONAL MONEY MAKER!
ATLAS MUSIC COMPANY
1200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARmington 6-5005

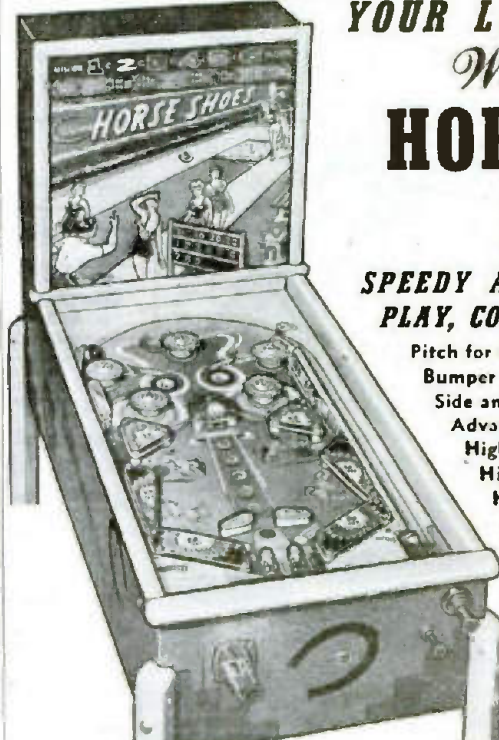
Philadelphia
Walter I. Davidson, cigarette machine distributor and executive secretary of the Wholesale Tobacco Dealers as well as being associated with Universal Match Company, was installed as a county commissioner. A past president of the Golden Slipper Square Club and the Golden Slipper Summer Camp, as well as being active in other fraternal organizations, this is his first public job.

Roc-a-Ride Sales was set up here by Samuel Kohn and Leo Martella with attorney Albert Konefsky handling the legal matters for the amusement device firm.

EVERY PIECE GUARANTEED

ONE BALLS	MISCELLANEOUS
FUTURITY, NEW WRITE EXHIBIT SIX SHOOTER \$195.00	EXHIBIT DALLS GUN 85.00
TURP RING 8249.50	C. C. PISTOL 75.00
CHAMPION 174.50	C. C. GOALIE 73.00
CITATION 49.50	SEEBURG CHICKEN SAM 50.00
GOLD CUP 39.50	UNITED SHUFFLE SLUGGER 75.00
SPECIAL ENTRY 174.50	
WINNER 74.50	5 BALLS
PHOTO FINISH 74.50	CENCO TRI-SCORE \$ 75.00
	C. C. PLAY BALL 45.00
CARD GAMES	EXHIBIT CONDOLA 40.00
BRIGHT SPOTS 5425.00	GOTTLEB SHARP SHOOTER 85.00
BRIGHT LIGHTS 115.00	C. C. TRINIDAD 25.00
5 STAR 250.00	

ONE-THIRD DEPOSIT. BALANCE SIGHT DRAFT.
PARKER DISTRIBUTING COMPANY
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YOUR LUCKY GAME!

Williams
HORSE SHOES

**SPEEDY ACTION, SKILL
PLAY, COMPETITIVE APPEAL**

Pitch for the big play with—"Stake" Bumper for "Ringers" and Replays, Side and Bottom Replay Channels, Advance Horse Shoe Bumpers, High Score Kicker Pockets, High Score Island Bumpers, Horse Shoe Point or High Score Awards, Thumper Bumpers, Flippers!



CREATORS OF DEPENDABLE
PLAY APPEAL!

4242 W. Fillmore St.
Chicago 24, Ill.

**SEE IT — BUY IT AT YOUR
DISTRIBUTOR NOW!**

Up Up goes the TAKE with ...
Thunderbolt
the most amazing
money-maker ever built!

Listen to this! Operators who have placed Thunderbolt in location are flabbergasted at its phenomenal earnings. We know why... because we just spot checked a location in Philadelphia—a drug store—Thunderbolt has been operating there for the past ten weeks. ITS AVERAGE GROSS HAS BEEN \$110.30 PER WEEK! Enough said. Send for descriptive literature and complete information—fast!

Thunderbolt
Trade Mark
Pat. Pend.

Thunderbolt
Special Note:
Our expanded plant facilities, now embracing the complete area of four adjoining buildings, assures you of IMMEDIATE DELIVERY!

Roc-A-Ride Sales
EXCLUSIVE FACTORY DISTRIBUTORS
1507 N. 33rd Street, Philadelphia 21, Pa.
Phone: STEvenson 4-8580 or STEvenson 4-8540

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WIRE OR PHONE COLLECT
STEVENSON 7-6392
A Few Protected Territories Still Available

YOU'RE "HONEYMOONING" with MORE EARNINGS WHEN YOU OPERATE

NIAGARA

GOTTLIEB'S



NEW BALL TRAP

Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped awards Replay.

Fast Play!

INCREASING BUMPER VALUES

Hitting Bumpers in rotation increases their scoring values!

ROLL OVER REPLAY BUTTON

Lights to score replays when 1 to 6 Bumper Sequence is completed.

Skill Play!

A TORRENT OF ACTION & FLASHING SPEED with 4 "POP" BUMBERS—2 FLIPPERS—2 CYCLONIC BUMBERS!

SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality"

IT'S YOUR SHOW!

You owe it to yourself
to attend the

**INTERNATIONAL COIN
MACHINE EXHIBITION**

ONLY 11 DAYS TO GO!

**YOUR ALL-INDUSTRY SHOW FEATURING
THE NEWEST IN COIN-OPERATED EQUIPMENT**

ALL UNDER ONE ROOF!

February 4-5-6

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TODAY!"**

Exhibit Space:

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Never Before in Pinball history, an engineering triumph like this!

GENCO'S SPECTACULAR

DOUBLE DOUBLE ACTION

ACTION
on the PLAYING FIELD

ACTION
with balls in play on the BACK RACK

- ★ Special Replays...
- ★ EXTRA Special Replays!
- ★ Replays Won on Back Rack as well as Playing Field!
- ★ Up to 20 Replays on Back Rack!

THE ONLY 5-BALL GAME WITH SIMULTANEOUS ACTION ON THE PLAYING FIELD & ON THE BACK RACK

Action on Playing Field controls balls for extra play on Back Rack! Double Action on Back Rack controls High Score and Replays! Don't make a single commitment for '52 until you've seen this new GENCO super-sensation!

WRITE, WIRE OR PHONE YOUR DISTRIBUTOR "ON THE DOUBLE!"

GENCO

2621 N. ASHLAND AVE. - CHICAGO 14, ILL.

DOUBLE EXCITEMENT

DOUBLE THRILLS

DOUBLE SCORES

DOUBLE PLAY

DOUBLE PROFITS

We have . . .

17 1422 ROCK-OLA'S

Completely Reconditioned
Ready for Location

Just \$110 each

Lots of 5 — \$100 Ea.

Send 25% deposit and shipping instructions.

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TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

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Often a few dollars less - Seldom a prissy misre!

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Recond. (finned) Phonographs
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Seeburg 100 Selectomatic
Seeburg 100 With 9 Balls
Benhill Big Bronco
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Send List and Best Price

BRAND NEW CLOSEOUTS
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Keeney Eto- 300
Bally York 300
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Bally York 300
King 300
Wally's Line 100
Chi Coin Thing 100

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Phone: HILLtop 2-3030

GUARANTEED USED ONE BALLS

Ready for Location at Lowest Prices

TURF KING	\$299.50
WINNER	199.50
CHAMPION	99.50
PHOTO FINISH	99.50
CITATION	74.50
GOLD CUP	64.50
JOCKEY SPECIAL	54.50

By deposit with all orders

SICKING, INC.

America's Oldest Distributor
Established 1895
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LOWEST PRICES IN THE U. S. A! I CLEAN EQUIPMENT!

Wurlitzer 2500	49.50
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Genie	99.50
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177 Deposits—No Parking Charge.	

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Original Cost \$395.00
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Our intimate knowledge of the countries to which we ship equipment places us in an ideal position to give our customers advice on what games they should buy to meet their particular requirements.

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EXPORTERS - Bigelow 8-9707 - IMPORTERS

WALL MODEL ELEC. SCOREBOARDS

Small, Compact \$79.50
Model 1521 (1521) (1521)
Center Overhead, 34x48" \$115.00
70" all shutboards.....



9" JUMBO LITE-UP PIN CONVERSION
For Chain Bowling Alley and Univ. Twin Bowler \$24.95

MARVEL MFG. CO.
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Chicago Coin's
BIG 3 WINNERS
ARE REAL
MONEY MAKERS
FOR ANY TYPE
LOCATION

Today's No. 1 PIN GAME
with ANIMATED "FLY-AWAY" PINS

KING PIN

IT'S ORIGINAL!
IT'S FAST—1 1/4 MINUTES

REAL BOWLING
20-30
STRIKE-
SPARE
SCORING

IT'S DIFFERENT!
**COMPLETE
GAME
10 FRAMES**

6 PLAYER BOWLING ALLEY
with JUMBO "FLY-AWAY" PINS
FORMICA PLAYFIELD
HIGH SCORE OF THE WEEK
SIZE 8 FT. x 2 FT.

MAKES A DIFFERENCE IN YOUR LOCATION TRAFFIC

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"THE WORLD'S SMALLEST BAND"

DOUBLES AND TRIPLES LOCATION EARNINGS

A BRAND NEW (1952) MODEL AT A NEW LOW PRICE

VISIT OUR DISPLAY BOOTHS
51-2-3-4-5-6
INTERNATIONAL COIN MACHINE EXHIBITION
SHERMAN HOTEL
FEB. 4-5-6

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CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

WHEN BETTER RECONDITIONED GAME VALUES ARE OFFERED, THEY'LL COME FROM LONDON!

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Shuffle Speed
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Bally
Universal Twin Bowler
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\$49.50 EACH

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Trebles
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All Star Baseball 49.50

NEW LOW PRICES!

Cinderella	629.50	Montezuma	629.50	Camel Caravan	649.50
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Trade Winds	39.50	Rondrevan	39.50	Alice in Wonderland	49.50
Sam Ball	29.50	Major League Base	39.50	Lady Robin Hood	39.50
Crazy Ball	29.50	Quetzalco	49.50	Mummy Dumpty	29.50
California	29.50	El Paso	49.50	Telecard	49.50
Starry	29.50			Hi Parade	29.50
Down-We-Drift	29.50				

TERMS: 1/3 Deposit, Balance C.O.D.

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You can be sure of top quality equipment and prompt and efficient service when you order from us. We have a complete selection. Send us your requirements.

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

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Winners, new	\$250.00
Winners, used	275.00
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Champions	85.00
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Jecker, Specials	75.00
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Shimons' Peak	24.50
Shimons, new	24.50
Get Three Way	24.50
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10 Columbus 12 Mnt	6.75
12 Lawrence 8 Cams	18.50
Mulo	18.50
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Bally Hook Bowler	\$200.00
Bally Surf Champ	35.00
Bally Surf Bowler	35.00
Bally Super Bowler	35.00
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AMM
NOW DELIVERING MODEL D

M. S. GISSER
Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.
2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**COMING
NEXT
WEEK**

Get the Coin Machine
"Facts of Life for '52"



*The Billboard's
Coin Machine Industry*
CONVENTION SPECIAL

**Greatest \$\$\$\$
Value of the Year
for
Coin Machine
Men Everywhere!**

YES, IT'S OUT next week—the biggest money-saving money-making help of the year for all coinmen. It's The Billboard's Coin Machine Industry Special—published in conjunction with the important Coin Machine Convention, February 3-4-5, in Chicago. Never before has The Billboard come out with an issue so perfectly timed, so closely keyed to the practical business problems of coin machine men as this. It's filled with usable facts, ideas, reports, special coin machine features and literally hundreds of nuggets of data of tremendous help to coinmen as they face the tough months ahead!

First of all, this CMI issue contains all pertinent data on convention programs and agenda, exhibit schedules, officials of the convention, etc. Then the spotlight is turned on the most pressing problems of the industry in valuable editorial features like these . . .

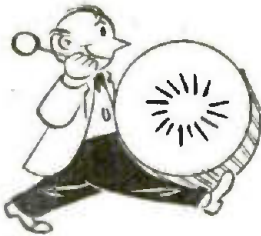
- ★ **HOLDING PROFIT LEVELS IN THE FACE OF GOVERNMENT CONTROLS**
The lowdown on allocations and priorities. What they'll really mean to operators and distributors.
- ★ **WHAT EQUIPMENT IS CONVERTIBLE?**
What's available and how much will it cost?
- ★ **SIMPLER GAMES—ONE ANSWER TO MATERIAL SHORTAGES?**
Special Billboard forecasts on the kinds of equipment operators can expect from manufacturers thru '52 and longer.
- ★ **WHAT ABOUT THE FREE PLAY?**
The trends in legislation—What the industry is doing—What the courts have said.
- ★ **HOW TO MEET MANPOWER AND MACHINE SHORTAGES—**
Experienced operators tell their own pet methods!
- ★ **PLUS—**
The Billboard's complete **DIRECTORY OF AUTHORIZED FACTORY DISTRIBUTORS**—First time published in over a year!

**DON'T MISS THIS GREAT
COIN MACHINE SPECIAL!!**

... It's packed with working tips, ideas and shortcuts you can use the whole year long. And it's just a tip-off to better-than-ever coin machine coverage coming right up in weekly issues of The Billboard.

Each week The Billboard gives you a complete and accurate index to used juke, game and vending machine prices. So whenever you're ready to buy, you can find the going-market price for any item of your choice.

And each week you get complete reports on every important industry development you must know about to keep pace with competitors—plus advertisements on hundreds of items of equipment and supplies you need in your business! This year—to keep your profits—keep informed—thru The Billboard.



**GET ON THE BILLBOARD BANDWAGON
WITH A MONEY-SAVING SUBSCRIPTION!**

Act right away! Have your subscription start with this great COIN MACHINE SPECIAL—at no extra charge. You save money and you're sure of every value-packed issue of The Billboard for months to come. Use this handy coupon now!

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The Billboard in '52!**

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Occupation _____

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the term,
the more
you save**

Bally FUTURITY

**THE JUMBO
PINBALL GAME
THAT IS
SMASHING
ALL
PROFIT RECORDS**

Here's a game that's got everything!

Bally SPOT-LITE

NEW 1-CARD 5-BALL REPLAY SENSATION!

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

**SHUFFLE-LINE
SHUFFLE-BOWLING ACTION
PLUS "IN-LINE" SCORING**

**"IN-LINE" SKILL SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE**

THRILLING "SPOTTEM" FEATURE

**POPULAR ADVANCING SCORES
FAMOUS FOR PLAY-APPEAL AND EARNING-POWER**

**EXTRA BALLS FEATURE
WITH NEW PROGRESSIVE SUSPENSE IDEA**

**NEW "4-CORNERS" SCORE
SELECTIVE-BUTTON PLAY**

Bally

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
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DAVIS Guarantee

BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE

SEEBURG

148ML	\$299
147M	199
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H245M Hidesway	179
H146M Hidesway	159

WURLITZER

1100	\$349
1090	199
1015	199

AMI

Model "D", New Write

AIRLON

500 Coronet With Toner \$159

ROCK-OLA

1428	\$279
1426	159

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA	Price
1941 E.C. Special	750	1422	\$59
Envy	59	79	59
Nightone	59	79	59
Colonel	49	59	59
Major	49	59	59
Classic	49	59	59
Royal	49	59	59
Com	49	59	59

WALL BOX SPECIALS

Seeburg W1-156, Sc. Wireless, Refinished	\$12.50
Seeburg 3W2-156, Sc. 3 Wire, Refinished	15.00
Seeburg W4-156, Sc. 10c, 25c, Wireless, Refinished	37.00
Seeburg 3W5-156, Sc. 10c, 25c, 3 Wire, Refinished	39.50
Wurlitzer 3020, Sc. 10c, 25c, Reconditioned	37.50
Wurlitzer 3031, Sc. Reconditioned	11.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE!

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BRANCHES IN BUFFALO • ROCHESTER • AUBANY

RECONDITIONED and PERFECT USED EQUIPMENT

Bally Turf King (New)	\$450.00
Keeney Lite-Line	345.00
Unosmalt E. Star	265.00
Gottlieb Watch My Line	129.50
Gottlieb Just 21	59.50
Seeburg Chalken Sam Comp.	59.50
Bushnell & Shooter	189.50
Quizer (Late)	99.50
Unico Zingo	224.50
Quaco Bingo Ball	49.50
Bally Hi Goal	24.50
United S.A. Express	49.50
United 2 Play S/A Express	174.50
United Double Shuffle	79.50
Bally Speed Bowler	49.50
Bally Shuffle Bowler	79.50
Bally Shuffle	119.50
Bally Shuffle Lite (New)	Write
Quaco Shuffle Target	199.50
Quaco Shuffle	199.50
Unico Twin Bomber	44.50
Unico Super Twin Bomber	37.50
Wurlitzer 7508	79.50
Wurlitzer 1000	199.50

WANTED Seeburg Best Game—Quaco Best Price

C. A. Robinson & Co.

2515 W. 7th St. Bldg.
Los Angeles 5, Calif.
DUndine 3-1818

EVANS' PROFIT STIMULATING COUNTER GAMES

MIAMI COLOR

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

12" x 24" x 2"

H. C. EVANS & CO. 1554 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 77

FOR SALE

5 Turf Kings	\$190.00
2 Champions	60.00
2 Photo Finish	50.00
1 Universal Five Star, like new	160.00

All machines are in first class condition. Write, phone or visit.

NASTASI DIST. CO.

1010 Paydian St. New Orleans 12, La.
Phone: MA 6185

GIVE TO THE RUNYON CANCER FUND

\$ \$ \$ \$ \$ \$ \$ \$

GREATEST DOLLAR-VALUE OF THE YEAR for COIN MACHINE MEN EVERYWHERE!

(See Page 89)

\$ \$ \$ \$ \$ \$ \$ \$

Let Us Arrange a FREE DEMONSTRATION of the Keeney Deluxe Electric CIGARETTE VENDOR

For MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: 432 pack capacity. Easy loading with swing-up top & 3-way notch vending. Alternating front and rear column vending & Quick price changes. Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 1600 W. 50th St. Chicago 32, Ill.

SEEBURG 100's SHOOT THE BEARS WALTH	Want To Buy 12 FT. AMERICAN SIDE-CUSHION SHUFFLEBOARDS	EXHIBIT BIG BRONCHO Sensational Horse Race WRITE
NEW KEENEY 6-PLAY and 4-PLAY SHUFFLEBOARD CONVERSIONS—WRITE	UNITED 5 PLAYERS \$315.00 with Formica Tops \$335	EXHIBIT JET GUN 4-1/2" in dia 3-Dimensional Targets WRITE

ATTENTION, CANADIAN AND FOREIGN BUYERS! WRITE FOR LIST!

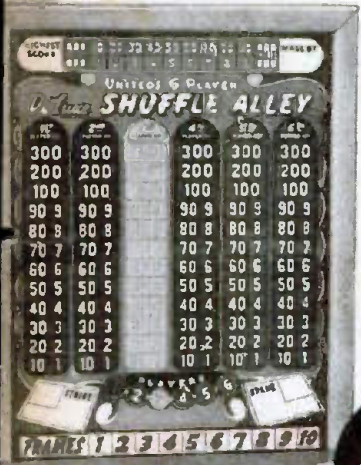
(Clayton) **MONARCH COIN MACHINE, Inc.** Clayton Plant
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

GIVE Voluntarily TO MARCH OF DIMES
JANUARY 2-31

UNITED'S

SIX PLAYER Deluxe SHUFFLE-ALLEY

ONE TO SIX CAN PLAY (10¢ Per Game Each Player)
FAST REBOUND-ACTION • 20-30 SCORING



NEW FORMICA PLAYBOARD
ADDS BEAUTY AND DURABILITY

NEW HI-SCORE FOR THE WEEK FEATURE
PLAYER WRITES NAME ON BACK-GLASS

NEW JUMBO DISAPPEARING PINS

STRIKE or SPARE
FLASHER LIGHTS

CAN PICK-UP
7-10 SPLIT

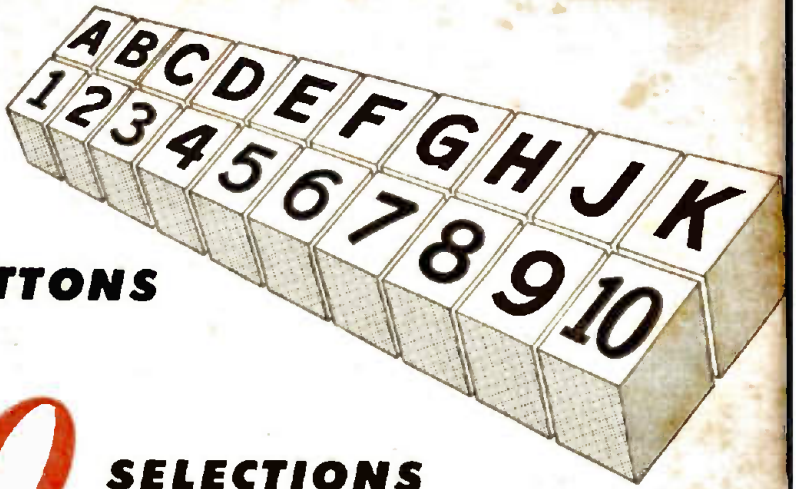
HIGHEST-SCORE
KEY-CONTROL

SIZES

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

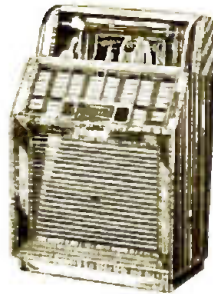
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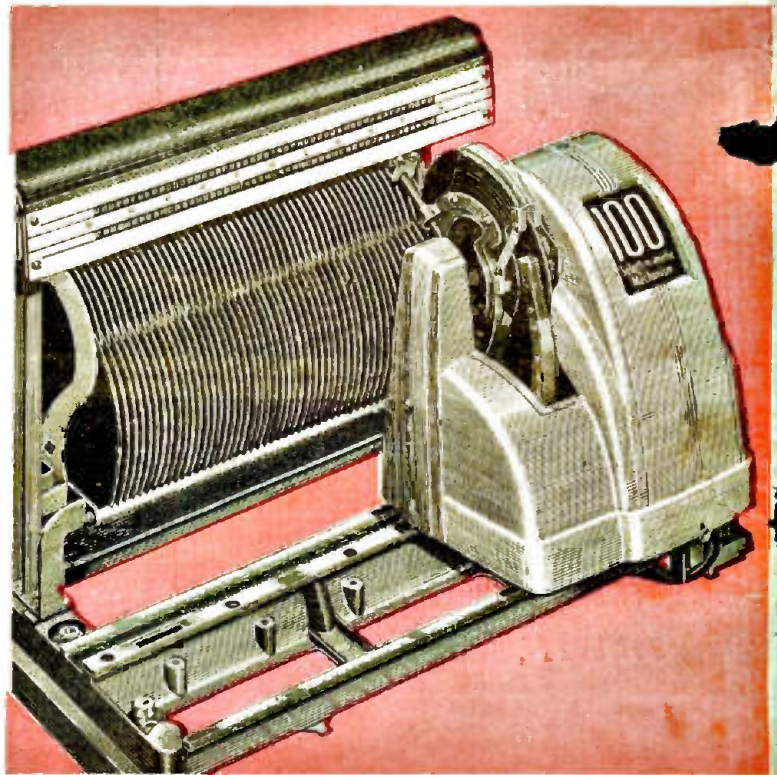
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