

The Billboard

APRIL 19, 1952

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Radio Feeble, TV Strong On Promotion, Say Buyers

DISASTER PIC REAL TV DRAW

WASHINGTON, April 12.—The theory that news coverage of a local disaster increases television audiences was given some weight when Baltimore station WMAR-TV showed the collapse of spectator stands at the Sonja Henie ice show on its 7 p.m. news program. American Research Bureau ratings gave the program an average rating of 4 during the first four days of the week, which jumped to 16.2 when the disaster film was shown as part of the news program.

Martin-Lewis To Skip Copa?

NEW YORK, April 12.—Martin and Lewis due at the Copa May 1 on an option pick-up may not come in. Official reason will probably be a picture commitment to get them off a contract violation spot. Their Copa deal calls for \$6,000 for the four-weeker. In the meantime club is dickering for a bill to sub if the boys fall out. Bill on the fire is Billy Eckstine, Harvey Stone and the Blackburn Twins.

ASCAP Pondering Drive to Sell Self

NEW YORK, April 12.—American Society of Composers, Authors and Publishers is considering a carefully-planned public relations campaign. If carried thru, it would entail selling the Society to Congress, the government generally, to the public and to customers—actual and potential. The entire matter was discussed at a special meeting of the board of directors Thursday (10). The board plans another meeting soon to consider the matter further.

The Thursday meeting was well attended. One of the factors that reportedly precipitated it is the growing belief of ASCAP execs and members that important people are woefully ignorant of the ASCAP story. The recent Bryson-Kefauver Bill hearings, ASCAP believes, are an illustration. Congressmen, according to one ASCAP source, did not seem to grasp ASCAP's cultural

CBS Exits Own Pic Producing; A&A to Roach

HOLLYWOOD, April 12.—Confirming The Billboard's report (March 29), Columbia Broadcasting System this week slammed the door on its TV film producing activity by turning over production of the "Amos 'n' Andy" series to Hal Roach Jr. Under the new policy, CBS will follow other webs in farming out its TV film production to established producers rather than attempt to make tele movies on its own.

Ironic twist in the decision is the fact that the Screen Actors' Guild waged a long jurisdictional dispute with Television Authority over the right to be bargaining agent for cast members of the "A 'n' A" unit. Altho SAG represented all other producers on the Hal Roach lot, TVA challenged SAG on the "A 'n' A" show on the basis that a net was the producer. This necessitated the National Labor Relations Board election in January of this year which SAG won with an overwhelming majority.

COWBOY VOGUE GOING CO-ED? GENE THINKS SO

NEW YORK, April 12.—Next moppet fad is likely to find little girls running around in Wild West outfits, and beating their older brothers to the draw with cap pistols. This is the outlook now that Gene Autry's film outfit, Flying A TV Pictures, goes into production Tuesday (15) on a vidpix series titled "Annie Oakley." Gail Davis, a 22-year-old Texas lass, will play the cowpoke heroine, and will be the first female featured star in a Western series.

Some 20 manufacturers of girls' merchandise have contracted to produce "Annie Oakley" clothing and accessories, with nationwide delivery to stores skedded for July. Finished print on the first film will be ready by mid-May for offering to ad agencies.

Tunesters Use Puccini Music

NEW YORK, April 12.—With the recent expiration of the American copyright of "La Boheme," songwriters are hard at work adapting melodies from the famous Puccini opera for pop use. One tune, "You," has already been recorded by the Sammy Kaye ork and has been placed in the bandleader's Republic catalog. Tune was adapted by Sunny Skylar and Morton Frank from "Musetta's Waltz."

"La Boheme" was first performed in Turin, Italy, in February, 1896, and the 56-year protection period guaranteed by the

More Effort Urged Upon Broadcasters

Agency, Advertising Execs Vote Awards
In 14th Annual Competition of Billboard

NEW YORK, April 12.—Even in one of the most critical years in its history radio broadcasters, with few exceptions, are falling far short of selling either their own stations or radio as a medium. Television stations on the other hand, are doing a generally excellent promotion job. These were the findings of the Board of Judges (eight top national advertisers and twelve top advertising agency executives, representing millions of dollars in radio-TV billings)—see names in Radio-TV Department—in The Billboard's 14th Annual Promotion Competition.

The competition was held Tuesday (8) in the Jansen Suite at the Waldorf-Astoria Hotel here. 187 broadcasters sent in entries. Of these, 171 were from radio networks, stations and organizations and 16 from television stations. The 187 total entries represent an increase of seven over the 1951 competition, and mark the all-

time high for the 14 years of the competition.

Winners in all divisions and detailed stories of victorious entries in The Billboard's 14th Annual Radio-Television Promotion Competition appear in the Radio-Television Department this week.

These entries were split between the three divisions of

(Continued on page 3)

AFRA-WATL Row Settled

NEW YORK, April 12.—The longest strike in its history—more than three years and three months—this week was settled by the American Federation of Radio Artists against WATL, Atlanta. The settlement was reached after the United States Circuit Court of

(Continued on page 32)

NEW BOOKING STYLE

Ringling '52 Dates Heavily Sponsored

NEW YORK, April 12.—In their first all-out full-season drive to secure sponsor-backed dates, Ringling Bros. and Barnum & Bailey Circus execs have succeeded beyond their most optimistic preseason expectations.

Beginning with, and including,

the Washington stand, 68 out of the next 69 stands will be sponsored. Since R-B can only play approximately 125 stands per season, already more than half of the 1952 tour has been sponsored, sealed and delivered. At the rate the requests for sponsorship, solicited and unsolicited, are pouring in, it can be safely predicted that only six or seven stands will be shown on an open gate, unsponsored basis, during the 1952 season.

The solid string of 68 sponsored stands include the Big Show's entire East Coast itinerary, covering New York, Pennsylvania, Maryland, Connecticut, Massachusetts and Ohio. Three of the 68 represent outright sales.

(Continued on page 33)

Next Atomic Explosions to Be Nationally Televised

HOLLYWOOD, April 12.—Next atomic explosion to be set off at the Nevada testing grounds will hit the nation's TV screens live. Klaus Landsberg is now engaged in constructing a relay link to deliver sight and sound from Las Vegas to Los Angeles where on-the-spot coverage of the atomic tests will be carried by a pool of the seven local stations and fed to nation via the nets. Only hitch that may block viewers' chances at getting a "live" glimpse of the atomic explosions would be failure to complete the link in time for the tests skedded to start around April 20.

Indications were of great time that link would be successfully completed. Landsberg and his crews were spotting relay units atop the highest peaks of the mountain ranges dividing the Mojave Desert and Southern California. At

press time, Landsberg set up a relay unit atop a 9,000 foot mountain peak, using an Army helicopter to land equipment on the otherwise inaccessible snowbound mountain.

Altho tele coverage of the tests represents the pooled efforts of L.A.'s seven outlets, stations picked Landsberg to help the production of the pick-up. Landsberg can draw men and facilities from the other six stations as he needs them to complete the pick-up. So far, he's used only his own men and equipment. An unconfirmed press wire report had Landsberg ordering TV equipment flown in from Paris where he had loaned the equipment for TV coverage of the United Nations.

Pick-up has the blessings of the Atomic Energy Commission with AEC spokesmen to be on hand to help provide explanatory commen-

tary when it goes on the air. Landsberg put in a bid to AEC in February, 1951, that his station be permitted to cover the first atomic tests open for public viewing. During the National Association of Radio and Television Broadcasters' convention in Chicago last week, AEC officials informed the four nets (American Broadcasting Company, Columbia Broadcasting System, Du Mont Television Network and National Broadcasting Company) that the forthcoming atomic tests at Las Vegas will be made available for public viewing (newsreels, radio, newsmen) and can be televised provided the broadcasters can arrange for relay facilities.

Broadcasters asked American Telephone & Telegraph Company, who replied that completing link between L.A. and Las Vegas would

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YOU GET NICKELS FOR QUARTERS

with the Coin-Operated Change-protected this week by Kluge Vendors in The Billboard's classified Coin Machine Market Place.

But you get dollars for practically pennies when you take advantage of great buying and selling opportunities in our weekly classified columns. New Market Place sections in the Guidebook, Coin Machine and Music departments—and the regular classified pages in the merchandise department are brimming with dollar over with dollar opportunities for you!

WHAT DO YOU WANT TO BUY OR SELL

See pages 47, 58, 71, 99

SHARING THE APPLAUSE

Arena Name Packages Crowd Icers for Favor

By JIM McHUGH

NEW YORK, April 12.—For the first time since their inception and phenomenal rise as stellar indoor attractions with mass appeal, ice shows will give way in part to other attractions in the booking considerations of the members of the Arena Managers' Association who meet here Tuesday (22).

With one-day, and sometimes one-show, earnings ranging up to \$25,000 and seldom falling below the five-digit figure, it is likely that the personality packages will nudge their way into additional favor with arena execs anxious to harness a potential multi-million dollar bonanza.

The trend does not point up a falling off in popularity or earning power of the guys on blades, but rather the mushrooming growth of a new endeavor. The grosses of the iceers this year held up admirably, John Hickey, exec secretary of the AMA says. The rink endeavors have become standard features and are here to stay.

"Jazz at Phil" Hit in Sweden

MALMO, Sweden, April 12.—American jazz drew sell-outs at the modern State (subsidized) Theater on Saturday (5) for two appearances of the Norman Granz "Jazz at the Philharmonic," with Ella Fitzgerald, and a Swedish version of Gershwin's "Porgy and Bess."

The Granz unit had been booked for a late concert, to follow the Gershwin musical. As this concert had been completely sold out in advance, it was decided to put on an additional concert before the "Porgy and Bess" presentation, at five o'clock.

The American jazz stars played their afternoon show; stayed on as guests at the Gershwin musical; and then returned to the stage for their second performance, at which the "Porgy and Bess" cast were interested auditors.

Booking procedure of the arena execs in the past has long followed a dormant pattern until the iceers were set in all of the 32 member houses that could handle them. Since the rink shows, sometimes spanning 18 days, were given first crack at the dates, and most spots counted on two, or even more, a big percentage of the choice dates were attracted up before any other attraction could even rate consideration.

Once the iceers were set the hockey and basket ball moguls chose their dates. What was left was like a warmed-over supper, edible, but not necessarily palatable. The fact that the star-studded troupes performing vaudeville routines could pack arenas seating up to 14,000 on leftover dates was the only documentation of their worth that was needed for the managers to start thinking about arranging better dates for them.

While it is hardly possible for some of these endeavors to do (Continued on page 49)

Morals Clause Is New Weapon

WASHINGTON, April 12.—Representative Donald Jackson (R., Calif.) insisted in the House this week that Hollywood witnesses who refuse to answer questions about Communist party membership violate the "morals clause" of all studio-artist pacts. Jackson, a member of the House Committee on Un-American Activities, denounced writer Paul Jarrico for refusing to tell whether he was ever a Communist. Jarrico was fired by RKO studio production head Howard Hughes and has brought a \$350,000 damage action against Hughes for using portions of his writings.

Jackson said the theory under which the "morals clause" operates holds any action viewed by the American people as reprehensible tends to degrade and damage the industry. He charged that participation in the "Communist conspiracy" was far more damaging to the industry than a fight between two moving picture personalities in a Hollywood "night club." Jackson declared: "The present-day Communist is guilty of treason at a time when Americans by the thousands are laying down their lives in all-out global war against Communism."

COPA CRIES AT RAY PRICE

NEW YORK, April 12.—Last December Johnnie (he spelled it Johnny then) Ray was brought into the Queen's Boulevard for a week-end showing date by General Artistic Corporation. He got \$300 for the job. The Copa's Jack Entratt was brought in to take a look. He didn't like him but finally offered \$300 for an open date.

A few weeks later Ray's "Cry" started to break out and GAC asked the Copa what they planned to do. Copa had the \$300 contract but hadn't signed it. GAC said they could no longer deliver Ray for \$300; his price would be \$750. Copa hit the ceiling but finally agreed.

GAC again called the Copa, which hadn't signed the amended contract, and said they couldn't deliver Ray unless the price was \$1,750. After Ray's opening show, Entratt admitted he'd been offered \$50,000 for Ray's tour contract. Ray's now getting \$5,000 and up out-of-town.

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Table with 2 columns: Category and Page Number. Includes Record Reviews (35), Classical Reviews (30), Legit Reviews (48), Radio Reviews (15), Television Reviews (13), Vaudeville Reviews (15).

Highlight Reviews

NIGHT CLUB

Johnnie Ray's Phenom Showmanship Wins Sophisticates in NY Club Bow

By BILL SMITH

It is rare for a highly-touted performer to live up to his reputation when he hits the Big Town. It is particularly true of a record name appearing in a big time club like the N. Y. Copa. Young Johnnie Ray was one of those rarities. He came in to work before a typical, cynical Copa audience that was prepared to jeer him and ended up cheering.

Even the Copa management had qualms about Ray. They projected him by one of the best supporting shows in a long time, with acts that many performers would have a tough time following. But Ray went out and proved he didn't need any protection. He is self-sufficient, a highly stylized singer with a showmanship that captured this mob like few performers, even the top headliners, have been able to do.

Preceded by press-inspired controversy, plus an avid curiosity as to whether this kid who bawled, pulled his hair and made queer sounds, was really as good as they claimed, the room was as jammed as for a Martin and Lewis opener. Ropes were up all night, and customers were herded

in the upstairs lounge to listen to Kal Ross' d.j. chatter.

Ray, a slim, earnest, light-faced lad, small eyes peering out thru his shock of hair that fell over his forehead, worked at a piano into a pencil mike. He started with "Walking My Baby Back Home" minus the histrionics. He then started building after some "I'm-scared-to-death" talk and went into "Little White Cloud" and he was in. His intense, unabashed arm-waving and mugging, which accompanied his singing, was so powerful that the audience was torn out of its show-me attitude to wild enthusiasm. Then came a mad dash by Ray thru the packed room to get the customers to palm-beat on an upcoming tune and the super-sophisticated Copa regulars joined right in. It was no longer a song session. It was a masterful display of showmanship that evoked a mass hysteria resembling a Holy Roller's meeting. When "Cry" came out there was sheer pandemonium. It was hard to say who screamed more, Ray or the customers.

Ray gave them all he had—his Columbia waxings, his new

album and even his first recording, "Whiskey and Gin." When he finished, beat to a pulp, dripping perspiration, he was exhausted. So was the audience. Yells of "more" threatened to hold up the next show. If there was any doubt of Ray's being a genuine smash, a box office phenomenon, it was erased at the Copa. From now on the kid should be able to write his own ticket.

The supporting show was equally in the big-time class. Betty and Jane Kean demonstrated they are now one of the best two-girl comic acts in the biz. Coming in with a load of new material they sold like they've seldom sold before. They took jabs at the elections, Louella Parsons, hillbillies; did some remarkably hilarious bits on "Street Car Named Desire" and "African Queen"; cavorted around, ad libbed, and, in general, worked (Continued on page 15)

Johnny Ray, reviewed at the Copacabana, New York, Thursday, April 10.

LEGITIMATE

"Ring" Circles Rusty Theme But With Polish and Glow of Its Own

By BOB FRANCIS

"The Brass Ring" is not a play to touch off any theatrical bonfire at the Lyceum. Its theme is strictly out of the moth balls. But author Irving Elman has shaped it up to an unpretentious, more or less sentimental conceit which creeps up on a pessimist as his comedy progresses.

Elman has a talent for sharp, cameo scenes of two or three minutes duration. By presenting these in vignette, turntable style, his play gains sustained pace and interest, which might be lost via another form of projection. "Ring" becomes fairly obvious half-way thru its first act. It is the ancient yarn of the middle-aged who, after 25 years, still yearns for the free ride on youth's Merry-Go-Round that he passed up for domestic and business security. There is never great doubt as to how it will all turn out. But Elman has given it fresh and very funny moments, and even if he slips to the obvious cliché of introducing the adventurous flame of his dreamer's memory metamorphosed to a gabby country club matron, it can be accepted indulgently on the score of "Ring's"

more than considerable pleasant virtues—a corps of likable people, to whom a cast of excellent players manage to bring great charm.

Sidney Blackmer has created another fine portrait as the wishfully, backward-looking, medium-sized wheel in a big corporation—gentle, sentimental, but with a wry grip on realities. Bethel Leslie brings delightful vitality to a daughter who takes after him in wanting to make a pass at the brass ring for herself, and Douglas Watson adds an amusing touch to a son who thinks he knows all the answers, but finds he doesn't. Conrad Janis scores tremendously in the comedy's best light moments as a junior executive who wants to trim Miss Leslie's Carroux ambitions to realistic proportions and Carol Goodner is exactly right as a quietly submissive home-maker, who knows more than her family give her credit for. Patricia Benoit gives a touching performance of a secretary who isn't quite the modern woman she thought she was. Likewise, there are excellent short contributions from Fred Irving Lewis and Helene Dunas.

Stanley Gould's direction is guilefully simple and Effi von Kantow has designed a multiple setting which amply carries out the turntable technique.

In sum, "Ring" is far from a dramatic explosion. But it peccolates a gentle charm entirely its own. It all adds up to a highly pleasant evening in a theater.

THE BRASS RING

(Opened Thursday, April 10)

Lyceum Theater

Cast list for The Brass Ring. Includes George Westman, Sidney Blackmer, Margaret Westman, Conrad Goodner, Herbert Westman, Douglas Watson, George Fisher, Paul Ford, George's Mother, Marguerite Warwick, Jess Westman, Bethel Leslie, Conductor, Joseph Leberman, Rosemary Adams, Patricia Benoit, Charlie Butler, Conrad Janis, Fred Irving Lewis, Vera Potter, Helene Dunas.

VAUDEVILLE

Betty Hutton Explodes All Over Palace, Bringing Down House

By BILL SMITH

It looks like the Palace has finally come up with a show that should do as big as the Judy Garland bill in the Betty Hutton package. The show has everything that a real solid vauder should have. It has Betty Hutton as the solid attraction; low comedy; flash; pace, superb production and lighting. The audience kept up a steady roar of applause and gales of laughter; an audience that filled every seat including standers.

Betty Hutton's act set and directed by her husband Charles O'Curran was a masterful piece of showmanship. It caught the blonde bombshell in all her moods from the frantic explosive unpredictable to the wistful struggling little girl fighting for a career. The gal gave it every-

thing with hardly a pause. When she wound up with some trapeze bits ending in a fallaway, she brought the house down. Miss Hutton came on via lighting bits and some hefty assists from the Skylarks (three boys; two girls) who were wonderful in their earlier single spot and equally strong with the star.

The Hutton routine ran the gamut from a dynamic "There's No Business Like Show Business" opening, a touching tribute to the late Buddy DeSylva via a medley of his all time hits, to a tremendous bit from her to be released pic, Paramount's "Somebody Loves Me" based on Blossom Seeley's life. There were effective bits; ad libs and thru it all the Skylarks were pillars of strength. The tremendous ovation Miss Hutton

got at the end was a well deserved one, the fact that she insisted on sharing it with the kids was a gracious gesture that won additional plaudits.

Herb Shriner. In the closing of the first half started slowly as usual, but as the house got to him the ripples of laughter became continuous roars. Shriner's rhye mannerisms as he sold his rustic understatement lye of humor got better results here than ever caught before.

The Borrah Minevitch Harmonica Basalis with Johnny Pulso were as hilarious as ever. (Continued on page 52)

Betty Hutton, reviewed at Palace Theater, New York, Saturday, April 12.

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Billboard Backstage

By JOE CRIDA

Doing a weekly column can be a trying proposition at times. There are weeks when you scramble around for something interesting enough to justify the space and effort. Few, to be sure, but some. Most weeks it's a matter of trying to choose between a half dozen or more situations, personalities or events. On occasion I've done a story which seemed unfinished, or made a rash promise to knock out a piece on something or somebody at a later date.

I hate to admit this, but I've never worried too much about such instances, on the simple (as it turns out, simple-minded) theory that the customers who spend a couple of minutes in this corner each week, won't remember what they've read five minutes after they finish perusing the column. How wrong can a guy be? And my apologies.

Two issues back I did a piece about a lady from Nashville, who was having a helluva time getting her misbehaving TV set fixed by RCA, from whom she'd bought it. I got a number of calls, asking: "What happened? Did RCA fix the set?"

Well, I checked with RCA President Frank Folsom, who sent me the letter in the first place, and

he says, yes, the set was fixed. Not only that, but RCA also took care of servicing the lady's cows, so now everybody's happy.

J. G. Taylor Spink, top man of the Sporting News, baseball's great trade-newspaper, nags me via mail about the column I did on the young man who applied for a job to Ted Cott, vice president of WNBC and WNBC in New York by sending a message to Cott via a homing pigeon. Did the man get the job, asks Mr. S.

Yes, he did. And (here I go again) as soon as I find an open lunch date I'm going to invite the youngster to bend a bun with me. And after I meet him I'll do a column on him.

A fellow from Philadelphia, Ralph Pandolfi, really reaches back. Even I don't remember how long ago I did a couple of backstage on Frank Sinatra. In the course of one of them, I mentioned I'd probably do a piece on Perry Como. So, Mr. Pandolfi wants to know, where is it?

Perry, of course, is a busy guy with his three-times a week Chesterfield TV show, and I'm a little preoccupied around this factory, and honestly I just haven't gotten together with him in recent months. A promise, nevertheless,

is a promise. And I'll catch up with Mr. C soon, just to make Mr. Pandolfi happy.

And Ed Kobak, broadcasting and advertising industry leader, and one of my favorite people, clips last week's piece, detailing my harrowing experiences at the National Association of Radio and Television Broadcasters' convention in Chicago, and sends it to me with a note. You may recall I wound up the column, saying: "I must make a note to ask the Littlefevers for a raise."

Ed comments: "What's the matter with your memory?" Which rather baffled me. I don't know whether he means I just got a raise recently, which I did. Or whether I'm silly to require a note to myself to ask for a boost. In any event, I was only kidding. I'm highly overpaid as it is. And I wouldn't make this remark here, except that I know the publishers never read this pillar any way.

But to all these nice people who take the time to write me, any time about any piece, my thanks, as usual. Nothing makes a writing guy happier than to realize somebody reads his drivel. To the correspondents who check to see I'm keeping my promises, and to all the others who've been writing... thanks, I appreciate it.

Washington Once-Over

By BEN ATLAS

WASHINGTON, April 12. — Best guess on when the Federal Communications Commission will start the oft-deferred hearings on theater TV is next fall. FCC's latest deferment, announced this week, surprised nobody. Only significance in the latest delay is that, this time, the Commission avoided setting a new date.... Senate Committee on Post Office and Civil Service is considering a bill proposing stiff penalties for sending Communistic propaganda via disks, film or printed publication for use in schools. Hopped this week by Sen. Olin D. Johnston (D., S. C.), the bill calls for maximum fine of \$10,000 or five years' imprisonment, or both, for violations.

"Voice" Debate in House Covered by 6 Staffers...

During House floor attack on waste and extravagance in State Department's Voice of America, a graphic demonstration of what the House critics were talking about was given by "Voice" operatives within earshot of the debate. The "voice" had no less than six staffers "covering" the debate. That was a bigger crew

than the combined forces of the two largest news bureaus on the Hill covering the story. Among "Voice" operatives watching the proceedings were staff administrators, "newsmen" and clerks. State's information set-up has private phone lines in the periodical press galleries of both houses. Bulletins were phoned to State Department in rapid-fire order despite the fact that State also has a legislative liaison staff to perform the same job, and in any case could have read the same information from the press association tickers in its offices.

FCC Staff Losses Rise As TV Thaw Nears...

Now that the TV freeze is finally getting its first touch of a thaw, FCC is more worried than ever about its mounting staff losses. Facing its heaviest workload in history, Commission has been making few replacements in upper bracket posts, including three hearing examiner vacancies. Latest in growing exodus of brass-bats from the FCC is Harry Becker, chief of the administrative law branch. Becker resigned Friday (11) to start a private law

practice here after 10 years with the Commission. The agency is feeling the strain of its recent losses, including such legalists as Harry Plotkin, Jack Blume and Max Goldman. Situation is seen as possibly weighing the White House scales in favor of reappointment of Commissioner Rosel K. Hyde, whose term expires June 30. Hyde is a seasoned hand on the FCC. The Communications Act requires that there be no more than four members from one political party on the Commission. Present lineup consists of three Republicans, three Democrats, one Independent, Republicans besides Hyde are Commissioners George Sterling and Robert Jones. Democrats are Chairman Paul Walker and Commissioners Frieda Hennock and Robert Bartley. Commissioner Edward Webster is an Independent. President Truman could support Hyde with a Democrat and still keep within the legal ceiling, but the President is being reminded that Hyde's experience will be needed in the coming years, particularly with Congressional cuts in FCC's budget having virtually halted replacements for staff losses.

Picture Business

By LEE ZIHTO

HOLLYWOOD, April 12. — One of the fascinating parts of covering showbiz these days is the noting of many changes that take place as one facet of the industry adjusts to meet the pressures of another. For example, take the tug of war that has been going on between motion pictures and television. Since TV loomed on the horizon as a box-office threat, the movies have been going thru an interesting metamorphosis to combat TV's audience rabbling powers.

Noting that Westerns are strong favorites on the TV screen, the picture studios started to level their top guns in that direction by casting their biggest names in big-budget Westerns. Clark Gable, Jimmy Stewart, Ava Gardner, to mention a few, suddenly appeared in cowboy attire and the Old West hereafter held for the kids' Saturday popcorn sessions, now lived again with renewed vigor for the adults.

When Columbia Broadcasting System and Radio Corporation of America locked horns over color television only to find that government orders would delay the final development of an acceptable system, movie makers immediately began to add more bued product to their releases. Color was one thing the producers could give audiences

that they couldn't get from their tele set. All thing being equal, color films traditionally delivered a better b. o. than black and white product. Now that the two entertainment media were battling over audiences, color began to show new strength. More and more, studios began to turn to tinted releases.

"Ciro-Goldwyn-Mayer last week listed a production schedule of 16 features, of which 11 are to be in color. Nearly all Class A films produced on the major lots are to be in color, and many of the lower-budget Class B productions similarly are being given a better chance at life at the theaters via color processes. Warner Bros. recently unveiled its "Warnercolor," and indications are that studio will be down on utilizing its own tinting process. Cinecolor's "Spericelcolor" process is being used for a number of pictures and was the hue used in Columbia's low-budget Mickey Rooney musical, "Sound Off." Technicolor's plant is operating at an all time high to satisfy the demands of the industry's gradual conversion to color.

Paramount Pictures this week disclosed it will shut down its film processing laboratory Saturday (19) because almost its entire schedule of forthcoming productions will be filmed in Technicolor. Inasmuch as Technicolor processes

its own film, there would be no further use for the black and white facilities. Of the few pictures Paramount intends to make in black and white, the studio will farm out the processing. Paramount's lab at one time employed 75 persons. Since March 1, employment dwindled to a skeleton crew of 35 who now will have to be absorbed by other facets of a changing industry.

Stanley Kramer's Technicolor fantasy, "The 5,000 Fingers of Dr. T," is loaded with music. It's about a kid who didn't know to practice the piano and pictures hundreds of youngsters knocking a keyboard that seems miles long. As Kramer told us: "This will either be one of the greatest pictures made or the biggest flop." Gerald Mohr gets star billing in Al Zugsmith's "Invasion, U.S.A." "Jonie Taps" succeeds with "Sound Off" has prompted Columbia's Harry Cohn to green-light Tapes' production of a Mickey Rooney follow-up to his Army antics in a Navy yarn to be tagged "All-Ashore." It will be filmed at Catalina. Taps is currently negotiating with Dick Haymes for a lead in the pic. ... Charlie Chaplin is now cutting his "Limelight." ... Kathryn Grayson was signed by Warners to co-star with Gordon MacRae in the Technicolored "The Desert Song."

Prolonged Fight Now Seen for Top TV Areas

FCC Thaw Sparks Gold Rush for Top TV Channels

WASHINGTON, April 14.—The din of prolonged battles for the last remaining VHF frequencies in the nation's "blue chips" markets will be the dominant note of the new era which television entered today (14) via the Federal Communications Commission's long-expected final TV allocations plan thawing a three-and-a-half-year old freeze on applications. The thaw provided the signal for a gold rush on a scale rarely witnessed in the electronics age, but the thaw appears likely to set up a new record for duration, possibly running longer than the freeze itself.

As the FCC gave itself a respite until July 1 to brace for the growing onrush of applicants, the future was clouded by the certainty of a succession of hearings and legal wrangles in scores of cities that may take years to resolve, reducing the chance for any new grants of any kind this year and part of next year to less than a handful. The final plan emerged as anticipated with dissents and separate opinions showing all the evidence of the commission's own backstage bitter division of opinion on its findings, and although legalists here are generally of the belief that any court injunction against the entire plan itself would come about only as the last desperate act of some well-heeled TV contender in an "everything to gain and nothing to lose" frame of mind. It was also agreed that the dissents of Commissioners Robert F. Jones and Frieda Hennock contain ample ammunition for anyone willing to risk a court challenge.

Deemed particularly significant was Commissioner Jones' charge that the final plan is "arbitrary and capricious" and a defeat of the purpose of the communications act (see separate story in Radio-TV Department on Jones' dissent). Also figured as significant was Commissioner Hennock's charging that the FCC's "channel-by-channel" procedure in arriving at its final TV plan offers "greater opportunity for, and thus encourages, maneuvering, pressuring and trading among applicants within available VHF channels." Forecasting "multiple VHF hearings in the same community," Miss Hennock bulwarked Jones' dissent by asserting: "No one can believe that these competitive practices will be intended to or will produce applicants best qualified to serve the public interest and most dedicated to it." "Clearly," added Miss Hennock, "the commission should not abdicate to individual applicants its critical role in licensing proceedings; it should not select a procedure that puts a premium on their wiles and stratagems."

Controversial Aspects

Perhaps the most controversial portions of the final plan making available 2,053 assignments in 1,291 communities are the commission's channel-by-channel findings in hotly-contested cities. The commission's detailed findings resolved none of the contests which had already developed by the time the freeze was imposed in the fall of 1948. And, if anything, contenders in such spots as Buffalo, Niagara, Lancaster, Pittsburgh, Philadelphia, and Columbus-Cincinnati are left in a mire of more bitter rivalry than ever. Complicating the outlook is the commission's own gloomy conjecture that it won't have enough hearing examiners or staff to speed the proceedings.

In assigning 70 UHF channels between 470 and 890 mc, in addition to the dozen VHF channels between 54 and 216 now in use, the commission implies that considerably more than 2,053 assignments could be eventually made. Although the plan provides for a change of frequency for 30 existing VHF stations, none of the present 108 stations will be moved to the UHF band or removed from the air by the plan. The plan provides opportunity for making changes and additions to channel assignments a do p t e d.

(Continued on page 9)

London Dispatch

By LEIGH VANCE

LONDON, April 12. — There's been some talk recently about the tepid reception of American hits here and British ones on Broadway. Some misguided folk even hinted the critics here had ganged up to panic South Pacific and keep Broadway in its place by greeting "Kiss Me Kate" with reserve. They'll have to change their tune after Clifford Odets' "Country Girl," titled here "Winter Journey," opened this week to a chorus of raves reminiscent of "Oklahoma!" Put on at the St. James Theater by Henry Sherak and Sam Wanamaker, the piece was an instant hit. The daily papers gave it a warm welcome, drew people in so fast that the second night (usually tame) had hardly a seat left free. There was reservation about certain parts of the play in which Odets skated over weak portions in the plot, but all agreed it was magnificent theater. Raves went to Sam Wanamaker for the mastery way he staged the piece and handled the part of Bernie Dodd. It was definitely his evening. Googie Withers, as Mrs. Elgin, was warm and humane. Michael Redgrave, as Elgin, slightly austere, but never dull. It should run a couple of years. Also greeted warmly was Jennette Dowling and Francis Letton's "The Young Elizabeth," just opened at the New Theater. It was called a "magnificent picture of English history... great remarkable and moving... great credit to its American authors."

BBC Gives Up Own Gab

On Grand National... Traditionally, the British Broadcasting Corporation's commentary on the Grand National Steeplechase reaches a peak audience of tens of millions. But this year Mrs. Topham, who owns Aintree where the race is run, and sponsors the race, banned the BBC entirely. After anxious conferences and questions in Parliament it was agreed to let the BBC broadcast a commentary by Mrs. Topham. (Continued on page 52)

Paris Peek

By ANNE MICHAELS

PARIS, April 12. — If the jazz clubs seemed empty during the past week it was due mainly to a concentration of players and audience at the Second Salon of Jazz of the Hot Club of France. Far better organized, and attended than last year's festival, the Salon carried on a program covering every facet and side of the medium.

Star of the show was no doubt Dizzy Gillespie whose program at the Salle Pleyel, surrounded by top musicians, was one of the best this column has seen. Joking with the audience in French, muggins, and just fine playing made Gillespie's French debut sensational one. Besides this he managed to carry off the "coup" of the day when, after the fans had booed New Orleans-styled Aime Barelli, Gillespie embraced the French ork leader and joined to play with his band. It was one of the high spots of the Salon.

The planning committee was smart enough this year to divide the festival into two parts, New Orleans and bebop, eliminating, except in certain instances, a fight between the followers of either. For the week which the Salon lasted, a series of concerts, including one titled "Jazz at the Philharmonic," with Ella Fitzgerald, Flip Phillips, Roy Eldrige, Oscar Peterson, Hank Jones, Ray Brown and Max Roach, all in excellent form, and others given by orks from England, Italy, Belgium Switzerland and the Scandinavian countries, were under way—some times two or three concerts playing each night.

There were also a special exhibition of new type record players, new disks, photographs and paintings of jazz dancers and jazz players; two boats sailing twice daily up the River Seine decked out

(Continued on page 52)

Stronger Promotion Urged for Industry By Buyers of Time

Agency and Advertising Executives Decry Lethargy, Especially in Radio

Continued from page 1

the Competition: Audience and/or Sales Promotion, Public Service Promotion and a newly created division, Promotion of Radio as a Medium.

As in previous years, after the judges completed their study of all entries, and had marked their ballots a luncheon and general discussion of the competition and entries on a broad basis was held. Typical of the judges' reaction to the response of stations to the Competition (notwithstanding that this year saw the largest number of entries in 14 years), and the general quality of the entries, was this statement from a top national advertiser:

"It is difficult to understand why in a year when radio must recognize the great need to sell itself to advertisers, more broadcasters do not avail themselves of the opportunity to show advertisers how effectively they do the important job of promotion. Particularly in the Promotion of Radio as a Medium, I believe the broadcasters are falling dismally to do this essential job."

This judge's opinion was elaborated upon by a top executive in one of the nation's leading advertising agencies. Said this agency man: "Very few stations submitting entries in the Promotion of Radio as a Medium division actually did a solid job of promoting the medium. They are evidently under the impression that a little promotion of their own station and programs represents effective promotion of the medium. The Competition shows again, as it has in previous years, the great need for a truer understanding of what promotion is."

William Ramsey of Procter & Gamble, however, stated that the entries in the Television Division, both for audience and sales promotion and public service were "generally excellent."

One judge recommended that The Billboard write a personal

letter to the president or general manager of every station which did not submit an entry. "I'm sure," he said, "that if the top executives of networks and stations had this competition called to their attention forcefully, every station in the country would enter."

Another agency executive pointed out that many of the entries claimed notable promotion achievements but failed to document same.

Notwithstanding the general criticism of the entries, the judges agreed that not only the winning networks and stations, but scores of others did truly outstanding promotion jobs, and told the story of those jobs in well presented, well documented entries.

William Ramsey of Procter & Gamble, for example, declared that he found the television station entries "generally excellent." Stanley Pulver of Lever Brothers, in commenting on the network audience and sales promotion entries, said: "The National Broadcasting Company entry was a fine piece of work, and the Mutual Broadcasting System's 'Queen for a Day' promotion had real warmth and high personal appeal." Chester MacCracken of Doherty, Clifford & Schenfield, in commenting on entries in the Public Service Division, for 5,000 watt to 20,000 watt stations, said: "It was difficult to make a decision on the winners in this category. There were so many good entries."

Carlos Franco of the William Weintraub agency, said of the winners in the 50,000 watt audience-sales promotion category: "These entries show real vitality and a comprehension of radio's needs today." Franco noted, however, that many other entries in this division showed a great lack of ingenuity and seemed to lean too heavily on expenditure of funds in an unimaginative, routine manner.

List of winners in all three divisions as well as detailed stories of winning entries appear in Radio-TV Department this week.

HERE ARE THE JUDGES FOR 14TH BB COMPETISH

NEW YORK, April 12.—The 20 advertising executives listed below comprised the board of judges in The Billboard's 14th Annual Radio and Television Promotion Competition. The sponsors and agencies represented by these execs are responsible for millions of dollars of AM and TV billings annually. Thus, these are the key men to whom much of this promotion is directed.

The board was broken down into committees, each committee reviewing the entries in one or more categories. The complete panel of judges follows:

ADVERTISERS

J. M. ALLEN
Bristol-Myers

JOHN R. GILMAN

STANLEY PULVER
Lever Bros.

R. C. RETTIG
Whitcomb Pharmacal

NORMAN LIVINGSTON
Serutan

R. H. COFFIN
Radio Corporation of America
RCA Victor Division

W. M. RAMSEY
Procter & Gamble

TOM MORRIS
Prudential Insurance Company of America

ADVERTISING AGENCIES

JERRY BESS
Frank B. Sawdon, Inc.

JAMES C. DOUGLASS
Erwin, Wiley

CARLOS FRANCO
William Weintraub

THOMAS LUCKENBILL
William Esty Co.

DON McCURE
McCann-Erickson

ROBERT REUSCHLE
McCann-Erickson

WILLIAM A. CHALMERS
Grey Advertising Agency

AL DURANTE
J. Walter Thompson Co.

G. D. CUDEBROD
N. W. Ayer & Son

CHESTER MacCRACKEN
Doherty, Clifford & Schenfield

ROGER PRYOR
Foote, Cone & Belding

TOM SLATER
Ruthrauff & Ryan

THE WINNERS

The Billboard's 14th Annual Radio and TV Promotion Competition

AUDIENCE and/or SALES PROMOTION

• NATIONAL NETWORKS

1ST Mutual Broadcasting System
Frank White, Pres.
Robert Schmid, Adv. V. P.
Harold Coulter, Prom. Mgr.

2D National Broadcasting System
Joseph McConnell, Pres.
Jacob Evans, Prom. Mgr.

• 50,000-Watt Stations

1ST WLW, Cincinnati
R. E. Dunville, Gen. Mgr.
E. O. Feintzel, Prom. Mgr.

2D KOA, Denver
Charles Davis Jr., Gen. Mgr.
Cy Penley, Prom. Mgr.

3D WNBC, New York
Ted Cott, Gen. Mgr.
Jay Smolin, Prom. Mgr.

• TELEVISION STATIONS

1ST KSTP-TV, Minneapolis
Stanley Hubbard, Gen. Mgr.
Joseph Cook, Prom. Mgr.

2D WNBO, Chicago
Harry Kopf, Gen. Mgr.
John Keys, Prom. Mgr.

WNBT, New York
Ted Cott, Gen. Mgr.
Jay Smolin, Prom. Mgr.

3D WLW-T, Cincinnati
John Murphy, Gen. Mgr.
Frederick Oregg, Prom. Mgr.

• REGIONAL NETWORKS

1ST Pacific Northwest Broadcasters
E. B. Craney, Mgr.
James Manning, Prom. Mgr.

• 5,000 to 20,000-Watt Stations

1ST KDAL, Duluth, Minn.
Dalton LaMaurier, Gen. Mgr.
Dale Cowie, Prom. Mgr.

2D WTAG, Worcester, Mass.
Robt. Booth, Gen. Mgr.
Andy Fuller, Prom. Mgr.

WDSU, New Orleans
Robt. Swezey, Gen. Mgr.
Marion Annenberg, Prom. Mgr.

3D WDNC, Durham, N. C.
J. Frank Jarman, Gen. & Prom. Mgr.

TIE WHP, Harrisburg, Pa.
A. K. Redmond, Gen. Mgr.
Beatrice Postelger, Prom. Mgr.

• 250 to 1,000-Watt Stations

1ST WSAM, Saginaw, Mich.
Jack D. Parker, Gen. & Prom. Mgr.

2D WORZ, Orlando, Fla.
Eugene Hill, Gen. Mgr.
St. Alpert, Prom. Mgr.

TIE WLOW, Norfolk, Va.
Robt. Wasdon, Gen. Mgr.

3D WSNY, Schenectady, New York
Winslow Leighton, Gen. Mgr.

PUBLIC SERVICE PROMOTION

• 50,000-Watt Stations

1ST WLW, Cincinnati
R. E. Dunville, Gen. Mgr.
E. O. Feintzel, Prom. Mgr.

2D WLAC, Nashville, Tenn.
F. O. Sowell, Gen. Mgr.
Frank Gonzales, Prom. Mgr.

3D WPTR, Albany, N. Y.
Robert Coe, Gen. Mgr.
George Southerland, Prom. Mgr.

• TELEVISION STATIONS

1ST WBNS-TV, Columbus, O.
Richard Borel, TV Dir.
Barbara Haddox, Prg. Mgr.

2D KTLA, Hollywood, Cal.
Klaus Landberg, Gen. Mgr.
Howard Wormser, Prom. Mgr.

3D WBBK-TV, Chicago
John Mitchell, Gen. Mgr.
Lee Salberg, Prom. Mgr.

• 5,000 to 20,000-Watt Stations

1ST KFH, Wichita, Kan.
Frank Webb, Gen. Mgr.
Merjorie Bassett, Prom. Mgr.

WKRC, Cincinnati
David Taft, Gen. Mgr.
Wm. Hines, Prom. Mgr.

2D WOV, New York
Ralph Weil, Gen. Mgr.
Ruth Thompson, Prom. Mgr.

TIE WCHS, Charleston, W. Va.
John Gelder Jr., Gen. Mgr.
Harry Brawley, Prom. Mgr.

• 250 to 1,000-Watt Stations

1ST WNYC, New York
Beymour Seigel, Gen. Mgr.
Alan Levin, Prom. Mgr.

2D WAVZ, New Haven, Conn.
Daniel Kops, Gen. Mgr.
Richard Monahan, Prom. Mgr.

3D CJOB, Winnipeg, Man., Canada
J. O. Blick, Gen. Mgr.
E. O. Gibson, Prom. Mgr.

OUTSTANDING PROMOTION OF RADIO AS A MEDIUM

• ORGANIZATIONS

- 1ST UNITED DETROIT RADIO COMMITTEE**
G. R. Stout, Managing Dir.
- 2D SOUTHERN CALIFORNIA BROADCASTERS ASSN.**
Norman Nelson, Managing Dir.
- 3D MICHIGAN ASSOCIATION OF BROADCASTERS**
Dan Jayne, Pres.

• NATIONAL NETWORKS

- 1ST NATIONAL BROADCASTING COMPANY**
Joseph McConnell, Pres.
Jacob Evans, Radio Prom. Mgr.
- 2D MUTUAL BROADCASTING SYSTEM**
Frank White, Pres.
Robert Schmid, Adv. V.-P.
Harold Coulter, Prom. Mgr.

• REGIONAL NETWORKS

- 1ST NBC WESTERN**
John West, V.-P. in Chg.
Helen Murray Hall, Prom. Mgr.
- 2D PACIFIC NORTHWEST BROADCASTERS**
E. B. Craney, Mgr.
James Manning, Prom. Mgr.

• 50,000-Watt Stations

- 1ST WHDH, Boston**
William McGrath, Gen. Mgr.
William Shea, Prom. Mgr.
- 2D WSB, Atlanta**
John Outler Jr., Gen. Mgr.
Vic Piano, Prom. Mgr.

• 5,000 to 20,000-Watt Stations

- 1ST WMCA, New York**
Mort Pielachi, Gen. Mgr.
Howard Klarman, Prom. Mgr.
- 1ST CFAC, Calgary, Alberta, Canada**
A. M. Cairns, Gen. Mgr.
R. J. Tregillus, Prom. Mgr.
- 1ST WAVE, Louisville, Ky.**
Nathan Lord, Gen. Mgr.
Cyrus Crites, Prom. Mgr.

• 250 to 1,000-Watt Stations

- 1ST WSNY, Schenectady, N. Y.**
Winalow Leighton, Gen. Mgr.
- 2D KNKR, Baker, Oregon**
Kenneth Lockwood, Gen. Mgr.
Milton Levy, Prom. Mgr.
- 3D CHUM, Toronto, Ontario, Canada**
Robert Lee, Gen. Mgr.
Leigh Stubbs, Prom. Mgr.

Top Advertiser, Agency Execs Judge Radio-TV Promotion



The promotion Competition judges at luncheon. Seated around the horseshoe, left to right, are Jim Douglass, Erwin Wasey; John R. Gilman; Norman Livingston, Serutan; Bill Chalmers, Grey Advertising; Tom Morris, Prudential Insurance; Chet MacCracken, Doherty, Clifford & Shenfield; Dick Rettig, Whitehall Pharmaceutical; Dan Collins, of The Billboard's ad department; Joe Caida, Billboard editor-in-chief; Dave Gudebrod, N. W. Ayer; Tom Slater, Rutherford & Ryan; Don McClure and Bob Reuschle, McCann-Erickson; Leon Morse, The Billboard; Al Durante, J. Walter Thompson; Bill Ramsey, Procter & Gamble, and Carlos Franco, William Weintraub Agency. Seated inside the horseshoe, left to right, are Gene Plotnik, Sam Chase and June Bundy, of The Billboard. The exhibit of the entries was in the next room. The judges reviewed the entries before lunch.



At left, several of the judges looking up for the camera while reviewing Promotion Competition entries. Left to right they are Joe Allen, Bristol-Myers; Sam Chase, The Billboard; Roger Pryor, Foote, Cone & Belding; Bill Chalmers, Grey Advertising; Leon Morse, The Billboard; Dave Gudebrod, N. W. Ayer & Son (foreground); Dick Rettig, Whitehall Pharmaceutical; Al Durante, J. Walter Thompson (foreground); Carlos Franco, William Weintraub Agency, and Raiston Coffin, RCA Victor Division, Radio Corporation of America.

At right, Norm Livingston, of Serutan; Gene Plotnik, of The Billboard, and Jerry Bess, of the Frank B. Sawdon Agency, during the judging of the 14th Annual Radio & Television Promotion Competition. Bess is radio-television account exec for Robert Hall Clothes. He is holding his ballot. Each judge reviewed the entries in one or more categories. Billboard staffers served as guides around the display of entries, but did not vote. A few entries in the Radio-as-a-Medium Promotion division are in the foreground. This was the first year that this division was included in the Competition.



Below, judges at work. Facing the wall, left to right, are Chet MacCracken, Doherty, Clifford & Shenfield; Bob Reuschle, McCann-Erickson; Don McClure, McCann-Erickson; Bill Ramsey, Procter & Gamble, and Joe Allen, of Bristol-Myers. Last three named are looking at entries from television stations. Facing the table at right are, left to right, Al Durante, J. Walter Thompson; Dave Gudebrod, N. W. Ayer & Son; Bill Chalmers, Grey Advertising, and Roger Pryor, Foote, Cone & Belding. The event took place in the Jansen Suite of the Waldorf-Astoria Hotel in New York on Tuesday, April 8. Judging began at 11 a.m. In the afternoon the display of entries was open to all members of the radio, television and advertising industry. Two of the judges who were present and voting but did not appear in these pictures are Stanley Pulver, of Lever Brothers, and Tom Luckenbill, of the William Esty Agency. On a secret ballot, judges voted for their first, second and third choices in each category. Winners were determined by points, each first choice getting three points, second getting two points and each third choice receiving one point.



AS A MEDIUM

United Detroit Radio Comm. Scores; Southern Calif. 2d

NEW YORK, April 12.—The United Detroit Radio Committee, made up of seven Detroit area radio stations, won hands down in the category covering the work done by organizations to promote radio as a medium. Their million-dollar campaign launched in September around the theme, "Wherever You Go... There's Radio," was called "outstanding" by the judges reviewing this category of The Billboard's 14th Annual Radio and Television Promotion Competition.

This was the first year for this division of the competition. A special category was created only for the 14th annual competition in view of the several organized efforts to sell radio during 1951.

Second place award went to the Southern California Broadcasters' Association for the various promotional efforts carried out for its 59 member stations.

Third place was taken by the Michigan Association of Broadcasters for its half-hour show, "Radio Is Everywhere," which was carried over most of its 65 member stations, and for the promotion of the program on the air and in newspapers.

The Detroit campaign was executed by the C. R. Stout advertising agency. A humorous cartoon character was used in all black and white ads, including car cards and newspaper ads. The character was pictured in a variety of occupations and locations, always with a radio in view. The "Wherever You Go" theme was used in 90,720 spot announcements, and was expanded into a jingle. It was tied in with all of the indi-

vidual stations' program promotion and releases. It was also used in aerial displays flown over outdoor functions. The whole campaign received wide coverage in trade and consumer press, and many requests were received from stations in other markets for permission to use the theme locally.

Southern California Broadcasters' Association created a broad campaign to sell the medium in general and its member stations in particular to advertisers and listeners. An easel presentation employing the motif, "Your Circulation With Southern California Radio Is Just 1 Per Cent Less Than Everybody," was shown to advertisers throughout the country. It was redone in brochure form and distributed to 2,800 advertisers throughout the U. S. These presentations were backed with meetings and rallies on the methods of selling the market. Additionally,

the association furnished its members with bulletins covering all phases of broadcasting. They also furnished members with scripts for on-the-air announcements plugging radio in general.

The Michigan association stations plugged their "Radio Is Everywhere" show on the air and in newspapers. The program, in addition to pushing the medium, served as an admirable public service function. It portrayed the use of the medium now being made by Radio Free Europe.

Stations from all over Michigan contributed recordings made by displaced persons in their vicinities and a speech by Gen. Lucius Clay was integrated. Radio Free Europe had the show franchised to Czech and beamed it behind the iron curtain as a demonstrative effort among a group of U. S. radio stations.

AS A MEDIUM

NBC's Western Web Best; PNB Follows

NEW YORK, April 12.—The entry submitted by the Western Network of the National Broadcasting Company was selected by the judges as the most outstanding example of the promotion of radio as a medium by a regional network. Second place in this category of The Billboard's 14th Annual Radio & Television Promotion Competition went to the Pacific Northwest Broadcasters.

NBC Western featured full-page ads that sold the medium first and the network second. Examples of the heads: "28 years old in the prime of life and still growing—That's Radio!"

"More Radio sets are now in use than ever before in history!" "Radio is still in the (sales) Driver's Seat!" and "People spend more time with Radio than any other medium!" Large, cartoon style art was used in the ads, which were placed at least twice a month. As a follow up, each of the ads were re-worked into a direct-mail piece and sent to 1,200 advertisers and agencies on the West Coast and 2,500 in the East.

The Pacific Northwest Broadcasters, which caters to retail advertisers thru the XL stations of the northwest, present a spate of its sales and audience promotion, thruout which ran a strong line on the greater strength of radio as compared to news-

papers. A controlled research project by the Advertising Research Bureau, Inc., of Seattle, was used by PNB to show that radio alone developed more than 48 per cent of the store traffic thruout the U. S. and 54.5 per cent in the XL markets.

Another brochure, "Why are listeners and advertisers so in love with radio?" expounded the public service and sales strength of radio.

The PNB literature did not attempt to wipe out competing media. Using the ARBI data, it pointed out that "it takes two guns," both radio and newspapers. But it emphasized that radio delivers the greatest proportion of customers.

Several mailing pieces were also displayed by PNB. On the same theme of selling both markets, the newspaper and radio audience, PNB put out one folder headed "this much is in the bag," to the front of which was stapled a small cloth bag containing a dime and two pennies. Another piece was headed, "Radio is growing faster than America."

On the theory that you need the help of newspapers if you want to sell radio, CHUM, Toronto, syndicated a weekly column, "All Eyes and Ears," to 35 smaller newspapers in the Toronto area with a combined circulation of about 250,000. The column, which was prepared by the station public relations director, Phil Stone, was distributed at CHUM's expense. The column consisted of chatter about all Toronto stations, not just CHUM. Only items conducive to better public opinion of radio were used in the column.

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AS A MEDIUM

WHDH Called Champ, WSB Is Close Behind

NEW YORK, April 12.—While diligent efforts to promote radio as a whole were displayed by 50,000-watt stations, the work of most of the stations was tied up with the promotion of the individual stations.

First place was won by WHDH, Boston, for a study of out-of-home listening in the Boston area, the results of which were disseminated widely via a handsome, readable, pocket-size brochure and a full-page ad in Time magazine.

WSB, Atlanta, was voted into second place for a hard-hitting and extensive over-all campaign. The Atlanta station ran a series of newspaper ads picturing Atlanta citizens, and quoting them on the values they got from radio listening. WSB also sponsored a contest to draw letters from the public on what they wanted to hear on radio. But to the greatest extent the WSB efforts to promote the medium were subsidiary to its plugging of its own station, the judges pointed out.

The booklet published by WHDH was entitled "Largest 'Out-of-Home' Area Survey Gives Boston Radio Listening Habits." It was distributed to agencies, clients and other stations. The booklet describes the method used for the survey and the results obtained.

The survey was made via a ballot run for one week in four Boston newspapers with combined circulation of 900,000. A total of

AS A MEDIUM

NBC 3-Way Attack Tops MBS Effort

NEW YORK, April 12.—Striking exhibits of promotion of radio as a medium were presented by national networks to The Billboard's 14th Promotion Competition. First-place award went to the National Broadcasting Company's radio network for a three-pronged attack, including its "People Sell Better Than Paper" campaign, its slide-film presentation on radio in TV areas, and its presentations on radio's sales impact for food, drug and industrial advertisers.

Second place went to Mutual Broadcasting System for its "Radio—It's Wonderful!" campaign, built around the booklet of spot announcements distributed thruout the industry.

The NBC entry showed the eight "People Sell Better" ads that the network ran in 14 trade papers the second half of 1951. It also offered a copy of the script of a closed-circuit broadcast to its affiliates that launched the campaign, and examples of promotion announcements placed on the air. The major shows to plug the several values of radio.

TV Opposition

The second phase of the NBC presentation covered its sales campaign showing radio's strength in television markets. It offered a brochure, "NBC Radio in Television Areas," the script of and pictures from its slide-film presentation, and the brochure documenting the statistics offered in the soundtrack. This was hinged mainly on the line of argument that "out of every 25 passers-by, four read Life, eight watch NBC television, 19 listen to NBC radio."

The final segment of the NBC entry consisted of three brochures directed at three different classes of advertisers, demonstrating the value of radio to them. The first, entitled "This Woman Is on Her Own," pointed out that with the rise of self-service markets, the best way for the food firm to get its sales message to the housewife is over radio. The second, directed at the drug industry, also emphasized the growing role of the self-service market and the disappearance of the human salesman. It was titled "Radio for Sales Health."

The third NBC brochure, "You Cannot Leave These Things to Chance," pointed out the need of major industrial organizations to do a systematic public relations job. "Only human beings can fully sell your ideas... humanize your company," it declared. It also pointed out the necessity of getting the message to the greatest

number of people. The brochure wound up telling how NBC radio fills these needs and listing the major firms that have consistently used the medium.

Mutual's 'Wonderful!'

Mutual, after sending its "Radio—It's Wonderful!" booklet of spot announcements to its 550 affiliates, distributed an additional 3,800 copies thruout the industry with a covering letter signed by Robert Schmid, MBS vice-president. Mutual also sent copies to its complete list of newspaper radio editors, and backed up the campaign with effective trade press publicity. A theme stressed constantly was that "Radio Is the Best Medium for Selling Radio." A preface to the booklet stated that the contents are "expressly not copyrighted." Over 6,000 requests for copies came in from stations all over the U. S. and Canada, almost 100 per cent of them from non-Mutual stations.

AS A MEDIUM

WAVE Joins CFAC in Tie With WMCA

NEW YORK, April 12.—Among stations of 5,000 to 20,000 watts there really were no outstanding examples of promotion of radio as a medium. One of the judges reviewing this category in The Billboard's 14th Annual Promotion Competition declined to cast any vote, stating that he did "not feel any of the entries submitted actually promoted radio as a medium." Another of the judges said he found "a sort of 'head of the ostrich in the sand' attitude" among these entries.

Out of the votes cast, however, there emerged a three-way tie among WMCA, New York; CFAC, Calgary, Alta., and WAVE, Louisville.

As its entry, WMCA submitted their brochure, "The Forgotten 50 Per Cent." This contained the results of a special Pulse survey on the composition of the audience listening to their broadcasts of the New York Giants games during the summer of 1951. This study brought out the fact that 50 per cent of the baseball broadcast audience consists of men, the other 50 per cent being made up of women and children. This, the brochure declared, uncovered a marketable listener-ship that had not previously been calculated.

The CFAC entry gave examples of the station's full-page trade ads, which were also worked into mailing pieces. The ad copy consisted of sales success stories by station advertisers. Thru it ran a theme on the selling strength of radio in general. One of the heads: "Radio Gains Readers for National Magazines."

WAVE presented the survey made for them by Dr. Raymond Kemper of the University of Louisville Psychological Services Center. The results of the study, which demonstrated radio's scope, strength and impact in Louisville, a TV market, were used in a series of full-page trade ads. The ads were topped by half-page cartoons. One of them showed a motorcycle cop stopping a roaster and pointing toward the car's antenna. The caption read, "Yes, and if that's TV antenna, you'll get a year in jail!" The copy went on to point out that neither TV nor newspapers can deliver impact in the 213,318 cars in the Louisville area, but that radio is regularly used in 128,203 of them. The result of the Kemper study were also used in on-the-air announcements.

AS A MEDIUM

WSNY Good First; KBKR In 2d Place

NEW YORK, April 12.—Radio Station WSNY, Schenectady, N. Y., which won a third-place award in the audience-sales promotion division of The Billboard's Promotion Competition, also placed first among 250 to 1,000-watt stations in the Radio-as-a-Medium Promotion Division. Second place was taken by KBKR, Baker, Oregon, and third went to CHUM, Toronto, Canada.

WSNY won its award for promoting the medium on the basis of three efforts. First, it ran a series of station-break announcements saluting its neighbor Schenectady station, WGY, on its 30th anniversary. The plugs wound up with the words, "Radio is alive!... Growing!... More powerful than ever before!" They also ran a full hour program saluting WGY. Next, WSNY's entry displayed the text of 14 station-break plugs, again using the "radio is alive!" slogan, each plug mentioning a different virtue of the medium, such as: "More people own automobile radios alone than own television sets."

Finally, in much of its sales promotion direct mail, WSNY again used the "radio is alive!" theme, and in many pieces simply pushed radio generally and not

Your ticket to SALES RESULTS—the advertising columns of THE BILLBOARD!

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY

PUBLIC SERVICE

WLW and WLAC Finish One, Two

NEW YORK, April 12. — Top public service job among 50,000-watt stations in The Billboard's 14th Annual Promotion Competition was done by WLW, Cincinnati. Second place awards went to WLAC, Nashville,

and WPTB, Albany, respectively.

The blue-ribbon job by WLW bore out the station's assertion that it has long made pubserv activity an integral part of the outlet's operations. The entry showed that these activities were programmed and promoted with enthusiasm and ingenuity equal to that of the other functions of the outlet. A combination of sound and potent ideas with dynamic, thro promotion was best exemplified by its series, "A Time for Planting," its regional announcement scheme tagged "Your Home Town" and its numerous off-the-air contributions to community public service. Combined under the over-all slogan, "Let the welfare of the people be the supreme law," WLW used such tactics as direct mail letters, leaflets, mat service and other publicity, window displays, ads and on the air announcements.

In garnering second prize, WLAC offered as evidence of its activity a booklet titled "In the Public Interest," which summarized the outlet's pubserv works during 1951. The station set aside at least \$100,000 worth of time for worthy projects, and this was fully utilized. Among the activities were coverage of visits by President

PUBLIC SERVICE

WNYC Wins; WAVZ Again In 2d Place

NEW YORK, April 12.—Champion in public service promotion among stations with 1,000 watts in power in The Billboard's 14th Annual Promotion Competition was WNYC, non-commercial indie operated by the city of New York. Second place was taken down by WAVZ, New Haven, Conn., which won the same award last year. Third place also was a repeat prize, with laurels going to WJOB, Winnipeg.

The job done by WNYC was the most extensive in that station's history, and is the more outstanding because it functions without budgetary appropriation for promotion. First the station used its own facilities to plug pubserv features such as UN broadcasts, talks by city officials, civic events and programs of cultural and educational value. A staggering list of municipal and private community agencies was employed in promotion of shows aired under their auspices. WNYC equipment, such as sound trucks, was made available to some 600 civic organizations and municipal departments. It sponsored a panel at the Ohio State Institute on "Promotional Aspects of Public Service Radio." The station intensified airing and promotion of shows of both national and international significance, with some 600 stanzas used by "Voice of America" for radio. (Continued on page 12)

PUBLIC SERVICE

KFH, Wichita Leads; 3-Way Tie for 2d

NEW YORK, April 12. — With KFH, Wichita, Kan., a repeat winner in public service promotion among 5000 to 20,000-watt stations in The Billboard's 14th Annual Promotion Competition, three outlets wound up in a dead heat for second place, with no third place award made. The trio of runners-up were WKRC, Cincinnati; WOY, New York, and WCHS, Charleston, W. Va.

A number of worthy causes elicited the full support of the champ, KFH, during 1951, as in the year before. Thus, the outlet collected over \$1,700 for the March of Dimes from a single show that ran from 10:03 p.m. to 3:05 a.m., latest KFH ever remained on the air. Street shows and personal appearance shows were made for the same fund. On behalf of a continuing traffic safety campaign, the station awards silver stars to exceptionally safe and courteous drivers. It also established eight "safety lanes" where motorists can check for faulty brakes, lights, horns and windshield wipers. With aired appeals, it aided a fire-stricken family. It helped the county Cancer Crusade go over its quota by about \$2,000. A Christmas party for 2,000 underprivileged children also was staged, among other promotions.

In gaining its tie for second place, WKRC, Cincinnati, showed the results of a campaign it tagged "Cincy-Safety." This drive was made to reach and teach basic safety precautions to parents, children and motorists. It was accomplished through such on-the-air (Continued on page 12)

PUBLIC SERVICE

WBNS, Columbus, Wins; KTLA, Hollywood, Places

NEW YORK, April 12. — Seven major public service campaigns highlighted the efforts of WBNS-TV, Columbus, O., during 1951, and earned for that outlet the first place pubserv award among TV stations in The Billboard's 14th

Truman and General MacArthur, provision of tape recording facilities to servicemen overseas to send messages home, coverage of a "community improvement" contest, and many other projects.

A series titled "The Price of Liberty" won third prize for WPTB, Albany. The shows were produced for the 19 Junior Leagues of New York State and consisted of 12 quarter-hour transcripts dramatizing important historical events in New York State. The series was played in classrooms of hundreds of public and private schools thruout the State. Daily spots on the station promoted the airings of the shows, and heavy newspaper space was promoted.

Annual Promotion Competition. Second prize went to KTLA, Hollywood, which a year ago won third place in the same division. Third honors went to WBKB, Chicago.

The seven-pronged attack of WBNS-TV was turned out under the following headings: Polio, Cancer, Save a Life, Learn to Swim, Famous Cartoonists, Package for Joe, Pilot Dogs and Plus. Running the entire gamut of promotional devices, the station staged wrestling bouts for the polio fund, auction-variety shows for the cancer fund, swimming classes for moppets, aired famous cartoonists for the Savings Bond drive, joined with two other outlets in airing a musical revue for the United Appeals and Red Cross campaigns, promoted the work of the Pilot Dog Fund Campaign, and in addition had its staff members make many personal appearances without charge for worthy causes. Latter appearances were lumped together under the gen-

eral heading of "Plus" promotion in the station's entry.

In gaining the second place award, KTLA averaged an expenditure of more than \$400,000 annually on regular pubserv programming alone. In addition, the outlet in 1951 aired 20 special pubserv one-shots, injected pubserv aspects into regular entertainment shows on its sked, took an active part in local community affairs, and threw the weight of its publicity and promotion activity behind all these efforts.

A sustaining live TV series titled "Assembly" featured the efforts of WBKB, Chicago, in earning that station third place. The series, which aired five half-hours weekly, was designed to educate the public to the needs of all branches of the armed forces. It was directed mainly at mothers, in the 4:30-5 p.m. slot across the board, and also was able to hit the teenage group as well. All branches of the armed forces received equal time and treatment.

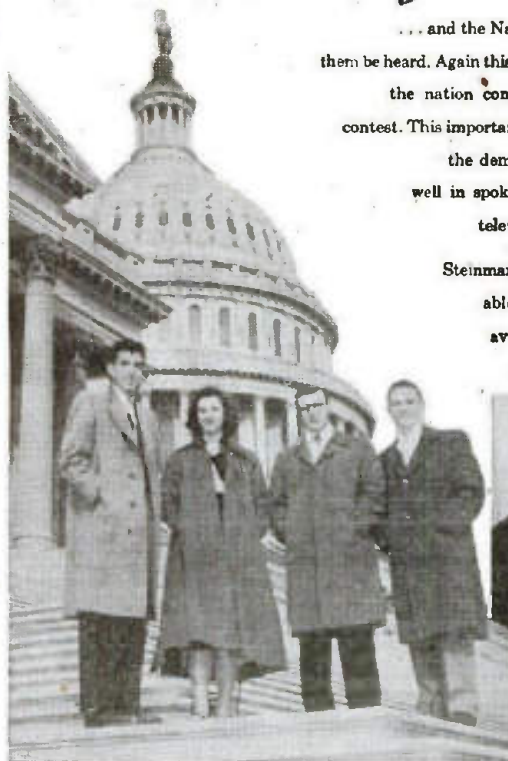
Robert K. Richards, Chairman, National Voice of Democracy Committee, and Director of Public Affairs of the NARTB, whose enthusiastic and vigorous leadership of the contest is reflected in the gratifying increase of contestants from 30,000 to over one million in the five years since the contest began.



Youth speaks for Democracy

... and the National Association of Radio and Television Broadcasters lets them be heard. Again this year... more than a million high school students throughout the nation competed in the NARTB Voice of Democracy fifth annual contest. This important competitive event encourages young people to think about the democratic form of government, and to express its philosophy well in spoken words. The contest also furthers the use of radio and television for such expression—freely and in the public interest.

Steinman Stations salute the Voice of Democracy Committee and its able chairman, Robert K. Richards. They pledge the continued availability of their broadcasting and television facilities to the young men and women who "Speak for Democracy."



The low co-equal national winners in the Voice of Democracy Contest meet President Truman.

- The winners— Dwight Clark, Jr., aged 18, from Fort Collins, Colorado; George A. Friot, III, aged 17, from New Orleans, Louisiana; Mara Gay Moxell, aged 16, from Burlington, Iowa; Thaddeus S. Zolnerwitz, aged 17, from Buffalo, New York.

Table listing Steinman Stations: WDEL (AM, FM, TV) Wilmington, Delaware; WKBO (AM, FM, TV) Harrisburg, Pennsylvania; WORK (AM, FM, TV) York, Pennsylvania; WGAL (AM, FM, TV) Lancaster, Pennsylvania; WRAW (AM, FM, TV) Reading, Pennsylvania; WEST (AM, FM, TV) Easton, Pennsylvania.

Represented by ROBERT MEEKER ASSOCIATES Chicago • Los Angeles • This One



AUDIENCE AND SALES

Mutual Takes First Place Followed by NBC Network

NEW YORK, April 12.—The Mutual Broadcasting System won top honors for national networks in the audience-sales division of The Billboard's 14th Annual Promotion Competition. The National Broadcasting Company ran a close second.

The MBS multi-faceted campaign, well staged and promoted, was based on several impressive conceptions. In audience promotion MBS braintraced a "Queen for a Day" campaign, a "Western Week" and a Mutual mystery pro-

gramming tie-up that consistently paid off in space and attention.

The "Queen for a Day" promotion, timed to take advantage of the film of the same name, included a six-week, 10-city tour of the Hollywood AM stanzas in towns not visited in 10 years, and a write-in campaign thru which local MBS affiliates competed for the national premiere of the movie. Both the "Western Week" and the mystery programming effort bathed programs of that nature by tie-ins with publishers plus a larger number of network announcements.

With its "Mister PLUS" symbol carrying the ball, the MBS sales promotion effort showed solid results. Gross billings on the web were up 12 per cent for the year and the average client hook-up used 25 per cent more stations.

The NBC sales promotion effort centered around the catchy theme, "People Sell Better Than Paper," an attempt to sell the medium as well as the network. Also used was the film, "This Is NBC," which featured the web's stars. Numerous promotion pieces comparing AM to its rivals, especially TV, also came into play. The payoff was in new advertisers that included Reynolds Metals, Philip Morris, Coca-Cola and United States Tobacco.

The NBC audience promotion campaign was a two-pronged effort to reach more people over a continuing span of time. It employed more newspaper advertising and more radio plugs than ever before. Two specific promotions were soap operas and the beginning of the new radio season last fall.

AUDIENCE & SALES

WSAM Small Station Top; Tie for 2d

NEW YORK, April 12. — First place in the audience-sales promotion division for 250-1000-watt stations of The Billboard's 14th Annual Radio and TV Promotion Competition went to WSAM, Saginaw, Mich., with WORZ, Orlando, Fla., and WLW, Norfolk, Va., tying for second honors. WSNY, Schenectady, N. Y. was third place winner.

Extensive audience-sales promotion campaign of WSAM was highlighted by station's unique use of film to sell radio. The National Broadcasting Company affiliate wrote, produced and lensed a 20-minute sound-and-color film (utilizing local production and acting talent) designed "to tell and sell the story of radio as expressed by WSAM." Film depicts a typist call and sale to an advertiser by a WSAM staffer, who outlined station's complete sales story—station history, rates, programming, etc. Flicker pointed up two major themes—"It takes people to sell radio" and "Wherever you go there's radio." WSAM also used its own film unit to make color movies of Saginaw's annual regional school band festival when more than 40 bands visit the city for the all-day affair. Station applied credits and WSAM call letters to films and presented them to the schools as a gift.

In addition to its own film production, WSAM made good use of such NBC films as "Behind Your Radio Dial," "More Than Meets the Eye" and "Today in Korea," which they made available for service-club, school and audio-visual center showings, via rotation plans.

The Saginaw station backed up all its advertisers with special merchandising and promotion. During the 1951 National Auto Show in Chicago, WSAM made a commendable pitch for auto manufacturer advertising, via taped coverage (six 15-minute programs) by special WSAM crews in Chicago. Taped liners were sponsored by local auto distributors and station followed up with sales brochures on the event, urging auto firm agencies to buy time in "auto-minded Saginaw."

Second place tie winner WLW, Norfolk, Va., offered tangible evidence of its audience appeal, in that, according to Hooper, its 1951 audience leaped as much as 316 per cent (8 a.m.-noon) over 1950 figures; 263.4 per cent from 8 p.m. to 11 p.m.; 86.4 per cent for noon-6 p.m. and 96.3 per cent on Sundays. Indie's outstanding sales promotion was its Community Club Awards, a copyright campaign which offered advertisers "guaranteed sales—with no strings attached"; plus the combined merchandising power of the Colonial Stores' 48 super markets.

Guarantee-clause was accomplished by station staging contribution contests for 88 local civic and fraternal organizations, church groups and women's clubs. Organizations vied for cash awards totaling \$7,500, with money going to group producing the greatest dollar volume of "proofs of purchase." These "purchase slips" were secured when members bought products of advertisers who sponsored Community Club Awards on WLW. WLW, a fourth place winner in the Billboard Promotion Competition, cashed in on varied types

AUDIENCE AND SALES

PNB Called Tops; ARB Also Is Cited

NEW YORK, April 12. — The Pacific Northwest Broadcasters this week walked off with top honors among regional networks in the audience-sales promotion division of The Billboard's 14th Annual Promotion Competition. PNB unveiled a presentation that was outstanding in every respect.

Its audience promotion was divided into two classes, on-the-air and off-the-air. In the former, there were the usual program plugs, a special 15-minute show, "Dial Detective," which gave news about the web and its stars, mailings of program schedules and pictures of stars to listeners, "XL Calling," a contest program and the continuous running of free offers to get listeners to write in.

In the latter, newspaper ads, convention and school publications, billboards and metal neon, and auto license plate signs were

of markets, with carefully tailored merchandising promotions of the station's Negro deejay, Jack Holmes, and its hillbilly record spinner, Sheriff Davis.

WORZ, Orlando, Fla., first-place winner in the audience sales promotion division last year, tied for second place with WLW this time. Station played up certain big last year, including "Lucky Social Security Number" contest and a Mystery Shopper scheme. Later, WORZ's big-time promotion for grocery store product advertisers, featured a pretty Consumer model as the station's Mystery Shopper, who spent most of her time shopping in Orlando super markets. Gimmick was that listeners received prizes if they walked up to her and said the magic pay-off formula—"It pays to stay tuned to WORZ." A reverse angle of contest was that the Mystery Shopper called listeners during the day and offered awards if they could tell her where she was shopping that day and the name of one item she bought. Promotion, of course, was heavily merchandised from both audience and sales promotion angles.

Third place winner, WSNY, Schenectady, N. Y., went after advertisers last year with an all-out concentration of sales staffers and promotion know-how. Campaign was set up on a regular basis, with each WSNY salesman submitting a list of 10 to 15 live prospects each week. Each prospect then received a 10-piece, two-week mailing campaign, emphasizing the value of radio as a medium, and WSNY's pitch for its low-cost, five-minute strips. Mailings were followed by personal calls, during which salesmen overwhelmed prospects with five-minute recorded presentations (restating mailing cases); sample five-minute audition programs (tailored to advertiser's particular market); and a list of over 30 five-minute program ideas.

consistently exploited. Also employed were radio directories, special window cards, banners, sign toppers, memo pads and phone calls to a minimum of 50 listeners daily.

PNB Promotion

PNB's sales promotion, a model in many respects, is aimed at selling radio, selling the network and selling clients. One of its outstanding gimmicks is recognition, via a plaque, of long time consistent advertisers as being responsible for American radio. One hundred of these plaques were given to PNB advertisers last year.

Another brainwave was an American Research Bureau Survey Promotion which measured the value of radio advertising at the point of sale, the merchant's store. It compared the selling power of AM with that of newspapers, and gained acceptance of the medium truly remarkable. Proof was forthcoming that there were two markets, a readers' and a listeners', there being little overlap between them. The results were that a dollar invested in radio was shown to pay larger dividends for sponsors than in its rival media.

These were only two of the noteworthy creations in a sales promotion portfolio that helped three of the stations in the web hang out an s.r.o. sign last October.

AUDIENCE AND SALES

WLW 1st, KOA 2d For 50-Kw. Stations

NEW YORK, April 12.—WLW, Cincinnati, won first place for the best entry among the 50,000-watt stations in the audience-sales category of The Billboard's 14th Annual Promotion Competition. Second place went to KOA, Denver, and third, to WNBC, New York.

The Cincinnati outlet's "radio-active" audience-sales blueprint was directed toward reevaluating its audience and then capturing and maintaining their attention. In sales promotion, key advertisers in top cities throughout the country were contacted regularly with mailings, trade ads and personal calls. Most impressive was the tremendous selling job done by the station's merchandising department. Each advertiser was given a separate campaign for his product which was fashioned from 26 available merchandising services.

The biggest single effort in audience promotion by WLW was the highly successful "Star Search." This talent hunt canvassed Ohio, Indiana, Kentucky, West Virginia and Southern Michigan, attracted 7,650 entries and awarded \$4,760 in cash, plus station contracts. Newspaper publicity alone amount-

AUDIENCE AND SALES

KSTP-TV Victor; WNBQ Runner-Up

NEW YORK, April 12.—For the second year in a row, KSTP-TV, Minneapolis, this week won first place in audience-sales promotion for TV stations in The Billboard's 14th Annual Promotion Competition. WNBQ, Chicago was second and WNET, New York tied with WLW-T, Cincinnati, for third prize.

The objective of the KSTP audience-sales promotion campaign were four fold: To make potential sponsors KSTP-TV conscious; to show non-users of TV how the medium works; to render a useful, profitable "plus" service to TV advertisers measurable in dollars and cents; and to maintain the station's top position in the market by publicizing programs and getting viewers.

KSTP-TV's sales promotion makes use of its perfected "planalyzed promotion" scheme which has accomplished so much for the station in radio. This merchandising operation supplies a market research book to 1,500 advertisers, the usual posters, direct mailings, fliers, window displays, shopping displays, etc. to retailers and an intricate amount of on-the-air announcements. The end result was reported in a brochure sent to advertisers.

Dealer Tie-ins

In its audience promotion, KSTP-TV works to build the TV set market by tie-ins with dealers and by using special promotions. Two such tie-ups were with the Twin City Appliance Dealers Association and the North Central Electric Industry. The standard promotional techniques—air cards, posters, spots, etc.—also are employed to interest viewers in the station's programs.

The key to WNBQ audience-sales attack is thru use of all promotional techniques in a consistent year-round manner. Its audience promotion makes use of spot announcements, publicity releases, newspaper and magazine advertising, reciprocal tie-ins with dailies, awards, displays, posters, direct mailings and the distribution of special material. Sales promotion for the station is built around presentations, advertising, direct mailings and creative merchandising assistance to produce sales results.

"Operation Sunburst"

WLW-T's "Operation Sunburst" which tripled sales during the summer was the most potent factor responsible for third place tie with WNET. The plan was launched spectacularly with an hour closed-circuit telecast to Chicago and New York which alerted sales personnel in those cities to the operation. A sales contest that awarded a major car to which was added several other impressive prizes, got the salesmen behind the push. In addition to this, the usual promotion techniques—trade

press advertising, regular mailings, expanded merchandising promotions and specially built summer shows—alerted advertisers to the benefits of summer sponsorship on the station.

WNET went all out for developing the community concept in TV. New programs and personalities, more advertising, vigorous, imaginative sales letters, a precedent-shattering school survey in co-operation with Life magazine, trading air time for screen time and other such imposing ideas were the nucleus of the station's all-out audience-sales pitch.

AUDIENCE & SALES

KDAL, Duluth, Then WTAG in 5-20-Kw. Set

NEW YORK, April 12.—Duluth station KDAL took first place honors this year in The Billboard's 14th Annual Radio and TV Promotion Competition audience-sales division for stations from 5,000 to 20,000 watts. Second place went to WTAG, Worcester, Mass., while number three honors were shared by a trio including WDSU, New Orleans, WNCN, Durham, N. C., and WHP, Harrisburg, Pa.

An extensive series of merchandising and audience-planned promotions helped KDAL gain substantially in total rated time periods last year, and the Minnesota station now boasts a larger audience than its nearest two competitors combined. Sales-wise, KDAL wooed advertisers with remarkably complete and detailed presentations, including one to Westinghouse, which resulted in "the largest single time sale to one account for a four month period in Head-of-the-Lakes radio history—\$7,000." Station delved into every facet of promotion, including newspaper magazine and trade advertising; displays, direct mail; billboards, courtesy announcements; daily newsletter to organizations and potential advertisers; and civic participation by station personnel. One of the most effective gimmicks was that of having salesmen send advertisers complete list of merchandising, publicity and promotion staged by station in their behalf, along with a "certified, notarized" statement by salesman as to list's validity.

In a more spectacular vein, KDAL pulled excellent audience results, via 65 "Bandstand" remotes at community centers; appearances at special events by KDAL special events radio car; "Vacationland Unlimited," a show promoting tourist industry; a "Voice of Democracy contest" for Duluth high schools, and an all-night show in the area "Vacationland Calling."

Sales promotion of WTAG, Worcester, over past year was planned to cover all phases from expensive campaigns to inexpensive, quickly executed sales memos. In all, station utilized 25 different promotion techniques. Highlights included: hospitality cards sent to national time-buyers and advertisers, which treated bearers to free weekend food and lodging in New England hostelry; "Shop-In-Worcester" spot campaign; "University Shopping Service," an impartial selection

(Continued on page 12)



WWJ
NBC AFFILIATE
in DETROIT

Owned and Operated by
THE DETROIT NEWS
A Division of
THE GEORGE F. HOLLINGSHEAD COMPANY

Final TV Allocations Plan Sparks Battle for Markets

Prolonged Fight Seen for Last VHF Frequencies in "Blue Chip" Sections

• Continued from page 2

with requests for such changes not to be considered for a period of one year from the effective date of the table.

Exceptions Noted

Exception is made where a petitioner seeks assignment of a channel to a community in the table and which is not located within 15 miles of a listed community. Another exception is where a petitioner seeks assignment of a non-commercial educational channel to a community listed in the table and no channel assigned to the community has been reserved for education. Another exception is where a petitioner seeks assignment of an unreserved channel to a community in the table and the only channel assigned to the community is reserved for education. The plan makes 242 assignments for educational TV, compared to 208 in the previous proposal, with 60 of the educational channels in the VHF range and the rest UHF. However, reservations will not be kept indefinitely, and educational institutions face the necessity of making immediate bids or letting the frequencies go by default to commercial TV use (see separate story for details on educational TV).

With the plan going into temporary storage until July 1 while FCC prepares for processing bids, the plan provides for the following order for the processing commencing on that date:

(1) Top priority goes to bids for channels designated for use by non-commercial educational stations, with the bids to be processed in the order accepted for filing;

(2) Next priority goes to bids for all channels in the territories and possessions (Alaska, Hawaiian Islands, Puerto Rico and the Virgin Islands) in the order they were accepted for filing.

(3) Next priority goes to applications grouped for processing as follows:

Group A
(1) Applications resulting from the changed VHF channel assignment of certain operating stations; and

(2) Applications from VHF-UHF cities located 40 miles or more from a city in which a TV station is now operating.

Group B
(1) Applications from cities where UHF channels only are assigned;

(2) Applications from cities in which all the VHF channels have been assigned and UHF channels are available;

(3) Applications from cities receiving one TV service by having no local TV stations;

(4) Applications from cities having only one service from its local TV station; and

(5) Applications from cities with two or more services.

Group C
(1) Applications for modifications of construction permits granted after April 14, 1952;
(2) Petitions for reconsideration of commission actions on the new applications; and
(3) Petitions for waiver of hearings.

Group D
(1) Certain applications to change existing facilities filed before April 14, 1952;
(2) Similar applications filed after that date; and
(3) Applications for licenses filed after the same date.

Processing Priorities

Within each group, priority in processing will follow the order in which the group is subdivided. In general, applications will be processed according to populations of the communities involved, with the larger communities getting earlier consideration. From time to time the commission will issue lists of cities for which applications are in the Group A (2) and Group B processing lines, and those in Group D after processing in that category begins. Processing of applications in Group A (1) (30 channel changes) will start on the effective date of the rules.

Processing of Group A (2) (no service cities) and B (1) (UHF only cities). Applications will

commence July 1, 1952. The other classifications of Group B (1) applications in the order in which filed.

With the plan calling for a revised application form for new stations and changes in existing stations, applications presently on file with FCC, including 171 bids now removed from hearing status, must be revised or they will be dismissed, FCC stated. Bids must specify a channel assigned to the community in the table of assignments, with a provision also that a channel assigned to any community listed in the table can be applied for by any unlisted community within 15 miles of the listed community.

Geographic Zones

Three geographic zones are established by the plan in the U. S. and the territories and possessions. Co-channel separations of 170 miles for VHF channels and 185 miles for UHF are established in Zone 1 encompassing Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Pennsylvania, Delaware, D. C., Ohio, Indiana, Illinois and parts of Maine, New Hampshire, Vermont, New

York, Virginia, West Virginia, Michigan and Wisconsin.

Minimum co-channel assignment separations of 190 miles for VHF channels and 175 miles for UHF channels are established in Zone 2 embracing the territories and possessions and the states of Kentucky, Tennessee, the Carolinas, Missouri, Iowa, Minnesota, Arkansas, Kansas, Nebraska, Oklahoma, the Dakotas, Utah, Idaho, Arizona, New Mexico, Montana, Wyoming, Nevada, Colorado, Oregon, Washington and California and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Georgia, Alabama, Mississippi, Louisiana, Michigan and Texas.

Minimum co-channel assignment separations of 220 miles for VHF channels and 205 miles for UHF channels are established in Zone 3 including Florida and parts of Georgia, Alabama, Louisiana, Mississippi and Texas.

The list of communities getting TV frequencies remains little changed from the last proposal findings of March, 1951, and there is relatively small change in the channel assignments. However, some of the major cities undergo

MIXED REACTION TO ED-TV PLAN

Allocation Boost to 242 Outlets Helpful, But Fear Jeopardy Clause

WASHINGTON, April 12.—The Federal Communications Commission's boost of educational TV frequencies to 242 in the final TV allocations plan, 33 more than in the proposed findings of March, 1951, met with a mixed reaction. Educators quickly hailed the boost, but Commissioner Freda S. Henneck, in a partial dissent to the final plan, warned a big part of the educational TV area is in grave jeopardy of being forfeited to commercial use because of the FCC's ruling the reservations for educational TV will not stand indefinitely where educators fail to grab up the frequencies.

On the basis of present demonstrated demand from educational quarters, a sizable number of the frequencies could go by default to commercial station use. The FCC plan provides that it will consider requests for changes in areas where there are no educational channels or where the only assigned channel is for education, Chairman Edward Webster, in a

separate concurring opinion on the allocations plan, said he would have opposed substantial reservation of channels for educational TV except for the FCC's decision to turn any unused educational reserved channel back to commercial availability.

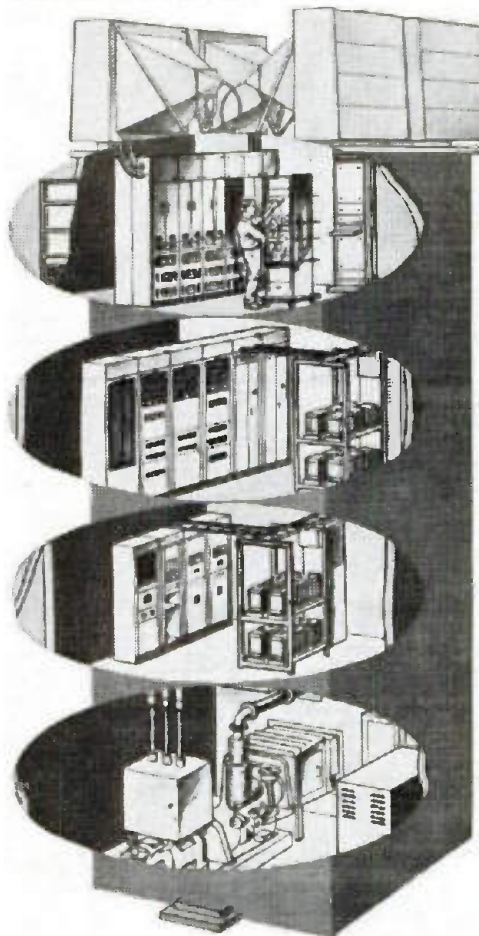
The FCC's final plan raised the number of educational channels for TV in 13 states and made cuts in two. The Joint Committee on Educational Television urged educational institutions to "act at once" in bidding for frequencies. Chairman Edgar Fuller of JCET hailed the FCC's plan as "an epochal decision" and said he had "no doubt that educational stations will be constructed and operated."

Commissioner Webster, in his separate opinion, laid emphasis on the fact that if educators do not snap up the TV channels set aside for them, the idle channels can be assigned for commercial purposes, and he also suggested that the commission could require the commercial stations to provide adequate educational programs. Commissioner Henneck deplored the commission plan as hamstringing educational TV, pointing out that relatively few institutions will be

(Continued on page 12)

WHAT'S INSIDE A RADIO-RELAY STATION?

Sending television signals across the country is a complicated job, requiring 123 radio-relay stations between Boston and Los Angeles. This view of a typical unattended station shows the arrangement of the apparatus which amplifies the signal and sends it on.



ON THE ROOF

are the lens antennas, each with its horn tapering into a waveguide which leads down to equipment in the building.

ON THE TOP FLOOR

the signal is amplified and sent back to another antenna on the roof. Normally unattended, the station is visited periodically for maintenance.

ON THE THIRD FLOOR

are power supplies for several score electron tubes.

ON THE SECOND FLOOR

are power supplies for additional electron tubes. Storage batteries on both floors will operate the station in an emergency for several hours, but

ON THE GROUND FLOOR

is an engine-driven generator which starts automatically after anything more than a brief power failure. Anything that happens—even an opened door—is reported to the nearest attended station instantly by an automatic alarm system.

Most of this equipment is complex, and expensive. The present value of the nationwide network, provided by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is nearly \$85,000,000. Yet the charges for the use of this network are low—averaging about 10 cents a mile for a half-hour program.



BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow

HOTTER THAN CONVENTIONS

Next Atomic Explosions to Be Nationally Televised

Continued from page 1

most between \$80,000 and \$90,000 and that the phone company would not be able to complete such a link in time for the tests even if the broadcasters were willing to come up with the dough.

Landsberg had wanted to set up a link of his own during Gen. Douglas MacArthur's San Francisco home-coming. At that time, the net stations grabbed the phone company relay facilities linking L.A. and Frisco.

This won't be the first time an A-bomb explosion has been seen on local TV. On February 6, 1951,

KTLA set up cameras on Mount Wilson and showed L.A. viewers what the reflection of the explosion

SPOT DEAL

Gen. Mills Co. Offers 1953 Summer Plan

NEW YORK, April 2.—General Mills this week offered radio stations throughout the country a summer spot announcement deal for 1953 similar to the one already concluded with some outlets for this summer.

The deal calls for about a 25 per cent cut in rates for a summer saturation campaign of spots, and would give the sponsor first refusal until March 1, 1953.

WEB EXECS MEET

NBC to Hold 4 Regional Workshops

NEW YORK, April 12.—Four regional radio promotion-press-merchandising workshops have been scheduled by the National Broadcasting Company, for employees of affiliate stations, with the first scheduled for New York May 1 and 2.

Participating for NBC will be president Joe McConnell, sales vicepres John K. Herbert, program vicepres Charles C. Barry, press and information vicepres Syd Eiges, advertising and promotion manager Jake Evans, audience promotion chief Clyde L. Clem, merchandising director Fred Dodge, news and special events manager Henry Cassidy, plans and research director Hugh Beville, and station relations manager Fred Shawn.

Schwab Joins Cohen Agency As TV Exec

NEW YORK, April 12.—Laurence Schwab Jr. this week signed a producer-director contract with the Harry B. Cohen Advertising Company here, as part of a general expansion of agency's radio-TV production department.

Schwab was formerly with J. Walter Thompson and Young & Rubicam, and more recently directed several NBC TV programs. Jose DiDonato heads the Cohen radio-TV production department, which will also handle "Inner Sanctum" as summer replacement for "My Friend Irma" on the CBS radio network.



WASHINGTON, April 12.—The Federal Communications Commission is expected to take a "hands off" stand in replying to an American Civil Liberties Union petition filed this week for an investigation of alleged "blacklisting" of actors and writers by radio and TV companies.

ACLU asserted that the broadcast groups had refused to give time to radio and TV performers because they had been labeled as Communist sympathizers in the

looked like from the 300-mile distance. This time, cameras will be located 11 miles from the atomic testing grounds. In addition to AEC officials appearing on the program, considerable time will be devoted to showing troops in action during the tests.

At this time, number of relay units to be used isn't known. It's expected that the largest number of TV cameras ever used for a remote pick-up will be used in this venture with TV lenses spotted at all vantage points in and around the gaming town.

Gilman Out as C-P-P Veepee

NEW YORK, April 12.—John Gilman, veepee of the Colgate-Almotive-Beet Company, this week resigned. A veteran advertising executive, Gilman has specialized in radio and television. He has not announced his new affiliation.

ACLU VS. RED HUNTERS

FCC Expected to Shun "Blacklist" Petition

The pamphlet "Red Channels." They are the National Broadcasting Company, Du Mont Television Network, WPIX, the New York Daily News TV station, and KOWL of Santa Monica, Calif. The American Broadcasting Company, on the other hand, was cited in the brief for refusing to allow two violent anti-Communists to appear on its "Holy Knickerbocker" radio show.

The ACLU's petition drew its summaries from a book, "The Judges and the Judged," by Merle Miller, who was assigned by ACLU to investigate the "blacklist" charges.

PROGRAM WRAP-UP

New Shows, Renewals, Switches, Cancellations Mark Active Week

Due to lack of space occasioned by the special section on The Billboard's 14th Annual Promotion Competition, the many stories of program activity in both radio and television are capsule in this general round-up this week.

Bristol - Myers was dickering with the Columbia Broadcasting System to buy Alan Young as replacement for "Break the Bank." The same client is also looking over packages to find a video substitute for "Mr. District Attorney." Standard Brands and Procter & Gamble were reported to have cancelled their segments of the Garry Moore daytime show on CBS-TV.

summer on the CBS radio network.

CBS Considering Three New Program Possibilities

The CBS radio web is looking over three new program possibilities for this summer—a Cedric Adams strip, a half hour adventure series built around Guy Gilpatrick's "Glencannon" character and an opinion show featuring George Gallup. "The Big Story" starring Lew Parker, moves into the 10:45-11:30 slot on the CBS TV network May 12 replacing Al Pearce.

Three new shows in Works At WNBT and WNBC... Three new shows are in the works at WNBT and WNBC, New York. Beginning Sunday May 4

VIDEO IS DUD CAMPAIGNWISE FOR TWO CHICAGO POLITICOS

CHICAGO, April 12.—Television proved an ineffective medium for political campaigning at this week's Illinois primary election. Two major candidates used TV almost exclusively for campaigning and both were badly beaten by opponents who didn't buy a minute of TV time.

The defeated men were John S. Boyle, Democratic candidate for re-nomination as State's attorney, and James A. Thompson, candidate for Republican nomination for governor. Both were backing the political machines, and both banked on TV to pull an upset.

A major factor in the failure of TV to put them over was that their telecasts didn't draw large audiences. Boyle campaigned via WKBK on Sunday afternoons. Livingston bought prime weekday evening time on WGN-TV, but competed with top entertainment shows.

Flood of TV Applicants Seen in Wake of Thaw

WASHINGTON, April 12.—The rush of TV applicants to the Federal Communications Commission is expected to step up sharply in the wake of FCC's issuance of its TV allocations plan Monday (14). As the FCC thawed the freeze, approximately 525 applications for new stations were on file, and the outlook is for a sharp increase in the rate of filings, despite the fact there will be a three-month wait before any TV bids are processed.

Increased applications are looked for from prospective operators of educational TV stations as well as from newspaper and AM broadcasters, interests which already dominate the field of applicants.

Among latest applicants from newspaper owners is the publisher of the New Bedford Standard-Times and Hyannis, Mass., Cape Cod Standard-Times. He also is licensee of WNBH, New Bedford, Mass. TV applicant for that city, Basil Brewer, as the proposed program and publisher wants to establish a UHF channel in Boston, at an estimated plant cost of \$343,665.

Among latest applicants from newspaper owners is the publisher of the New Bedford Standard-Times and Hyannis, Mass., Cape Cod Standard-Times. He also is licensee of WNBH, New Bedford, Mass.

Bedford, Mass. TV applicant for that city, Basil Brewer, as the proposed program and publisher wants to establish a UHF channel in Boston, at an estimated plant cost of \$343,665.

After "The Big Show" winds up for the season April 20, three 30-minute radio stanzas will go into its 8:30-8 p.m. Sunday time. These likely will be "The Chase," a Meredith Willson comedy show and "NBC Summer Theater."

Regent Cigarettes has closed its deal for three outtings per week on "Today" via NBC-TV. These will be five-minute summaries of baseball scores on Tuesdays, Wednesdays and Fridays.

Two New TV Series Due at WOR-TV

WORT-TV, has two new video series coming up this month. "The Larry Carr Show" tees off Wednesday (16) from 2:30 to 2:45 p.m. Baritone will be featured every Wednesday and Friday afternoon thereafter.

Sterling Television, TV film distribution firm here, is dickering for sale of a new children's package to the National Broadcasting Company. In a move to invalidate recent charges that TV makes children "watchers" when they should be "doers," Sterling prexy Saul Turell has signed author-kindergarten teacher Rhoda Berman to conduct special "do-essions" on camera, including paper cut-outs, painting, clay work, community singing and finger-pantomime stories.

Procter & Gamble this week shot three kinescopes of the "Wellcome Travels" radio show here, which is aired Monday thru Friday over the National Broadcasting Company. Kines (two 15-minute and one half-hour stanzas) will be used as audition films for P. & G.'s forthcoming live TV version of the show next fall.

ABC's "No School Today" To Be Filmed for TV

American Broadcasting Company's Saturday morning kid show "No School Today," which originates from WSAL, Cincy, will be filmed for TV by Louis G. Cowan, New York. Filming will get under way late this month at the Bert Johnson Studios, Norwood, O., and series will be televised by early fall. Kid show, (Continued on page 12)

FFC's JONES RIPS TV ALLOCATIONS

Sees Endless Lawsuits, Monopoly, Few New Stations

WASHINGTON, April 12.—Voicing fear that the Federal Communications Commission's TV allocations plan will have the effect of seriously stalling a rise in the number of TV stations because of possible litigations as well as contested applications, Commissioner Robert F. Jones in one of the most blistering diatribes in FCC history assailed the Commission plan as "completely arbitrary and capricious." Jones, a former congressman, declared the Commission's scheme creates "an artificial scarcity" of channels and "defeats the congressional intent of the Communications Act by an unjust and unreasonable system that works to the advantage of the largest cities" and will make the TV broadcasting business "a million dollar blue chip game." Jones, himself, proposed that the final plan should have been hitched to a more flexible station separation pattern tak-

ing into account economic needs as stipulated by the Communications Act.

"I dissent because the firm, fixed and final allocation plan constitutes an inefficient use of our valuable spectrum space," declared Jones, asserting the plan would give UHF "badly handicapped," reminiscent of what happened to FM. He asserted "the net result" of the Commission's pattern of station separations "is that the Commission has drastically limited the number of television stations which could be licensed in this country and has created an artificial scarcity."

He then pointedly added: "He's Disturbed" "I am profoundly disturbed not only by the long range effect of this action but by the immediate consequences, which are that years of litigation must ensue before any considerable number of

(Continued on page 52)

MBS Three-Month Gross 11.1% Higher Than 1951

NEW YORK, April 12.—Additional proof of radio's growing strength in the face of TV was seen here this week, in announcement that the Mutual Broadcasting System's gross billings for the first quarter of 1952 were 11.1 per cent higher than figures for the same period last year. In line with this, a network spokesman said web expects billing increases to continue through 1952, since 90 per cent of Mutual's commercial schedule will be maintained through the summer this year.

Average use of network facilities by Mutual advertisers this year numbers 356 stations, as compared to an average of 288 in 1951. Gross billings for first quarter of 1952 totaled \$5,126,201.82. Web's 1951 billings for same period were \$4,617,598.72. The 1952

increase is particularly significant, because Mutual also showed an increase in gross billings last year, with 1951 figures showing a 12 per cent gain over 1950.

Gross billing figures do not include returns from network's co-op sales department, which chalks up impressive figures annually, via "Game of the Day" sales. In addition to local station sales on baseball series this year, Mutual will garner extra-billings from Falstaff Beer's national sponsorship, marking first time series has been sponsored on the network. New advertisers buying time on web this year include Johnson's Wax, Miles Labs, and Sterling Drug.

Crider Joins K&E as Veep

NEW YORK, April 12.—Wickliffe W. Crider this week resigned from Batten, Barton, Durstine & Osborne to become vice president in charge of radio and television for Kenyon & Eckhardt. He was vice president and director of radio and TV creative services and talent for BBD&O. In all likelihood BBD&O will not replace him with an outside executive, but will give the post to one of its current AM-TV execs.

J. W. Warwick this week also joined K&E as a vice president and general executive. Most recently a partner in Woods & Warwick, the advertising exec was also a long-time member of Warwick & Legler.

Name Kobak ARF President

NEW YORK, April 12.—Edgar Kobak this week was named president of the Advertising Research Foundation, and is initiating a study of the ARF program with a view to making recommendations for enlarging the service to the membership. Some 125 advertisers, agencies and media are members of the recently-reconstituted ARF.

Kobak will continue his activities as consultant in addition to his new duties.

Elgin Watch Spots Filmed by Sarra

CHICAGO, April 12.—Sarra, Inc., this week completed a new series of film 20-second spots for Elgin National Watch Company which will be used on TV stations throughout the country.

Young & Rubicam, Inc., handles the account.

NBC Leads in TV Gross Billings, Creeps Up on CBS' Radio Top Spot

NEW YORK, April 12.—For the fifth consecutive month, the National Broadcasting Company has reduced the margin of radio gross time billings between it and the front-running Columbia Broadcasting System. The Publishers' Information Bureau's compilation of AM and TV gross web time charges for February shows that CBS took in \$794,500 more than NBC on the radio side. In TV, however, NBC's February gross of \$6,913,549 was \$1,710,500 ahead of CBS. TV Combined AM-TV grosses thus showed NBC with a \$916,000 advantage over CBS.

Radio grosses of the four webs thus far this year were as follows: CBS: January, \$5,164,309; February, \$4,788,561. NBC: January, \$4,357,353; February, \$3,094,018. American Broadcasting Company: January, \$3,301,478; February, \$3,177,970. Mutual Broadcasting System: January, \$1,678,409; February, \$1,600,399. All webs showed a drop in February, with a four-web January total of \$14,501,550 and February total of \$13,560,948.

On the TV side, the four-web picture shaped up this way: NBC: January, \$7,259,307; February, \$6,813,549. CBS: January, \$5,074,643; February, \$3,103,043. ABC: January, \$2,020,461; February, \$2,120,911. Du Mont: January, \$717,148;

February, \$748,544. Only NBC showed a smaller gross in February than in January. The four-web January total of \$15,071,559 was larger than the February take, despite improvements by three webs, because of NBC's February drop. Four-web February total was \$14,786,047.

Comparison of January and February combined gross in 1952 with the same period on 1951 indicates that network radio took a drop of over \$3,000,000. The first

two months of 1952 found the four webs with a combined take of \$28,062,498. This stacks up against the 1951 take of \$31,650,667. Only ABC and Mutual are ahead in 1952, the former with a two-month total of \$8,479,449 this year, against \$5,802,139 last, and MBS with \$3,278,808 in 1952 and \$2,969,592 in 1951.

In TV, all four webs are running well ahead of the first two months of 1951, in most cases nearly doubling last year's take. Four-web combined January-February grosses this year were \$28,857,608, compared with the 1951 gross of \$16,763,262.

RWG Readies 2-Web Strike

NEW YORK, April 12.—The Radio Writers Guild this week was set for a strike of its 67 news and continuity writers at the National and American Broadcasting companies. RWG voted a strike after being deadlocked for six months in negotiations with the webs over the question of commercial fees for newswriters. Continuity writers also want the question of rights to their material settled.

The Authors League Council, the RWG parent body, has voted its support of the strike.

Shea to Head Cleve. Outlets

CLEVELAND, April 12.—Hamilton Shea this week was named general manager of stations WTAM, WTAM-FM and WNBK, owned and operated stations of the National Broadcasting Company in Cleveland. Appointment of Shea, who has been director of operations and controller of the web's radio stations division, will take effect on May 1. He succeeds John McCormick, who resigned the post on April 4.

Few Allocation Plan Changes

WASHINGTON, April 12.—Changes in the final Federal Communications Commission TV allocations plan were few among the major cities. Channel allocations for 30 of the nation's 50 largest communities remained untouched, while only three of the big 50 cities received a new VHF channel. VHF frequencies also were taken from three of the country's largest communities.

The FCC gave an additional VHF channel to each of the following: Denver, Memphis and Hartford, Conn., and it took away an UHF channel from New York City. Losing VHF frequencies, one apiece, were Tampa, Fla.; San Diego, Calif.; and New Orleans. Two additional UHF channels went to each of Miami and Louisville. Cities adding an additional UHF channel apiece include Kansas City, Mo.; Houston, Tex.; Indianapolis; Cincinnati; Pittsburgh, and Cleveland. Channel 19 was taken from New York City, which leaves it with six VHF frequencies and two UHF's.

In granting Pittsburgh an additional channel, the commission pointed out that it has attempted to provide cities with a population of from 250,000 to 1,000,000 with from four to six assignments. The cities of Wheeling, W. Va., and Steubenville, O., were considered as one community by the commission and were allocated two VHF channels as well as two UHF outlets. The FCC refused Philadelphia's request for a fourth VHF channel, which would have meant taking it from either Wilmington, Del., or Lancaster, Pa., both of which have only one VHF outlet. Allocations for all three cities remained the same as under the March, 1951, plan. Requests for additional VHF channels at Columbus, O., and Detroit were refused on the grounds that they would have been drawn from more needy areas. (See TV Freeze List story starting on Page 2.)



FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster. About the same time that billboards

were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio... and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound... and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW-Television—used in combination,

offer advertisers the most efficient and economical way to reach more people more often and more effectively.



THE NATION'S STATION AND ITS TV SERVICE

PRODUCTION LAPSE

Seen in Negotiations Between Labor and TV

HOLLYWOOD, April 12.—Lengthy labor negotiations...

"Stop Music" To Go Off TV After April 24

NEW YORK, April 12.—The record of the TV version of "Stop the Music"...

Radio version of "Stop" continues. The web has as yet made no decision about sustaining the video edition...

Program Wrap-Up

which features Big Jon (Jon Arthur) and Sparkie, is owned by Arthur and Robert M. Sampson. William (Hopalong) Cassidy starts producing a series of 39 half-hour "Topsy" TV films...

Advertisement for Glossy Photos in 1 Day! 5¢ each. Made from your negative or photo. Under supervision of James J. Krugmann.

KEEP YOUR EAR TO THE GROUND. Get all the vital news of RADIO and TV every week. Enter a money-saving subscription to The Billboard NOW. Save more than 20% on a weekend price!

negotiating committee of the Alliance of TV Film Producers, told The Billboard that production is presently at a low ebb because TV movie makers can't make deals until they know what films will cost. Until the labor situation is cleared up, Pagel said, production will move at a snail's pace.

Alliance is currently negotiating with the Screen Actors' Guild and Screen Directors' Guild, with negotiations still pending with Screen Writers' Guild. Alliance has concluded an agreement with the craft unions.

Other producers contend that labor negotiations are taking up so much time that execs who should be involved in actual production can't be at camera sides because they're engaged in union meetings.

Hal Roach Jr., however, reports that TV films' growing pains in the realm of labor are in no way responsible for the present slack in production. Roach feels the lull is only temporary and is a periodic breathing spell between high-gear shooting periods. Roach is currently shooting two ("Beulah" and "Amos 'n' Andy") out of a possible five series, but production is scheduled to start again within a few weeks. Rehearsals start on "Duffy's Tavern" one-shot next week.

KDAL, WTAG in 5-20 Set

Continued from page 5

by Clark University students of useful data about buying and listening habits of local shoppers. "This is WTAG" recording, in which samples (excerpts) of every local show on station were included in a giant recording for presentation to various offices of WTAG's national rep; client's sales meetings conducted by station for companies which depend on driver-salesmen, routemen and door-to-door selling. "Sell Radio" broadcast series "Let's Listen," a nightly (6-35 p.m.) show which promotes listening and airs pro-radio propaganda; voluntary local airchecks for national advertisers; recorded station sales meetings made up for local clients to acquaint them with station sales operation.

"Operation NBC" was highlight of third place tie-winner WDSU, New Orleans, 1951 promotion history. Station broke a 20-year tradition last October, when it became an NBC affiliate. Affiliation was spotlighted both to audience and trade via aggressive promotion including: special newspaper advertising and publicity; heavy-on-the-air promotion; unusual car cards; teaser mining; trade paper ads, a full hour TV program; a half hour network salute, and a reception for 500.

WDNC, Durham (also in third place) was first place winner last year, and station used the 1951 Billboard award extensively as copy basis for newspaper advertising. The 5,000 watter went in heavily for newspaper advertising last year and special promotions, including an elaborate exhibit at the North Carolina Fair. Display-wise, WDNC coverage was so thorough that station even posted signs in Durham's 10 big tobacco warehouses to remind rural listeners to tune in WDNC. Station lured movie goers, via one minute film trailers in local motion picture theaters.

Third place co-winner, WHP, Harrisburg, went all-out on pro-

Swanson Show Filming Set

HOLLYWOOD, April 12.—Filming will start May 6 on "The Gloria Swanson Show" in Mexico City. Series is being produced by Simmel-Messervogel, packager-owner of the series, along with Mexico City's Tele Vox Company. TV film series will be shot at the Mexican Capital's Chrusub Studios, said to be one of the largest and best equipped on the hemisphere.

Series will range from romance, mystery, drama to comedy. Hollywood talent will be imported.

Miguel Aleman Jr., son of Mexico's president, is the head of Tele Vox, a new company organized especially to produce TV films for the U. S. Week's shooting schedule is planned for each half-hour production.

Rizzuto Joining WNBT As Sports Commentator

NEW YORK, April 12.—WNBT, National Broadcasting Company's flagship here, hit a homer this week, via the signing of Yankee shortstop Phil Rizzuto. With Jack-

RCA Fights Trust Jury Subpoena of Its Books

NEW YORK, April 12.—Radio Corporation of America this week filed a motion in federal court here to quash the subpoena ordering the firm to produce its books at a grand jury investigation of possible restraint of trade in radio-television manufacturing.

An affidavit filed by John Cahill, RCA counsel, said a substantial part of the subpoena was directed at RCA patent licensing activities. This, the paper, said, had already been covered by a consent decree filed in the U. S. Federal District Court of Delaware in November, 1932 and subsequently amended. The consent decree was the result of a civil suit brought by the government against RCA and others in 1930.

The RCA paper further declared the subpoena was so broad, sweeping, vague and indefinite that compliance would be oppress-

sive and unreasonable. The wording of the subpoena was such, it added, that it was in violation of the Fourth Amendment to the Constitution, which protects citizens from unreasonable search.

Similar affidavits were also filed by John S. Carter, Director of Finance, Archibald Dollar, head of RCA International, and other RCA execs. Subpoenas had also been sent to virtually every major radio-TV manufacturer.

Anson 'Songs' Suit Vs. CBS

HOLLYWOOD, April 12.—Disk jockey Bill Anson yesterday filed a \$1,350,000 damage suit against Columbia Broadcasting System in Los Angeles Superior Court, claiming he's the owner-creator of a show that's identical to CBS' radio-TV seg. "Songs for Sale."

The suit against CBS claims four counts. Two counts allege unfair competition, one charges infringement of common law copyright and a fourth claims breach of contract.

Suit stems from the alleged identical nature of CBS' radio and TV program, "Songs for Sale" with the Anson production of "Song Jury" and "Music Is My Business." Anson is repped by Jack G. Moser, who recently won a settlement in the "Bride and Groom" vs. "Wedding Bells" suit.

Mixed Results

Continued from page 9

able to move rapidly with plans for station development because of heavy expenses.

Ralph Steidle, executive director of JCET, voiced confidence that many of the 638 educational institutions which already have shown interest in telecasting "will move forward immediately to construct and operate television stations." Belmont Farley, representative of the National Education Association and the JCET, said that, although some educational groups may find difficulty in moving ahead in the use of TV, "the interest of various types of educational groups in the reservations already held for educational channels is encouraging." He cited particularly advances made for a state-wide educational network in New York State and heavy activity elsewhere.

KFH First; Three Tie for 2d

Continued from page 1

promotion when station changed its frequency from 1460 to 580 kc. last year. In addition to standard newspaper advertising, direct mail, and display signs, WHP made numerous tie-ups with local merchants. Tie-ups included an arrangement with Harrisburg Railways Company (whereby listeners could obtain free rides on buses by boarding them at 5:30 (presumably 6:20) p.m. and telling driver that it was that time); free admission to movies when no. 580 came up on admission ticket. The first day on new frequency, station announcers began making phone calls on the air offering \$5.80 to all listeners who would answer their phone with the phrase "Hello—580."

Robinson and Joe Di Maggio already under contract, pacting of Rizzuto gives station a triple-threat lineup for sports and kid programming, and over-all merchandising tie-ups.

Rizzuto will be featured as a sports commentator on Tuesdays and Thursdays over WNBC from 6:30 to 6:45 p.m. moving into time slot currently occupied by "The Answer Man." Station is dropping latter ailer. Baseball star's contract calls for heavy participation in WNBC's extensive merchandising program, including personal appearances at local super markets and meetings of civic and educational groups.

WNBC general manager Ted Cott says signing of Rizzuto is in line with his new policy of lining up "merchandise" performers. All three baseball headlines will take part in station's merchandising operations this season. Cott also hopes to set up several triple-play radio and TV programs featuring the trio. Robinson is under contract to station as a regular staffer.

KFH First; Three Tie for 2d

Continued from page 1

promotion as over 3,500 station break slogans, 550 spot announcements, 80 five-minute shows, 40 quarter-hour shows and eight 30-minute shows. These featured assistant program director Byron Taggart and "Chuckwagon" Moore, latter being employed specifically to devote full time to the campaign. Pushing the shows and campaign were a full quota of promotional devices.

"International Public Service" was truly exemplified by WOV, New York bi-lingual indie. As an outgrowth of its 10% hour daily schedule beamed at Italian-speaking New Yorkers, WOV some time ago set up studios and mobile units in Italy. Three projects were pointed up in 1951. One was a six-weekly series titled "One Big Family," in which taped shows were made in Italian towns and villages from which have come the heaviest immigration to America. Series featured interviews with persons having relatives or acquaintances in this country, and

are credited with bringing considerable good will toward us from these areas, many of which have no radios, telephones or tourist attractions. The other two WOV projects were fund-raising for flood relief, and rounding up clothing for maimed war orphans.

The award-winning entry of WCHS, Charleston, W. Va., was devoted to a project to promote the sale of Defense Bonds during the 1951 drive. This involved a State-wide contest among the 16,000 schoolteachers of West Virginia to see which could get their students to sell the most bonds during a three-week period. The contest was conducted in co-operation with the State Defense Bond Headquarters, with prizes furnished by the station, first prize being a trip thru Western Europe. Contest accounted for sale of \$500,000 worth of bonds. Continuous promotion was pressed by WCHS in the form of mike-tags, spots and special shows, with heavy press coverage secured.

WNYC Wins; WAVZ Second

Continued from page 7

broadcast, and engaged in many other activities far too numerous to mention.

WAVZ, New Haven, in repeating its second place triumph of a year ago, disclosed again how closely it has integrated its operations with the needs of its community. This was stressed in its coverage of news and its pioneering in editorialization in a city in which monopoly ownership of the daily newspaper field exists. Thus, by doing a documentary of a teen-age boy in trouble, it aided in the rebuilding of an old, dirty neighborhood. Its editorializing on the need for a new city charter resulted in extensive changes. Causes it aided also included urg-

ing citizen participation in government, increased parking space, reorganization of the Community Chest and others.

Canadian outlet CJOB again captured third place, this time thru a systematic daily job of "Working for Winnipeg." Numerous drives for organizations, charitable and otherwise, were aided in seeking to improve the health and well-being of the area. A "Chinua Tree Request Show" was staged on behalf of underprivileged children. Use of blind performers spotlighted "White Cane Week." Other drives aided were the March of Dimes and the YMCA, and the station also went all-out on individual cases needing assistance.

Advertisement for BEN YOST featuring BEN YOST'S VIKINGS HOME SHOW, GLOSSY PROFESSIONAL 8x10 PHOTOS, and HOWARD PHOTO REPRODUCTIONS. Includes prices for various photo services and contact information for Mulson Studio.

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 NEW YORK

(2,890,000 sets* Panel size 700)

... According to Videodex Reports

Table listing TV stations and their parent companies: WARD (Allen Du Mont Laboratories), WATV (Bremer Broadcasting Corp.), WCBS-TV (Columbia Broadcasting System), WNBC-TV (American Broadcasting Company), WNYT (National Broadcasting Company), WOR-TV (Radio Station WOR), WPX (New York Daily News).

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, contains the ratings for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

"I LOVE LUCY" was the top-rated TV show in New York the first week in March, with "Your Show of Shows" and "Godfrey's Talent Scouts" running second and third respectively. Columbia Broadcasting System fared best Monday-Friday evenings. CBS also had the most shows in the Saturday and Sunday evening listings below, but National Broadcasting Company program drew the highest ratings during evening viewing only.

Note that this chart covers evening viewing only. Four Sunday shows aired prior to 7 p.m. got ratings comparable to the Sunday evening shows listed. They were "Sam Levenson," "Roy Rogers," "Zoo Parade" and "Super Circus." Monday to Friday, "Howdy Dooddy" drew ratings comparable to the highest evening shows. And on Saturday "The Big Top" and "Ciseco Kid" had ratings competitive with the top evening shows.

"The Early Show" feature films on WCBS-TV, actually goes on at 6:15 p.m. Its ratings up to 7 p.m. were not included. They would not, however, have drastically affected the ratings given here.

7 P.M. TO SIGN OFF

Table of TV show ratings for 7 P.M. to sign off on Sunday. Shows include Red Skelton, Comedy Hour, This is Show Business, What's My Line, Godfrey's Talent Scouts, and others.

Table of TV show ratings for Monday. Shows include I Love Lucy, Talent Scouts, Robert Montgomery, Lux TV Theater, Perry Como, Studio One, and others.

Table of TV show ratings for Tuesday. Shows include Tedco Star Theater, Fibbers Theater, My Friend Irma, Suspense, Danger, and others.

Table of TV show ratings for Wednesday. Shows include Godfrey and Friends, Kraft TV Theater, The Web, and others.

Table of TV show ratings for Thursday. Shows include You Bet Your Life, Racket Squad, Treasury Men in Action, and others.

Table of TV show ratings for Friday. Shows include Mama, Man Against Crime, Big Story, and others.

Table of TV show ratings for Saturday. Shows include Your Show of Shows, Ken Murray, Beat the Clock, and others.

Share of Total Audience Radio vs. TV NEW YORK

... According to Pulse Reports

March, 1952

7 P.M. to Midnight

Table showing share of total audience for radio vs. TV from 7 P.M. to midnight on various days of the week.

Table showing share of total audience for radio vs. TV from 6 A.M. to 6 P.M. and 6 A.M. to midnight.

NEXT WEEK

Videodex and Pulse Studies of ST. LOUIS

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

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

For full details of the Pulse reports write to THE PULSE, INC. 15 West 46th Street, New York.

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

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

Montgomery Lends Air Seg

WASHINGTON, April 12. — A Texas congressman who objected to Hollywood actor Robert Montgomery's radio broadcasts about the government's \$125,000,000 campaign against the "hoof and mouth" cattle plague in Mexico, will be given an opportunity to state his side of the case on the Montgomery program. At a House Agriculture Committee hearing this week, to explain himself, Montgomery agreed that Representative W. Robert Poage (D-Ore.) would appear on his program several times during the week of April 22 to answer questions which he had posed on the disease.

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

(3,599,600 Families*)

... According to Pulse Reports

Table listing top 5 radio shows and their stations: WBNX, WCBS, WYOP, WJZ, WCA, WGMG, WNBC, WNEC, WNYC, WOR, WOV, WQXR, WWRL.

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bimonthly (except for New York, which is monthly). Information is obtained by the personal interview roster method using a cross-section of homes are selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

ASIDE from the President's foreign-aid address, the "Lux Radio Theater" was the top-rated radio show in New York the first week in March, the Pulse study shows. Nevertheless, the National Broadcasting Company placed more shows in the top five positions, Monday-Friday evenings, than did the Columbia Broadcasting System. Week-end evenings, CBS was on top, with the Jack Benny show getting the highest rating. In December, top week-end show in New York (See The Billboard, January 26) was Walter Winchell, which in the March rating week had been replaced by Ezio Pinza and Rosemary Clooney. Arthur Godfrey continued tops Monday-Friday daylight, the 9 lowest on daylight Saturday shows up much greater than previously, with the morning edition of "Make-Believe Ballroom" getting the second highest rating of the week, not including the President.

7 P.M. TO MIDNIGHT

Table of radio show ratings for 7 P.M. to midnight on Sunday. Shows include Jack Benny, Amos 'n' Andy, Theater Guild, Bergen-McCarthy Show, The Big Show, Harris-Faye Show, E. Pinza and R. Clooney.

Table of radio show ratings for Monday. Shows include Lux Radio Theater, Godfrey's Talent Scouts, Suspense, Bob Hawky Show, Make Believe Ballroom, Telephone Hour.

Table of radio show ratings for Tuesday. Shows include Bob Hope Show, Fibber McGee and Molly, Hollywood Theater, Eddie Cantor Show, Man Called X, Life with Luigi, Make Believe Ballroom.

Table of radio show ratings for Wednesday. Shows include Red Skelton, Sing Crosby Show, You Bet Your Life, Halls of Ivy, Lone Ranger, Dr. Christian, Great Gildersleeve, Big Story.

Table of radio show ratings for Thursday. Shows include President Truman, Counterspy, Dragnet, Your Hit Parade, FBI in Peace and War.

Table of radio show ratings for Friday. Shows include Mr. District Attorney, Ozzie and Harriet, This is Your FBI, Richard Diamond, Boxing.

Table of radio show ratings for Saturday. Shows include Gangbusters, Broadway's My Beat, Gene Autry Show, Theater of the Air, Twenty Questions, Hopalong Cassidy.

Table of radio show ratings for Monday-Friday. Shows include Arthur Godfrey, Big Sister, Helen Trent, Our Gal Sunday, Ma Perkins.

Table of radio show ratings for Saturday. Shows include Make Believe Ballroom, News-Crask, News-In-Clark, Bob Haymes Show, Grand Central Station, Metropolitan Opera, Make Believe Ballroom, Rayburn and Finch.

Table of radio show ratings for Sunday. Shows include Our Miss Brooks, The Big Show, The Shadow, My Friend Irma, True Detective Mysteries.

Author Meets the Critics

TELEVISION—Reviewed Thursday (10), 10:30-11 p.m., EST. Sustaining via the Du Mont network. Producer, Kagan Corporation. Production supervisor, Jerome Coopersmith. Director, Harry Coyle. Moderator, Faye Emerson. Author, Merle Miller. Critics, Theodore C. Kirkpatrick and John Crosby.

TV's top literary mud-slinging match, "Author Meets the Critics," continued on a calmer, but still hysterical, note with the discussion of "The Judges and the Judged." Merle Miller's new book about blacklisting in the broadcasting industry. On hand for the defense were the author and TV critic John Crosby. Theodore C. Kirkpatrick, one of the publishers of "Red Channels" and "Counter-attack," took up the cudgels against the tome.

The surprise on the program was the iron fist displayed by Miss Emerson. This fetching female showed her teeth on several occasions when the proceedings threatened to get out of control, and whipped the boys back into line. But, still, what emerged was not a discussion among gentlemen, but a mass of emotional wordage which settled nothing and left the viewers more confused than before.

Mr. Kirkpatrick began by labeling the book "dishonest" and lying. These charges he failed to sustain except to prove the book had distortions. He also said he was smeared by Miller, and claimed that the writer and Crosby were playing the Communist game by criticizing him and his publications.

Miller and Crosby defended "The Judges and the Judged" by attacking Kirkpatrick's newsletter and book. They maintained it had "ruined the lives" of 151 writers and entertainers, that none of the facts in "Red Channels" were checked, and that the editors were hopelessly incompetent. They gave as an example the listing of Gypsy Rose Lee and the omission of Paul Robeson from "Red Channels." Robeson's Commie position needs no exposition. Miss Lee played a benefit for Finland, hardly it was at war with Russia, while the act of a fellow-traveller.

Where Kirkpatrick scored was against Miller's statement in the book that J. Edgar Hoover disapproved of "Red Channels." Kirkpatrick stated that the FBI does not approve or disapprove any organization, unless it's subversive. With much justice he accused Miller of being incorrect in terming him (Kirkpatrick) "new and temporary employee" of the FBI. He was there from the beginning to the end of the war. This Miller claimed to be temporary employment.

Later Crosby, irritated by Kirkpatrick's continuing mention of the FBI, said: "You keep harping on the fact you were in the FBI."

(Continued on page 49)

Television-Radio Reviews

Your Prize Story

TELEVISION—Reviewed Wednesday (9), 10-10:30 p.m., EST. Sponsored by Hazel Bishop Beauty Aids, thru Raymond Spector Agency, via National Broadcasting Company-TV. Producer, Raymond Spector. Writer, Joe Bates Smith. Cast: William Post, Jr., Peg Hillias, Eva Condon, Sylvia Stone, Bonnie Baken, Bill Penn.

It may be that the new Raymond Spector package job for Hazel Bishop Beauty Aids, "Your Prize Story," can pack a good interest gimmick. The set-up calls for awarding a \$1,000 weekly cash prize for the best "true experience" submitted by viewers. The winning yarn is then whipped into shape, with real names withheld, and presented on the half-hour seg. On paper, it looks like a sound notion.

TV-wise, however, the Wednesday (9) sample looked and sounded very jittery. The item, called "Something Old, Something New," as adapted by Joe Bates Smith had all the elements of a very dull soap opera session. It backgrounded the dissatisfied, middle-aged wife, who is fed up with it all and wants to flit to Reno. Her husband seemed rather a stodgy guy, pleasant enough, but entirely willing to let matters take their course. There wasn't even another woman or man involved to pep things up—just outright frustration. Then home came their son from college, with an unexpected armful in the way of a brand new wife. It seemed the gal had had no home-life, due to the fact that her parents are divorced, and sonny wanted her to get a touch of the solid love and understanding current in his own household.

So the youngsters visited and the parents pretended that everything was felicitous between them, but the good old family servant let the cat out of the bag, and the two kids gave Ma and Pa a royal bawling out. Result: complete reconciliation with mama crying, "They're right!" and papa saying he never had wanted mama to go to Reno in the first place. A reporter could only wonder, what the other "real life" confessions could have been, if this one topped the field for a 1G prize.

Presumably, Smith did the best he could with the scripting of such tripe and its actors went thru their paces with reasonable competency. That's about the best that can be said.

Ann Russell demonstrated the virtues of the Bishop non-smear lipstick handsomely with Ted Brown giving her an able assist on the commercials.

Bob Francis.

CAPSULE COMMENT

Your Prize Story (TV), NBC-TV, Wednesday (9), 10-10:30 p.m., EST.

Program gimmick of giving a weekly prize of \$1,000 for the best "true experience" yarn submitted, and then presenting it on the half-hour seg could have interest possibilities. The Wednesday (9) sample, however, added up to dull soap opera. An insipid yarn got about the treatment it deserved from scribe Joe Bates Smith, and reasonable projection by a competent cast. That's all. (See full review in this issue.)

The Passover of Rembrandt Van Rijn (Radio), WOR, Monday (7), 9:30-10 p.m., EST.

Presented by the WOR Special Features Division and the American Jewish Committee to commemorate Passover, the program dramatized a true incident in the career of Rembrandt when he sought inspiration for a portrait of Moses at a Seder Supper in Amsterdam. Well written, in spite of some over-sentimentality, it was acted with taste and restraint and added up to a touching and even inspiring tale. (See full review this issue.)

Television Newspaper (TV), WABD, New York, Monday (7), 11-11:15 p.m., EST.

Featuring Barry Gray, this news show needs to shy away from much of its straight newscasting which its rivals do as well, if not better. Gray has handled controversial subjects well on radio, and his technique might be equally applicable to video. The commercials for Sealy mattress, spoiled by Gray, were good, but Michaels needs to go beyond its friendly department store pitch, if it is to create viewer impact. (See full review this issue.)

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

TV's top literary mud-slinging match continued on a calmer, but still hysterical note with the discussion of "The Judges and the Judged," Merle Miller's new book about blacklisting in the broadcasting industry. On hand for the defense were the author and John Crosby. Theodore C. Kirkpatrick, one of the publishers of "Red Channels" and "Counter-attack," took up the cudgels against the tome. The surprise

The Television Newspaper

TELEVISION—Reviewed Monday (7) 11-11:15 p.m. Sponsored by Sealy Mattress Company and Michaels Brothers Stores thru Geitschal and Richard, Inc. via WABD, New York. Producer, Buddy Allen. Director, Barry Shear. Newscaster, Barry Gray.

Barry Gray's 15-minute local TV news strip brings to the medium a personality whose radio success has been the result of his concentration on controversial subjects. His "Television Newspaper," mainly a straight news show, has little that is novel to offer in treatment or material, altho it pretends to be departmentalized. Gray is a personable gent with a clean, unaffected delivery, but the program must give viewers something extra, if it is to capture them from rival news shows programed at the same hour. That extra should be the conversion of Gray's radio technique to TV, where it might be equally commercial.

Where Gray did get controversial—two small segments, an editorial page and a letter-to-the-editor feature—the program picked up. In the editorial he called for less hysteria from Queens residents living near La Guardia Field who were fearful of more air accidents in their vicinity. His letter to the editor was from a father who felt that his child had died from medical neglect. The man complained that the Group Hospitalization plan he belonged to did not adequately treat the child. Gray claimed that neglect such as described would make a national health insurance plan (Continued on page 49)

on the program was the iron-fisted Faye Emerson who several times whipped the recalcitrants back into line. Still what emerged was not a discussion among gentlemen. Perhaps the issues are too emotion-laden. The mass of wordage settled nothing, and left viewers more confused than ever.

Tech Varieties (TV), WDTV, Pittsburgh, Friday (5), 9:30-10 p.m., EST.

"Varieties" winds up a successful run, having held second-highest rating for locally produced shows, with its topper of the season, Dolores Hawkins, Columbia-Okeh record star, rates bows for making this stanza a great show. Able assistance wraps this one up as the prettiest package all year and gives promise for fall return. (See full review this issue.)

The Passover of Rembrandt Van Rijn

RADIO—Reviewed Monday (7), 9:30-10 p.m., EST. Sustaining via WOR. Presented by WOR's Special Features Division in co-operation with the American Jewish Committee. Director, Rocco Tito. Writer, Morton Wishengrad. Music, Emerson Buckley and orchestra. Produced and supervised by Edith Meserand. Cast: Lee J. Cobb, Peter Capell, Alexander Scourby, Bernard Lenrow, Bryna Raeburn and Samuel and Channa Kliffield.

This special show dramatized a true incident in the career of Rembrandt Van Rijn when he sought inspiration for a portrait of Moses at a Seder Supper in Amsterdam back in the year 1650. It was presented by WOR's Special Features Division in co-operation with the American Jewish Committee to commemorate the Jewish High Holiday of Passover, which started Wednesday evening (9). Well written as a whole, in spite of some over-sentimentality, it was acted with taste and restraint, and added up to a touching and even inspiring tale.

The story simply concerned the painter trying to find a man to pose as Moses for a painting commissioned by the Amsterdam town council. Rembrandt found a breadseller named Abraham in the Jewish quarter of the city, but the finished portrait lacked the inner light he desired in his Moses. In spite of straightened finances, the artist refused to sell the painting, and visited Abraham again at his home on Passover Eve. At the Seder Supper the artist watched his model conduct the religious service and saw in him then the inner light he had missed before. Rembrandt thus was able to finish his Moses portrait.

Success

If the object of the program was to show Rembrandt craftsmanship and desire for truth and depth in his paintings, it succeeded nobly. And if another object of the program was to explain the Passover celebration and its meaning, it also succeeded. The latter was accomplished by an explanation to Rembrandt of the Holiday and the ritual followed, by making him take part in the service.

Lee J. Cobb was excellent as Rembrandt, bringing understanding and meaning to his role of the painter. Alexander Scourby and the other members of the supporting cast turned in good performances. The music, which was an integral part of the show, was handled effectively by Emerson Buckley and the orchestra. WOR and AJC presented an intelligent and heart-warming commemorative and interfaith type of program with this dramatization.

Bob Rolontz.

Tech Varieties

TELEVISION—Reviewed Friday (5), 9:30-10 p.m., EST, via station WDTV, Pittsburgh. Sponsored by Iron City Brewing Company. Produced by Tom McWilliams for Smith, Taylor & Jenkins Agency. Director, Bob Holt. Cast: Buzz Aston, Dolores Hawkins, Nan Green, Velma Carey, the Technicians, Miriam Sage Dancers and Al Marsico's orchestra.

"Tech Varieties" wound up a successful season's run with this show after achieving the second-highest rating for a locally produced show — "Wilkins Amateur Hour" was first—with its topper of the season. The show was sparked by the new Columbia-Okeh recording star, Dolores Hawkins, who flew in from Montreal to make the show. The new thrush scored effectively with "Get Happy" and "You Made Me Love You." The producer went over his budget to bring her in for the show, but her appearance was worth the money and effort, because she made what was always a good show into a great one. Since she had been on the show twice before, the boys knew just how to use her to best advantage, and the whole cast went along with the fast pace she set.

She was ably aided and abetted by Nan Green, Velma Carey, emcee Buzz Aston and a strong local singing group, the Technicians. The Miriam Sage Dancers and Al Marsico's orchestra tied this neat little variety show into one of the prettiest packages the station has presented all year. It will be a mighty welcome addition to the station's programming when it returns in the fall. The direction was crisp, and the whole production had a network gloss to it. Len Litman.

HI!

Having a wonderful time at
THE COPACABANA in New York.
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Regards . . .

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DANNY O'DAY

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Members of AGVA Told Not to Appear With DJ's for Free

Restaurant and Club Guest Shots Banned by Majority of the Board

NEW YORK, April 12.—Performers will no longer be permitted to appear for free on disk jockey shows originating from restaurants, night clubs or other spots within the American Guild of Variety Artists jurisdiction, according to the union's national board. Ruling became formal when mail referendum count of the 45 national board members received last week showed 24 were for the rule, seven voted against, one abstained.

According to AGVA by-laws, a majority of the board (23) is necessary to pass a rule. With 24 already in favor, any further ballots will have no effect.

The rule now is in effect, AGVA toppers admitted they have no clear idea of how to enforce it. As a matter of fact there is nothing in the original resolution that orders any date when enforcement is to start. AGVA brass, including Jack Irving, Silverstone and Rosenthal, plus house counsel, Henry Katz, were against the anti-d.j. rule. Irving

enclosed a note with the referendum asking national board members to vote against the rule.

The American Federation of Radio Artists also has entered the picture. Frank Reel, AFRA topper, said he would be "glad to co-operate with AGVA to prevent its own members from giving free performances but this wasn't the way to do it." AFRA has the exclusive bargaining rights for performers on radio. Anything that goes out over the air is in AFRA's jurisdiction. Reel said AFRA had no intention of stopping interviews.

A showbiz attorney said that, in his opinion, placing people on an unfair list for broadcasting over the air constituted a violation of the Taft-Hartley Law because of the anti-union clause.

(Continued on page 45)

Facchine in Dallas GAC Job

NEW YORK, April 12.—General Artists Corporation is moving Russ Facchine from the Chicago office to Dallas in a temporary shift caused by the serious illness of Frank Foster, Dallas office chief. Foster suffered a heart attack this week and is expected to be bedded for some time. Facchine has been heading Chi's radio-TV department.

Facchine will return to Chicago when Foster recovers. GAC execs here say Facchine will not stay in Dallas too long.

Extra Added

Chicago

Phil Romayne, adagio skater featured in the Conrad Hilton's "Skating Olympic" ice show, is out with a sprained ankle. The Cavanaugh's jumped in. Jimmy Walsh, comic, doing some TV work locally before hitting the road again. Georgia Gibbs joins the Denny Thomas package at the Chicago Theater starting April 18. The Ink Spots follow Thomas April 25.

Hollywood

The AGVA national convention, slated for Los Angeles July 8-12, with the executive board meeting following, will be held at the Town House. Dick Barstow, who did choreography for Merziah Abbott, of the Hilton chain, and later for many TV shows, has been linked by 20th Century-Fox for seven years as choreographer and director. Irene Ryan has inked a management pact with Henry Dunn, local rep for Lou and Leslie Grady.

Philadelphia

Malvin Shiner had his option picked up for another three months to continue his touring with a Camel Caravan unit. Virginia Davis, singing daughter of Meyer Davis, will give a recital here at the YM-YWHA on April 19. Lou Berg joins the staff of Orsatti's as house manager.

Here and There

Sunny Fox, who has been in the Terrace Room of the Soreno Hotel, St. Petersburg, Fla., since last December, has been packed to hold on there for the remainder of the season. She is the daughter of Boy E. and Hazel Fox, veteran tub and rep performers, now living in retirement in St. Pete.

M-LEWIS FINED FOR CUFF JOB

MIAMI BEACH, April 12.—A fine of \$1,000 was levied Tuesday (8) against Dean Martin and Jerry Lewis by the Miami executive board of American Guild of Variety Artists for a non-authorized appearance on the stage of the Vaqabonds Club here last November 29. The comics were tried in absentia.

Martin and Lewis did the off-the-cuff (and cuffs) stunt when they spent an evening in Miami during the National Broadcasting Company convention in nearby Boca Raton.

Stem Grosses Hit by Annual Holy Week Lull

NEW YORK, April 12.—A week with a Good Friday plus the Passover holidays sloughed Stem combo houses. Sentiment, however, is that from here on business should pick up.

Radio City Music Hall (5,945 seats; average \$103,250) went down to \$134,000 for its second week of its annual Easter show, plus Bela Kremo, Andrea Dancers and "Singin' in the Rain." First week's take was \$145,500.

Roxy (5,850 seats; average \$71,000) opened with a fairish \$90,000 for its preem stanza with Bill Hayes, Nancy Crompton, Clifford Guest and "Song in My Heart."

Paramount (3,654 seats; average \$52,000) wound up its two-weeker with Frank Sinatra, June Hutton, Buddy Rich band and "Meet Danny Wilson" with \$53,000 after an opener of \$84,000. New show has Billy Eckstine, Fran Warren, Bobby Sargent, Will Bradley ork and "Bend in the River."

Warner (2,756 seats) in its first week of a return to a combo policy, did \$27,000 with Louis Jordan, Harvey Stone, Ella Mae Morse and "Jack and the Beanstalk."

Irish Players Set U. S. Tour

NEW YORK, April 12.—Ireland's Dublin Players, produced by Eddie Dowling, will play a series of New England dates in theaters as concert attractions. Deal set by Abe Feinberg of the Joe Feinberg office, calls for two shows a day. Tour will start April 12 in Springfield, an eight-day, and then goes to Providence and Worcester.

Package will work for a \$500 daily guaranty against a 50-50 with Dowling doing a personal appearance on each opening day. Houses will be sealed at \$1.50 top with special student rate tickets.

If the tour is financially successful it may work the Paramount houses.

Andrews Gals Set Vancouver Date

VANCOUVER, B. C., April 12.—The Andrews Sisters followed the Delta Rhythm Boys into Amato's Theater Cafe for a two or more weeks' run Monday (7). Other acts on the bill are Ford and Harris, hoopers, and Gloria Short. The spot does three shows a night, operating at a minimum of from \$3.25 weekdays to \$3.75 Saturdays. A daily dinner show goes on at 7:30 at \$1.75 minimum.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 50. Radio-Television Reviews on pages 13 and 14.

EDITORIAL

AGVA's New Hot Potato

Now that AGVA has decided to keep its people off radio disk jockey shows it will find itself with a hot potato it can't handle, not to mention the burnt fingers it will almost certainly acquire, if it tries to enforce the rule.

The original resolution said in effect that no AGVA members could do cuffs appearances on disk jockey shows originating from restaurants, night clubs or other places in its jurisdiction. To get formal sanction, it polled its national board who gave the proposed rule its blessing.

In effect, however, the rule is meaningless. There is no machinery set up to police it. In fact there's nothing except a new rule which in effect does nothing but frown on AGVA members who sound off on d.j. shows.

Maybe AGVA has a point in trying to stop performers from going on disk shows from restaurants that do not use any paid actors and which, AGVA claims, draws business away from cafes. But the new rule isn't the way to do it. AFRA has offered to sit down and work out a plan with AGVA. If AGVA is serious about aiding business in night clubs, it needs mature planning. Lashing out at its own members is hardly the way to do it.

Any rule interfering with members' rights needs sober thinking. This one doesn't have it. There is even reason to believe it was drawn up to satisfy one board member with a personal beef.

Fabian Houses To Offer Jazz

NEW YORK, April 12.—The Fabian theater chain will present two jazz concerts at houses in the metropolitan area, one at the Hyway Theater, Fair Lawn, N. J., April 25 and the other at the St. George Theater, St. George, S. I., May 5. If successful, the concerts will then be presented at other houses of the Eastern chain. Another large theater chain, Loew's, Inc. is also conducting a similar experiment with jazz ork attractions (The Billboard, March 25).

The concert group to be used by the Fabian houses is "Jazz at the Central Plaza," an attraction which has demonstrated strong pulling power at the Central Plaza here over the past few years. Jack Crystal, who presents the weekly Central Plaza concerts, is handling the package for the movie houses. Personnel to be used on the dates will include two bands, one a Dixieland outfit and the other a swing combo. Big Chief Russell Moore will be the leader, and personnel will include Lee Castle, Cliff Leeman, Graham Forbie, Buster Bailey and Hot Lips Page, with others to be set.

The first show at the Hyway is set to start at midnight after the (Continued on page 45)

Acts Resume at Oriental May 2

CHICAGO, April 12.—While the over-all future plans for the Oriental Theater here have not been set, live shows will definitely resume, at least temporarily, May 2 when Johnnie Ray heads the first stagemove to play the theater in several months. Theater is still playing "Quo Vadis" but may bring in another first-run picture for a few weeks prior to the Ray opening.

Not yet set are the plans for the period from mid-May thru July 1, when theater again may play only first-run pictures. However, it is now quite certain that vaude will return full-time by July 1, with Charley Hogan, house

Readers' Opinions

Editor
The Billboard
Dear Sir:

As a late evening d.j. whose programs originate from a night club naturally I'm in complete accord with your recent editorial, "How Silly Can You Get?"

I'm certain I would still feel the same way even if my programs were not affected by this attitude on the part of AGVA. As a matter of fact my studio broadcasts do not fall in this category yet I feel that if AGVA won't let its artists appear from theaters on d.j. shows then perhaps the DJ shouldn't let the artist appear on any of his broadcasts. That the artist has the most to lose is probably without debate. The average disk jockey show will still be going long after artists have come and gone and will show little wear over AGVA's refusal to let its artists appear on the d.j. shows. Where would many of the top recording artists be today if it were not for the tremendous amount of exploitation given their records by the disk jockeys. I don't subscribe to the belief that the d.j.'s are the greatest thing since 7-Up and are the sole factor in the success of recording stars. However, I do believe they deserve more consideration than AGVA seems willing to give them at this time. With all the noise about payola within the d.j. ranks (and little proof to prove same) it would probably be sound reasoning for night club d.j.'s to possibly adopt the AGVA idea; e.g. "If the artist must be paid for appearing on the record show then perhaps the d.j. should be paid for playing the artists' records." How about that?

Sincerely,
Joe Deane
WHEC (Rochester)
Columbia Broadcasting System.
April 9th, 1952.

The Billboard
Dear Sir:

Wish to congratulate you on the AGVA-decay pieces in the April 12th issue. You summarized the issue beautifully. Particularly liked your point re: non-show folk coming under AGVA jurisdiction. Can you imagine AGVA forcing Barry Gray to pay 1/7th of say—Thomas Watson's salary one of the highest paid men in the world—L. B. M. because he happened into Chandler's one night and Barry snared him for an interview. This is possible. Can you also picture AGVA then demanding that Thomas Watson take out an AGVA card "for his own protection"?

Incidentally, I feel so strongly against the proposed d.j. ban that I have nicknamed my three month-old son, "Deejay." Besides, his given name is David Joseph, thus justifying the use of these initials—also—he broadcasts loud and clear, seven days a week—but HATES my records.

Best regards,
Eddy Manson.

Delaware Inn Charter

DOVER, Del., April 12.—Holiday Inn, Inc., located on Marsh Road just north of Wilmington, Del., has been chartered in the corporation department of the office of Harris B. McDowell Jr., secretary of state, for the purpose of operating a restaurant and nightery. The corporation's capital is 225 shares of no par value stock.

booker, already lining up acts to start with that date.

Reopening of the Palace Theater here today as a first-run motion picture house assures that the Oriental will be using vaude again as a steady diet beginning this summer. Palace, exempt from the Jackson Park decree, which limits the run of most films in the Loop, has already snared "The Greatest Show on Earth," which was expected to go into the Oriental.

There also is a possibility that later this year the Palace, which is fully equipped for live shows, may add acts, but this is still in the long-range planning stage.

EDITORIAL

Sell Self—Or Die Get Going, ASCAP!

February 23 The Billboard, in an editorial, urged American Society of Composers, Authors and Publishers to more actively merchandise its catalog, to promote itself on all fronts, to tell its story to music users. Thursday (10), the Society's board, in special session, examined suggestions for an overall public relations campaign which would, in effect, more effectively "sell" the Society (see separate story).

This is no time to be guided by outmoded traditionalists. We are all familiar with the usual arguments against use of the membership's monies for purposes of publicity and merchandising. The members' funds, of course, must not be used frivolously, but funds can surely be allocated for the proper merchandising of great music. Money, too, can properly be used by ASCAP to better acquaint lawmakers, cultural groups and the population, generally, with the ASCAP story.

There was no urgency to do these things in pre-BMI days. Today, the urgency is great. ASCAP's competitor is solidly entrenched in the domestic broadcasting and television fields; it has 4,000 non-radio licenses; it has, during the past year, concluded reciprocal agreements with SACEM and other important foreign Societies. BMI's music is running ASCAP a very close race, as can be ascertained by a glance at the best-selling and most-played charts.

It would be foolhardy for ASCAP to refuse to more actively promote itself. Foolhardy and dangerous. Such a viewpoint, in fact, would constitute a frivolous neglect of its membership's best interests.

RESPONSE TO DANCE BALLY

Big Initial Reaction Spurs GAC to More Promotion

NEW YORK, April 12.—The move by General Artists Corporation to promote public interest in dancing (The Billboard, March 29) has met with what agency toppers call "a surprisingly strong initial response" from promoters and ballroom operators and from various individuals who appear interested in one-shot promotions. As a result, GAC has been meeting with various band managers and is preparing additional ad mats and a series of window cards on the basic themes "Want to meet new friends?" and "Go out and have fun."

Response

Typical comments on the agency's offer to supply a promotion brochure and ad mats follow: "Have read with a great deal of interest the story in The Bill-

board about your dance promotion campaign. Please send me a complete kit"—Alice McMahon, Indiana Roof, Indianapolis.

"Just finished reading the 'GAC Drive To Hypo Dancing' article in The Billboard. I want to say it makes me happy to see something being done in that direction."—Larry Buquor, Buquor School of Dancing, San Antonio.

"Keep up the good work, and if I can help, please do not hesitate to call upon me."—Lew Platt, LCL Presentations, Canton, O.

"Please ship us your dance promotional advertising kit, including mats, brochures and tie-ins as mentioned in The Billboard. We want to compliment you on your ideas. If all the booking offices will just follow thru, per-

(Continued on page 46)

BMI Non-Radio Reps Convene to Talk Shop

NEW YORK, April 12.—Broadcast Music, Inc., this week wound up a four-day convalescence of its non-radio field men—BMI reps concerned with the licensing of other-than-radio music users. The confab, first of its kind, was held to exchanging experiences. BMI began to license other-than-radio users in 1946. Growth has been gradual, but the organization sees a big future. Currently, BMI holds approximately 4,000 non-radio licenses. These include 1,000 hotels, 2,000 night clubs and 1,000 miscellaneous music users, such as rinks, auditoriums, etc.

Non-radio licenses are generally based on a percentage of the music and entertainment payroll. Skating rinks and other users, who make use of recorded music, have a license based upon admissions.

According to H. P. Somerville, vice-president in charge of non-

radio licensing, the confab considered the reactions of music users in the different fields and discussed techniques for obtaining licenses, combating infringements, etc. The current plan is to make it an annual event with the field reps meeting in a different city each year. This year's session was attended by 14 reps, covering all key areas of the nation.

Addressing the gathering were the following: Carl Haverlin, BMI president; Sydney Kaye, vice-chairman of the board and general counsel; Bob Burton, vice-president in charge of publisher relations; Charles E. Wall, vice-president in charge of finance. Somerville and others.

Rosen, Victor Distrib, Dies

PHILADELPHIA, April 12.—Raymond Rosen, founder and head of Raymond Rosen and Co., distributor for RCA Victor products in the Philadelphia area, died at his home on Tuesday (8). He was 58. In addition to his business interests Mr. Rosen was active in many community endeavors. He was a member of the Fairmount Park Commission, a former chairman of the Philadelphia Housing Authority and a member of the executive committees of the Allied Jewish Appeal and the Federation of Jewish Charities.

Indie Labels Ask RIAA Help With Classic LP Problems

**Air Gripes, Recommendations for Aid
In Stimulating Biz, Cleaning Up Evils**

By IS HOROWITZ

NEW YORK, April 12.—Industry-wide action to spur consumer interest in LP records was asked Tuesday (8) as a group of indie diskeries met under the sponsorship of the Record Industry Association of America to examine problems of special concern to classical labels. Dietschy exact suggested that RIAA take the lead in stemming a reported deterioration of aggressive selling on the part of dealers by setting in motion

ASCAP Weighs Campaign To Sell Itself to Public

**Many Members Feel Congressmen
And Other VIP Don't Appreciate It**

• Continued from page 1

such organizations as women's clubs, high schools, literary groups, etc.

The American Society has periodically launched various publicity campaigns, during periods

of stress. Traditionally, the Society has operated with scant regard to publicity. Many ASCAP members feel the current period calls for a public relations campaign to merchandise the Society

on all levels. Chief cause for action, it is felt, is the continued advance being made by Broadcast Music, Inc., in the domestic and foreign music fields. BMI, of course, has merchandised itself heavily during the 12 years of its existence.

There is no assurance, at this point, that the Society will embark upon a large scale campaign. The cost is considered by some to be an obstacle because the Society presumably has no right to spend its members' money for such a purpose. Many ASCAPers hold, however, that authorization from the membership could easily be obtained.

Action Afoot; Price War Moves Apace

**Liberty Spikes Talk of LP Discount Nix;
Shutterings; ARO in Suit; FTC Looks In**

NEW YORK, April 12.—A short-lived rumor that the Liberty Music chain was about to drop its 30-per-cent-off sale simmered thru LP trade circles here this week, but was quickly spiked by Ben Kaye, Liberty topper, who stated the stores' present policy will be continued.

This was but one of several recent developments on the local price front, which also included the shuttering of several disk outlets, an intermediate step in a legal suit against two major price cutters and word that investigation of the record situation has been undertaken by the Federal Trade Commission.

Rumor's Base

Two factors sparked the Liberty rumor. The chain failed to

run its customary sale ad in last Sunday's newspapers and dominance in its window displays was given over this week to plugging a clearance sale of Magnavox sets. The two developments, taken together, gave others in the industry hope that the chain, whose move to sell below list touched off

(Continued on page 47)

Slim Hope Now For Juke Bill

WASHINGTON, April 12.—The Bryson-Kefauver Copyright Bill continues in an inactive status with the House having recessed until April 22, and with less chance than ever for the bill to come out of the House Subcommittee on Copyrights, Patents and Trade Marks this session.

The subcommittee, headed by Rep. Joseph Bryson (D., S. C.), has not deliberated on the bill in nearly two weeks and has refrained from setting a date for

(Continued on page 47)

Capitol Waxes "Robin Hood"

NEW YORK, April 12.—Capitol Records has obtained the album rights involving the original cast to the forthcoming Walt Disney flick, "Robin Hood."

Capitol has become increasingly active in all phases of the album market. The company recently secured the rights to original cast recordings of the musicals, "Three Wishes for Jamie" and "Of Thee I Sing," and is now riding high with the Jane Froman set, "With a Song in My Heart." Capitol intends to go all out promotion-wise with the "Robin Hood" album. It will be a two-record set, with an illustrated story included. In addition to the usual window displays and

(Continued on page 47)

Lawrence, Fain To Score "Beauty"

NEW YORK, April 12.—Jack Lawrence and Sammy Fain have been signed to do the score of the next Walt Disney film, "Sleeping Beauty." The ciphers train to the Coast this week.

Showdown Seen Near Twixt CAB, CAPAC

TORONTO, April 12.—A showdown between the Canadian Association of Broadcasters and the Composers, Authors and Publishers Association of Canada, Ltd., is expected to come before the end of the month following meeting here April 12 of the CAB board of directors.

No hints as to the plan to be followed by the CAB is being released. Everything about the CAB thinking is being kept under wraps.

Only one thing is certain about the hassle which arose following the award by the Copyright Appeal Board of Canada to CAPAC of 1 1/2 per cent of the gross revenue of radio stations, and that is that the CAB will fight the award.

Just what way is not certain at the present, but there are several possibilities.

One is that the stations will not play any CAPAC music, restricting themselves to BMI tunes only. This was the action advocated by 30 stations at the CAB meeting a couple of weeks ago.

Just how many stations have actually cut off CAPAC music is not known, though one station in Toronto, CKHF, has banned the use of CAPAC tunes. Other stations have cut down on the use of CAPAC, and are logging exactly what they use.

Meantime, while the CAB is figuring out how it can fight CAPAC, the music operators of Ontario are talking among themselves as to how they, too, can oppose CAPAC. Art Lipton of Siegel Distributing, Toronto, distributors for Wurlitzer in Canada, said the operators plan to impose a tax on each operator to fight CAPAC's tariff rates in the courts.

Bloch Knocked For Tune Grabs

NEW YORK, April 12.—Several music publishers are putting the knock on maestro Ray Bloch who does "Songs for Sale" and a number of other radio and TV assignments. The charge is that Bloch grabs off tunes done on the "Songs" program, as soon as he learns they're being recorded. The latest beef stems from several publishers who were bidding for "Rhode Island Redhead" from

15,000,000 45 RPM's Set For Juke Box Use in 1952

Hiked Production, Distribution To Shoot Figure Higher in 1953

By NORMAN WEISER

CHICAGO, April 12.—More than 15,000,000 45 r.p.m. records will be channeled into the juke box field this year, it has been learned, and, barring an all-out war which would halt production, this figure will be more than doubled in 1953.

The rapid increase in the use of the new speed platters in juke boxes can be attributed to two basic factors:

1. The tremendous increase in production of juke boxes using 45 r.p.m. disks exclusively. This increase is minute compared to what it will be once the bars on new machine production are down.
2. The increased efficiency of distribution of 45 r.p.m. records throughout the country. This is pointed out by the example set by Mercury. To date this year, Mercury distribution of 45 r.p.m. records is about 20 per cent over

that of the comparable period last year. Too, both 45 and 78 r.p.m. sides are now being released simultaneously, compared with a two to three-week lag in 45 r.p.m. output last year.

Juke Output

Output of the 45 r.p.m. phonograph is now an established part of the juke box picture. See-burg, one of the major factors in

the field, has been producing 45 r.p.m. machines exclusively now for more than a year. AMI is in production on a 45 r.p.m. unit, but this production is limited by material restrictions.

Wurlitzer, which had a 45 r.p.m. version of its 1200, now has introduced a new machine which features both 45 and 78 r.p.m. (Continued on page 44)

Band Bookers Crack Solid School Front

Colleges Mull Shifting Proms to Midweek For Better Deal on Name Attractions

CHICAGO, April 12.—Major booking offices here have finally cracked the formerly solid school front against band bookings on weekdays in what bids fair to become a major trend in the industry in the next year.

Actually it has been the name bands which have been used to develop this trend—a move which has long been attempted by the offices, with little or no success. And while the program still has a long way to go before it can be termed successful, the fact that practically all offices have set bookings thru the balance of the current school term on week nights, proves the schools have finally come around to at least

giving consideration to shifting their dance nights.

Offices reported that in recent months they had found some colleges willing to give up their normal Friday or Saturday prom night in order to get a name attraction—but a good many other schools still refuse to budge on the matter. In addition to being able to deliver the Ray Anthonys, Ralph Flanagan's, Stan Kentons, etc., offices are able to give the schools a better price on a week night, compared to a Friday or Saturday.

Smaller Budgets

The price factor also holds true with the schools which are on limited budgets, including some colleges and practically all high schools. These institutions usually have \$1,000 or less to spend for a date. By shifting to a week night, they can get a semi-name and still have \$200 to \$300 left over.

While the larger schools, in most cases, are still holding to Friday or Saturday prom nights, they have, in recent months, expressed interest in bringing in a name band on a week night for a special dance or concert date, and on these bookings, can get the bands at a lower figure, and therefore will go along on percentage deals.

In the case of high schools, where the budget is invariably low, the (Continued on page 45)

GAC Re-Signs Anthony Ork

NEW YORK, April 12.—General Artists Corporation this week signed a new booking pact with the Ray Anthony ork. Band is tied to the agency for five years, according to agency execs. Anthony and his personal manager, Fred Benson, are also reported to be adding a contact man to the ork's staff and also to be expanding their offices here.

DISK DEAL

Colosseum Inks Vatican Radio Pact

NEW YORK, April 12.—A five-year recording pact was signed this week between Radio Vaticana, the Vatican City radio station, and Colosseum Records, according to Bruno Ronty, head of the LP diskery. Releases will include, but will not be limited to, religious compositions.

Ronty also said that the first LP pressings from Durium Dischi, masters of another firm, will be released by Colosseum before the end of the month. The Italian and American firms inked a deal recently which awarded Colosseum domestic rights to the Durium catalog. Featured in the first release will be the "Adonai Ehad," a complete Sabbath service in Hebrew. Artists include soloists from La Scala and the Israeli Temple in Milan.

H. & R. Pacts Floyd Tillman

HOLLYWOOD, April 12.—Floyd Tillman, the Columbia songwriter and Columbia recording artist, this week switched his exclusive song-writing pact from Southern and Peer International to Hill & Range songs. Tillman inked a three-year deal with the Aberbach firm. He is the writer of songs such as "I Love You So Much I'll Hurt Me" and "Slipping Around." Tillman currently is expanding his recording studios in Houston, where he is cutting sessions for various labels, to handle TV film work.

Hill & Range execs also have reorganized the corporate set-up for Jenny Lou Carson, Midwestern writer who has a long-term deal with the firm which still has four years to run, whereby the entire catalog of her former firm, Jenny Lou Carson Songs, will be shifted to Rio Grande Music, a brand new BMI affiliate.

ON THE SAME PLATFORM YET

NEW YORK, April 12.—A pillar of the American Society of Composers, Authors and Publishers and a rep of Broadcast Music, Inc., are joining together in a common purpose. Dorothy Fields, noted ASCAP lyricist, and Milton Rettenberg, director of BMI's editorial department are slated to speak before Duke University music students in Durham, N. C., on April 22. "Book Writing for Musical Comedy" will be discussed by Miss Fields. Rettenberg's talk is entitled "So You Want to Write a Song."

Coast Talent Pic To Shake Lethargy

HOLLYWOOD, April 12.—The general entertainment picture here, which has been lethargic for some time as far as top show budgets go, will get a shot in the arm from several sources from now until the middle of August. Most important shot will probably come around August 1 when J. C. Mecham, formerly of the Detroit Stalter, opens the doors of the new Stalter Hotel, Los Angeles. It was learned this week that the Terrace Room, a 460-seater of the Stalter, will not only work name bands, but will also work an ice revue. Room has been outfitted with an elevating dance floor and ice rink, similar to the set-up in the Conrad Hilton Hotel, Chicago. Stalter execs are reported to have pitched Guy Lombardo for the opening of the new room, but Lombardo preferred to stay in the East during this period. Perry Como has also been pitched a bid for the opening, but the room would use a singing headliner in this salary bracket only for the debut period.

Entrance of the Stalter here as both a name band and ice revue mecca is important, for if the hotel introduces the double lure policy, it will mean that the near-by Bilt-

more Bowl and the Coconut Grove of the Ambassador Hotel will have to meet the new and bigger show competition of the new hostelry. The Grove currently is using one headline act and Eddie Bergman's local band, while the Biltmore is using Hal Derwin's local crew, a line of 10 Dorothy Dorben dancers and from two to three low-budget acts.

Harold Steinman, who is opening his new Copa niteroy on the site of the Savoy May 8, also is hyping (Continued on page 46)

NOW WHERE WERE WE?

AFM Enmeshed in Bogus Wax, Violations, Robbery

NEW YORK, April 12.—One of the most bizarre recording dates in the history of Local 802, American Federation of Musicians, took place here last week. As the result of a hearing before the local, two recording companies lost their licenses; a diskery not approved by the local started a new label, and two young ladies, one a songwriter and the other a singer, found themselves with masters and thus formed a new diskery. Intermingled with all this fracas was a robbery in which 200 records made by all of the above companies, more or less together, were stolen.

The incidents in the following order: A diskery (Company A), not licensed by the AFM, asked a songwriter if she would like to have her tunes recorded. The

MELLIN, STUCK FOR HIT, PENS OWN BALLAD

NEW YORK, April 12.—The music business shapes up as getting tougher and tougher, when publishers have to write their own hit tunes. That seems to be the story promised in the current ballad "I'm Yours." Bobby Mellin, of Mellin Music and a number of affiliated firms, has been seeking a strong ballad for some time. Unable to pick one up from his writer sources, he sat down and cuffed music and words to "I'm Yours."

Jimmy Hilliard recorded the tune with Don Cornell on Coral, and immediate reaction was strong. RCA Victor rushed in to do the tune with Eddie Fisher and dumped 100,000 of the Fisher disks on the market in a hurry. In the first three days distribbers had ordered another 25,000.

Decca makes the song with the Four Aces Tuesday (15), which figures to be another stimulant toward speeding it to hidom.

Capital Stores Band to Fight Disk Price Cut

WASHINGTON, April 12.—In the latest repercussions from New York's disk price war, retail record stores here are banding together informally to seek cooperation from major disk manufacturers in halting cut-price distribution.

The Washington group, which staged its organization meeting this week with nine stores represented, expects to see more than a score of stores represented at its next meeting Tuesday. Avoiding the formality of an official name or elected officers, the group (Continued on page 45)

Met to Offer 23 Operas Next Season

NEW YORK, April 12.—As the Metropolitan Opera Company begins its annual spring tour, plans have been announced for the Met's 68th season, which opens November 10, 1952. During the 22-week season, a total of 23 different operas will be performed. These include three new productions—Verdi's "La Forza Del Destino"; Stravinsky's "The Rake's Progress"; and "La Boheme" in alternating English and Italian versions—plus nine revivals.

The spring tour which opens in Cleveland Monday (14) moves on to 14 other cities in this country before winding up in Toronto and Montreal. A total of 44 performances of 16 different operas are scheduled during the seven-week tour. Plans call for 12 performances of "Carmen" and 11 of "Aida."

Chi's Aragon Resumes Name Band Policy

Anthony Launches Plan; 1-Nighters For Jump Combs

CHICAGO, April 12.—Aragon Ballroom, long a bellweather in the Midwest, which, with its sister ballroom, the Tranon, usually forecasts policy thruout the territory, is returning to the name-band policy which pushed the spot to the top of the heap shortly after it opened its doors in 1926.

Specreading the new policy is the booking of Ray Anthony, who opens tonight (12) for a two-week stand at a figure reported to be at least \$1,100 higher than bands have been getting in this territory for the past few years. Too, the ballroom has already pitched for a fall date with Anthony, but as yet no deal has been closed.

With the Anthony booking, the Aragon not only starts its name bookings, but deviates for the first time in many years from its "danceable" type orgs to a strong musical aggregation. Normally, bands of 11 to 14 pieces have been booked—the Anthony group numbers 17 sidemen plus two vocalists.

In addition to the location booking of the Aragon, the ballroom is planning a series of one-nighter bookings for outstanding bands in the "Jump" class.

To tee-off the Anthony date, the location is giving a dinner party at the ballroom, which will precede the opening of the ballroom to the general public. Heavy advance fees by the Aragon, as well as by Capitol Records and General Artists Corporation, is also flooding the city.

Snaring the Anthony aggregation was a feather in the cap of the Aragon loppers, William and Byron Karzas and Henry Madsen, for every major hotel in the area had been bidding for the band for months.

Show of Shows Album by Merc?

CHICAGO, April 12.—Art Talmadge, Mercury executive vice-president, has opened negotiations for a long-play album to be called "Show of Shows" and featuring the cast of the National Broadcasting Company's TV ailer of the same name. The 12-inch LP would include comedy songs by Sid Caesar and Imogene Coca, and straight tunes by Margaret Piazza, Bill Hayes, Judy Johnson and the Billy Williams Quartet.

Album idea, initiated by Talmadge during a flying trip to New York where he met with Harry Kalsheim, of the William Morris office, would tee off via one of the "Show of Shows" TV stanzas in the fall. It would be built along the same lines as those albums of Broadway shows which are now a standard in the industry, and it is planned to use a 30-piece band to back up the acts.

Move, which would mark the first major drive by a recording firm to capitalize on the tremendous market built thru TV shows, has now reached the stage where clearances are being worked out, and recording details are being set up by the diskery at its headquarters here.

Barton Enters Disk Business

NEW YORK, April 12.—Following in the wake of other publishers, Ben Barton, of Barton Music, has entered the disk business with the Tab label. Move by Barton, as in the case of the others, was motivated by the increasing difficulty publishers face in getting tunes recorded by major labels (The Billboard, April 5). Barton has already worked up his tunes with Jerry Wayne and is releasing samples to key deejays.

Bobby Mellin, who released two of his songs several weeks ago on the Algonquin label, has already sold more than 2,000 disks. He is now negotiating with Mercury to buy the master. In the meantime, Mercury has inked the Mike Pettison Quartet to a contract for eight sides as a result of the work the group did on the Mellin disk.



FORECAST

I DON'T MIND
by Trudy Richards
featuring George Barnes
at the Guitar
and
I NEVER LOVED ANYONE BUT YOU
by Trudy Richards
28384*

DECCA DATA

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. 11

Published in the Interests of Decca Dealers and Music Operators

No. 16

TO BUILD PROFITS

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	46364*
20	WONDERING NEW SILVER BELLS	Webb Pierce
48	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley
14	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubbs
6	MILK BUCKET BOOGIE SALTY DOG RAG	Red Foley
18	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY	Ernest Tubbs and Red Foley
13	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY	Webb Pierce
50	JUST A CLOSER WALK WITH THEE STEAL AWAY	Red Foley
23	IT IS NO SECRET He Bought My Soul At Calvary	Andrews Sisters and Red Foley
6	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE	Jimmie Davis
-	AN ANGEL IN DISGUISE I'M OLD KENTUCKY BOUND	Cherie Moore

SEPIA

7	PEACE IN THE VALLEY NEAR THE CROSS	Slater Rosetta Thorne with Anita Kerr Singers
2	HONEST AND TRULY I FOUND A NEW LOVE	Little Dena Nightoway
11	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock
6	I'M GONNA JUMP IN THE RIVER THE MY BABY COMES BACK	Buddy Johnson
-	SIT DOWN SERVANT DOES JESUS CARE	Marie Knight

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

BEST BETS

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

POSITION LAST WEEK

POPULAR

POSITION THIS WEEK	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.																																																											
3.	1.	A GUY IS A GUY That Old Feeling	Ella Fitzgerald	28049*	13.	2.	JEANNINE (I Dream Of Lilac Time)	Louis Armstrong and Gordon Jenkins	28076*	5.	3.	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*	4.	4.	THAT EVER LOVIN' RAG WHY WORRY?	Andrews Sisters	28042*	10.	5.	LONELY WINE ALONE AND FORSAKEN	Bill Darnell	27994*	15.	6.	THE BOOM SONG LITTLE TRAIN A-CHUGGIN' IN MY HEART	Jane Terry	28042*	7.	7.	HARBONE COME WHAT MAY	Tommy Dorsey	28057*	8.	8.	THE PENNY WHISTLE SONG HORSE AND BUGGY	Leroy Anderson	28037*	9.	9.	THERE ARE SUCH THINGS WHAT IS TIME?	Tommy Dorsey with Gordon Jenkins	28035*	-	10.	I DON'T MIND I NEVER LOVED ANYONE BUT YOU	Trudy Richards with George Barnes Trudy Richards	28084*	-	11.	TROUBLE IN MIND THE DIRTY DOZENS	Tommy Dorsey	28064*	12.	12.	I WILL NEVER CHANGE The Sweetheart Waltz	Music by Comarata and Don Cherry	27755*	-	13.	ROJALEEN DON'T EVER BE AFRAID TO GO HOME	Bing Crosby with The King's Men Bing Crosby with The King's Men and Perry Botkin's String Band	28061*	-	14.	BE ANYTHING (But Be Nice) SINCERE	Buddy Stark	28039*	-	15.	THERE'S A CLOUD IN MY VALLEY OF SUNSHINE THE NIGHTMARE REMEMBERS	Russ Morgan	28063*

COUNTRY

4.	1.	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	Ernest Tubbs	28067*
2.	2.	THE FIRST WHIPPOORWILL I'M ON MY WAY TO THE OLD HOME	Bill Monroe	28045*
3.	3.	I'M GOING BACK TO BIRMINGHAM DON'T TRADE YOUR LOVE FOR GOLD	Orval Prophet	46404*
4.	4.	MUSIC MAKIN' MAMA SECOND HAND LET OLD MOTHER NATURE HAVE HER WAY #2	Lonzo and Oscar	28060*
5.	5.	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Aubrey James	46407*
-	6.	DON'T STAY AWAY (The Love Grows Cold) GET UP AND GIVE	Grady Martin	28074*

SEPIA

2.	1.	BLOW-TOP BLUES MIDNIGHT SUN	Elsie Hampton with Dinah Washington Elsie Hampton	28059*
-	2.	AT LAST ROCK MAN BLUES	Buddy Johnson	27998*
3.	3.	I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU	Joe Medlin	48283*
4.	4.	LET'S TALK ABOUT JESUS COME UNTO ME	Sister Rosetta Thorne with The South Wind Singers Sister Rosetta Thorne	28075*
5.	5.	WILKIN' TRUST IN ME	Coleman Hawkins	28056*

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

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	27875*
12	BLUE TANGO Bells Of The Bell	Leroy Anderson
7	PERFIDIA YOU BROUGHT ME LOVE	Four Aces
10	WIMOWEN Old Palms	The Weavers and Gordon Jenkins
-	** MY HERO SPRING IS A WONDERFUL THING	Four Aces
3	HONEST AND TRULY One Little Word	Guy Lombardo
13	BE MY LIFE'S COMPANION Love Lies	Mills Brothers with Sy Oliver
19	TELL ME WHY A GARDEN IN THE RAIN	Four Aces
-	** THE GANDY DANCERS' BALL AROUND THE CORNER (Smooth The Berry Tree)	The Weavers and Gordon Jenkins
5	BLUE TANGO AT LAST, AT LAST	Guy Lombardo
8	TULIPS AND HEATHER You'll Never Walk Alone	Fred Waring
-	I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	Patty Andrews
3	HONEST AND TRULY All My Life	Ish Scott
31	A BIRD TO BUILD A DREAM ON I Got Ideas	Louis Armstrong
-	THE BLACKSMITH BLUES Any Time	Sy Oliver with Trudy Richards
2	WHEEL OF FORTUNE Till All The Stars Fall In The Ocean	Arthur Prysock

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

SINGLES

Goody Goody	Ella Fitzgerald	28126*
Air Mail Special	28126*	
I'm Heading Back To Paradise	Bill Kenny of The Ink Spots	28078*
I Must Say Goodbye	Ink Spots featuring Bill Kenny	28078*
Spellbound	Victor Young	
Theme from David O. Selznick Picture "Spellbound"		
A Place In The Sun	28115*	
From Paramount Picture "A Place In The Sun"		
Words	Eddie Zack	28082*
Coll Of The Mountain	28082*	
Hopsti-Beagle	Bill Snyder	28056*
Ravioli Rag	28056*	

NEW RELEASES

One Hour Ahead Of The Pace	Trudy Richards with The Anita Kerr Singers	28073*
This Time Tomorrow	28073*	
Easy On Me	Roberta Lee	28050*
Walkin' For The Evening Mail (Little 'On The Inside Lookin' At The Outside)	28050*	
Just Because	Dick Stabile	28129*
Deep Elm Blues	28129*	
Old Folks	Gene Ammons	28091*
I'll Walk Alone	28091*	
Birds 'N' Bees	Toots Quartet	28111*
High School Cadets March	28111*	
There's A Light Burning Brightly For Me	The Mellomen	28091*
That Old Time Religion	28091*	

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

ALBUMS

NOW AVAILABLE IN 45 RPM	BING CROSBY sings with DICK HAYMES and the ANDREWS SISTERS TOB HOPE • AL JOLSON 9-127-\$3.50 Also available in: A-428-\$3.75
NOW AVAILABLE IN 45 RPM AND 33 1/2 RPM	BIM BAK BOOM An Album of Cuban Rhythms Sung by NIGUELITO VALDES with Machito and His Afro Cubans 9-348-\$3.75 Also available in: A-204-\$4.15 • DL 5113-\$3.00
SCOTCH BAGPIPE SELECTIONS Played by	Louis Armstrong with Orchestra directed by SY OLIVER A-111-\$4.15 • F-211-\$1.25 • M-341-\$3.00
BOSTON CALDONIAN PIPE BAND Under the direction of Pipe-Major George B. Smith 9-291-\$2.50 • DL 5179-\$3.00 Also available in: A-173-\$3.30	

GREAT NEW RECORD BY A GREAT COMBINATION

INDIAN LOVE CALL and JEANNINE
(I Dream Of Lilac Time)

by **LOUIS ARMSTRONG** and **GORDON JENKINS**
and His Orch. and Chorus

Decca 28076 (78 RPM) and 9-28076 (45 RPM)

Music as Written

Okun Addresses

College Ad Class . . . Music business slack Henry Okun went on a higher-education kick last week and addressed a radio-TV advertising class at Fairlie-Dickinson Junior College, Rutherford, N. J. His subject: "Record promotions and duties of an advance man." The veteran music press agent, who flacked for Benny Goodman when the band business was at its peak, concluded his speech with the following scholarly advice for would-be advance men: "Be good to the bus boy. He may own the joint tomorrow!"

Premium-Raine Tie-In

On Major Disk Jack Drive . . . First Chicago publisher to tie-in with an artist on a major disk jockey drive is Premium Music, headed by Leo Egalnick, who last week sent out a series of dubs on "My Love Left Town," which was cut by Lorry Raine. Chirp, who has cut a number of sides in the past few years under license of her husband-manager, Tim Gayle, with the masters then going to diskeries after the tune was started via disk jockey promotion, cut her new tune with 18 local sidemen headed by Herman Clobanoff.

United Record Parts

Bascomb, Griens . . . Lewis Simpkins, president of United Record Company, last week signed two new artists to the label. Additions are Paul Bascomb and Tiny Griens, both of whom will cut their first sides soon. Simpkins also reported a big increase in the number of 45 r.p.m. disks included on initial orders for new tunes released by his firm. Where 45 orders ran about 5 per cent four months ago, they now average 20 per cent of the initial order.

New York

RCA Victor artist and a.&r. staffer Hugo Winterhalter did a guest shot on the Jimmy Melton TV show Thursday (10). Julia Chester, professional manager of Melton Music, was out all last week with the shingles. He got calls from plenty of friends.

Artie Mogull, of the Dorsey Brothers and Embassy pubberies, left for Chicago Thursday (10). Mrs. Mickey Cox, of Cox & Box Music, flies to England April 19 to visit the English firm. She will be in London a month and will spend a few days in Ireland. Ruth Casey has just recorded

A Great Artist—A Great Record
Tony Bennett
Singing
"Sleepless"
Columbia Record # 39695 (78)
4-39695 (45)

that singing rage
Miss Patti Page
"LOVE, WHERE ARE YOU NOW?"
MERCURY 5216
ABC MUSIC CORP. 709 W. W. B. BLDG. N.Y. 11, N.Y.

A HIT!
"TRY ME ONE MORE TIME"
ROBERTA LEE—DECCA
MARGARET WHITING—CAPITOL

AMERICAN MUSIC, INC.
1376 Broadway, N.Y. 10019
1100 Broadway, N.Y. 10019

Dave Weingarten's "I Never Knew I Cared So Much" on the Cadillac label. . . Happy Goday left for Los Angeles last week on a business trip. . . Andrea Music has taken over the ditty, "Two Little Kisses," formerly with Venture Music. . . Tommy Dorsey ork plays a series of one-nighters thru Mississippi and Texas after finishing its current engagement at the Claridge, Memphis. The ork is set for five weeks at the Los Angeles Palladium in May. . . Teddy Phillips was in New York last week to cut sides for King Records under a.&r. topper, Dewey Bergman. . . Lee Armand, arranger for Hormel Girls' Caravan, was in town, en route to Chicago.

Nellie Lutcher, currently at the Seville Theater, Montreal, opens at the Storyville Club, Boston, on April 18. . . Stuart Foster named Morris Diamond as personal manager. . . Ed Burton, Hill & Range pubbery exec planned to Chicago. . . Paramount Theater stage show opening May 28 headlines Johnnie Ray and the Billy May ork. . . Sanford Record Distributing, local MGM outlet, named Gordon Gray as promotion manager. . . "Summer Sequence," jazz suite written for the Woody Herman ork by Ralph Burns has been set for the next Gene Kelly flick at the MGM Studios. Herman's Charling pubbery publishes the work. . . Tony Bennett plans into New York next Wednesday for waxing sessions. . . Bobby Wayne opens at Ben Maksik's Town and Country for 10 days on April 23. . . Al Morgan goes into Twin Coaches, Pittsburgh, on May 28.

Comic Jackie Gleason has started diskery. Dick Boone of Universal Attractions, was recently given a new contract including a pay boost and a profit-sharing arrangement with the firm. Boone is in charge of one-nighters for Universal, and has been with the agency for the past four years. . . Harry Smith, of the George Simon and Simon House pubberies, leaves Sunday (13) on a business trip thru Pittsburgh, Cincinnati, Cleveland, Chicago, Detroit. He will be away about two weeks.

George Mendelssohn, Vox topper recently returned from Europe, off to the West Coast on business. . . Cecil Luna, Dallas country artist, has been signed by Coral. First release is due in May. Diskery has also picked thru Judy Lynn, whose first etchings for Coral will be made next week.

Chicago
Tiny Hill, who opened in Milwaukee Sunday (13), spent Friday and Saturday in town cutting new sides for Mercury. . . Jimmy Martin, MGM distributor, in the hospital for an eye operation which will keep him out of action about three weeks. . . Earl Hines opens a week stand at the Sky Bar, Cleveland, May 5.

Jonl James, nitery chirp, has cut her first sides for MGM, with the initial pairing due for release in about 10 days. . . Bill Irwin, organist, has opened at Hotel Phillips, Kansas City, Mo. Irwin has a new waxing under the Regent label, and will also have a TV shot from the hotel. Hank Fort remains at the Dayton Biltmore Hotel, Dayton, O. thru April 25, and has been set for the Jefferson Hotel, St. Louis, May 23 thru June 21.

Art Talmadge, Mercury vice-president, and Morris Price, sales topper, hopped to Milwaukee Wednesday (9) with Patti Page to attend the funeral of Jack Rael's mother, Millie, who died in Florida April 7. . . Gertrude Friedman, Mercury, to Florida for two weeks. . . Willard Alexander in town for a few days conferring with Bill Polk, who heads his office here.

Bob Rose, Jeb Records exec, is in New York on business. . . Chess Records has completed a rebuilding program in its headquarters here. Leonard Chess returned to town last week-end after a swing thru the South. . . Lou Simpkins, United Records, reports that his firm is releasing all new platters on 45 and 78

r.p.m. simultaneously. . . Fred Benson was in town to set up the Ray Anthony Aragon opening Saturday (12), working with Paul Lombard, at General Artists Corporation, and Don Forman, Capitol Records.

Beazy Strong, who closed the Edgewater Beach Hotel Thursday (10) after a seven-week stand, will play one-nighters in and around Chicago for the next few weeks. . . Elitch Gardens, Denver, May 23. He follows with a month at the Palladium, Los Angeles, starting June 17, then goes into the Mar Hopkins, San Francisco, for three months beginning July 10.

Charlie Adams, Ridgeway Music, was in town for a few days, then planned to Nashville. . . Herman D. D'Amico and Johnny Lawrence D'Amico, in to record Vancal. . . Bill Bailey appears on the Casey Clark air. . . Bill Snyder, prepping two new piano sides for Decca before playing theaters and niteries in the East.

Hollywood
Georgie Hormel, who has been making multiple voice disks for McGregory, is the hubby of the new French star, Leslie Caron, who starred in "American in Paris." Hormel is a former Nebraska pit-or player who worked with territory bands, including Dick Man-gel's. Because of the success of his first three diskies, McGregory is lining up more pop talent. . . Frank Deval broke his arm playing roller hockey for TV Sunday (6), but will continue his weekly TV shows from the Lido Ballroom, Long Beach. . . Buddy Morrow's ork and Giselle McKenzie, the Cap chirp, make a Universal musical short this week. . . Doris Day has inked with Standard Transcriptions. . . Redd Harper, star of the Billy Graham flick, "Mr. Texas," and Max Herman have formed Herma Music, an American Society of Composers, Authors and Publishers firm. They have Fiesta Music, a BMI affiliate. . . Arena Stars has inked the Shepard Brothers, teen-age bell ringers, recently on the Skelton TV-er and Ray Eberhardt, new boy vocalist, from Denver. . . Norma Grams has inked the Gene Krupa trio to a Mercury pact. Group already has an LP out on Mercury, cut some years ago. . . Art Jarrett, the ex-bandleader, is now a liquor salesman in Beverly Hills.

Gill Rodin, who once managed Bob Crosby and Jerry Gray, is now taking TV schooling. . . Sidman Crothers has been set by Earl Mills to work in "The Great Companions." A Dan Dallett star-der for Universal International. The former cocktail lounge combo leader plays an important supporting role in the pic, which will be about carnival life. . . Kay Kyser is in retirement in his home at Chapel Hill, N. C. . . General Artists moves to its new address, 9650 Santa Monica Boulevard, April 28. . . Capitol Records holds its annual stockholders meeting Tuesday (15). . . Bobby Blue, who had a big band in the East until the band bus was involved in an accident in Bronx County, New York, intends to reorganize his band either in New York or Hollywood.

Neal Wrightman, the BMI pubber here, is setting up a nationwide publicity and record-making service. Wrightman has an American Federation of Musicians recording franchise thru Owl and Wrightman Records. . . Jack Tessgard's Sextet closes six months at the Royal Room May 4, opening at the Hangover, San Francisco, May 5. Band also has his sister, Norma, piano, and brother, Charley, trumpet. . . Phil Phillips, the ex-Chicago agent and dad of Bob Phillips, head of Associated Booking here, has been leading the 20-piece band that is doing the nationwide tour with the Harlem Globetrotters. . . Mary Gould, the ex-Chicago and New York nitery batoneer, is on the Coast and has signed with BMI associated. . . Cab Calloway, with three rhythm and a trumpet, set for three months of Coast locations by General Artists Corporation. . . Jack Carroll joined BMI here as rehearsal pianist. He was formerly with Chappell here. Carroll's boxes available for use by any BMI office here.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"
SONGS TO BE AIRED APRIL 19 OVER CBS-TV
FREE AS A BREEZE—By Art M. W. Setley . . . Song by Hoagy Carmichael
THRU THE GRAPEVINE—By Hoagy Carmichael and Blanche Foy . . . Song by Hoagy Carmichael
THE DEVIL'S A WOMAN—By Mildred Lett . . . Song by Betty Clooney
IF I EVER GET RICH, MOM—By Frank Rood . . . Song by Eddie Fisher
DREAM, DREAM, DREAM—By John Ferlin . . . Song by Betty Clooney
DON'T MAKE ME WAIT TO WAIT YOU—By L. W. Macaroni . . . Song by Eddie Fisher
Judges panel for April 19 telecast will be Barry Gray, Art Ford, John Whitney and two other panelists to be selected.

LATEST TRADE ACTION ON SONGS
"A-Three: E-U: E-A-S-M," to be recorded by Elaine Barton on Coral Records
"Rhapsody Island Rhythms From Puntavento," to be recorded by Teresa Brewer on Coral Records
"That Island to Me," to be published by M. S. K. Music Corporation.

Huge Response To Liberace's Coast Concert

HOLLYWOOD, April 12.—Following the initial enthusiastic response to the first announced concert by Liberace, the new Columbia recorder (The Billboard, March 29), his brother and musical conductor, George, his managers, Gabbe, Lutz & Heller, Jack Red Doff and attorney John Jacobs have set up International Artists, Ltd., which will function as a concert promotion firm. Liberace's primary concert endeavor, slated for the Los Angeles Philharmonic April 15, was sold out in three days after duet sales were announced March 26. It's known that this was the fastest sellout on a concert of any type that the Philharmonic has played in the past five years. Ducats in the 2,671-seat house were sealed at \$1.20 to \$3.60. Gross on the concert will be \$5,800, with IAL figuring that their overhead will be \$2,100. The group intends to promote more concerts with outside attractions, when available.

Liberace's major promotion media has been his local TV-er over KMAC Wednesday nights. In addition to the Philharmonic concert, he will play the 3,000-seat Pasadena Civic Auditorium, May 22, with ducats sealed from \$4.25 down; Russ Auditorium, San Diego, June 7; Long Beach, in late June, and Santa Barbara in July.

Gale Signs Kardale as Contact Man

NEW YORK, April 19.—In a move designed to obtain closer liaison between the artists signed with the Gale Agency and Sheldon Music, Moe Gale's pubbery, Goldie Goldmark, general professional manager of the publishing firm has hired Chick Kardale for the post of general aide-de-camp. Kardale was with the Martin Block pubbery, Repping Sheldon on the West Coast is Billy Sherman.

Just how close a relationship will be established between the disk artists booked by the Gale Agency and the pubbery is still a matter for conjecture. Gale, however, either handles personal management or booking matters for such talents as Robert Merrill, Sarah Vaughan, Jane Pickens, the Ink Spots, Arthur Prysock, and about two dozen additional recording artists.

First plug song under the new Sheldon management is "Rutza, Rutza." Records are currently being set on the ditty.

Delay Merger Of U-I, Decca

NEW YORK, April 12.—No effective date has yet been set for the expected merger between Decca Records and Universal-International Pictures. It was learned this week following the annual stockholders meeting of the diskery. Milton R. Rackmil, Decca proxy, said it will take at least another month before it will be known if the merger can be accomplished.

The diskery became the dominant stockholder in Universal last year thru its purchase of more than 30 per cent of the picture firm's shares. It has since been exploring ways of effecting a merger over reported opposition by J. Arthur Rank interests, which control some 15 per cent of the U-I shares (The Billboard, February 23).

V-M to Intro Changer Line

BENTON HARBOR, Mich., April 12.—V-M Corporation, manufacturer of sound systems, phonographs and allied equipment, will introduce a new line of custom designed tri-omic three-speed phonograph changers at the Radio and Electronic Parts & Equipment Show at the Conrad Hilton Hotel, Chicago, May 19-22.

I'LL SING TO YOU
Recorded by:
DON CHERRY DECCA
TONY BAVAAR RCA VICTOR
JIMMY YOUNG COMMODORE
J. J. Robbins & Sons, Inc.
1419 Broadway, New York, N. Y.

FOR MOTHER'S DAY PROGRAMMING
MY MOTHER'S EYES
LEO FEIST, INC.

His Best . . .
Ernest Tubbs
SOMEBODY'S STOLEN MY HONEY
Decca 12067
TAMMEN MUSIC, INC.
146 West 54 St., New York 19

• *The Billboard Picks*

'I'M YOURS'

and

'MY MOTHER'S PEARLS'



Sung by ...

DON CORNELL

CORAL

60690 (78 RPM)

9-60690 (45 RPM)

**Going Stronger
than Ever**

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation, Ltd., Toronto-Montreal-Winnipeg

"I'LL WALK ALONE"
 from the ... 20th Century Fox Picture
 "With a Song in My Heart"
 and
**"THAT'S THE CHANCE
 YOU TAKE"**
 Coral
 60659 (78 RPM)
 9-60659 (45 RPM)

HOTTEST DISK OUT!



BILLY ECKSTINE

sings



and
NEVER LIKE THIS!

MGM 11225-78 rpm - K 11225 445 rpm

BEST SELLERS

- Fran Warren**
I HEAR A RHAPSODY
and
MOTHER, MOTHER
MGM 11190 78 rpm—K11190 45 rpm
- Alan Dean**
BE ANYTHING (But Be Mine)
and
ALL MY LIFE
MGM 11187 78 rpm—K11187 45 rpm
- Tommy Edwards**
FORGIVE ME
and
THE BRIDGE
MGM 11170 78 rpm—K11170 45 rpm
- Debbie Reynolds**
AM I IN LOVE!
and
WHAT GOOD IS A GAIL
MGM 30508 78 rpm—K30508 45 rpm
- Bill Farroll**
HEAVEN KNOWS WHY
and
SINCERE
MGM 11193 78 rpm—K11193 45 rpm

- Frank Petty Trio**
BLACK AND WHITE RAG
and
SHE WAS JUST A SAILOR'S SWEETHEART
MGM 11186 78 rpm—K11186 45 rpm
- Billy Williams Quartet**
CONFETTI
and
DON'T GRIEVE, DON'T SORROW, DON'T CRY
MGM 11184 78 rpm—K11184 45 rpm
- Ziggy Elman**
WITH A SONG IN MY HEART
and
ALL I DO IS DREAM OF YOU
MGM 11197 78 rpm—K11197 45 rpm
- Henry Jerome and His Orchestra**
HOMING PIGEON
and
LET ME DREAM
MGM 11174 78 rpm—K11174 45 rpm
- Hank Williams**
HALF AS MUCH
and
LET'S TURN BACK THE YEARS
MGM 11202 78 rpm—K11202 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N. Y.

KEEP M-G-MINDED—IT'S GOOD FOR YOUR BUSINESS

BEETHOVEN AND BRAHMS

Columbia Weingartner Re-Issues a Fine Job

NEW YORK, April 12. — For years the recordings by Felix Weingartner of the Beethoven and Brahms symphonies on 78-r.p.m. shellac have been collectors' items, much sought after as definitive interpretations of great masterpieces. Special interest, therefore, centers around the LP release by Columbia of the entire group, made available a symphony to a disk, except for the Beethoven Eighth and Ninth, which come boxed together in a two-record set.

The imposing release represents a complicated task well done, one that should reap dividends for many years. Musically, at least, regardless of commercial outcome, the contribution by the diskery is outstanding.

Weingartner, who died in 1942, was a scholar, writer and, above all, a musician of penetrating insight. He devoted much of an active life to a study of the Beethoven symphonies. His readings of these works, as of the Brahms, were distinguished by clarity of line and irresistible rhythmic drive. For decades they served as models for lesser baton-wielders to emulate. The original waxings of the symphonies were released over a 15-year period beginning in 1927, when the conductor was at the height of his interpretive powers. Musically, they are superb.

Technical Problems

Technically, they are something else again, despite the loving care Columbia has obviously lavished on their recreation. Recording techniques have advanced considerably in the last quarter century, and one who would make the comparison need go no further than this set.

The quality of each disk, in fact, is almost directly proportional to its age. From the audio point of view the Beethoven sixth, circa 1927, is poorest; his fourth (1934) and fifth (1936), fair, and the rest quite good. The ninth, the monumental "Chorale," rates among the best, altho it dates back to 1935. The four Brahms symphonies, released from 1938 to 1942, are almost uniformly good.

The unavoidable technical shortcomings that are apparent in some of the pressings detract in no way from the value of the contribution, making available for new generations of listeners superlative readings of a basic segment of the symphonic literature.

Competition

Commercially, their strength remains to be demonstrated. Each of the symphonies is several times duplicated in the LP catalog. Columbia alone is covered on all 13 with excellent versions.

But the diskery has already set

in motion a promotional push that should get the disks off to a good start. Schools, musicians and listeners of more than average perception should be prime prospects. A potentially lucrative market may well be found among elderly collectors whose treasured 78's of the same performances have long been due for replacement. And for new buyers, these works are after all the staples of any disk library.

No Sets Deal

Perhaps more ingenuitly might have been exercised in planning the issue for buyers who might go for the entire set. It's puzzling why Columbia didn't offer an alternate package, appropriately boxed, of the entire release. Or, in lieu of that, several albums. The Beethoven symphonies might well have been packaged one thru three, four thru six, the eighth and ninth as they are, and the four Brahms in a final set. With the same effort, dealers then might move the groupings almost as easily as singles.

Even as things stand, retailers have strong opportunities for exploitation. Not the least is the display potential. Each of the 13 albums carries the same attractive art, but each is printed in another color. Set in a dealer's window, they should prove strong traffic stoppers.

BEETHOVEN: Symphonies one thru nine (7-12") and (2-12") — **BRAHMS:** Symphonies one thru four (4-12") — Felix Weingartner, cond. — Vienna Philharmonic-London Symphony-London Philharmonic-Royal Philharmonic-Col(33)ML-4501; ML-4502; ML-4503; ML-4504; ML-4505; ML-4506; ML-4507 and SL-165 (Beethoven Symphonies Eight and Nine); ML-4510; ML-4511; ML-4512; ML-4513.

Victor Stamps 101 Contest in D. C. a Success

NEW YORK, April 12.—Results for the first five weeks of an intensive two-month advertising test in Washington by RCA Victor have proved successful, according to Dave Finn, sales promotion topper for the diskery. The drive, which was conducted during January and February, was centered around catalog merchandise which the firm is highlighting in its current 101 Bermuda Cruise contest. The test consisted of a weekly 400-line advertisement run co-operatively by Southern Wholesalers, the capital RCA Victor distributor, and a rotating list of dealers. Each ad featured one item and was backed by seven other assorted pieces of merchandise. In order to test the effectiveness of the campaign, the distributor kept a close count on sales for a two-week period after each ad appeared.

Arnold Topper

Sales for the merchandise advertised during the first five weeks amounted to 3,161 items. This compares with the sale of 882 pieces during the same period last year, representing an increase of more than 250 per cent. The first ad which featured Eddy Arnold's "All Time Hits From the Hills" proved to be the strongest of the first five. In the two weeks following, 1,505 pieces of the advertised item were sold in the Washington area, compared with only 179 for the same two-week period in 1951, an increase of 741 per cent.

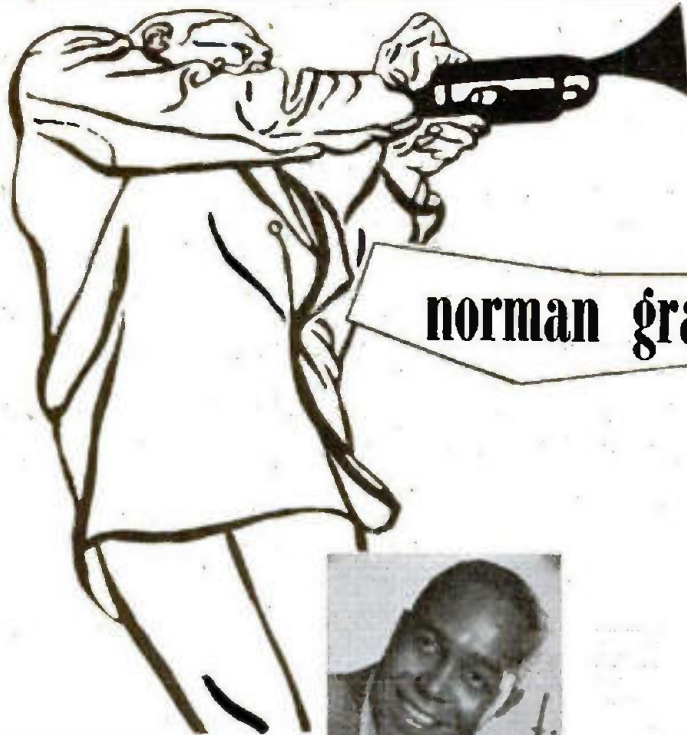
The results to date, according to Finn, have further convinced the diskery that good catalog merchandise has a continuing sales pattern if brought to the attention of the public. The company is now in the process of sending on the most successful of the ads to other distributors.

Orksters Shy At Re-Inking Rep Contracts

HOLLYWOOD, April 12. — The trend toward bandleaders who fail to renew their office management pacts when current contracts run out, is continuing. Latest to join the fold is Woody Herman. It's understood that he and his manager, Abe Turchen, have not re-signed the ork with GAC, with whom Herman started about 15 years ago, but that Herman and Turchen have given their verbal okay to GAC to continue booking the ork. It's also understood that Turchen and Herman are booking some dates direct, with GAC collecting no commission.

MCA, which has until the end of April to renew with Jerry Gray (The Billboard, March 22), still hasn't inked the Decca recorder. Gray and his manager, Charley Trenda, are still offering to sign with an office which can come up with a sizable radio or TV pact. Another MCA maestro, Freddy Martin, is stalling at re-signing with the office. Martin has told friends here that he will continue to be represented by MCA, but will not sign the new pact being offered by the office.

67,000 ACTIVE BUYERS
read The Billboard classified columns each week.



JATP

on



RALPH BURNS

"Free Forms" Mercury Album

ALBUM C-115

- PLACES, PLEASE
- TERRISITA
- TANTALON
- VIGNETTE AT VERNEY'S
- CAMEO
- LILETH
- SOMEDAY, SOMEWHERE
- SPRING IS

(Last two sides on LP only)

On 78 C-115 • on 45 C-115x45 • on LP MGC-115



CREATOR OF
SUMMER SEQUENCE

"A POUND OF BLUES"
sales NO. 4 Billboard (April 5, 1952)
MOST PLAYED JUKE BOX RHYTHM
& BLUES RECORDS



CHARLIE PARKER
"TEMPTATION"
"AUTUMN IN NEW YORK"

CHARLIE PARKER
with Strings
"TEMPTATION"
"AUTUMN IN NEW YORK"
Mercury 11088 • 11088x45



JOHNNY
HODGES
and his Orchestra
"A POUND OF BLUES"
"SIDEWAYS"
Mercury 8961 • 8961x45

LATEST RELEASE . . .
"BELOW THE AZORES"
"WHO'S EXCITED"
Mercury 8977 • 8977x45



OSCAR PETERSON
Quartet
"ROUGH RIDIN'"
"BUT NOT FOR ME"
Mercury 8976 • 8976x45



BILL
HARRIS
and his Orchestra
"BILL, NOT PHIL"
"YOU'RE BLASE"
Mercury 8969 • 8969x45



FLIP PHILLIPS
and his Orchestra
"GOODBYE"
"SALUTE TO PRES"
Mercury 8978 • 8978x45

Becoming a Favorite of the JATP Series!

JAZZ at the PHILHARMONIC

volume **14**

featuring

"I GOT RHYTHM"
"I SURRENDER DEAR"
(3 parts)

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



on 78 vol. 14 • on 45 vol. 14x45
on LP MG vol. 14

ON THE WAY TO
HITDOM!

**'TWO
LITTLE
KISSES'**

by the

**Four
ACES**

on FLASH record - 103

• **Sides in
Current Release**

Week ending April 12

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

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE	Are You Teasing Me.....	Carl Smith, Del (1)
	My Low Song.....	Lovino Brothers, MGM (1)
	The Get Acquainted Waltz.....	Lovino Bros. MGM (1)
	My Boots Over There.....	Premier Music, MGM (1)
	My Heart Heart.....	Premier Music, MGM (1)
	I Grabbed for the Engine.....	Fontane Sisters, RCA (2)
	I Just Want to Be With You.....	Dianthana Wranglers, RCA (1)
ANDREA	Two Little Kisses.....	Joe Barber & The Lancers, Cap (2)
	Two Little Kisses.....	Steve Gibson & The Original Red Caps, RCA (2)
ANGYLE	No Strings Attached.....	Dick Hayman, Mer (2)
	Serenade to a Lost Love.....	Dick Hayman, Mer (2)
	Love.....	L. C. Williams, Mer (2)
	Don't Want No Woman.....	L. C. Williams, Mer (2)
	Sittin' Here Wonderin'.....	Luther Stoneham, Mer (2)
	January 13, 1949 Sweet.....	Luther Stoneham, Mer (2)
BOURNE	Oh! Now I Miss You Tonight.....	Sammy Kaye, Del (1)
BREGMAN, VOCCO		
CONN	My Baby Just Cares for Me.....	Joel James, MGM (2)
	Barn That Dream.....	Chris Powell, Cap (2)
	Warm, Warm Kisses.....	Jimmy Lee, Cap (2)
	Suzanne.....	Jimmy Lee, Cap (2)
CARAVAN	Mary Jane.....	Walt Jaworski, RCA (1)
CARLYLE	Little White Knap That Cried.....	Michay Katz, Cap (2)
CENTRAL	Thanks for Loving Me.....	Joe Allison, Cap (2)
	Come Around to Me.....	Gene O'Quin, Cap (2)
	You Better Change Your Ways.....	Gene O'Quin, Cap (2)
CHAPPELL		
-T. B. HARMS	You'll Never Walk Alone.....	Victor Marchese, MGM (2)
CLAIBORNE DAVIS	Rockin' Daddy O.....	H. Greenberg, RCA (1)
	Why Don't.....	The Heartbreakers, RCA (2)
CRESTVIEW		
-Nat King Cole	A Family That Prays Together, Stays Together.....	Emo Howard, Mer (2)
ERESTWOOD	Can I Say Anything.....	The Four Tones, RCA (1)
CRITERION	Bart and Sappora.....	Stan Krotzer, Cap (1)
EROWELL	The Little Train A-Chuggin' in My Heart.....	Marion Morgan, MGM (1)
DELMORE	I Shoulda Said.....	Eddie Marshall, RCA (1)
FAIRWAY	Moblin Bay of Blue.....	Lodie Marshall, RCA (1)
	Kohala March.....	Jerry Byrd, Mer (1)
FRED FISHER	Hindustan.....	Frank Petty Trio, MGM (2)
	Hindustan.....	Jimmy Palmer, Mer (2)
FOREMOST	Lost Without You.....	Earl Williams, Del (1)
FRANK	Dearie.....	Earl Williams, Del (1)
FREDDIE	I Am a Heart.....	Dinah Shore, RCA (1)
HERMAN	You Did'st Want Me.....	Red River Dave, MGM (1)
HILL & RANGE		
-ALAMO	Burbsies.....	Peo Wyn King, RCA (1)
	I Love to Hear a Cho Cho Train.....	Clare McCoy, Cap (1)
JEFFERSON		
-Irene Evans	Wang.....	Ann Gibson, Cap (1)
LAUREL	I'm a Schlemiel of Fortune.....	Michay Katz, Cap (1)
	I May Have Myself in the Morning.....	Steve Gibson & Original Red Caps, RCA (1)
	I May Have Myself in the Morning.....	The Dreamers, Mer (1)
	Why Worry.....	Frank Petty Trio, MGM (1)
	I Can't Stop Loving You.....	Ann Gibson, Cap (1)
	I Wonder.....	The Four Tones, RCA (1)
-DUCHESS	Kiss of Fire.....	Billy Eckstein, MGM (1)
	I Don't Mind.....	Peo Wyn King, RCA (1)
	I Don't Mind.....	Jimmy Palmer, Mer (1)
MARIAN	Serenade to a Broop.....	Bill Kaye, RCA (1)
MAYNOR	Never Like This.....	Billy Eckstein, MGM (1)
MAYPOLE	Corner to Corner.....	Sarah Vaughan & Percy Faith, Del (1)
MILLS	Pink, Plank, Plank.....	George Barnes, Dec (1)
	Blue Tanga.....	Carmen Cavallaro, Dec (1)
	Serenade to the Night.....	Carmen Cavallaro, Dec (1)
	God Has Been Good to Me.....	Eddy Howard, Mer (1)
-AMERICAN ACADEMY		
OF MUSIC	Candy in a Room With a Baby.....	Oklahoma Wranglers, RCA (1)
E. H. MORRIS	On a Little Country Road.....	Barry Rice, MGM (1)
	Lord Bless His Soul.....	Earl Williams, Del (1)
-MAYFAIR	I'll Wait Alone.....	Jane Freeman, Cap (1)
MUSIC PUBLISHERS		
-HODDING CORP.	No Other Girl for Me.....	Gene MacRae, Cap (1)
-ADVANCED	When I Dream.....	Harry James & Kitty Kallen, Del (1)
	When I Dream.....	The Fontane Sisters, RCA (1)
-HARMS	With a Song in My Heart.....	Jane Freeman, Cap (1)
	Lizbeth's Blues.....	Jerry Byrd, Mer (1)
-REMIK	To Be Loved by You.....	Harry James & Kitty Kallen, Del (1)
	To Be Loved by You.....	Clyde McGray, Cap (1)
	To Be Loved by You.....	Dinah Shore, RCA (1)
	To Be Loved by You.....	Wren Grayson, Mer (1)
	Delicada.....	Stan Kenton, Cap (1)
	Jacks and the Beans.....	Tommy Tucker, MGM (1)
	Jacks and the Beans.....	Paul Winchell-Jerry Mahony, RCA (1)
WITMARK	If Someone Had Told Me.....	Sarah Vaughan-Percy Faith, Del (1)
	If Someone Had Told Me.....	Gordon MacRae, Cap (1)
NORTHERN	The White Lies.....	George Barnes, Dec (1)
PARAMOUNT		
-FABOUS	There's a Cloud in My Valley of Sunshine.....	Marion Morgan, MGM (1)
	Tap.....	Dorsey Winchell, MGM (1)
PEER INT.	Nobody Knows.....	Lamorne Wells, Dec (1)
	Baby, Don't Cry.....	Billy Starr, Del (1)
	An Angel in Person.....	Billy Starr, Del (1)
	Paddy Wagon.....	Walt Jaworski, RCA (1)

(Continued on page 45)

• **Total Sides for Week
Released by Each Label**

Week ending April 12

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	18	4	—
COLUMBIA	6	6	4
DECCA	6	—	—
MERCURY	8	2	7
MGM	16	6	—
RCA	14	6	4

• **Total Number of Sides
Released by Each Label**

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	212	56	—
COLUMBIA	103	50	32
DECCA	232	38	26
MERCURY	104	36	21
MGM	149	48	6
RCA	167	60	42

**W. U. Strike
Hits Hollyw'd,
Chi Bookers**

CHICAGO, April 12 — Booking offices here were hard hit by the combination of a Western Union strike, spotty telephone service, and floods and storms which hit the Wyoming, North and South Dakota territory.

Practically all business was being transacted by phone, where it was possible to make connections. Verbal okay's on dates were being accepted, with trepidation, by bookers who were forced into this action when it became obvious wired confirmations were coming thru in only a few remote instances.

Even the telephone proved ineffective in handling bookings thru the Northwest, where floods and storms had disrupted all but emergency telephone connections.

ATC Flights
HOLLYWOOD, April 12.—With the current Western Union and phone strike practically tying up one-night bookers' operations across the country, the skeddies of orks on transcontinental tours got an unexpected kick in the pants when officers of the Air Training Command notified bookers that C-47 flights were being held to a minimum. The cut-down in the use of C-47 ships by ATC means that these ships will not be available for perhaps 60 days to fly bands between Omaha and the Coast, in return for which the bands did gratis shows at the camps involved in making the jumps. While some bands one-night cross country, it's much easier in many cases to cross the barren Western territory in jumps which had been provided by ATC. It's known that at least two bands are hurriedly being booked on 10 days' itineraries which were shot when ATC informed offices here that C-47 service was being suspended. An Army Air Corps order has asked that all bases put the C-47s into drydock for over-all repairs, following a couple of air accidents which occurred to the khaki ships recently.

**Juke Ops Plan
Liaison Groups**

NEW YORK, April 12.—The Music Operators' of America, national juke organization, is expected to form a committee at its September convention that will meet with a companion group of the Record Industry Association of America to tackle mutual problems.

One problem known to concern ops is the variable decibel level on disks. The situation, they complain, often creates ill feeling among location owners, who are forced to fiddle with phonograph volume controls to please irate patrons. MOA feeling is that a single standard can be set that all RIAA members would adhere to.

There already has been an exchange of correspondence between the two groups, it was learned. John Griffin, executive secretary of RIAA, is reported receptive to the idea of inter-committee confabs to iron out areas of friction.

**Mesners Enter
Longhair Field**

HOLLYWOOD, April 12.—Leo and Eddie Mesner, who started out five years ago with Aladdin Records and started into a h. b. and Western label about eight months ago, are branching out into the semi-classical and longhair field with Orfeo label. The Mesner brothers are using a cache of approximately 50 masters, which Leo Mesner picked up in working out reciprocal exchange of master deals with European diskeries during a recent visit there.

The first release in two weeks will be Schubert's "Symphony No. 4, the Tragic Symphony," by the Mozarteum Orchestra of Salzburg, directed by Wolfgang Frensching. The four movements will be on a 12-inch disk, which will be marketed at competitive price to the custom priced LP's in the field. Orfeo will release from one to three disks per month, both 10 and 12-inch LP's. A new set of distributors is being set up to handle the longhair label.

2 Great Artists — 2 Great Sides



Doris DAY



Guy MITCHELL

Singing

'A LITTLE
KISS
GOODNIGHT'

'Gently
Johnny'

Columbia #39714



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

YOU NEVER HEARD ANYTHING LIKE...

MARY SMALL

Singing...

"DIDJA EVER"

b/w

"A BEAUTIFUL WASTE OF TIME"

Orchestra conducted by **VIC MIZZY**
King — 15163

distributors

King RECORDS INC.
1540 BREWSTER AVE.
CINCINNATI 7, OHIO

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-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received April 9, 10, 11.

Last Week | This Week

1. 1. Wheel of Fortune

By Benny Benjamin and Grand Wazoo—Published by Leavel (ASCAP)
RECORDS AVAILABLE: Bill Shivers—New, V 20-4520; Carolinas, Atlantic 950; F. Carlo, V 20-4540; A. Costello—M. Scott, Concordia C-104; Four Flames, Specialty 423; J. Natman, V 20-4349; H. Harms, Dec 4820; S. Kay, Cal 3967; E. Light Ork, From 1010; K. Male, Remington R-25074; S. McDonald, Cap 1993; A. Pynoch, Dec 27967; J. Scott, Coral 60550; W. Starr, Cap 1964; T. Thomson, King 1051; D. Washington, Mercury 8267; B. Wayne, Mercury 5779; E. Wilcox-S. Gale, Oriby 787; B. Williams, MCA 11172.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

2. 2. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)
RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1966; F. Carlo, V 20-4541; K. Casat, Mercury 5817; D. Haynes, Mercury 5790; G. Lombardi, Dec 29831; J. Thomas, Mercury 8268; H. Waterhater, V 20-4518.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Dan Terry, Associated.

5. 3. Blacksmith Blues

By Jack Holmes—Published by Hill & Range (BMI)
RECORDS AVAILABLE: E. Bria, V 20-4532; B. Darrell, Dec 27968; T. Harger-H. James Ork, Cal 39672; L. McCallife, Cal 20007; E. M. Moran, Cap 1922; A. Mooney, MGM 11171; S. Oliver Ork, Dec 27972.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth.

3. 4. Any Time

By Herbert Hapoy Lawson—Published by Hill & Range (BMI)
RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carlo, V 20-4538; E. Fisher & H. Winterhater, V 20-4359; A. Haler, Mercury 6099; D. Haynes, Dec 24586; Lee & Trio, Intero 6006; M. O'Donnell, Cap 1095; S. Oliver, 27972.
ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats, Theaters; Spade Cooley, Standard; Larry Herman, Long-Worth; Alan Palmist, Associated.

4. 5. Cry

By Churchill Katinian—Published by Melow (BMI)
RECORDS AVAILABLE: E. Barton, Coral 60592; B. Carey, Capitol 103; P. Chesney, Dec 27873; B. Carroll, MGM 11115; Four Knights, Cap 1875; S. Franklin, International 101; G. Gibbs, Mercury 5790; J. Gray, Dec 27966; (1016) D. Lightower, Dec 48234; A. Morris, King 15149; Les Ties Diamond, V 23-5624; V. Lynn London 1169; B. McLaurin, Derby 785; J. Ray, Oak 6980; D. Slaughter, Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhater, V 20-4388; B. Williams, V 20-4406.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theaters; Jerry Gray, Standard; Glenn Oyer, Associated.

8. 6. Guy Is a Guy

By Orin Brand—Published by Ludlow (BMI)
RECORDS AVAILABLE: Dora Day, Cal 39673; E. Fitzgerald, Dec 29049; D. Lee-J. Hansen Ork, Remington R-25021.

6. 7. Tell Me Why

By Al Alberts and Marty Gold—Published by Sigart Music Co. (BMI)
RECORDS AVAILABLE: N. Bailey, Coral 60625; F. Carlo, V 20-4538; E. Fisher & H. Winterhater, V 20-4448; Four Aces-Alberts, Dec 27860; Four Tones, V 20-4427; I. Gurne, Royal Road 543; H. Kaye, Cap 2779; R. Lee & E. Martin, Bee 27920; B. Maricle, Mercury 5767; S. McDonald, Cap 1967; Swallows, King 4518; D. Washington, Mercury 8261.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated.

7. 8. Please, Mr. Sun

By Ray Green and Sid Frank—Published by Weiss and Berry, Inc. (BMI)
RECORDS AVAILABLE: G. Add, Coral 60647; L. Baxter, Cap 1966; F. Carlo, V 20-4539; P. Carlo, V 20-4852; T. Edwards, MGM 11136; L. Hope, Atlantic 3128; B. Kopp, Dec 27946; E. Light Ork, From 1009; J. Ray, Cal 39636; J. Raymond, Remington R-25023.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chas Foster, Long-Worth; Jo Ann Green, Standard; George Siravo, Associated.

9. Pittsburgh, Pennsylvania

By Bob Merrill—Published by Deford Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Cal 39663.

9. 10. Little White Cloud That Cried

By Johnny Ray—Published by Larry Spolar (ASCAP)
RECORDS AVAILABLE: L. Diamond, Cap 1892; T. Glenn, Royal Road 543; H. Lance, Mercury 5763; R. Lee, Dec 27893; J. Ray, Oak 6840.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated; Dolly Dawn, Theaters.

10. 10. Slow Poke

By Pee Wee King, Redd Stewart and Shelton Price—Published by Redwey (BMI)
RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Geoffrey-Cherblin, Columbia 39362; J. Gordy Swette-J. Shook, Ballet 1099; H. Hawkins, King 908; Top Hill, Mercury 5740; Pee Wee King, V 21-0489; R. Lee, Dec 27792; A. Moorey, MGM 11115; M. O'Donnell, Cap 1837; J. Peterson, Rich-R-Tone 1025; B. Villa, Vocal 716; B. Villa & Buster & Larry, Vocal 696.
ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Vincent Lopez Ork Theaters; Glenn Oyer, Associated.

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TOP SELLERS--POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Ray Starr 1964			"HAMBONE," "CANDY DANCERS' BALL" Tennessee Ernie 2017		
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse 1922			"HERRING BOATS," "SIN" Mickey Katz 1961		
"TRY," "PASS THE UDDER UDDER" Stan Fogberg 2029			"GOODY GOODY," "IT'S BEEN SO LONG" Jeanne Gayle and Bob Crosby 2037		
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony 1912			"I'M A SCHEMEL OF FORTUNE," "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz 2046		
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter 1966			"DELICADO," "BAGS AND BACCAGE" Stan Kenton 2040		
"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Shand 2021			"NORTH," "CHINA BOY" Pete Daily 2041		
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman 2044			"ALWAYS," "THERE IS NO GREATER LOVE" Billy May 1995		
"MISTAKES," "PERFIDIA" Ben Light 2028			"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole 1608		
"YES," "MAMBO RHAPSODY" Stan Kenton 2020			"GOD'S LITTLE CANDLES," "WONDERING" Jeanne Gayle 2038		
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely 1955			"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin 2001		
"BE ANYTHING," "BICNY OR WRONG" Helen O'Connell 2011			"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap and Park Williams 2035		
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers 2033			"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole 1968		
"TIGER RAC," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford 1920			"NOODLIN' RAC," "YES! YES! YES! YES!" Joe "Fingers" Carr 2009		
"EASTER SUNDAY MORNING," "SUMMER IS A-COMIN' IN" Nat "King" Cole 1994			"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell 1944		
"THE LITTLE BROWN GAL," "WHATSA MALLA U" Dinning Sisters 2004			"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony 1978		
"THE FAR LANDS," "LAST NIGHT" Voices of Walter Schumann 2030					

a new Starr is out!



KAY STARR
sings
"I WAITED A LITTLE TOO LONG"
and
"ME TOO"

No. 2062

TOP COUNTRY and HILLBILLY

	78			45	
	78	45		78	45
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson 1942			"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Faron Young 2039		
"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson 1900			"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris 2022		
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie 2042			"C-JAM BLUES," "DID THE MAN IN THE MOON COME FROM TEXAS?" Ole Kvaloy 2015		
"WORDS," "I'M MISSIN' LOTS OF LOVIN'" Terry Proffon 2024			"IT'S OUR GOODBYE," "WOMEN, BEWARE" Jimmie Skinner 2007		
"KINFOLKS IN CAROLINA," "RAINY DAY FEELIN'" Merle Travis 2014			"LET YOUR PENDULUM SWING," "MEAN, MEAN WOMAN" Roy Hargad 1987		
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strange 2032			"GOODBYE, LITTLE GIRL," "LOVE SONG OF THE WATERFALL" Jimmy Wakely 2028		
"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap and Park Williams 2035			"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson 1870		

TOMORROW'S HITS—TODAY

	78	45
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers 2033		
"I LOVE TO HEAR A CHOO CHOO TRAIN," "TO BE LOVED BY YOU" Clyde McCoy 2045		
"TATTLE TALE," "ANYTHING THAT'S PART OF IT" Bob Eberly 2036		
"I'D BE LYING," "IT MUST BE SPRING" Dick Beavers 2031		
"GENTLE HANDS," "THESE THINGS SHALL PASS" Gordon MacRae 2010		
"FESTIVAL," "INVITATION" Les Baxter 2005		
"WARM, WARM KISSES," "SUSPENSE" Jimmy Lee 2051		
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie 2042		
"LORD BLESS HIS SOUL," "MORRIS" Mel Blanc 2048		
"COME AROUND TO ME," "YOU BETTER CHANGE YOUR WAYS" Gene O'Quin 2050		

NEW RELEASES

	78	45
"GREEN GROW THE LILACS," "A DAY AWAY FROM YOU" Bob Eberly and Les Baxter 2053		
"WEEPING WILLOW," "POKE SALAD GREEN" Leon Payne 2055		
"I WANTED LOVE," "WHY DID YOU LEAVE ME" Norman Kaye 2056		
"YODLING GUITAR," "BRYANT'S SHUFFLE" Jimmy Bryant 2057		
"YOU'RE DRIVING ME CRAZY," "TRUMPET BOOGIE" Ray Anthony 2051		
"I'M SO EASY TO SATISFY," "WHAT'LL I DO?" Caele MacKenzie 2059		
"WRAP MY BODY IN OLD GLORY," "GOD'S SECRET WEAPON" Carl Saceman 2060		
"MY LITTLE GIRL," "PERME POLKA" Johnny Pecon 2061		

BEST SELLING POPULAR ALBUMS


(Based on Actual Field Reports)



The No. 1 Band with
The No. 1 Album
for dancing
Ray Anthony
and his orchestra
"HOUSE PARTY HOP"
Great Music! Great Arrangements!

Album No. 292

	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman 309			
"LEGEND OF THE SUN VIRGIN" Yma Sumac 299			
"HOUSEPARTY HOP" Ray Anthony 292			
"TODAY'S TOP HITS" 7 Top Artists 9105	X	X	
"EASY DOES IT" Benny Goodman 295			
"MOODS FOR CANDLELIGHT" Franka Scott 306			
"VOICE OF THE XTABAY" Yma Sumac 244			
"BOB CROSBY AND HIS BOBCATS" Bob Crosby 293	X		
"THE NEW SOUND! VOLUME II" Les Paul and Mary Ford 286			
"THE PALME," "CHRIST THE LORD IS RISEN TODAY" The voices of Walter Schumann 314			X
"HALL TIME FAVORITES" 8 Top Artists 9103	X	X	
"A STREETCAR NAMED DESIRE" Ray Handorf 289			
"BAR ROOM PIANO" Joe "Fingers" Carr 260			

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THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received April 9, 10 and 11

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns for Rank, Weeks Last, Title, Artist, and Record Label. Includes entries like 'WHEEL OF FORTUNE', 'GUY IS A GUY', 'BLUE TANGO', etc.

VOX JOX

By JUNE RUNDY

Gimmick

Tom Edwards, WERE, Cleveland, has a first-rate gimmick in his "Picture Package" (four wallet-sized glossy photos of record stars) offer to listeners...

Ad Lib Cuttings

Such-is-same-dept. Hal Tunka, MGM, New York, is walking around with a patch over his right eye and dark glasses...

Preems

Hugh Rowlandson, Ray Maxwell and Ken Chase have

Best Selling Sheet Music

Based on reports received April 9, 10 and 11

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers...

Table with columns for Rank, Weeks Last, Title, Artist, and Record Label. Includes entries like 'WHEEL OF FORTUNE', 'ANY TIME', 'BLACKSMITH BLUES', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audience on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Postman's Audience Coverage Index...

Table with columns for Rank, Weeks Last, Title, Artist, and Record Label. Includes entries like 'I'm In Love', 'Any Time', 'Be Anything', etc.

Top Ten in Television

Table with columns for Rank, Weeks Last, Title, Artist, and Record Label. Includes entries like 'After I Say I'm Sorry', 'Any Time', 'Be My Life's Companion', etc.

England's Top Twenty

Table with columns for Rank, Weeks Last, Title, Artist, and Record Label. Includes entries like 'UNFORGETTABLE', 'CRY', 'MISTAKES', etc.


Publisher not available at The Billboard goes to press

this week on COLUMBIA

JOHNNIE RAY
 Don't Blame Me * Coffee
 and Cigarettes * Walkin'
 My Baby Back Home * Out
 in the Cold Again * Don't
 Take Your Love From Me *
 The Lady Drinks Champagne
 * All of Me * Give Me Time
 "LP" CL 6199 * 45 Set B-288 *
 78 Set C-288



COLUMBIA'S No. 1
JOHNNIE RAY
 What's the Use!
 Mountains in the
 Moonlight
 78 rpm 39698
 45 rpm 4-39698



NEW! NEW! NEW!

so beautiful that Sammy Kaye added strings especially for this ballad!

SAMMY KAYE

with The SWING AND SWAY STRINGS

"YOU"

Based on "Musetta's Waltz" from
 "La Boheme" by Puccini
 Vocal Chorus by Tony Russo

"OH, HOW I MISS YOU TONIGHT"

Vocal Chorus by The Kaydets

78 rpm 39724 * 45 rpm 4-39724



OTHER NEW RELEASES

CARL SMITH
 IT'S A LOVELY, LOVELY
 WORLD
 ARE YOU TEASING ME?
 78 rpm 20922, 45 rpm 4-20922

BILLY STARR
 BABY, DON'T CRY
 AN ANGEL IN PERSON
 78 rpm 20928, 45 rpm 4-20928

THE MERCER BROTHERS
 NO PLACE TO HANG
 MY HAT
 WISH BONE
 78 rpm 20927, 45 rpm 4-20927

ROSEMARY CLOONEY
 THE LAND OF HATCHY
 MILATCHY
 ON THE GOOD SHIP
 LOLLIPOP
 Children's 78 Set MJV-138, 45 Set 4-138

your check list - COLUMBIA'S TOP TWELVE

DORIS DAY
 A Guy Is a Guy
 Who, Who, Who
 78 rpm 39673, 45 rpm 4-39673

GUY MITCHELL
 Pittsburgh, Pennsylvania
 The Doll With a Sawdust
 Heart
 78 rpm 39663, 45 rpm 4-39663

JOHNNIE RAY
 The Little White Cloud
 That Cried
 Cry
 Okah 78 rpm 6840, 45 rpm 4-6840

TONY BENNETT
 Sleepless
 Somewhere Along the Way
 78 rpm 39695, 45 rpm 4-39695

JOHNNIE RAY
 Please, Mr. Sun
 Broken Hearted
 78 rpm 39636, 45 rpm 4-39636

FRANKIE LAINE
 The Gandy Dancers' Ball
 When You're in Love
 78 rpm 39665, 45 rpm 4-39665

CHAMP BUTLER
 Be Anything
 When I Look Into Your Eyes
 78 rpm 39690, 45 rpm 4-39690

JO STAFFORD
 Ay-Round the Corner
 Heaven Drops Her Curtain
 Down
 78 rpm 39653, 45 rpm 4-39653

LEFTY FRIZZELL
 Don't Stay Away
 You're Here, So
 Everything's All Right
 78 rpm 20911, 45 rpm 4-20911

GEORGE MORGAN
 Almost
 You're a Little Doll
 78 rpm 20906, 45 rpm 4-20906

ROSEMARY CLOONEY
 Did Anyone Call?
 Tenderly
 78 rpm 39648, 45 rpm 4-39648

ARTHUR GODFREY
 Dance Me Loose
 Slow Poke
 78 rpm 39632, 45 rpm 4-39632

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 April 9, 10 and 11

Records listed are those selling best in the nation's top 100 retail record stores. List is based upon The Billboard's weekly survey of the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Position	Weeks in List	Title	Artist	Label
10	1	WHEEL OF FORTUNE	K. Starr	Capitol
15	2	BLUE TANGO	L. Anderson	ASCAP
10	3	BLACKSMITH BLUES	E. M. Morse	BMI
6	4	GUY IS A GUY	Doris Day-P. Weston	BMI
22	4	CRY	J. Ray	BMI
20	5	ANY TIME	E. Fisher-H. Winterhalter	BMI
9	12	PERFDIA	Four Aces A. Alberts	ASCAP
1	—	KISS OF FIRE	G. Gibbs	BMI
5	11	I'LL WALK ALONE	D. Cornell	ASCAP
6	8	PITTSBURGH, PENNSYLVANIA	G. Mitchell M. Miller	ASCAP
20	10	TELL ME WHY	Four Aces A. Alberts	BMI
6	13	BLUE TANGO	H. Winterhalter	ASCAP
5	7	FORGIVE ME	E. Fisher-H. Winterhalter	ASCAP
13	8	PLEASE, MR. SUN	J. Ray	BMI
9	21	WIMOWEH	G. Jenkins Weavers	BMI
2	22	WHAT'S THE USE?	J. Ray	ASCAP
10	17	COME WHAT MAY	P. Page	ASCAP
13	16	(Here Am I) BROKEN HEARTED	J. Ray	ASCAP
1	—	BLUE TANGO	G. Lombardo	ASCAP
16	14	TELL ME WHY	E. Fisher-H. Winterhalter	BMI
3	25	TRY	S. Freberg	BMI
4	30	GANDY DANCERS' BALL	F. Laine	ASCAP
10	23	TULIPS AND HEATHER	P. Como	ASCAP
9	28	WHEEL OF FORTUNE	B. Wayne	ASCAP
3	19	WHISPERING WINDS	P. Page	ASCAP
3	30	AY-ROUND THE CORNER	J. Stafford	ASCAP
7	15	HAMBONE	J. Stafford F. Laine	BMI
5	25	AT LAST	R. Anthony	ASCAP
4	18	BE ANYTHING (But Be Mine)	E. Howard	ASCAP
2	25	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	ASCAP
22	29	LITTLE WHITE CLOUD THAT CRIED	J. Ray	ASCAP

Best Selling Classical Albums

Position	Weeks in List	Album	Label
2	1	Mezzini: La Bohème; L. Albanese, J. Pizzaro, A. Toscanini, conductor	V331LM-6006
3	3	Debnay: La Mephisto; NBC Symphony Orchestra, conductor	V331LM-1221
4	1	Novelli: Tosca; Columbia Opera; L. Albanese, G. Cappocelli, P. Dennis, J. Curtis, R. Mitchell, G. Merzario, J. Perrot, M. Stiffman, NBC Symphony Orchestra & Chorus, conductor	V331LM-6003
5	1	Rachmaninoff: Concerto for Piano & Orchestra, No. 2; A. Rubinstein, piano; NBC Symphony Orchestra, conductor	V331LM-1005
—	1	Berlioz: Symphony No. 9; L. Heikkinen, R. Anday, G. Malle, R. May, Vienna Philharmonic Orchestra & Vienna State Opera Chorus, F. Weingartner, conductor	C033154-165

Position	Weeks in List	Album	Label
3	1	Himmik-Karlsson: Scherzando; San Francisco Symphony Orchestra, P. Monte, conductor	V45WDM-920
4	1	Stravinsky: Mlada; San Francisco Symphony Orchestra, E. Orduna, conductor	V45WDM-252
5	1	The Great Caruso; M. Lanza-RCA Victor Orchestra, C. Califfano, conductor	V45WDM-1506
3	4	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Orchestra, V. Gotschmann, conductor	V45WDM-1028
4	5	Tchaikovsky: Nutcracker Suite; L. Stokowski	V45WDM-1468

DEALER DOINGS

Selling Stunts

Ads in local newspapers have proved potent pullers for plus business. S. J. Ring, record manager of Grabe Electric Company, Tucson, Ariz., has found. Copy invites youngsters to visit the store from 3:30 to 4:35 in the afternoon and listen to the latest hits. They can then shop for the numbers in self-service bins. "Power of suggestion has increased my pop business," Ring writes. . . . Edger Record Shop, Columbus, Ohio, has increased grosses by extending store time from 8 to 9 p.m. Frank and Herbert Strong, father-and-son team operating the Brooklyn Radio Shop, Detroit, are doing a healthy business on Mexican platters. They've built up an 1,800-name mailing list, largely thru sponsorship of daily radio promotion over WCAE, in near-by Pontiac. Whenever possible, S. H. Kress & Company, Alexandria, La., ties in window and counter displays with current movie promotion. Stimulates interest, they report. . . . Ferguson's Record Shop, Memphis, has installed an outside neon sign that flashes musical figures above the store name. Under the sign a four-row "attraction panel" lists the one or two tunes that are currently doing most business in his area. Listings are changed from time to time, and numerous passersby come in requesting the display disks, according to Ferguson. . . . Maxine Phillips, sales clerk at Katie's Record Shop, Dallas, prepares two 15-minute radio shows weekly for airing over WRR. They plug records, of course.

Gripes

Brown Duncan Company, Tulsa, Okla., asks: "Why do all the companies use such thin paper to bind the edges of their LP record albums? We have a great problem with the records breaking thru the edges." Bill Bird, of Gregory's Music Store, Plainfield, N. J., wants to know why more diskeries don't concentrate promotion on just a few records at a time. "Release after release confuses the public and keeps the dealer's inventory too high, so neither profits." This complaint is echoed by Barney Kuehn, of Music Mart, Milwaukee, who writes: "I would like to see all records companies, thru their distributors and salesmen, concentrate promotion each week on one or two of their new releases via disk jockeys, displays and advertising. The dealer can then follow thru for maximum return."

Chatter

S. Strauss, of Davega Stores Corporation, New York, suggests that "a catalog that lists titles on each LP record would help make a lot of extra sales." . . . The disk department of Standard Radio & Electric, Seattle, writes: "We need more good music for children from 4 to 10 years old. By good we mean classical music arranged for the younger set." . . . A bow to this column has come in the mail from Al Meyer, of Town and Country Music, Westwood, N. J., one of our more prolific correspondents. He writes: "If it does nothing more, Dealer Doings has made us acquainted with other dealers. Now when I meet a dealer for the first time, we feel like old friends, for we have read each other's comments in The Billboard."

Best Selling Children's Records

Based on reports received April 9, 10 and 11

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

Position	Weeks in List	Title	Artist	Label
6	1	PETER COTTONTAIL (One Record)	C. Aubrey	Capitol
30	2	ALICE IN WONDERLAND (One Record)	M. Gramson-E. Wyna	V78Y-437
31	4	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Downy Day	4515WV-33
114	3	GINDERELLA (Two Records)	I. Woods & Others	4515WV-39
3	6	EGBERT THE EASTER EGG (One Record)	R. Page	V78Y-399
2	10	EGBERT THE EASTER EGG (One Record)	M. Clooney	V78Y-20-4526
69	14	TWEETY PIE (One Record)	M. Stone-B. May	Capitol
47	4	LONE RANGER VOL. 1 (The Becomes the Lone Ranger) (One Record)	G. Trenkle	Capitol
29	10	MENRY HAWK (One Record)	M. Stone-B. May	Capitol
14	9	BOZO ON THE FARM (Two Records)	P. Colby-B. May	Capitol
2	14	PETER COTTONTAIL (One Record)	Downy Day	V78Y-399
53	7	PETER AND THE WOLF (Two Records)	Sterling Holloway	V78Y-399
6	—	IT'S HOWDY DODOO TIME (One Record)	Howdy Doodo & B. Smiles	V78Y-446
30	7	TWEETY'S PUDDY TAT TWIDDLE (Two Records)	M. Stone	Capitol
53	—	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	V78Y-394

Best Selling Pop Albums

Based on reports received April 9, 10 and 11

Because all labels are not issued an all reports it is difficult to conduct a complete survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire as a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Position	Weeks in List	Album	Label
1	1	AN AMERICAN IN PARIS	MGM
2	1	I'LL SEE YOU IN MY DREAMS	Capitol
3	1	WITH A SONG IN MY HEART	Capitol
4	1	TOP POPS	Capitol
5	1	SHOW BOAT	MGM
6	1	QUO VADIS	MGM
7	1	GLENN MILLER CONCERT	MGM
7	1	LEGEND OF THE SUN VIRGIN	Capitol
9	1	SOUTH PACIFIC	Capitol
10	1	SINGIN' IN THE RAIN	MGM

Position	Weeks in List	Album	Label
1	1	AN AMERICAN IN PARIS (Four Records)	MGM
2	1	I'LL SEE YOU IN MY DREAMS (Four Records)	Capitol
3	1	TOP POPS (Four Records)	Capitol
4	1	WITH A SONG IN MY HEART (Four Records)	Capitol
5	1	SHOW BOAT (Four Records)	MGM
6	1	GLENN MILLER CONCERT (Four Records)	MGM
7	1	JOHNIE RAY (Four Records)	Capitol
9	1	HONKY TONK PIANO (Three Records)	Capitol
10	1	MOUSEHONEY HOP (Three Records)	Capitol

Classical Reviews

89 CHOPIN: POLONAISES VOL. 1 (One, 12-6) Arthur Schnitker (12-7) Victor (33) LM-1205 Vol. II (12-7) V331LM-152 The combination of the Dupla Polonaises and Rubinstein should be a steadily making staple for a considerable time to come. Rubinstein, whose Chopin Nocturnes and Mazurkas already are standard fare, achieves the striking performances expected from a master. Technically pure, and in turn, mistral, light, tender and brooding, the renditions can hardly fail to please. In the two volumes of 10 of the 16 Chopin Polonaises, embracing all except the eight which generally are considered the composer's juvenile works.

88 PUCCINI: LA BOHEME — Licia Albanese, Jan Peerce-NBC Symphony Orchestra-Arturo Toscanini (12-7) Victor (33) LM-152 This is Massimo Toscanini's performance all the way. From the opening tympani roll to the dulcet ending strains, the music is brilliant. There's a good reason for it, too, because 50 years earlier in the role, massed a lovely Wlad and a beautiful Roselfo. Supporting roles are equally well handled. The recording itself was taken from two RCA radio programs in 1946. One wonders why NBC treat this masterpiece on tape for six years. The important thing, however, is that at least it is available. It's a time of re-issuing for opera lovers, now that there are two versions of the complete operas on the market. Program notes are copious and a complete libretto in both English and Italian is included.

78 THE SECOND ELIZABETH — David Niven, Bernard Green, Cond. (11-27) Abbey (33) LP-4 A remarkable of documentary-type warings and anecdotes are the obvious matter for this disk, which is attractively packaged for feature display. The life of Britain's young Queen Elizabeth is related to contemporary social events, showing her growth to maturity and responsibility as the needs of her country demanded. The result consists of excerpts from speeches made by Elizabeth, her husband, the late king and others whose lives have influenced her. These are woven together with a dignified narration, written by James Terhila and delivered deftly by David Niven, with original musical background under the baton of Bernard Green. The production was directed by Bob Cotton and edited by Stephen F. Tenner, both new with strong radio backgrounds, as is fitting for a work of this nature. AGR Chief Don Reed was recording producer. A major radio network, with sophisticated facilities at hand, might have turned out a more elaborate job, but that does not detract from the originality and craftsmanship of the disk.

78 BERLIOZ: SYMPHONIE FANTASTIQUE OP. 14 — Philadelphia Orchestra-Eugene Ormandy, Cond. (12-7) Col (33) ML-2427 The quality that is most immediately apparent in this disk is the absolute brilliance of the orchestral sound, particularly that of the string choir. But the Philadelphia string section, from its early days under Stokowski, has been rated almost a class by itself. Audiences are in for a treat. But quite aside from pure aural value, this recording is of a major romantic work by Ormandy stands well any test of musicological. It's a happy catalog addition.

THREE REALLY HOT ONES!...

Dinah Shore's
"I AM A HEART"
 and
"TO BE LOVED BY YOU"
 20-4666 • 47-4666

Pee Wee King's
"BUSYBODY"
 and
"I DON'T MIND"
 20-4655 • 47-4655

Tony Martin's
"KISS OF FIRE"
 and
"FOR THE VERY FIRST TIME"
 20-4671 • 47-4671

This week's

New Releases

... on **RCA Victor**

Release 35-16

Ships Coast to Coast, Week of 20

POPULAR

- DINAH SHORE**
 I Am a Heart
 To Be Loved By You 20-4666—(47-4666)*
- THE FONTANE SISTERS with Mitchell Ayres Orchestra**
 When I Dream
 I Grabbed the Engine 28-4667—(47-4667)*
- SPIKE JONES and his Country Cousins**
 There's a Nice Sky Way Out Yonder
 Step Your Gamblin' 20-4669—(47-4669)*
- STEVE GIBSON and The Original Red Caps**
 I May Hate Myself in the Morning
 Two Little Kisses 20-4670—(47-4670)*
- PAUL WINCHELL and JERRY MAHONEY with Orchestra conducted by Norman Leyden**
 Jack and the Beanstalk
 M-I-S-S-I-S-S-I-P-P-I 20-4631—(47-4631)*
- MILK KRAUS and his Gang**
 Serenade to a Room—Polka
 Ten Burdes—Polka 20-4638—(47-4638)*
- WALT JAWORSKI and his Orchestra**
 Wazy Jabe—Polka
 Puddy Wagon—Polka 20-4635—(47-4635)*

COUNTRY-WESTERN

- PEE WEE KING**
 I Don't Mind
 Busybody 20-4655—(47-4655)*
- THE OKLAHOMA WRANGLERS**
 Candy in a Room With a Baby
 I Just Want to Be With You 20-4659—(47-4659)*
- EDDIE MARSHALL**
 Mable's Baby of Mine
 I Shoulda Said 20-4673—(47-4673)*

BLUES-RHYTHM

- THE HEARTBREAKERS**
 Borkin' Daddy-O
 Why Don't It 20-4685—(47-4685)*
- THE FOUR TUNES**
 I Wondry
 Can I Say Anymore? 20-4683—(47-4683)*

CHILDREN'S

- PAUL WINCHELL and Jerry Mahoney**
 Jack and the Beanstalk
 M-I-S-S-I-S-S-I-P-P-I 20-4631—(47-4631)*

*45 rpm cat. num.

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.

- \$ **Lady Love/Idaho State Fair**
 Vaughn Monroe 20-4611—(47-4611)*
- \$ **That's the Chance You Take/Forgive Me**
 Eddie Fisher 20-4574—(47-4574)*
- \$ **Blue Tango/The Gypsy Trail**
 Hugo Winterhalter 20-4518—(47-4518)*
- \$ **Any Time/Never Before**
 Eddie Fisher 20-4359—(47-4359)*
- \$ **I Just Telephone Upstairs**
 Hank Snow 20-4632—(47-4632)*
- \$ **Basy on the Eyes/Anything That's Part of You**
 Eddy Arnold 20-4569—(47-4569)*
- \$ **Tell Me Why/Trust in Me**
 Eddie Fisher 20-4444—(47-4444)*
- \$ **Tulips and Heather/Please, Mr. Sun**
 Perry Como 20-4453—(47-4453)*
- \$ **Perfidia/At Last**
 Glenn Miller 27-0157—(42-0157)*
- \$ **The Gold Rush Is Over**
 Hank Snow 20-4522—(47-4522)*
- \$ **Three Ways of Knowing/When You Want a Little Lovin'**
 Johnnie & Jack 20-4555—(47-4555)*
- \$ **Got You on My Mind**
 John Green 20-4348—(47-4348)*
- \$ **Remunda**
 Bell Sisters 20-4422—(47-4422)*
- \$ **Someone Calls Me Daddy/Don't Ever Take the Ribbons From Your Hair**
 Eddy Arnold 20-4646—(47-4646)*
- \$ **Poor Whip-Poor-Will/Wheel of Fortune**
 Bell Sisters 20-4520—(47-4520)*

Coming Up...

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

- ★ **I'VE TURNED GADABOUT**
 Spike Jones and His Country Cousins... 28-4588—(47-4588)*
 Country/Western Disk Jockey's Pick, Billboard, April 13th issue.
- ★ **I WAS JUST WALKING OUT THE DOOR**
 Wade Ray 20-4588—(47-4588)*
 Country/Western Disk Jockey's Pick, Billboard, April 13th issue.

TIPS **I AM A HEART/TO BE LOVED BY YOU**
 DINAH SHORE 20-4666—(47-4666)*



I HEAR ME TALKING

NOTE: Paul Winchell is the brains and voice of the comedy team of Paul Winchell and Jerry Mahoney. Jerry is the one with the wooden head. The following interview was transcribed by our routing reporter, Rover.

WINCHELL: Well, Jerry, we've made our first RCA Victor record.

MAHONEY: Yeah, Paul. I was terrific.

WINCHELL: YOU were terrific? I did all the work on our RCA Victor recording of JACK AND THE BEANSTALK.

MAHONEY: Go climb a beanstalk, Winchell. You're not fooling me with your bragging. What do you think I am, a dummy?

WINCHELL: Sure. And I'm the ventriloquist.

MAHONEY: You're kiddin'. You mean you admit you go around talking to yourself?

WINCHELL: Sure. And I also sing to myself. I recently sang M-I-S-S-I-S-S-I-P-P-I on an RCA Victor record.

MAHONEY: I suppose I had nothing to do with it.

WINCHELL: Now I've hurt your feelings, Jerry. I'm sorry.

MAHONEY: Sad would be a better word for you.

WINCHELL: Watch your manners.

MAHONEY: Watch your mouth. I can see your lips moving, Dad.

WINCHELL: What's this "Dad" business? I'm not very old.

MAHONEY: Gee, that's right. You're just a boy.

WINCHELL: True, true...

MAHONEY: An elderly boy.

WINCHELL: Jerry, I've heard enough out of you.

MAHONEY: Then quit talking.

WINCHELL: Let's both quit talking and listen to our RCA Victor recording of JACK AND THE BEANSTALK and M-I-S-S-I-S-S-I-P-P-I.

MAHONEY: Record Number 20-4851—(47-4851).

The stars who make the hits
 are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE TOP VERSION EVERYWHERE!

AMERICA'S
NEWEST HIT!

"Kiss Of
Fire"

MERCURY 5823 • 5823X45

BY

GEORGIA
GIBBS



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

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 co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores surveyed in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

Due to the Western Union strike, Territorial Favorites were not available except in cities where The Billboard offices are located. These charts are compiled from studies made by telephone from the same dealers who regularly are serviced by Western Union.

LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. CRY—J. Ray—Okeh
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. PERfidIA—Four Aces—A. Alberts—Decca
7. ANY TIME—E. Fisher—N. Winterhalter—Victor
8. KISS OF FIRE—G. Gibbs—Mercury
9. WINDWHEW—J. Dorsey—Columbia
10. KISS OF FIRE—T. Martin—Victor

NEW YORK

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. CRY—J. Ray—Okeh
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. GUY IS A GUY—Derk Day—Columbia
6. TULIPS AND HEATHER—P. Camp—Victor
7. PERfidIA—Four Aces—A. Alberts—Decca
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—Witch Miller—Columbia
9. TELL ME WHY—Four Aces—A. Alberts—Decca

CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. GUY IS A GUY—Derk Day—Columbia
5. KISS OF FIRE—G. Gibbs—Mercury
6. ANY TIME—E. Fisher—N. Winterhalter—Victor
7. CRY—J. Ray—Okeh
8. PERfidIA—Four Aces—A. Alberts—Decca

ST. LOUIS

1. BLUE TANGO—L. Anderson—Decca
2. GUY IS A GUY—Derk Day—Columbia
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. I'LL WALK ALONE—D. Cornell—Coral
5. AT LAST—R. Anthony—Capitol
6. BE ANYTHING (BUT BE MINE)—E. Howard—Mercury

CINCINNATI

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. I'LL WALK ALONE—D. Cornell—Coral
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. WHISPERING WINDS—P. Page—Mercury
7. AT LAST—R. Anthony—Capitol
8. FORGIVE ME—E. Fisher—N. Winterhalter—Victor
9. TELL ME WHY—Four Aces—A. Alberts—Decca
10. GUY IS A GUY—Derk Day—Columbia



BILLBOARD "PICK"

◆ **I'M YOURS** (Algonquin)—Don Cornell (Coral) comes up with another smash. Rates a Billboard "PICK" for his waxing of this new ballad.

★ ★ ★ ★ ★

TOP LEVEL

◆ **HEART OF A CLOWN** (Hill & Range)—Bobby Wayne (Mer.) is hitting new highs with this attractive disk. Earns a Billboard "Pick" from the juke box operators. Tune is also on the top level via Merv Griffin's (Vic.) version. (Non-exclusive BMI)

★ ★ ★ ★ ★

"EXCELLENT"

◆ **TWO LITTLE KISSES** (Andrea)—Jan Garber's Ork (Cap.) produces a platter which Billboard avers "could get moving" and rates in the "excellent" category.

★ ★ ★ ★ ★

CRASHES THRU

◆ **DIESEL SMOKE** (Johnstone-Monte)—Doye O'Dell (Intro) crashes thru with a Billboard C&W "PICK." Tune is making headway. Also plattered by Gene Autry (Col.) and Sons of the Pioneers (Vic.).

★ ★ ★ ★ ★

"BETTER WAX"

◆ **EV'RYTIME** (Simon House)—Peggy Lee (Cap.) "in one of her better wax efforts," says Billboard. New ballad is well suited to Miss Lee's warm style.

★ ★ ★ ★ ★

BEST SELLER

◆ **NIGHT TRAIN** (Pamleo)—Jimmy Forrest (United) brings this R&B hit to the No. 1 best seller spot. Disk is also No. 1 on the juke boxes.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago
Hollywood • 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).

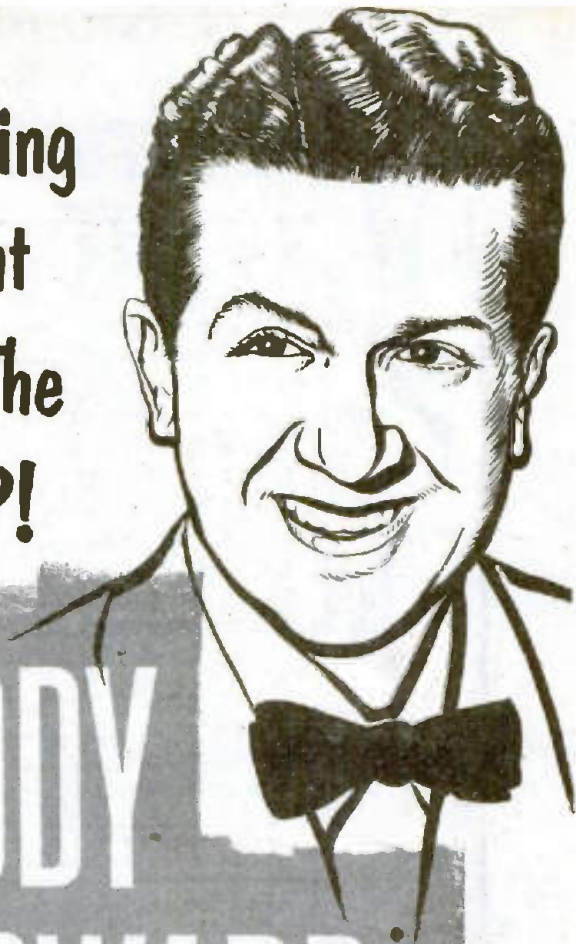
• Most Played Juke Box Records

Based on reports received April 9, 10 and 11

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,538 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Hoop Ball of Hit Music Popularity Chart, Part I.

POSITION	Weeks (Last)	Title	Artist	Label
9	1	1. WHEEL OF FORTUNE	K. Starr	Capitol 781196-4; (45)F-1964—ASCAP
20	2	2. ANY TIME	E. Fisher-H. Winterhalter	V-78120-4319; (45)47-4359—BMI
21	3	3. CRY	J. Ray	Okeh 7836840; (45)14-6040—BMI
10	6	4. BLACKSMITH BLUES	E. M. Morse	Capitol 781192-2; (45)F-1922—BMI
9	4	5. BLUE TANGO	L. Anderson	Decca 27875; (45)F-27875—ASCAP
4	8	6. GUY IS A GUY	Doris Day	Capitol 7839673; (45)4-39673—BMI
5	7	7. PITTSBURGH, PENNSYLVANIA	G. Mitchell M. Miller	Capitol 7839663; (45)4-39663—ASCAP
18	5	8. TELL ME WHY	Four Aces-A. Alberts	Decca 27860; (45)F-27860—BMI
5	11	9. FORGIVE ME	E. Fisher-H. Winterhalter	V-78120-4574; (45)47-4574—ASCAP
		(T. Edwards-H. Holmes Oks, MGM 111701)		
8	14	10. PERFIDIA	Four Aces-A. Alberts	Decca 27987; (45)F-27987—ASCAP
		(L. Arant, Mercury 5589; D. Branca, Eps. Fantasy 513; G. Miller Oks, Victor 27-0237; B. Sings, Capitol 3016; Ben Light, Capitol 2023; The Melvins, Coral 60693)		
4	9	11. BLUE TANGO	G. Lombardo	Decca 28931; (45)F-28931—ASCAP
3	12	12. I'LL WALK ALONE	D. Cornell	Coral 7836059; (45)F-6059—ASCAP
		(B. Rogers Oks, MGM 11190; M. Williams, Decca 2800; P. Andrews, Decca 28030; B. Taylor-P. Faith Oks, Columbia 39654; J. Freeman, Capitol 2044; Peter King Singers, Victor 28-6643; Dorothy Lee, Remington R-25027)		
6	10	13. HAMBONE	J. Stafford-F. Laine	Capitol 7839672; (45)4-39672—BMI
		(P. Harris-Bell Sisters, Victor 28-4504; R. Saunders Oks, Okeh 6862; T. Dorsey Oks, Decca 28057; J. Stafford-F. Payne, Remington R-25076)		
7	13	14. WHEEL OF FORTUNE	B. Wayne	Mercury 7835779; (45)5779X45—ASCAP
3	19	15. BLUE TANGO	H. Winterhalter	V-78120-4518; (45)47-4518—ASCAP
3	—	16. TULIPS AND HEATHER	P. Como	V-78120-4453; (45)47-4453—ASCAP
		(G. Waring, Decca 27507; B. Strong Oks, Capitol 1952; V. Lynn, London 1372; E. Hayes, MGM 11142)		
9	—	17. (Here Am I) BROKEN HEARTED	J. Ray	Capitol 78139636; (45)4-39636—ASCAP
		(L. Raymond, Remington R-25023; E. Light Oks, Phon 1009; A. Dale-R. Charles Singers, Decca 27963; B. Anthony Oks, Capitol 1956)		
11	14	18. BE MY LIFE'S COMPANION	Mills Brothers	Decca 27889; (45)F-27889—ASCAP
		(H. Hawkins, King 1079; M. Carson-M. Griffin, Victor 28-4454; G. Gibb, Mercury 5758; R. Dwayne-P. Faith Oks, Columbia 39651; Art Land, MGM 11133; S. McDonald, Capitol 1967)		
10	16	18. COME WHAT MAY	P. Page	Mercury 7835772; (45)5772X45—ASCAP
		(M. O'Connell, Capitol 1944; J. Scott, Coral 60650; T. Dorsey Oks, Decca 28057; E. Ross, London 1373)		
2	21	18. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	V-78120-4574; (45)47-4574—ASCAP
		(Ted Straker Oks, MGM 11212; D. Cornell, Coral 60659; P. Andrews, Decca 28030)		
4	24	21. WHISPERING WINDS	P. Page	Mercury 7835816; (45)5816X45—ASCAP
20	17	22. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh 7836840; (45)14-6840—ASCAP
2	28	22. BE ANYTHING (But Be Mine)	E. Howard	Mercury 7835815; (45)5815X45—ASCAP
		(L. Hassen, Coral 60606; B. Stark, Decca 28039; R. Brown, Atlantic 962; D. Dawn-C. Nolan, Jubilee 6002; W. Brown, Mercury 8270; A. Dean, MGM 11187; M. O'Connell, Capitol 20111; D. Essex, Victor 28-4576; C. Butler, Columbia 39690)		
2	28	22. GANDY DANCERS' BALL	F. Laine	Capitol 7839665; (45)4-39665—ASCAP
		(The Weavers-Gordon Jenkins, Decca 28056; R. Lim-L. Webb Oks, Coral 60677; Tennessee Ernie, Capitol 2017)		
12	20	25. STOLEN LOVE	E. Howard	Mercury 7835771; (45)5771X45—BMI
		(E. H.R. Mercury 4385; The Tarkis, Apollo 1390; G. Lombardo, Decca 27962; J. Light, Specialty SP-422; Three Suns, Victor 28-4510; E. Tower, Remington R-25023)		
13	21	25. PLEASE MR. SUN	J. Ray	Capitol 7839636; (45)4-39636—BMI
14	—	25. BERMUDA	Bell Sisters	V-78120-4422; (45)47-4422—BMI
		(M. King, Okeh 6868; R. Anthony Oks, Capitol 1956; R. Lee, Decca 27893; E. Tower, Remington R-25023)		
24	18	28. SLOW POKE	Pee Wee King	V-78121-0489; (45)48-0489—BMI
5	24	28. WHEEL OF FORTUNE	Bell Sisters	V-78120-4520; (45)47-4520—ASCAP
1	—	LADY LOVE	V. Monroe	V-78120-4633; (45)47-4633—ASCAP
1	—	28. WHAT'S THE USE	J. Ray	Capitol 7839698; (45)4-39698—ASCAP
		(L. Donerty, Capitol 1949)		

Moving Right To The TOP!



EDDY HOWARD

"BE ANYTHING"

(BUT BE MINE)

MERCURY 5815 • 5815X45

PICKED AS A WINNER

BY EVERY POSSIBLE CRITIC!



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

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 April 9, 10 and 11

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	
8	1	1	NIGHT TRAIN	J. Forest	United 781110; (45)45-1110
2	7	2	5-10-15 HOURS	Ruth Brown	Atlantic 962-BM1
2	2	3	DIANE	B. Lucas	Jubilee 5070-BASCAP
6	4	3	GOT YOU ON MY MIND	J. Greer	V78120-4348; (45)47-4348
3	3	5	NO MORE DOGGIN'	R. Gordon	RPM 350-BM1
3	6	5	NEW BLOWTOP BLUES	D. Washington	Mercury 7810264; (45)8264-45
4	—	7	POUND OF BLUES	J. Hodges	Mercury 7810961; (45)1096-145
10	4	8	BOOTED	R. Gordon	Chess 1487-BM1
1	—	8	KISS ME, BABY	R. Charles	SwingLine 274-BM1
1	—	8	ONE MINT JULEP	Clovers	Atlantic 963-BM1
5	—	8	WHEEL OF FORTUNE	E. Wilcox Sunny Gale	Dekey 781787; (45)45-781787

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of establishments from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. DON'T STAY AWAY Lefty Frizzell Call 78120411; (45)4-20911
2. ANYTHING THAT'S PART OF YOU E. Arnold V78120-4569; (45)47-4569
3. THREE WAYS OF KNOWING Johnnie & Jack V78120-4555; (45)47-4555

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Bill Davis Trio, featuring the leader on organ, with Bill Jennings on bass and Chris Columbus on drums, opened at the Apollo Theater, New York, Thursday (10). The combo, which is handled by the Shaw Agency, is booked solidly thru January, 1952. Latest disk release by the trio is "Rough Ridin'" on the Okeh label. . . . The Count Basie Ork. the Five Keys. Howell and

Bowser and the Co-ops, open at the Apollo, New York, and there play a week at the Howard Theater, Washington, D. C. The Five Keys take off for a one-nighter tour thru Virginia at the end of April. . . . Victor artist Jimmy McPhail is also at the Apollo Theater this week. Savoy Records has packed the blues-singer Eddie Mack. . . . Hal (Cornbread) Singer, now at the

(Continued on page 45)

• Best Selling Retail Rhythm & Blues Records

Based on reports received April 9, 10 and 11

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 customers purchase rhythm and blues records.

POSITION	Weeks Last This	Title	Artist	Label	
8	1	1	NIGHT TRAIN	J. Forest	United 781110; (45)45-1110
2	2	2	5-10-15 HOURS	Ruth Brown	Atlantic 962-BM1
2	4	3	NO MORE DOGGIN'	R. Gordon	RPM 350-BM1
11	3	4	BOOTED	R. Gordon	Chess 1487-BM1
3	5	5	HEAVENLY FATHER	E. McGriff-B. Lucas	Jubilee 7815073; (45)45-5073
16	6	6	THREE O'CLOCK BLUES	B. B. King	RPM 339-BM1
2	9	7	WIND IS BLOWING	J. Witherspoon	Modern 857-BM1
3	—	7	HARD TIMES	Charles Brown	Mercury 7813116; (45)48-3116
1	—	9	ONE MINT JULEP	Clovers	Atlantic 963-BM1
2	—	9	GOT YOU ON MY MIND	J. Greer	V78120-4348; (45)47-4348

• Rhythm & Blues Record Releases

- Beside You—The Swallows (You) King 4525
- Big Horn Blues—Johnny Wick & Singing Orans (Jackey) United 1059
- Clamp, Clamp, Clamp—Sovay Thompson-Lola Reed 4111 King 4527
- Starting Let's See How a Chance—Sax Majard Ork (Sims) Checker 750
- Deep Sea Blues—The Dominos (Have) Federal 12068
- Drifter's Boogie—Joe Ligon Non-drifters (Have) Specialty 5P 438
- Fowler's Boogie—T. J. Fowler (Night) Sney 843
- Get These Blues Off Me—T. Bone Walker (I Got) Imperial 5181
- Good Home—Fats Domino (Reeling) Imperial 5180
- Good Story Blues—Chocolate Williams & Chocolate (Lady) Hi-Lo 1402
- Have Mercy, Baby—The Dominos (Have) Federal 12068
- Heavenly Father—Dorcas Hawkins-Four Lads (Rock) Disk 6880
- Here With Two Mouthpieces—Three Baritone-Eddie Wilcox Ork (Sovay) Dekey 792
- Housewife Blues—Enchanters-Buddy Lucas Ork (The) Jubilee 5060
- How Long Can I Live—Daniela Je Armands Sells Ork (You) Helipwood 180
- I'd Be a Fool Again—The Bleaders (Last) Dec 28092
- I Got the Blues Again—T. Bone Walker (Get) Imperial 5181
- I'll Dream My Dreams—Sovay Thompson-Lola Reed (Class) King 4527
- I'll Walk Alone—Gene Ammons (O'K) Dec 28094
- I'm a Sentimental Fool—The Merrylanders (Stittie) Jubilee 5079
- I'm Whittin' at You—Hal Lips Page-Randy Hall-The Fluters (Tia) King 35378
- I've Lost—The Enchanters-Buddy Lucas Ork (Housewife) Jubilee 5060
- Jackey Jack Boogie—Johnny Wick & Singing Orans (Big) United 1059
- Just a Little Walk With Me—The Bleaders (Last) Dec 28092
- Keep On Chamin'—Wyonne Harris (Married) King 4524
- Lady Ginger Snap—Chocolate Williams & Chocolate (Good) Hi-Lo 1402
- Lady Miss Clowdy—Lloyd Price Ork (Millman) Specialty 5P 428

(Continued on page 45)

2 BIG HITS!

• Most Played Juke Box R & B Records (from Billboard, April 12)

2. DIANE
B. Lucas . . . Jubilee 5070

• Best Selling Retail R & B Records (from Billboard, April 12)

5. HEAVENLY FATHER
E. McGRIFF-B. LUCAS
Jubilee (78) 5073; (45) 45-5073

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

New Release!

SO TIRED

by ROY MILTON #419

Specialty

ALL THREE HITS!!!

• Best Selling Retail Rhythm & Blues Records (Billboard, April 12)

1 — 2. 5-10-15 HOURS Ruth Brown Atlantic 962-BM1

1 — 8. SWEET SIXTEEN J. Turner Atlantic 960-BM1

Coming Up

1. ONE MINT JULEP The Clovers Atlantic 963

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

ALWAYS on THE JOB!

12

Dependable PERMO POINT Performers

It pays to standardize on PERMO POINTS

...the COMPLETE Coin NEEDLE Line!

PERMO, Inc.
6415 RAVENSWOOD AVENUE
CHICAGO 26
ILLINOIS

Three WINNERS!!!

CHARLES BROWN
"STILL WATER"
"MY LAST AFFAIR"
AL 3120

LYNN HOPE
"PLEASE, MR. SUN"
"HOPE, SKIP & JUMP"
AL 3128

The FIVE KEYS
"BE ANYTHING, BUT BE MINE"
"RED SAILS IN THE SUNSET"
AL 3137



SAVOY DOES IT AGAIN!

T. J. FOWLER'S Double Sided SMASH HIT #843

FOWLER'S BOOGIE B/W NIGHT CRAWLER

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

THE BILLBOARD Music Popularity Charts

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

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	POPULARITY	RECORDING	RELEASING
BILLY STRANGE	Diesel Smoke, Dangerous Curves CAPITOL 2032—A great new story song about truck drivers and curves as the author of "Cold, Cold Kisses" is given an outstanding performance by Strange. The country singer socks over the lyrics of this peering tune in top fashion. It could be a big one for the warbler.	83--86--75--87		
	Almanac Song Here is another fine side by the young Capitol warbler, who turns in a strong performance on this happy and melodic ditty. Should pick up change.	80--82--75--84		
BILLY WALKER	Anything Your Heart Desires COLUMBIA 20516—A sock vocal by the warbler on this outstanding country tune, penned by Walker himself. Could get plays and sales and may go places.	82--85--76--85		
	What Makes Me Love You (Like I Do) Walker is persuasive on this fine country wailer with good lyrics and melody. Another fine wailer that deserves ought to spin.	80--83--75--82		
GIL HUSTON (George Barnes Ork.)	Ramblin' Gambin' Man DECCA 28065—Ditty with a few flairs tells the story of a pecker strayer. Chorus are dinky. Tune has a lively rhythm with a lot of potential. Ork backing is driving. Dought to be good for ages.	80--79--77--84		
	Green Lifer Hill This is a multi-subbing by Huston of a pretty new tune. Gimmicked plans add flavor.	78--79--77--78		
JIMMY MURPHY	Love That Satisfies V 20 7509—Pretty tune about a blue-eyed gal gets a first-rate reading from Murphy. A good wailer that will please his followers.	78--80--75--79		
	That First Guitar of Mine A fast, nostalgic song about a kid's first guitar, is read well by the singer. Melodious item could get air plays.	75--77--73--75		
BOBBY WILLIAMSON	Can't Help Wonderin' (Can't Help Cryin') V 20 4608—Williamson does a pleasant job of vocalizing on a "cheerful" wailer.	78--79--77--78		
	Little Bit of This, A (A Little Bit of That) Slight ditty with a happy bounce is sold strongly by the chanter.	73--75--72--72		
EDDIE ZACK (Dude Ranchers)	Words DECCA 28082—Here's a fine country weeper, and it's sung with sincere feeling by Zack and the Dude Ranchers. Merits some 10 rural aces.	76--76--76--76		
	Call of the Mountain Slipping beat, snappy rhythm and gals' voices in the refrain build strongly behind the listenable chanting of Zack. Good wail.	75--77--73--75		
TEX RITTER-YHE OKLAHOMA SWEETHEARTS	Letter Edged in Black, The CAPITOL 20344—This is the traditional folk ballad which will strike a familiar note with many people. Ritter's reading is effective and the gal group assist him ably.	76--77--75--76		
	There Shall Be Showers of Blessings Ritter and the gals are teamed on a religious sour which could do some business with the family track.	73--75--74--70		
JIMMY WALKER	I Plowed a Crooked Furrow V 20 4651—Ditty has a very bounce and Walker does a first-rate job on the lyrics of this good country item.	75--75--73--77		
	Talkin' to the Wall Walker's plaintive voice comes thru well and he performs in fine fashion. Tune too has merit. A fine ditty.	73--75--69--75		
BURL IVES-GRADY MARTIN (Slow Foot Five)	It's So Long and Goodbye to You DECCA 28055—This is the traditional, rhythmic ditty is given an effective vocal by Ives with the Martin Five backing the singer on a Latin kick.	73--73--72--74		
	Wild Side of Life The folk singer moves into the country field with a strong coverage record of the infectious ditty now starting to action in country markets. Grady Martin and the ork add spice to the ditty. Could get spins.	72--75--70--70		
ROSALIE ALLEN-ELTON BRITT	I May Hate Myself in the Morning V 20 4630—This is the Ballad-Warner ballad tried some months ago and being given a second go at the present time. The Miss Allen and Britt duo story, it's doubtful if the country market will go for this one.	70--70--70--70		
	Feeling Around Here's one of those Tin Pan Alley attempts to come up with country material. It doesn't sound sufficiently sincere to catch on with the market. It's done cursey, tho.	70--70--70--70		
RED ROWE	Waste Paper Doll VICTOR 4043—Rowe turns in a good vocal on a lively country song, with good lyrics.	70--70--70--70		
	Brand New Broom Singer is effective on a fast-to-middle country blues item.	68--69--68--67		
BILLY MCGHEE	Gambin' Your Kisses With Somebody New VICTOR 4041—A better than average country tune is sung effectively by McGhee.	70--71--68--71		
	Happlesly in Love With You A well effort by the warbler on a fair country weeper.	65--65--65--65		
JACK HUNT	Tears in Your Eyes CAPITOL 2003—Singer wailer material gives Hunt the chance to come up with a more emotional chant.	70--72--68--70		
	How Can I Lie to My Heart? Both Hunt and the material are okay, but routine.	68--70--66--68		
OLE RASMUSSEN ORK	C-Jam Blues CAPITOL 2015—Country lopers might go for this string and rhythm band reading of Dixie Ellington's instrumental riff. Rasmussen keeps up a line of pitter thump.	70--73--67--70		
	Did the Man in the Moon Come From Texas? The ork has an easy dance disk here in the style of the Bob Willis platters.	67--70--65--67		
MATTIE, MARTHE AND MINNIE	You Can't Live With 'Em (And You Can't Live Without 'Em) KING 1058—Tri-o combines effectively on a lively novelty.	68--68--68--68		
	Tennessee Memories Adequate handling of 80-90 tunes.	66--66--66--66		

The wayfaring stranger in one of his greatest recordings



BURL IVES

with The ANITA KERR SINGERS

'ONE HOUR AHEAD of the POSSE'



and
'THIS TIME TOMORROW'

Decca 28079 (78 RPM) - 9-28079 (45 RPM)

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).

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received April 9, 10 and 11

Records listed here in numerical order are those played most by the nation's leading Country and Western disc jockeys. List is based on reports from weekly survey among a select list of over 400 disc jockeys specializing in Country and Western tunes.

Table with 10 columns: POSITION, Weeks Last, Title, Artist, and Record Info. Top entry: 8 1 1. DON'T JUST STAND THERE Carl Smith.

Coming Up

- 1. DON'T STAY AWAY Lefty Frizzell
2. DIESEL SMOKE, DANGEROUS CURVES D. O'Dell
3. HALF AS MUCH Hank Williams

Folk Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of these manufacturers' industry shipping information are listed.

Table with 3 columns: Title, Artist, and Record Info. Entries include Blue Yodel No. 1, Blue Yodel No. 2, and various other folk songs.

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.

Table with columns: ARTIST, LABEL AND NO., TUNES, COMMENT. Includes a vertical bar chart for chart positions.

Table with columns: ARTIST, LABEL AND NO., TUNES, COMMENT. Reviews for Bob Newman, Terrea Lea, Wayne Raney, Tommy Duncan, and Fozzie Hazelwood.

FOLK TALENT AND TUNES

Communications in case The Billboard, 6000 Sunset Blvd., Hollywood, Ca.

By JOHNNY SIPPPL

Artists' Activities

Bill Lister (Capitol), formerly with Hank Williams' group at WSM, Nashville, has settled down in San Antonio, his home town, where he's doing personals and a d.j. show. Hank Thompson, who had become a fixture in the Dallas area, has moved to Oklahoma City, where he's doing shows from the Tranon Ballroom and persons thru the vicinity. Jimmy Lee (Capitol) is working out of Nashville, after almost a year at KWKH, Shreveport, La. He is still managed by Jim Bulliet, who is spending more time at his music publishing activities. Mezie Travis is leaving the Tex Ritter troupe, currently in Texas, to be with his wife, who expects around the second week in April. Frankie Starr reports that Cyprian Paultette, who was known as Azra of the Beverly Hillbillies, died recently in Beverly Hills, Calif. Tim Spencer, manager of the Sons of the Pioneers, delivered the eulogy and the Sons did several songs. Followers were: Wags T. T. Glenn, Cleveland, Ohio, who has gone with Capitol Records. His first release is "I Don't Want My Darling to Cry" and "Down by the Missouri River." They have been on the Ohio station for 14 years. Cotton Carrier, veteran Atlanta entertainer who left WSB recently, has connected with the TV Ranch Gang at WAGA-TV, Atlanta. He is using a six-piece band, having added Pat Patterson, accordion, recently. He is doing dances three nights per week at the Sports Arena. In addition, he has leased the 2,200-seat Tower Theater for h.b. and Western promotions. He used the Carlises and Martha Carson April 6 and has Carl Story, Don Reed Barry the Carter Sisters, T. Rex Taylor, the Callahan Brothers and others set for future dates. Hubert Long, personal manager of Hank Snow, and Bea Terry report that Snow just completed his biggest money-making dates yet in Canada. He drew 8,000 at the Mutual Arena, Toronto; 7,000 at the coliseum, Ottawa, and 4,000 at the Arena, Allison. His next swing thru Canada takes place April 21. Snow will also be out in the Coast territory around mid-April, with a date at the Riverside Rancho, Los Angeles, and a TV show with Dude Martin in the offing.

Country music lost one of its real pioneers when Uncle Dave Macon, 81, passed away in a Murfreesboro, Tenn., hospital March 22. Macon and his son were still working Saturdays on the "Grand Ole Opry" previous to his death. Fred Rose cut a session of Bob Willis disks for MGM recently. Cowboy Dick Carson is programming daily over WSDC, Marine City, Mich., having left WRYO, Rochester, N. Y. Johnny Dela, the Highland Park N.J. publisher, has started Dell Records. He has inked Tennessee Chuck Wright, who is currently working at the Wonderpool, Newark, N. J., and is airing over WAAT, Newark. Hank Locklin (4 Star) is on the Coast doing about four weeks of personals for Americana Corporation. Tex Williams' band is no longer doing the weekly TV-er on KNBB, Hollywood. He is still doing his KNBB d.j. slot. Johnny Western, KDHL, Northfield, Minn., is getting his first release on Joco Western Records soon. He is appearing weekly on the Midwest Jamboree, Austin, Minn., aired over KADL, Austin. Capitol Records intends to send out another album this summer in caravans. Ken Nelson, Cap's h.b. & s.r. brass, is trying to line up a roster of artists for a tour which, it's hoped, will get under way

Best Selling Retail Folk (Country & Western) Records

Based on reports received April 9, 10 and 11

Records listed are 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.

Table with 10 columns: POSITION, Weeks Last, Title, Artist, and Record Info. Top entry: 6 1 1. DON'T JUST STAND THERE Carl Smith.

Coming Up

- 1. SALTY DOG RAG Red Foley
2. ASHES OF LOVE Johnnie & Jack
3. THREE WAYS OF KNOWING Johnnie & Jack

Most Played Juke Box Folk (Country & Western) Records

Based on reports received April 9, 10 and 11

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

Table with 10 columns: POSITION, Weeks Last, Title, Artist, and Record Info. Top entry: 24 2 1. LET OLD MOTHER NATURE HAVE HER WAY Carl Smith.

cross country about June 1. Nelson is also shopping for regional or national promoters or bookers to handle setting up dates on the tour. Rex Allen was feted Saturday (12) by home-town friends in Willcox, Ariz. Allen headlined a show for the benefit of the new municipal hospital there. It was part of a 10-city Arizona tour for the Republic and Decca star. Lee Stuart, fiddler and vocalist with the Happy Bill Show, KJVV, Huron, S. D., is leaving the unit for a short vacation at his home in Athens, Ala. Al Flores, who was road manager for years with Bob Willis, is now assisting Steve Stabbins with bookings at Americana Corporation, Hollywood. Jimmy Heap and the Melody Masters (Imperial and Capitol) celebrated their fourth anniversary at KTAE, Taylor, Tex., April 1. The Heap combo is doing three 15-minute sponsored shows per day over the station. Leon Payne is now working at KLEE, Houston. Floyd Tillman, who has made electronics a profitable hobby, setting up his own recording studios in Houston, is preparing to enlarge his facilities to make TV film. Monte Hale, who may shift from MGM Records to Decca, will probably

do a TV film series for a Wharton, Tex., oil man. Pete Thornell, who operates an oil lab in Florence, S. C., does a dally h.b. and Western d.j. shot from his office remote over WJMX, Florence. Bill Elliott, formerly at KAFY, Bakersfield, Calif., has moved to KBBB, Fresno, Calif. Charley Stokey does two hours each morning over KXOK, St. Louis. Virgo Brown, WXGX, Richmond, Va., writes that Bill Monroe did turnover business at the Grand Theater there recently. Tom Baldwin, WIEL, Elizabethtown, Ky., reports great interest from his listeners in Polly Possum's first Columbia release. Al Morris, WONE, Dayton, O., has added a three-hour Saturday afternoon remote from a local TV store. Tommy Lloyd, WTOD, Toledo, has had four of his songs cut by Serenade Records. Art Barrett, WSAP, Portsmouth, Va., celebrated his 13th anniversary at the station April 1. Bob Neall, WMPB, Memphis, reports that Dutch O'Neal, who promotes the weekly "Barnyard Frolic" Saturday nights at the Robinson Auditorium, Little Rock, (Continued on page 41)

The Rush is on ...

For

HANK SNOW

the "Singing Ranger"

and his great hit recording of ...

"THE GOLD RUSH IS OVER"

and
"WHY DO YOU PUNISH ME?"

RCA VICTOR 20-4522 (78)
47-4522 (45)



Hank Snow & His 'Rainbow Ranch' Boys
Just Completed **4 Day Canadian Tour**
Breaking all existing records in
Toronto—Alliston—Ottawa—Ontario, Canada
Opening July 21—2 Weeks
HOTEL ASTOR ROOF New York City

EXCLUSIVE MANAGEMENT
HUBERT LONG
NEW DUE WEST VALLEY ROAD, MADISON, TENN.
PHONE: NASHVILLE 2-6633

JUST RELEASED
A MOTHER'S DAY SPECIAL . . .
"MY MOTHER" (with the Jordanaires)

and
"I JUST TELEPHONED UPSTAIRS" (with the Rainbow Ranch Boys)
RCA 20-4632 (78) - 47-4632 (45)

RCA VICTOR Records

"DOWN
THE
ROAD
CAME A
'JUNCO
PARTNER'
Boy was
he loaded!"



A Cajun Folk Song by

Richard
Hayes

BREAKING BIG After a
FAST START IN CLEVELAND . . Thanks Boys

MERCURY 5833•5833X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
For Reviews and Ratings of 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 disc 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. An 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 caliber, 15; Interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential 10; exploitation (record ads—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.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC JOCKEY	RETAILER	OPERATOR
DON CORNELL (Norman Leyden Ork)					
I'm Yours	CORAL 50640—Cornell comes thru with a sock reading of a big ballad, bolstered nicely effectively by strong ork backing. Shows up as another winner for the charter, following his top-selling "It's Walk Alone."	88--88--88--88			
My Mother's Pearl	Semimental ditty about mother love should strike a responsive chord in many. It's sung tenderly to a slow three-quarter beat. A strong waltz, lined right for up-coming Mother's Day.	83--85--80--84			
DOLORES HAWKINS-THE FOUR LADS					
Rocks in My Bed	DECCA 48048—This could be the disk to start Miss Hawkins on the way to the top. It's a fine rendition of Duke Ellington blues material which she does wonderfully.	84--86--83--84			
Heavenly Father	This is good coverage on the current Edna McGriff r.&b. disk. Both marriage should be interested in this version.	82--84--81--82			
BOB EBERLE					
Green Grow the Lilacs	CARITOL 2055—Another attractive ditty is given romantic treatment by the resonant chanter. His good support by ten voices and ork.	80--82--78--80			
Day Away From You, A	Eberle gives the lovely ballad a tender and affecting performance. Good spin stuff.	78--80--76--78			
FLORIAN ZABACH					
1. Jass Legato 2. Jass Pizzicato	DECCA 48049—The two Leroy Anderson favorites, end to end on this disc, are fiddled with spirit on the individual Zabach style. Disk could create some excitement.	80--82--78--80			
Happy Whistler, The	Zabach modernizes an old fiddly encore piece and turns it out to sparkle again in a sparkling performance. It's full of the kind of playing that has won him many fans.	78--80--76--78			
CONNIE HAINES (Owen Bradley Ork)					
It's So-Long and Goodbye to You	CORAL 60602—Here's a rollicking hand-clapper that could break loose. Connie Haines is at her best and gets lots of support from the chorus and ork. Solid rhythm from the first bar. A natural for the blues.	80--82--75--83			
Anything That's Part of You	Miss Haines switches to a dreamy style and sells the lovely tune convincingly. This is pop coverage on the Eddy Arnold dishing.	78--80--74--83			
JANE TURZY					
Boom Song, The	DECCA 28042—Bright ork strings, clever lyrics and some cute piping by Jane Turzy combine in an attractive dishing that should earn plenty of spins.	80--82--72--80			
Little Train A-Chuggin' in My Heart	The happy novelty, full of folk flavor, is sung cheerfully here. It's the kind of waltz that can earn extra dividends in the repeat market.	78--80--76--76			
FRANCIS CRAIG ORK					
Near You	DECCA 28040—Re-do of a big hit by Craig on Bullet, some years ago. It's still good, and fine for spots.	80--82--75--83			
Stars and Stripes Medley	Craig sparkles on flag-waver reedley. Melodies of the patriotic tunes are blended together effectively.	76--77--74--77			
BILL HAYES-JUDY JOHNSON					
Don't Send Me Home	MGM 1216—The singers on the TV show "Your Show of Shows" turn in a spirited and lively vocal on this happy fast-tempo item that could get a lot of repeat play. It's cute and will please the teen sets.	78--81--79--77			
When I Dream (I Always Dream of You)	New theme is given an effective reading by Hayes and Miss Johnson. The girl projects well on this side, which is played with a slight Latin lilt by the ork.	73--75--72--72			
LOUIS JORDAN (His Tympany Five)					
Slow Down	DECCA 38088—The singer does a fine job with this rhythmic and humorous blues item with clever lyrics. The tympany five backs him strongly. Should set action with juke.	78--81--75--78			
Never Trust a Woman	Another persuasive Jordan vocal on a thirty blues tune which tells of the foibles of women. Jordan fans will want this waxing.	75--77--73--75			
THE LILTIN' TILTONS (George Cates Ork)					
Am I in Love?	CORAL 60705—The bossy tune from "Sea of a Piffelack" is sung engagingly by Martha and sister Liz. Song is getting some action and this version can cut itself in on the lake.	78--80--76--78			
There's a Cloud in My Valley of Sunshine	Close harmony on another number from the same film makes for tropical listening. Best in Latin.	72--72--72--72			
CY COLEMAN					
In a Little Spanish Town	DECCA 28093—This version was inspired by the recent Columbia re-release now stirring up some action in Cleveland. It is played neatly in old-fashioned piano style by Coleman and could catch some of the feet of the Columbia stitching makes it.	78--80--73--80			
South	A fine, swingy piano version of the oldie, expertly played by Cy Coleman. It has a clever gimmicky sound and could attract attention on juke. Tune is soon to receive public exploitation.	76--78--71--79			
KEN GRIFFIN					
Pea-Per Little Foot	COLUMBIA 59713—The familiar old schottische is performed with care by Griffin on the organ with the help of Andy Nelson on guitar. Will please his fans.	77--78--76--77			
Dippy Doodle, The	The newly revised ditty gets a strong fast-tempo reading from the expert hands of Griffin. Another good item for his followers.	75--77--74--74			

(Continued on page 44)



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POPULAR

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78	45	78	45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823	"IT'S A SIN TO TELL A LIE," "IT HAD TO BE YOU" Dick Hayman & His Orch	5825
"BE ANYTHING (BUT BE MINE)" "SHE TOOK" Eddy Howard	5815	"FRENCH," "WHAT IS THIS THING CALLED LOVE" Jerry Murda's Harmonica in Collaboration with Ralph Marterie & His Orch.	5824
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW" Patti Page	5816	"WO'NT YOU SURRENDER," "FESTIVAL" Xavier Cugat & His Orch.	5829
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5833	"DIANE," "SEPTEMBER SONG" Billy Daniels	5806
"JUST BECAUSE," "HOW COULD YOU" Rusty Draper	5820	"EVERY BABY NEEDS A DA-DA-DAD-DY," "DON'T SEND ME HOME" Helen Grayco	5818
"HEART OF A CLOWN," "WHEEL OF FORTUNE" Bobby Wayne	5779	"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5834
"COME WHAT MAY," "RETREAT" Patti Page	5772	"MISTAKES," "THE LITTLE BOY I KNEW" Dick Thomas	5808
"I'LL WALK ALONE," "TATTLETALE" Richard Hayes	5821	"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5817
"TOOT, TOOT, TOOTSIE," "DANCIN' SHOES" Jimmy Palmer & His Orch.	5814	"JUST LOOKIN'," "THE WILD SIDE OF LIFE" Tiny Hill & His Orch.	5830
"STOLEN LOVE," "WISHIN'" Eddy Howard	5784	"NOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown	5819
"WHO," "IT'S A LONESOME OLD TOWN" Jimmy Palmer & His Orch.	5786	"BABALU," "MORE THAN LOVE" Richard Hayes & Xavier Cugat	5780
"COPYCAT," "WALK RIGHT IN" Lola Arneche	5812	"AY-ROUND THE CORNER," "CHIUI CHIUI" Xavier Cugat & His Orch.	5813
"MY THRILL IS LOVING YOU," "THAT'S NOW IT GOES" Billy Daniels	5822	"MILK BUCKET BOOCIE," "SILVER AND GOLD" Tiny Hill & His Orch.	5798
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch.	5827	"THE ACAPULCO POLKA," "THE HILL-BILLY MAMBO" Xavier Cugat & His Orch.	5798
"CHERRY LIPS," "HONKY TONK MELODY" Al Trace & His Orch.	5828	"LOOKING FOR MY BABY," "BEGIN THE BEQUINE" The Ravens	5800
		"YOUR'S NOT WORTH MY YEARS," "SHIP AHOY" Rose Marie	5811

NEW RELEASES

QUANTITY		QUANTITY	
78	45	78	45
"SINGIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard	5832	"WALKIN' TO THE MAILBOX," "TO BE LOVED BY YOU" Helen Grayco	5833
"(A RIVERBEND) COODBYE FOR A WHILE," "GOOD MORNING, MORNING CLOUDY" Vic Damone	5831	"A FAMILY THAT PRAYS TOGETHER," "GOD HAS BEEN GOOD TO ME" Eddy Howard	5837
"MAX FROM THE INCOME TAX," "SOPHIE TUCKER FOR PRESIDENT" Sophie Tucker	5839		

COUNTRY and WESTERN

RHYTHM and BLUES

QUANTITY		QUANTITY	
78	45	78	45
"TADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390	"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim	8266
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul & Roy	6374	"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	8269
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Ramblin' Mountaineers	6386	"TROUBLE IN MIND," "NEW BLOW-TOP BLUES" Dinah Washington	8269
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Brice	6388	"BE ANYTHING—BE MINE," "HEAVEN KNOWS WHY" Wini Brown	8270
"AY-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389	"HEY NEY," "WALKIN' THE LONESOME ROAD" Big Bill Broonzy	8271
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill	6392	"SQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinette	8272
"LIMEHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393	"SAD NEWS FROM KOREA," "LET ME FLY YOUR KITE" Lightning Hopkins	8274
		"SITTIN' HERE WONDERIN'," "JANUARY 11, 1949, BLUES" Luther Stoneham	8275
		"DON'T WANT NO WOMAN," "LOUISE" L. C. Williams	8276

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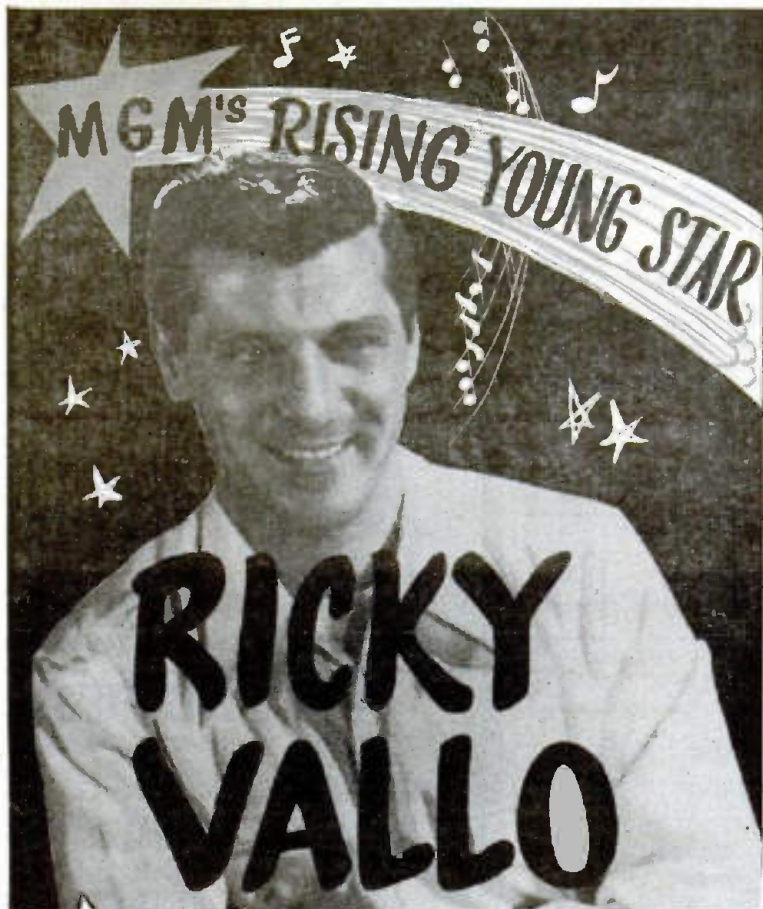
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THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- KISS OF FIRE** Tony Martin RCA Victor 20-4671
A fine performance by the singer on the new tune adapted from the 1930s "La Croix." Billy Eckstine has turned out a fine version on MGM 11223. The Georgia Gibbs disk was picked last week.
- DELICADO** Percy Faith Ork Columbia 39708
An exciting waltz by the rich sounding Faith Ork, featuring some urlo harmonic work by Stan Freeman.
- I'M YOURS** Eddie Fisher-Hugo Winterhalter Ork RCA Victor 20-4688
Fisher sells this poignant ballad very persuasively, backed by a fine Winterhalter arrangement. The Don Cornell version was picked last week.
- I WANTED A LITTLE TOO LONG** Kay Starr Capitol 2062
Miss Starr's first release since her "Wheel of Fortune" disk shows the singer at her best, with an outstanding vocal on this lovely new tune. Quartet adds interest. FIM, "No, Ten," brass watching.
- JUNCO PARTNER** Richard Hayes Mercury 5833
This disk is exciting from start to finish. It's a Cajun tune with an exotic beat. Hayes belts over the lyrics with gusto. The org. backs him nicely through.

• 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. KISS OF FIRE Georgia Gibbs Mercury 5823
2. WHAT'S THE USE John's Ray Columbia 39698
3. I'M YOURS Don Cornell Coral 60690
4. BE ANYTHING (BUT BE MINE) Helen O'Connell Capitol 2011
5. SUMMER IS A-COMIN' IN Nat (King) Cole Capitol 1994

• 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. DELICADO Percy Faith Ork Columbia 39708
2. KISS OF FIRE Tony Martin Victor 20-4671
3. WHEN I LOOK INTO YOUR EYES Chano Butler Columbia 39690
4. A LITTLE KISS GOODNIGHT Doris Day-Guy Mitchell Columbia 39734
5. LADY LOVE Vaughn Monroe Ork Victor 20-4611

• 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. SLEEPLESS Tony Bennett Columbia 39696
2. KISS OF FIRE Georgia Gibbs Mercury 5823
3. KISS OF FIRE Tony Martin Victor 20-4671
4. HONEST AND TRULY Guy Lombardo Ork Decca 27995
5. MOUNTAINS IN THE MOONLIGHT Johnnie Ray Columbia 39698

• The Country and Western Disk Jockeys Pick

PICKS that 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. HALF AS MUCH Hank Williams MGM 11202
2. I'VE TURNED GADABOUT Spike Jones Ork Victor 20-4568
3. DON'T STAY AWAY Lefty Frizzell Columbia 70911
4. LET'S TURN BACK THE YEARS Hank Williams MGM 11202
5. MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU Ernest Tubbs Decca 28007

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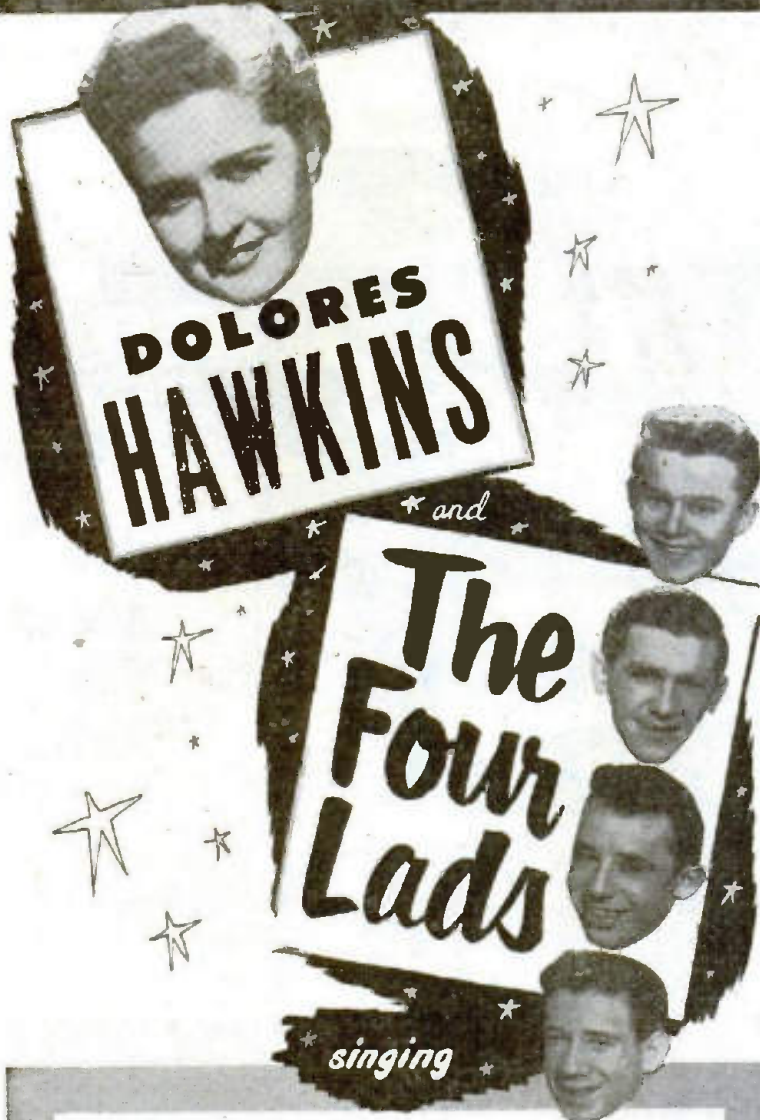
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THE BILLBOARD Music Popularity Charts

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

• Advance Record Releases

POPULAR

- Am I in Love?—Lita Lee—Titoan-George Cates Ork (There's) Coral 60702
- An Old Rose Garden—Eddie Velen Ork (When) Max-Van MV-20118
- Anything That's Part of You—Doris Haines—Owen Bradley Ork (It's) Coral 60692
- A-Round the Corner—Jean Stafford-Francis Payne—Jack Hansen Ork (Hambone) Remington R-25026
- Big Fate Decides (It) So Shall It Be—Jerry Scott—Song Writers—Eddie Stone Ork (It's) Anchor A-4
- All Last! All Last!—Lee Lawrence-Roland Shaw Ork (Black) London 1194
- Baby You're Wrong—Bob Williams (I'm) V 20-4636
- Beautiful Waste of Time—Mary Small-Vic Mizzy Ork (Dinah) King 15123
- Bernada—Eddie Towner-Jack Hansen Ork (Stales) Remington R-25025
- Blind 'N' Bees—Toots' Quartet (High) Dec 29111
- Black Shadows — Johnny Hartman (I Feel) V 20-4637
- Black Sombrows—Lee Lawrence-Roland Shaw Ork (At) London 1194
- Blue Foot—Vera Lynn-Roland Shaw Ork (House) London 1195
- Boo-Boo, Toot-Toot, Class Camp—Pete Rubin & Crank Pats (I See) Jubilee 6004
- Bumble in the Wax—Lawrence Welk Ork (Josephine) Coral 60694
- Caroline in the Morning—Leony Dee (Viennese) Dec 28109
- Come What May—Lita Lee-Ted Heath Ork (Somebody) London 1197
- Dancing Belts—Woolf Phillips Ork (Palladium) Coral 60694
- Day Away From You—Bob Eberle (Green) Cap 2053
- Dinah Dee—Mary Small-Vic Mizzy Ork (Beautiful) King 15163
- Dipry Doodle—Ken Griffin (Pat) Col 39711
- Don't Send Me Home—Bill Hayes-Judy Johnson (When) MGM 13210
- Ever So Slightly Late—Billie Cotton Ork (That) London 1195
- Green Groves the Limes—Bob Eberle (Dip) Cap 2053
- Gay Is a Guy—Dorothy Lee-Jack Hansen Ork (It's) Remington R-25027
- Hambone—Jean Stafford-Francis Payne (A-Round) Remington R-25026
- Happy Whizzer—Florida Zbach (Just) Dec 28090
- High School Cadets March—Toots' Quartet (Birds) Dec 28111
- Heidi Me — Elizabeth Welch Stanley Black Ork (It's) London 1192
- Honest and True—Ralph Flanagan Ork (Singing) V 20-4656
- House Is a Home—Vera Lynn-Roland Shaw Ork (Black) London 1194
- I Am a Hero—Dinah Shore-Heri Here Ork (To) V 20-4666
- I Believe in Dreams—Mary John-Paul Elits Ork (You'll) Best 0102
- I Feel Like Crying—Johnny Hartman (Black) V 20-4637
- I Hear a Rhapsody—Ed Famer-Jack Hansen Ork (Trans) Remington R-25029
- I'll Walk Alone—Dorothy Lee-Jack Hansen Ork (Gay) Remington R-25027
- I'm Yours—Dan Cornell-Norman Leyden Ork (My) Coral 60690
- I'm Yours for Tonight—Bob Williams (Baby) V 20-4636
- In a Little Spanish Town—Cy Coleman (Savoy) Dec 28093
- In Spite of All—Budd Carey-Graham Prince (Loving) Jubilee 6005
- I See Red—Red-Red-Red—Pete Rubino & Crank Pats (Boop) Jubilee 6004
- It's Breaking My Heart—Jerry Scott-Sony Spinners—Eddie Stone Ork (It's) Anchor A-4
- It's So Long and Goodbye to You—Conde Haines—Owen Bradley Ork (Anything) Coral 60692
- 1. Jazz Legato 2. Jazz Pizzicato—Florida Zbach (Happy) Dec 28095
- Josephine (I Dream of) Love—The Mariners (One) Col 39718
- Josephine—Lawrence Welk Ork (Bobbie) (Perf) 60689
- Let Me Call You Sweetheart—The Mulkeys (Perf) Coral 60693
- Loney—Ruth Casey-Graham Prince (In) Jubilee 6005
- Love Me—Frank Campana-Dick Frazer Ork (Dip) Jubilee 6003
- My Mother's Pearl—Don Cornell-Norman Leyden Ork (It's) Coral 60690
- New Year—Francis Gray Ork (Stars) Dec 28099
- Never Tired a Woman—Louis Jordan & Tympany Five (Sings) Dec 28088
- One Love—The Mariners (Jasmine) Col 39718
- Only You—Frank Campana-Dick Frazer Ork (Love) Jubilee 6003
- Palladium Prelude—Woolf Phillips Ork (Dancing) Coral 60694
- Parade—The Melvins (Let) Coral 60693
- Princess—Eddie Ron Ork (Star) London 1190
- Place in the Sun—Victor Young Ork (Soulful) Dec 28115
- Put Your Little Feet—Ken Griffin (Dip) Col 39711
- She Met a Handsome Stranger—Eddie Ron Ork (Philadelphia) London 1190
- Singing Winds—Ralph Flanagan Ork (Honest) V 20-4656
- Slow Down—Louis Jordan & Tympany Five (When) Dec 28088
- Smiling Through the Years—Earl and Joyce Senger (When) Coral 60127
- Smoker Gets in Your Eyes—Phyllis Branch-Dor Donaldson Ork (That's) Teard 882
- Some in Love's Lane—Frankie Laine-Paul Weston Ork (Norman) Lobe (That's) Col 39716
- Somebody in the Moonlight — Lita Lee-Rod Ted Hays Ork (Come) London 1197
- South—Cy Coleman (It's) Dec 28099
- Spellbound—Victor Young Ork (Place) Dec 28115
- Stars and Stripes Melody—Francis Gray Ork (When) Dec 28089
- Sudden Love—Eddie Towner-Jack Hansen Ork (Dor-mona) Remington R-25028
- Sunday Is for My Darling—Don Estes (That's) V 20-4653
- That Ever-Lovin' Rag—Billy Cotton Ork (Ever) London 1195
- That's How It Goes—Frankie Laine-Paul Weston Ork-Norman Luboff Choir (Sings) Col 39716

- That's How It Goes—Don Estes (Sunday) V 20-4653
- There's a Cloud in My Valley of Sunshine—Littler Titlan-George Cates Ork (Am) Coral 60702
- Things of Me in Your Spare Time—Phyllis Branch-Dor Donaldson Ork (That's) Teard 882
- Think Twice—Tony Marto (Water) Rainbow 165
- To Be Loved by You—Dinah Shore-Heri Here Ork (I Am) V 20-4666
- Trust in Me—Ed Famer-Jack Hansen Ork (I Hear) Remington R-25028
- Until—Elizabeth Welch Stanley Black Ork (Hold) London 1192
- Whenever We Meet—Leony Dee (Carolina) Dec 28109
- Water Under the Bridge—Tony Marto (That's) Rainbow 165
- We're Satisfied—Earl and Joyce Senger (Singing) Coral 60127
- When I Dream (I Almost) Dream of You—Bill Hayes-Judy Johnson (Don't!) MGM 13210
- When the Bottom Returns Again in the Spring—Eddie Velen Ork (Am) Hart-Van MV-20118
- Woods—Larry Fortin Ork-Tenites (You) King 15171
- You Don't Care—Larry Fortin Ork Tenites (When) King 15171
- You'd Be Thinking of Me—Mary John-Paul Elits Ork (I Believe) Best 0102

POPULAR ALBUMS

- Benny Goodman's Easy Does It Album (3-10)—Benny Goodman's Quartet, Trio, Sextet and Septet—Prestige on the Blitz; Sweet Georgia Brumby, "Blazin'" Whoppers, That's Precious, Heretern Stars; Break Yourself—Cap CCM-295
- Circus Parade Album (1-10)—Ringing Bells and Barmen & Bailey Band, Merle Evans, cond.—Cap 433-1513
- Five Favorite Motion Picture Love Themes Album (1-10)—Gordon Hibben—Revere (35) SM-5002
- Kisses on the Key Album (3-10)—Ray Turner—Kisses on the Key, Canadian Capers; Piano/Flute; Rock, Revere—Cap CCM-306

SPIRITUAL

- Atomic Telephone—Spirit of Memphis Quartet (The) King 4521
- Calcutta Walk Those Golden Stairs—Jordaniates (When) V 20-4607
- Guide Me, Oh Thou Jehovah—Branch Gospel Singers (Till) Score 5037
- Hi, Heaven, Let Go My Hand—Spirit of Memphis Quartet (Atomic) King 4521
- Little Old-Fashioned—Sister Elizabeth Phillips—Estes King (There's) Score 5036
- Tell Jesus All—Branch Gospel Singers (Guide) Score 5037
- There's Nothing Like the Holy Spirit—Sister Elizabeth Phillips—Estes King (Little) Score 5036
- Who Can He Be—Jordaniates (Gonna) V 20-4607

CLASSICAL ALBUMS

- Beethoven: Symphonies One Thru Nine Albums (7-12) and (2-12)—Felix Weingartner cond.—Vienna Philharmonic-London Ork-London Philharmonic-Royal Philharmonic Col(33) ML-4501; ML-4502; ML-4503; ML-4504; ML-4505; ML-4506; ML-4507; and SL-165 (Symphonies Eight and Nine)
- Beethoven: Symphony No. 3 in C, Op. 21 (3-12) and Haydn: Symphony No. 103 in E Flat (Dumb Roll) London Symphony Ork, Chorus Munch, cond.—V(33) LM-1208
- Beethoven: Sonata Album (1-12)—Zino Francescatti-Robert Casadesu—Col(33) ML-4478
- Beethoven: "Hammerklavier" Sonata No. 29 in B-Flat Major, Op. 106 Album (1-12)—Egon Petri—Col(33) ML-4479
- Beethoven: Symphony No. 1 in C Minor, Op. 68 Album (1-27) — Philadelphia Ork-Eugene Ormandy, cond.—Col(33) ML-4477
- Beethoven: Symphonies One Thru Four Albums (4-12) —Felix Weingartner, cond.—London Symphony Ork-London Philharmonic Ork—Col(33) ML-4510q ML-4511; ML-4512; ML-4513
- Debussy: "Sicilienne", Op. 56 and J. S. Bach: Passacaglia and Fugue in C Minor Album (1-10) —San Francisco Ork-Pierre Monteux, cond.—Stanford Univ. Chorus—(V33) LM-149
- Chopin: Polonaises (Vol. 1) Album (1-10) —Arthur Schnitke—V(33) LM-152
- Chopin: Polonaises Vol. 1 (Non. 1-6) Album (1-12) —Arthur Schnitke—V(33) LM-1205
- Debussy: Symphony No. 3 in E Flat, Op. 95 ("The New World") Album (1-12) —Chicago Symphony Ork-Rafael Kubelick, cond.—Mer(33) MG-56002
- George Bernard: Cuban Overture and Others Album (1-12) — Andre Kostelanetz Ork — Cuban Overture, Minut, Highlights From Porgy & Bess, Love Walked In—Col(33) ML-4481
- Grieg: Concerto in A Minor for Piano and Ork, Op. 16 and Schumann: Concerto in A Minor for Piano and Ork, Op. 56 Album (1-12) —Dino Lipatti-Philharmonia Ork-Alceo Galliera, cond.—Col(33) ML-4525
- Hart-Bonhoeffer: Stabat Mater Album (1-10) —Lorelei Stanzani Symphony Ork V(33) LM-151
- Scales; Dance of the Sylphs; The Swan of Tuonela; Intermezzo from "Leprosian"
- Mozart: Das Klavierlied Album (1-12) —Vienna State Opera Ork-Vienna Chamber Chorus—Ernst Mayrath—Mer(33) MG-10102
- Handel: Eliza Farrenc's Concerto (Songs of a Wayfarer) and Hugo Wolf: Song Album (1-12) —Blanche Thebault-Sir Adrian Boult, cond.—William Hayes V(33) LM-1203
- Mozart: Sonata No. 4 in E Flat, K. 454 and Prokofiev: Capricio No. 24 in A Minor, Op. 1 Album (1-12) —Mitsuko Uemura-Wang Ren—V(33) LM-1208
- Mozart: Quintet in A Major, K. 581 for Clarinet and Strings Album (1-12) —Benny Goodman-American Art Quartet—Col(33) ML-4483

(Continued on page 45)



Exclusive Sales-Help Service for Profit-Minded Music-Record Dealers! Now offered by The Billboard

Today's **TOP TUNES**

Published by The Billboard

WHEEL OF FORTUNE
 KAY STARR—Capitol (78) 1964 (45) F-1964
 (I Wanna Love You)
 BOBBY WAYNE—Mercury (78) 5779 (45)
 5779-45 (If I Had the Heart of a Clown)
 BELL SISTERS & MEMMI BENE ORK—Victor (78)
 10-9520 (45) 47-4520
 (Foot, Whip, Hoop, Whirl)
 OTHER RECORDS AVAILABLE: F. Carré, Victor; Cardinelli, Atlantic; Four Flames, Specialty; J. Hartman, Victor; H. Humes-G. Wiggins, Decca; S. Kaye-Kaylett, Columbia; M. King, Okeh; S. McDonald, Capitol; A. Pinsky, Decca; J. Scott, Coral; J. Thomas, King; D. Washington, Mercury; E. Wilson, S. S. Gale, Decca; B. Williams, MGM



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The HONOR ROLL OF HITS (from which comes TTT) is scientifically calculated each week from sheet music and record sales reports—from reports of songs most played by disk jockeys and in jukeboxes and from data of the John G. Peatman Audience Coverage Index and the R-H Telelog. No other service offers such expensive research and analysis—guaranteeing such accurate working facts for the buying and selling of records!

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Illustrated here, greatly reduced, are the front and reverse side of Today's Top Tunes (actual size, 8 1/2 x 11). Illustrated at the right shows an actual size reproduction of just one of 30 listings of the Top Tunes, complete with best selling records, artists, titles and record numbers. Note small ligature type at the bottom which shows other recordings of the same available. Today's Top Tunes is printed in a different color combination every week, so that you and your customers can always and immediately tell the new issue from the previous week's.

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THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

Continued from page 38

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
PEEL SISTERS (Jack Hansen Ork)		
Bermuda		76--74--78--77
REMINISCENT R-25025—Fine coverage wailing of the current hit on this 39c label. The Peel Sisters do a good job with the ditty, and the work backing is strong. This is a good wax for the chain store market.		
Stolen Love		75--72--78--75
EDDIE TOWER (Jack Hansen Ork)		
Another good side, with Eddie Tower turning in a very effective vocal on this coverage disk, of the Eddie Howard hit. These two sides are bargains for the money.		

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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TONY MANGO		
Think Twice		77--78--76--77
RAINBOW 1415—Here, the group comes up with something close to the Four Aces sound in an effective reading of a romantic ditty.		
Water Under the Bridge		75--76--72--77
Direct and rhythmic treatment by the new Rainbow chanter and combo. Short enough (2:55) to spare our interest.		
EDUNDO ROS ORK		
Philosophie		77--78--76--77
LONDON 1140—A rhythmic calypso tune with some odd lyrics in view of a fine reading by Ros and the Ros-children. A good disk.		
She Met a Handsome Banker		74--76--75--71
As told the story of a girl who wanted a meal ticket and got one, in top calypso style, with good backing from the ork.		
DOROTHY LEE (Jack Hansen Ork)		
I'll Walk Alone		76--76--76--76
DEL PARNELL		
REMINISCENT R-25027—Excellent coverage on the current Don Cornell ditty. This 39-cent wax is available just at the time when the original platter seems headed for big things sales-wise.		
Guy Is a Guy, A		75--75--75--75
Miss Lee tries hard, but she never does quite make the Doris Day sound. Considering the 39-cent price, it's still a good item.		
LAWRENCE WELK ORK		
Bubbles in the Wine		75--75--75--75
CORAL 4109—Here, the Welk theme song gets the familiar "champagne" treatment.		
Joséphine		74--74--74--74
For-est is one of the numbers most requested by Welk fans. They should go for the side in satisfactory numbers.		
ED FOWLER (Jack Hansen Ork)		
Trust in Me		75--75--75--75
REMINISCENT R-25028—At the 39-cent price this is quite a buy. Disk comes very close to the original Eddie Fisher version.		
I Hear a Rhapsody		72--72--72--72
FRANCIS SILVER		
More of the same type of coverage on the Frank Sinatra wailings.		
BILLY COTTON ORK		
That Ever-Lovin' Rag		75--77--71--77
LONDON 1194—A lively, fast tapping version of the ditty, with a good vocal by the band. Ork is stylish and spots some good ragtime piano.		
Ever So Slightly Late		72--76--70--70
A typical English music hall tune done with all the sound effects. It concerns a married man telling home ever so slightly late, and is cute, funny and well sold by Cotton.		
THE MULCAYS		
DORAL 4068—The Mulcays, working in an echo chamber, for most of the side, seek across a harmonica version of the Southern standard which is getting a big hype these days. Group makes the mouth come do everything but talk.		
Let Me Call You Sweetheart		71--73--70--70
The boys get on with the side and come up with some beautiful harmony.		
VELA LYNN (Roland Shaw Ork)		
House Is a Home, A		75--79--74--72
LONDON 1196—A lovely and warm vocal by England's Miss Lynn on a smooth item about a lovely home and a lovely girl. The ditty's simplicity will hit this one get spins.		
Blue Fool		69--70--70--67
A big story ballad about a gal and her dream gets an effective performance from the singer over a lush waltz backing.		
TOOTS' QUARTET		
High School Cadets March		75--76--72--76
RECCA 2811—Same group in a sparkling eye-twee of the Sousa stepper. Should interest deejays.		
Birds in' Bees		66--66--64--68
Harmonica, organ and rhythm do eight by a swing arrangement in this Belgian wailing.		
JEAN STAMFORD-FRANCES PAYNE (Jack Hansen Ork)		
Hambone		74--74--74--74
REMINISCENT R-25076—Here's the same split as the original Edna-Stanford wailing, the vocal duet is only fair. Payne is far better than Miss Stamford. Good disk for the low price.		
A-Round the Corner		73--73--73--73
Some comment.		
VICTOR YOUNG ORK		
Spellbound		74--78--72--72
RECCA 2813—Instrumental music from flick of a few years ago. Victor Young ork handles with usual finesse and Stanley Freedman does stand-out piano.		
Place in the Sun, A		73--77--72--70
More background music from the flick; this one from the Paramount film. Casady handled by the Young ork. Instrumental features violin and alto sax solos. Both sides fine for deejay programming.		
LENNY DEE		
Viennese Waltz Medley		74--74--74--74
RECCA 2810—Dee ties up four popular waltzes in a bright package. With his side this makes for a danceable side.		
Carolina in the Morning		70--70--70--70
Deejay side gets a snappy reading by the organist to rhythm support.		
FRANK CAMPANA (Dick Prentiss Ork)		
Love Me		73--77--72--70
JUBILEE 6009—A good reading of this Little-Styled ballad by Frank Campana, a warbler who sells it true neatly. Ork backing is tasteful.		
Only You		72--74--70--72
The singer projects with warmth and sincerity on this new ditty, putting his heart into the song.		
LITA ROZA (Ted Heath Ork)		
Somewhere in the Moonlight		73--76--73--70
LONDON 1197—A pretty ditty, adapted from a French folk tune, is given a lovely vocal by the singer, backed sweetly by the Ted Ork. Should get spins.		
Come What May		67--69--65--67
Nice effort by singer Lita Roza on the ditty. Patti Page is ending with. Come on wax here it's quite late and won't mean too much on the market.		
THE THREE BARTONES (Eddie Whelan Ork)		
Here With Two Mouthpieces, The		72--72--72--72
DERBY 793—This is another new Benjamin and Weiss tune. Both the label and the writers are hoping to come up with another "Wrest of Fortune." This isn't it, tho. The organ and rhythm section backing is to the r.f.b. style, but the ditty and performance are pop.		
Sowing Love and Reaping Tears		71--71--71--71
Here's a good verse about a modern Rebel Hood in a "Songs for Sale" TV show, but the performance leaves something to be desired.		
RUTH CASEY (Graham Prince)		
Lonely		71--73--70--70
JUBILEE 6005—Miss Casey turns in a tender and warm reading of this present new ballad, backed nicely by the ork. A good item.		
In Spite of All		
This side was previously reviewed on the Cadillac label.		
LEE LAWRENCE (Roland Shaw Ork)		
At Last! At Last!		68--70--68--66
LONDON 1199—Coverage wailing of the tune is given a capable vocal by the singer over a good ork backing.		
Black Sombbrero, The		65--67--65--63
Here's a good verse about a modern Rebel Hood in a black sombrero receives a good performance by Lawrence plus a big orchestral accompaniment.		

FOLK TALENT AND TUNES

Continued from page 38

will run for governor of Arkansas on the Democratic ticket. . . . Lloyd Mari, WYTS, Marianna, Fla., is being married May 8 to Jeanette Lessiter, a coed at Chipola Junior College there. . . . Happy Ison, WVOW, Logan, W. Va., is trying to get a live Saturday night jamboree started at the station. . . . Hank Elder has replaced Ray Whitley as d.j. at WMEC, Boston. Whitley left because of unfavorable weather conditions which affected his family's health and is returning to his home in California. . . . Leroy Woodward, WVJS, Owensboro, Ky., is working with a new unit on the station, Boyd Bennett and His Dude Ranchers. . . . Fred Wamble, WJZZ, Birmingham, is promoting Martha Carson and the Castles thru Alabama the first two weeks of April. . . . Buck Emory, KVBR, Anchorage, Alaska, is the first Alaskan d.j. to report to The Billboard that he's spinning heavy country wax. . . . Dewey Phillips, WHBQ, Memphis, is doing his shows from a hospital bed. He was severely injured in an auto accident. . . . Ted Kirby is working three hours daily on WZOB, Fort Payne, Ala. He and his band head up a jamboree show Saturday nights over the station. Jim Bulliet is handling his recording deals. . . . First fern spinner in the Louisville area is Dorothy Howard, who works under the name of Louisville Lou. She is working across the board at WLOU, Louisville. . . . Al Miller, of Victor records, writes that Earl Davis, WBOK, New Orleans, has been made promotional and merchandising manager of the station. . . . Noel Ball, WKDA, Nashville, became a daddy recently. . . . Roy Smith, WSIX, Nashville, was married recently. . . . Hambling Ray Reed, KULP, El Campo, Tex., says that Spike Jones cut nine e.t. intros for use on Reed's shows plugging Jones' Country Cousins releases on Victor. . . . Vance Morris (Nashboro) recently visited with Vernon Wroten, WBIP, Booneville, Miss. . . . Shel Horton will again stage his big amateur contest in conjunction with the New Bedford County Fair, plugging it via his stints at WVAM, Saxton, Pa. . . . Mort Lloyd, KEXL, Waterloo, Ia., likes the record service he gets from Troy Martin, of Southern, and Murray Nash, of Acuff-Rose. . . . Lee Sulton, KMA, Shenandoah, Ia., writes that Becky Bowman has left the station to join the Carter Sisters, WSM, Nashville. . . . Joe Powers, WNAV, Annapolis, has a new partner in Andy Handy, who is doing live h.b. music from the station with his band. . . . Uncle Ed Brown, WGST, Atlanta, reports big reaction in his locality to Griffin, Ga.'s new Columbia recorder, Rocky Porter. . . . Johnny Riott, WIBV, Belleville, Ill., reopens his Hillbilly Park June 1 for week-ends. . . . Bill Gordon will sub for Ann Jones at WGTM, Wilson, N. C., when she leaves to tour toward the Coast in mid-April. . . . Louise Foster, KAND, Corsicana, Tex., has Charlie Adams (Decca), who is touring the Southwest, as a guest recently. . . . Cousin Clyde, WANN, Annapolis, Md., has added an hour daily across the board. . . . Ray Armand is subbing for Connie B. Gay, while Gay is emceeing a troupe, entertaining overseas troops. Gay talked to his listeners last week via trans-Atlantic phone from Lima, Austria. They will visit Italy and France before they return April 15. . . . Don MacLeod, KATY, San Luis Obispo, Calif., is promoting dates on many h.b. travelling stars in his vicinity. . . . Glen Campbell is working on Tex Clark's "Rainbow Ranch" show on WDOX, Cleveland. . . . Hot Springs made April 10 official "Jack Hunt's Day." A parade and evening's performance at the annual Policeman's Ball highlighted the activities. Hunt does live and d.j. shows at KARK, Hot Springs. He recently inked with Capitol. . . . Dan Brennan reports that Billy McGehee, new Victor diskier from Mobile, Ala., will work the station's Dixie Jamboree, April 19. . . . Roy Acuff will open his Dunbar Cave park, Clarksville, Tenn., May 10. Uncle Ollie, WJZZ, Clarksville, will again handle and book the shows. . . . Frank Page, KWKII, Shreveport, reports the "Louisiana Hayride" cast is touring for the next two months.

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1952

(Continued on page 46)

Sides in Current Release

Continued from page 24

PEDDANT	There's a Blue Sky Way Out Yonder	Red Rye Daw, MGM (R)
RECENT	There's a Blue Sky Way Out Yonder	Spate Jones, RCA (R)
REPUBLIC	Tea Secrets	Will Krass, RCA (R)
REPUBLIC	You	Sammy Kaye, Co (R)
REPUBLIC	Will I See You Again	Tommy Tucker, MGM (R)
ROBBINS	Leah	Victor Marchese, MGM (R)
ROBBINS	Josephine	Lawrence Welk, Dec (R)
ROCKLAND	Let Me Tell You My Mind	Paul Winchell-Jerry Mahony, RCA (R)
ROCKLAND	Sad News From Korea	Lighthearted Hopkins, May (R)
ROCKLAND	Let Me Fly Your Kite	Lighthearted Hopkins, May (R)
ROSCOM	Why Did You Leave Me	Danny Winchell, MGM (R)
SHAPIRO BERNSTEIN	Harlem Nocturne	David Rose, MGM (R)
SHAPIRO BERNSTEIN	Let There Be Love	Paul Williams, Co (R)
SOPIHISTICATE	Doesn't Want To Take a Chance	Joe Smith, Co (R)
TARNUM	My Place to Hang My Hat	Mersey Brothers, Co (R)
TARNUM	With Love	Mersey Brothers, Co (R)
TARNUM	It's a Lovely, Lovely World	Carl Smith, Co (R)
VENICE	Ida Red	Joe Allison, Co (R)
WEISS & BARRY	Walkin' to the Moon	Helen Grayco, May (R)
WESTERN	Stop Your Gambin'	Spate Jones, RCA (R)
WORLD	Who's Excited	Jan Carter & The Lamcons, Co (R)

RHYTHM & BLUES NOTES

Continued from page 34

Regal Theater, Chicago, starts on one nighters in the Middle West after this theater date... Louis Jordan's new unit, operated at the Strand Theater, New York, April 7. Personnel of new work consists of Jimmy Peterson on piano, guitarist Bert Payne, bass player Bob Bushnell, and drummers Charles Rice and Bob Mitchell... Mercury Records has added to its r.&b. talent roster with the signing of a new vocal group, the Dreamers.

Howard McGhee and his All-Stars just finished a week at the Town Casino in Cleveland.

Rhythm & Blues Record Releases

Continued from page 34

- Mallman Blues—Lloyd Price Ork (Laws) Society SP-428
- Matured Women Stay Married—Wynonie Harris (King) King 4524
- Mr. Commissioner—Archie Sheppham Ork (Someones) Checker 751
- Night Creepin'—F. J. Fowler (Fowler's) Savoy 843
- Old Felt—Gene Ammons (T.H. Dec) 28094
- One for My Baby (And One More for the Road)—Ace Marks (That's) Coral 60945
- Reeling and Rocking—Fats Domino (Goni) Imperial 1510
- Rock to My Bed—Dolores Hawkins-Four Lads (Heavily) Oak 5810
- Shel Bree—Mabel Scott (Yes) Coral 60703
- Slidin' By the River—The Marylanders (Cher) Jubilee 5279
- Slow Canoe—Sam Maltard Ork (Darling) Checker 750
- Someone to Tell My Troubles To—Archie Sheppham Ork (M.) Checker 751
- Some Law and Recious Tings—Three Baritone—Eddie Wilcox Ork (More) Derby 792
- So Fired—Ray Milton & Solid Senders (Thermal) Specialty SP-429
- S' Wonderful—Herbert Nichols-Chocolate Williams & Chocolatea (Who's) Hi-L 1403
- Tanya—Joe Lipsett Monopoppers (Lippett's) Specialty SP-430
- That's How It Goes—Ace Marks (Coral) Coral 60945
- That's Why I Dream—Billy Paul-Todd Dameron-Jackie Davis (Why) Jubilee 5081
- Thine Love—Ray Milton & Solid Senders (So) Specialty SP-429
- The White Blue—Hot Lips Page-Randy Hall-Till Fluiter (I) King 15178
- Top Lightin'—Jimmy Tyler Ork (Your's) Federal 12067
- Who's Bluen'—Herbert Nichols-Chocolate Williams & Chocolatea (S' Wonderful) Hi-L 1403
- Why Am I—Billy Paul-Todd Dameron-Jackie Davis (That's) Jubilee 5081
- Yes!—Mabel Scott (Soni) Coral 60703
- You Letta Me—The Wallers (Black) King 4525
- You'll Never Know—Jimmy Tyler Ork (T.H.) Federal 12067
- You Took My Heart—Dimita Jo-Armando Solis Ork (How) Hollywood 150

CLASSICAL ALBUMS

Continued from page 42

- Puccini: La Boheme Album (12-12)—Lita Al-Baron-Joe Penzo-And Symphony Ork-Antone Toussaint, cond.—V(13) LM-1406
- Revel: Mirrors (Suite for Piano) and Gaspard de la Nuit Album (12-12)—Leonard Pennario—Cap (13) P-152
- Riviera-Orkator: Suits From "Le Coo D'Or" and Capriccio Espagnol Album (12-12)—French National Symphony Ork-Roger Desarriere, cond. Cap (13) P-155
- Selected Elizabeth Album (12-12)—David Milnes-Bernard Green, cond.—Abbey(13) LP-4
- Source Francine (Scenes of Pagine, Dancers, Character and Sate) Album 1-12—Piero Bernac-French National—Cap(13) ML-448
- Songs of Richard King Album (1-10)—Leonard Warren—Boos; Gunga Bly; Receptions; Danny Deane; Rolling Down to Rio; Mother O'Mine; Soapbox; Song On the Road to Mandalay—V(13) LM-147
- Tchaikovsky: Symphony No. 4 in F Minor, Op. 36 Album (12-12)—Chicago Symphony Ork-Rafael Kubelick, cond.—M(13)MG-50005
- Verdi: Scenes from "Macbeth" Album (12-12)—Eleanor Steiber-Ramon Vinay-Plank Guierrez-Metropolitan: Opera Ork-Fausto Cleve, cond.—Co (13) ML-449
- Victoria de Los Angeles Sings Spanish Folk Songs (Vol. II) Album (1-10)—Victoria de Los Angeles-Gerald Moore—V(13) LM-131
- Wolfersten: Polka & Fugue from Schmounds and Richard Strauss, Dance of the Sirens (Vol. II), Op. 54 from Strauss Album (1-10)—Philadelphia Ork-Eugene Ormandy, cond.—Co(13) AAI-12

AGVA Board Bans Cuffo DJ Guest Shots

Continued from page 16

cause it touched on interstate commerce. Another lawyer disagreed. He said the rule doesn't stop anybody from going on a mike but only from appearing on a night club or restaurant d.j. show without getting paid. In the meantime rank and file AGVA members are already starting a counter movement. They claim that AGVA is depriving them of rights held by members of other unions; prevents them from plugging their own records and publicizing themselves; they intend to ignore the rule. Under AGVA's anti-d.j. rule, shows originating from the Copia, Chandler's Restaurant, Sardi's, in fact any d.j. broadcast from a club or restaurant, will have to do without AGVA members, or if they're used, they must get paid. The AGVA scale is to be the club date minimum of \$25. AFRA said if guests give a "performance" for which payment is demanded then the AFRA minimum of \$110.40 shall apply.

Fabian Houses To Offer Jazz

Continued from page 15

movie is over. A new admission of \$1.20 will be charged for the concert, which will run about two hours. At the St. George Theater the house will close at 6 p.m. and will open again at 7:30 for the live show. In order to promote the first concert, the New Jersey theater is working out a tie-up with record shops and is concentrating on reaching the high-school crowd. In addition, the theater will run trailers on the screen advertising the show. These trailers will also be shown at three other neighboring Fabian houses. Radio and newspaper advertising and posters will be used also.

May Does 4G At Rendezvous

HOLLYWOOD, April 12.—Billy May opened his first transcontinental tour big Saturday (5) at the newly reopened Rendezvous Ballroom, Balboa Beach, Calif., doing \$4,300 on the date at \$1.04 per net. The spot is now being booked by Mrs. Emma McConnel.

Ork Bookers Crack Schools

Continued from page 18

move to book on week nights has been more easier, with the schools usually more than willing to shift their prom night in order to get a better known band for the affair.

Cite Bookings

Examples of some of the bookings which have been obtained for the upcoming prom season follow: Ray Anthony, thru General Artists Corporation, will play Loyola University, Chicago, Monday, April 28; Indiana State College, Terre Haute, Ind., Thursday, May 1; a prom at Mount Pleasant, Mich., Tuesday, May 6; the Ring Dance, West Point, Monday, June 2, and Central Michigan College Thursday, June 5.

GAC also reported that Ralph Martiere, who started his prom date appearances at Miami University, Oxford, O., with a Thursday, February 21 booking, is set to play Indiana State Teachers College, Wednesday, May 21, and the following night will play Jefferson High School, La Fayette, Ind. Office also has upcoming week night dates on Ralph Flanagan and Stan Kenton, but none have been completed as yet.

Set Ellington

Associated Booking Corporation has inked Duke Ellington for the Nebraska State Teachers College prom, Kearney, Neb., Tuesday, May 13, and Ellington also will play the La Grange High School prom, Chicago, Tuesday, June 10. ABC also has set Louis Armstrong for the Cincinnati University prom Thursday, May 29.

Musica Corporation of America, now lining up a series of one-nighters for Benny Strong thru the West prior to his location stands in Denver and Los Angeles, this week set the band for the Colorado

School of Education prom Tuesday, May 13.

Tonkins-Weems Huddle

HOLLYWOOD, April 12.—Van Tonkins, who for the past two years has been building up Coast dance one-night spots for off-night appearances by traveling names, will soon journey east to huddle with Art Weems, General Artists Corporation, and other band big-ears regarding the setting up of similar operations on the East Coast. Tonkins, who has brought along a total of 12 different towns from here to San Francisco, at one time operated in the East. The former Artie Shaw and Erskine Hawkins road manager has been routing orks here for the past three years, with most of the towns in which he's now operating being completely barren for name bands until he took over.

Tonkins has set Ada Leonard's all-star ork for five appearances near California Army camps from May 1-5. He is circulating special coupons in the camps, which get the G.I.'s in for \$1.25 instead of the normal \$1.75 per.

Pensions for Pluggers Near

NEW YORK, April 12.—When the Music Publishers Contact Employees meets Tuesday (15), President Bob Miller is expected to report substantial progress in the long hoped for pension and welfare plan for the pluggers. Jean Abernath, Hill & Range topper, has already gone on record as being ready to sign an agreement with MPCE.

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INTRO 6047

The Country and Western Disc Jockeys Pick

5 DIESEL SMOKE... Doye O'Dell... Intro 6047

Recording Exclusively on Intro Records Beverly Hills, Calif.

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VOX JOX

Continued from page 24

joined WTUV, Waterville, Me., last named as morning man and farm news editor. . . . Rob Busse, WHLS, Port Huron, Mich., has taken tentative leave from the station because of illness. . . . Over 5,000 people visited during the first day of Gil Henry's four-hour broadcast from the window of the largest drug store in Seattle over Station KING. . . . Jim Groh as a. formerly with WCAU, Philadelphia, has returned to his home town, Atlantic City, to spin 'em for WMID there. The deejay will continue his commentator chore on the Columbia Broadcasting System-TV network show "Big Top." . . . Murray Jordan, WLJB, New York, has landed announcer post on the Bea Kalms TV show over WPIX, New York. . . . Don Lamond, KEHO, Bakersfield, Calif., who replaced Wall Costa, is piloting "Lucky Lager Dance Time" across the board. . . . Clarence Hamann, WJMR, New Orleans, has a new two-hour show on Sunday mornings. . . . Starling Coleman, WJAX, Jacksonville, Fla., is gradually converting the "Midday Record Show" from new pops to all hillbilly. New tag for program is "Top Tunes R. F. D." . . . Ted Johnson, who does the late "Sleepyhead Ted" show on WXYZ, Detroit, is adding a new 45-minute afternoon show daily. . . . Bob Allen has joined KMAC, San Antonio, as night announcer and record librarian. . . . Larry Wilson, WNOE, will vacate

in New York (April 28-May 8) to make rounds of the "pluggers and publishers and tape interviews with recording artists." . . . KKIN, Visalia, Calif., is under new ownership and has converted to a straight music station. New call letters are KONG. New manager-part owner is Knox La Rue. Don Malone is program director-deejay. . . . Jimmy Bell, KMAC, San Antonio, is announcing and producing a new Mutual Broadcasting System series "The Smiley Whitley Show." . . . Arthur N. Lynn (ex-WDLB, Marshfield, Wis.), WLIN, Merrill, Wis., has an early evening aler, "Records at Ramdom." . . . Sid Dickler, WKCK and WHOD, McKeesport, Pa., has added three hour deejay shows over WHOD to his current, two-station schedule. . . . Ken Early has joined WSIK, Nashville. He'll share morning spinning chores with Gil Greene. . . . Harv Morgan, after a year with Armed Forces Radio, has joined WAKE, Greenville, S. C., as program director and deejay. Harv's first programing promotion is a two-and-a-half hour Saturday afternoon "Musical Marathon," featuring "music that local listeners can't seem to get during the week (old standards, etc.)" in a move to "capture the neglected Saturday afternoon audience."

GAC Promotion

Continued from page 17
happas the dance business can be helped somewhat."—Charles Sitvia Attractions, San Jose, Calif.

Requests

Requests for information and promotional material have come in to GAC offices from such people and locations as the Mayfair Ballroom, Marcy, N. Y.; Burroughs Strickland, Albion, N. Y.; Mary Louise Dance Studio, East St. Louis, Ill.; Hardy Fihre, Pomona, N. Y.; John Lovern's Ali Baba, Oakland, Calif., and others.

Joe Barry, who operates the Ritz Ballroom, Bridgeport, Conn., and who tested the ad mats with GAC, sent a complete kit to Otto Weber, secretary of the National Ballroom Operators Association. Alice McMahon, incidentally, is one of the directors of NBOA. GAC execs also report that their various offices have been receiving local requests for the promotion kit and that bookers in other offices have commented favorable on the promotion.

Tunesters Use

Continued from page 1
U. S. Copyright Act of 1909 has just expired. This is the only country, however, where the opera is now in public domain. Most other countries, including Canada are members of the Berne Convention, which recognizes a copyright for 50 years after a composer's death. Since Puccini lived until 1924, his works are protected for another 22 years in these countries.

Three years ago, "Manon Lescaut," another of Puccini's best-loved operas, passed into public domain in this country, and in 1956 the copyright on "La Tosca" will expire.

Coast Talent Pic

Continued from page 18

the bidding for talent. Steinman has Billy Eckstine, the Dave Brubeck Trio and a commitment for Errol Garner to open the new Strip bistro. He will probably follow with Sarah Vaughan as headliner when Eckstine leaves May 27. Steinman's entrance makes him a competitor for name chirps among a group of users that include the Grove, Cro's, the Tiffany and the Oasis, latter two being strictly jazz chirp spots.

The Palladium, the Coast's showcase ballroom, will definitely not play name singers as complement to its steady dance policy, as reported in another trade paper. Sterling Way, manager of the dancery, said that he has not intended liberate to come in with Benny Strong's band. Way said that present plans call for the Palladium to use the straight name band policy.

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

80-89 EXCELLENT
70-79 GOOD
60-100 TOPS
40-69 SATISFACTORY
0-39 POOR

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

Continued from page 44

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATED	RECORDED	REVIEWS
TOMMY DORSEY ORK Love, Where Are You Now Decca 22077—Bucky Stark makes a strong and determined effort to sock this tune over, but he is just a bit too hard. The Dorsey ork sounds as clear and smooth as ever.		74--76--72--74			
Keel Row The ork has a bouncy and melodic lilt of material here in this adaptation of an old folk tune, and they turn in a good instrumental waltz that should delight Dorsey fans and collectors.		72--74--72--70			
TOMMY DORSEY (Clambake Seven) Trouble in Mind Decca 22068—Some format gets a stonch. Divided group-over by T. D. and Big Clambake Seven. There's top instrumentation by all hands. Divided loers should go for this.		74--76--73--73			
Dirty Dosses, The Group jamm away at this one in a fine restrained way. Another good side.		72--75--70--71			
ART PALLAN-DON REID Lonesome for My Baby Adey 1566—Dirty here was previously tried on the label by another artist. This time string pillow does with the label's new field for an attractor vocal. The Dix Jacobs get back the boys smoothly with a group consisting of a tremor chair and rhythm section. Day wax.		74--75--72--74			
Land of Dreams This is an attempt at reviving the dirty trend by Reid. Pallan handles the solo vocal with the Satisfiers backing him. It's a good song, a little arty. In all, 38 appreciable wax item.		71--73--70--71			
DICK BEAVERS (Les Baxter Ork) I'd Be Lying Capitol 8031—Beavers registers well on slow and dreamy item. Chorus and Les Baxter ork fashion nice setting.		73--75--71--73			
It Must Be Spring Tune from Broadway show "Three Wishes for Jamie" is handled nicely by Beavers. Chorus and Baxter ork back effectively.		72--73--72--72			
MERV GRIFFIN (Hugo Winterhalter Ork) With No One to Love Tonight Decca 22065—Pleasant tune is read with feeling by Griffin. Winterhalter ork does its usual effective backing.		73--75--70--72			
Heart of a Clown, The Tune has already been waxed in country field by Victor and Bobby Wynn. It's stuck it as a pop. This cover by Griffin is done in a slow and relaxed style with the Satisfiers backing him.		73--74--72--72			
ELIZABETH WELCH (Stanley Black Ork) Until London 1292—Particularly nice is this coverage on the Italian-derived ballad. Miss Welch has the same vibrato as does the label's Vera Lynn, but lacks the same heartfelt approach.		63--63--63--63			
Hold Me The song lacks an attractive ballad and gets pretty much the same result. Both sides sport fine orchestral backing.		63--63--63--63			
CHOCOLATE WILLIAMS (His Chocolaters) Lady Ginger Snap MGM 1428—Williams gets the hot date sound in both his chattering and instrumental work. Musically, this 30-30 dixie comes off nicely.		62--64--60--62			
Good Story Blues Nothing special happens on this slow blues, the Williams is a good shanter.		62--64--60--62			
MARY JOHN (Phil Ellis Ork) You'll Be Thinking of Me Decca 22078—Pleasant tune is covered by the label owner in song presented by Miss John. Ork features work of Phil Ellis.		60--60--60--60			
I Believe in Dreams Ditto on flip.		52--52--52--52			
COUNT BASIE ORK Sure Thing Mercury 894—This one rocks like the old Basie ork used to in the old days. Tune is a jump blues and it comes from start to finish. Side contains fine ensemble work, good sax, trumpet and, of course, the Count's piano. Basie fans should like it.		79--80--78--80			
New Basic Blues A quiet and slight blues dixie penned by the Count receives a restrained instrumental performance from the melior ork. Basie's fine piano is heard through. For the collectors.		75--76--74--75			
THE OSCAR PETERSON TRIO Until the Real Thing Comes Along Mercury 895—The jazz set is sure to tick up on this relaxed and lovely piano reading of the title. Peterson is slick as ever, both in his ideas and the execution. Guitar and bass backing is excellent. Peterson turns in a surprisingly good vocal effort.		75--77--73--75			
Love for Sale Peterson's keyboard work here is scintillating and Ray Brown and Barney Kessel turn in some slick bass and guitar work in backing him. In all, this is a first-rate instrumental on the wonderful old Cole Porter tune.		75--77--73--75			
ANITA O'DAY ORK Rock 'N Roll Blues Mercury 896—Norman Granz has gathered a talented group for this sort of thing well strongly in the vocal department. Should appeal to collectors.		75--75--75--75			
Lower Come Back to Me Reaction is energetic by all concerned, but this version of the standard will probably appeal to a limited group.		72--72--72--72			
GEORGE SHEARING QUINTET Swedish Pastry MGM 12199—This is one pretty much an anthem for the boppers. And for those the shearing reading will be of interest. For the rest, it's another jazz disk, albeit a good one.		74--76--72--73			
To a Wild Rose The Shearing combo tackles the MacDowell standard here in another of their typical instrumentals. The interpretation should please the combo's fans, but it lacks the inventiveness of the group's earlier efforts.		72--74--70--71			
ILLINOIS JACQUET ORK Groovin' Mercury 898—This is a typical Jacquet honker and should please his fans no end. Might pick up some cash in the r. and h. juke, too.		73--75--70--75			
Wearin' Blue Tempo slows up as Jacquet and the group tackle a riff. The breathy tempo solo is a slick one.		72--74--70--72			

(Continued on page 88)

Where Were We?

Continued from page 18

A had her print labels for Diskery A and a new label he had just formed (to be called Company B). She found the union was also concerned, and thus she called the songwriter and the singer and told them to visit Local 802.

They did, and because of their story a hearing was held by the local. At the hearing it was brought out that Company A (and Company B) had no right to record union musicians, and the piano player on the date was union. This piano player also had a recording license for his own diskery (Company C). His license was revoked because he made these six sides at this three-hour session. The hearing further brought out that another diskery (Company D) signed the recording contract for the session, acting as a front for Company A, since Diskery D had a union license. This too was revoked.

The young ladies decided to retrieve their own masters. They picked up the tapes and paid \$50 for the masters, and formed their own diskery (Company E). They will release the two records waxed at the start of the involved session. At this meeting they do not have any waxings to send to deejays as a robber lifted 200 of the disks from the songwriter's flat last Tuesday (9).

A further hearing of this most unusual recording session will be held next week, and it is unofficially hoped that it will become no more complicated.

Capital Stores

Continued from page 18

plans to confer on a monthly basis at luncheon table sessions after a series of once-a-week get-togethers.

No dues are being collected and a spokesman said the group is being organized mainly "to find out what the situation is" and to end "the helters-skelter" which is growing in the retail industry as a result of price wars and discount houses." The spokesman said assurances had been given by the major disk manufacturers that top officials will address dealers at future meetings.

At the first meeting dealers heard George Cervantes of Southern Wholesalers, Inc., distributors for RCA Victor. The meeting was presided over by Herman Rothkamp, head of the department of phonograph records and major appliances of Woodward and Lothrop Department Store. Dan Cavalier, general sales manager of Campbell's Music Co., will preside over the next meeting.

Several retailers present at this week's gathering voiced hope that legitimate disk dealers in other cities would take similar steps. The impression was given that business in retail disk shops has been fairly stable, but, one spokesman said "we don't know where to buy and what to buy because of the uncertainties of the discount situation. One of the objectives apparently will be to get some agreement with manufacturers for greater leniency on taking back non-selling records as a way to reduce trans-shiping to cut-rate houses."



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PROMOTERS

Get on our mailing list. Each week The Billboard receives inquiries from thousands of individuals who might entertain and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible; secured responsible underwriting. Write: Arena Auditorium Dept., The Billboard, 168 W. Randolph St., Chicago 1, Ill.

Action Afoot; Price War On

Continued from page 17

the current price war, was abandoning its sale. But Kaye speedily discounted any report of a policy switch. He characterized the speculation as wishful thinking.

Altho several stores have recently discontinued record departments, the retrenchment occasioned no special alarm among traders. Among those which moved out of the record business, temporarily at least, were the New York Wurlitzer store (the chain's outlets in other cities are not affected) and Goldsmith Brothers, active in disk retailing for the past 15 years. Nammi's a Brooklyn department store, will discontinue its record department by the end of April. Irving Amrose, who has held record concession rights at the store for the last two years, attributed his pending move directly to the price war.

Legalists

Legal action taken by the Association of Record Dealers and a single dealer against Abraham & Straus and Macy's in charges that

the department stores were selling LP's below cost to destroy competition (The Billboard, March 29) moved ahead this week as A.S. requested Charles Katz, A.R.D. attorney, to file separate causes of action for the two plaintiffs. Katz said he will oppose the motion in court next week. The suit asks \$500,000 damages from each store.

Meanwhile, it was learned that FTC investigators have begun checking into complaints of alleged "unfair trade practices" in the record industry. The A.R.D. was one of the complaints that set off the inquiry. Diskeries have publicly denied any illegal practices and have stated they will co-operate with any investigation undertaken. As yet, there is no indication the investigation will result in any official action by the FTC against diskeries or any other trade segment.

Bloch Knocked

Continued from page 17

Puerto Rican Jimmy Hilliard of Coral decided to record the tune, and Bloch secured publishing rights to it.

Publishers claim that it's unfair to them for Bloch to publish tunes from "Songs for Sale," since he sees all songs done on the show, before any publisher and thus has first crack at all the good ones.

Slim Hope

Continued from page 17

any further deliberations. A subcommittee spokesman said that the original bill and three suggested alternatives to that bill have not been officially "shelved," but it is known that if the subcommittee takes up discussion again on this legislation attention will be restricted to only one of the alternative proposals—suggesting separate home use and juke box labels, and even this appears too controversial for the committee to move on.

Indie Labels Ask RIAA Help

Continued from page 17

making a commercial venture of their free-list status. One executive estimated that more than 100,000 LP's a year are sold to dealers by reviewers, thus reducing the manufacturer market by an equivalent amount.

Examples of the extent of the situation included reference to one "entrepreneur" who told diskeries, "you write the reviews; just send me the records." Another enterprising commentator sends gaily proofs of glowing reports on new disks before they have been released together with his request for the records.

Conferees estimated that somewhere between 35 and 100 reviewers cross-country have any value promotionwise. RIAA could clean up the abuse, they asserted, by checking qualifications of reviewers and making available to members an approved list. This would rate reviewers in order of importance, thus permitting diskeries to get maximum results from promotional copies, regardless of the numbers distributed.

Allied to the reviewer situation is the constant demand from radio stations for free records. A similar listing of "approved" stations was also suggested for RIAA consideration.

Clearing House

The association could profitably serve as a clearing house for information on import and customs regulations, Griffin was told. Tapes and masters brought over from Europe are subject to confusing, and sometimes contradictory, regulations, it was said. Accurate data on requirements, both at the shipping and receiving ends, was seen as a proper subject for RIAA dissemination.

Conferees also recommended that the association consider launching a continuing market survey which would inform members of sales trends. Such a survey could pinpoint area preferences, thus permitting more effective sales planning.

Another promotional function the association could perform, it was

suggested, is the sponsorship of something akin to a "Listen to Records Week." Practically every industry makes use of the device, why not records? it was asked. In this connection RIAA was asked to null the advisability of creating LP awards for outstanding disk efforts on an annual basis. With attending publicity, much of promotional value would result, excess precluded.

Among those attending the meeting were representatives of Cetra-Soria, Vox, Urania, WCFM, Capitol and Standard.

"Robin Hood"

Continued from page 17

streamers to hype sales, the company is mulling the idea of Robin Hood archery contests, with archery sets as prizes for the kids. For radio publicity Capitol intends to make disk jockey interview records with the star of the flick, Eton Hayes, and will arrange personal appearances of the actor. A large newspaper and magazine advertising campaign is also sketched.

Simon & Schuster has latched on to the rights to release 25-cent disks of the Disney "Robin Hood" flick, for Little Golden Records, as well as the right to release one 10-inch platter for the Big Golden Records line.

The movie is set to open in theaters in July. Both Capitol and Simon & Schuster expect to have their waxings ready for release in June.

THE MARKET PLACE
for the
MUSIC-RECORD INDUSTRY

The National Exchange for Music-Record Personnel, Products, Services and Opportunities

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Allentown, Pennsylvania Tel. 3-1405

LONDON RECORDS DISTRIBUTORS

Redwood Record Sales, Inc.
445 South La Brea Ave., Los Angeles, Calif.

Redwood Record Sales, Inc.
745 Bryant St., San Francisco, Calif.

Davis Sales Co.
1724 Arapahoe, Denver, Colo.

Pan American Dist. Corp.
2820 No. West 7th Ave., Miami, Fla.

Pan American Dist. Corp.
90 Riverside Ave., Jacksonville, Fla.

Mercury Dist. of Georgia
112 Edgewood Ave., Atlanta, Ga.

James Martin, Inc.
2614 West North Ave., Chicago, Ill.

Gramophone Enterprises
604 Baronne St., New Orleans, La.

Barnett Dist. Co.
2566 Madison Ave., Baltimore 17, Md.

Mutual Dist.
1259 Tremont St., Boston, Mass.

Radio Dist. Co.
15401 Woodrow Wilson Ave., Detroit, Mich.

Lieberman Music Co.
257 N. Plymouth, Minneapolis, Minn.

Midwest Dist.
1835 Main St., Kansas City, Mo.

Midwest Dist. Co.
2642-2644 Olive St., St. Louis, Mo.

Music Service Co.
204 S. Fourth St., Great Falls, Mont.

All-State New Jersey
30 Warren Place, Newark 2, N. J.

London Gramophone Corp.
541 W. 25th St., New York 10, N. Y.

M and M Dist.
881 Main Street, Buffalo, N. Y.

F. G. Enterprises
9135-91515 Clarkson St., Charlotte, N. C.

Ohio Record Sales Co.
25 West Court St., Cincinnati, Ohio

Ohio Record Distributing Co.
1737 Chester Avenue, Cleveland, Ohio

Oregon Record Dist.
827 S.W. 13th Ave., Portland, Oregon

Kryler Co.
2208 Chestnut St., Philadelphia 3, Pa.

Standard Dist.
1733 Fifth Ave., Pittsburgh, Pa.

Gramophone Enterprises
1906 Leeland St., Houston, Tex.

Stranctur Supply Co.
531 S. State St., Salt Lake City 1, Utah

Allon Distributing Co.
420 West Broad St., Richmond, Va.

London Gramophone Corp.
2123 E. St. Catherine St., Montreal, Can.

SELL MORE RECORDS

Unique personalized promotion pieces push sales, keep customers flocking back, draw new prospects. Low cost, easy to use. Available weekly, bi-weekly or monthly!

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Box 750, Billboard

1564 Broadway, New York 36, N. Y.

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Manufacturers, Salesmen to contact 7,200 record dealers a week; low cost; send for free information Box 751, The Billboard, 1564 Broadway, New York 36, N. Y.

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Hit-Billy Disk Jockey available; 5 years' experience building successful shows. Heavy following; solid audience builder for your station. Will move anywhere for right opportunity; write today. Box 152, The Billboard, 1564 Broadway, New York 36, N. Y.

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OLD TIMER RECORD COMPANY
3709 North Seventh St., Phoenix, Arizona

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AC-DC TELEVISION
NEW FINE LINE
MOST TERRITORIES OPEN.
WRITE FULLY IN APPLYING.
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The most widely advertised line of pre-recorded, age-grouped, non-breakable children's records. Create new customers for you daily. Address orders and inquiries Sales Manager.

CHILDREN'S RECORD GUILD
27 Thompson St., New York 13, N. Y.

Note Distributors: Exclusive distributing territories still available.

NEED SOUND EFFECTS?

Locomotive sounds, thunder and wind, etc.—lower chime records, funeral parlor records. Send for free catalogs.

THOMAS J. VALENTINO, Inc.
150 West 46th St.
New York 36, N. Y.

The Record Exchange

Hawaiian Records recorded in Honolulu, 3 speeds, regular prices and discounts; catalogs available. 49th Street Record Co., Honolulu, Hawaii.

Mambos, rumbas, tangos; distributor or store inquiries invited. Tico Distributing Corp., 143 W. 41st St., N.Y.C.

Operators, Dealers—If you need phonograph records in foreign languages, write to us. We are the price and company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities. In 78, 45 and 33 1/3 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

Wanted—Old hillbilly records and clearance lots. Write Record Bar, Cornwall, Ontario, Canada.

Parts—Products Services

DEALERS CUT RETURNS TO 5%

Amazing plan now in use by over 7000 record dealers. You'll know weeks in advance the records most likely to click. Help you stock the comers—avoid the dud! Write for free information.

BOX 749, BILLBOARD
1564 Broadway, New York 36, N. Y.

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World's Largest Record Dealer

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From the largest and most complete long playing record collection in the world.

WRITE FOR FREE CATALOG

235 West 49th St. N. Y. C. 19, N. Y.

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- Business Opportunities
- Distributors-Agents-Dealers
- Parts-Products-Services

- Display-Classified
- Regular-Classified

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Use 11 point type, one paragraph, no display. First line set in 6 pt. bold, minimum 100 words. 15¢ per word. 2 or more CONSECUTIVE or 76 insertions per word \$ 300
52 CONSECUTIVE insertions 76 per word MINIMUM \$5.

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Any advertisement using display make-up or white space. Figure space between 6 and 11 lines. 15¢ rate applies to 10 copies on ads of 76 lines or more. Per single line \$1.00
3 or more CONSECUTIVE or 26 insertions per single line \$5
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Send all orders and inquiries to: THE MUSIC MARKET PLACE, THE BILLBOARD,
1564 BROADWAY, NEW YORK 36, N. Y.

Out-of-Town Reviews

TO BE CONTINUED

(Opened Tuesday, April 8)
Wilbur Theater, Boston
Comedy by William Marchant. Directed by Guthrie McClintic.

Despite the note of optimism provided by the title, William Marchant's first play, "To Be Continued," appears destined for a limited number of Stern installations.

Marchant hasn't mastered the mechanics of his trade yet, and tho he can write clever dialog and invent amusing stage business, the laughs fall among tedious stretches when nothing happens at all.

Deftly acted by Neil Hamilton. Dorothy Stickney and Jean Dixon and skillfully staged by Guthrie McClintic, "Continued" is yet another variation on the triangle theme.

No Logic

Until the third act Marchant makes the idea credible. This act, the best-constructed of his trio, resolves everything with wife and mistress turning out good friends and continuing their little charade to infinity.

Nice Jobs

Hamilton as the jeweler turns in a fine breezy performance; Dorothy Stickney manages to remain appealing in her fluffball feminism as the mistress.

In brief, "Continued" shows that Marchant has enough for membership in this season's crop of new playwrights who are still hoping, and with justification, to arrive.

Bob Taylor.

OF THEE I SING

(Opened Monday, April 7)
Shubert Theater, New Haven, Conn.
A musical comedy. Book by George B. Kaufman and Morrie Ryskind. Music by George Gershwin. Lyrics by Elmer Swift.

Francis S. Gilhooly... J. Pat O'Malley... Louis Lippman... Robert F. Simon... Charles H. Kline... Louise Castle...

As it stands in New Haven, the Cowles-Segal production of this greatly loved musical misses the boat by far.

There are two glaring cases of miscasting—either of which could spoil the entire production in bad shape.

Of course, Paul Hartman is in a tough spot. His is the unenviable job of re-creating a role that has already earned itself a niche in the theatrical Hall of Fame.

Albert Johnson's settings, are well executed, and absolutely no fault can be found with costuming.

"Of Thee I Sing" needs a lot of doctoring with complete revising and modernizing of the books.

Jack Carson, headed for his Broadway legit debut in this, does an excellent job. He has a light, pleasing voice and shows surprising nimbleness in his hoofing chores.

Betty Oakes, who has the only really good voice in the show makes a fetching and appealing ingenue. She adds her dainty beauty solidly to the love interest.

The show is blessed with some fine dancers and some of the loveliest show girls to appear in

BROADWAY SHOWLOG

Performances thru April 12, 1952

DRAMAS

Table listing drama performances including titles like 'The Sign in the Sky', 'The Grass Harp', 'The Moon is Blue', and 'The Starlet'.

MUSICALS

Table listing musical performances including titles like 'Call Me Madam', 'Guys and Dolls', 'Paint Your Wagon', and 'The King and I'.

CLOSED

Table listing closed musicals including 'Antony and Cleopatra', 'Cinderella', and 'One Bright Day'.

COMING UP

Table listing upcoming musicals including 'The Revlon Show', 'The Chase', and 'Four Sales in Three Acts'.

a musical in many seasons. Helen Tamiris has devised some good dancing numbers—topped by a clever ballet in the first act.

Kaufman's direction falls down badly. His ensemble scenes are highly decorative, but there is a sad lack of movement and action in the production scenes.

"Of Thee I Sing" needs a lot of doctoring with complete revising and modernizing of the books.

Dramatic Routes

Affaire of State (Plymouth) Boston. Bell Book and Candle (Great Northern) Chicago. Blackstone (American) St. Louis.

Shop Talk

4A's Requested to Ask Simon to Resign...

Actors Equity Council this week asked the exec board of the Associated Actors and Artists of America to request the resignation of Louis Simon as exec secretary of the latter body, parent organization of the talent unions.

"AMAH!" HIT

Repeats TV Success at NYC Opera

NEW YORK, April 12.—"Amahl and the Night Visitors," by Gian-Carlo Menotti, is both beautiful and romantic in music and story.

With simple charm "Amahl" evolves a moving story of an impoverished mother and her lame son, visited by the magi on their way to see the Christ-child.

This fantasy is lifted to classic proportions by the genuine human emotions on which it is built.

Derwent Awards

Winners of this year's Clarence Derwent Awards were announced this week.

Also reaping reward here as on TV are Eugene Berman, scenic designer; Thomas Schippers, conductor; and John Butler, choreographer.

But, of course, the evening is the composer's. His "The Old Maid and the Thief" makes this a Menotti double-header.

The NYC Opera Company should be overjoyed to be able to present such solid b.o. fare.

proposal under advisement next week. Equity's request is understood to be a matter of principle based on the fact that Simon resigned as executive secretary of Equity in early March.

AMTA Asked to Sponsor Off-Stern Theater...

The American National Theater and Academy has received a suggestion from Warren Caro of the Theater Guild that they start a theater out of New York with financial backing coming from the community in which the theater is located.

June Havoc Sought for Farrell-Styrene Starrer...

Anthony Farrell and Julie Slyne have asked June Havoc to star in either "Only Human" or "Hazel Flagg," two productions on their list.

French playwright Jean Anouilh has stated he will not give another script for Stern production for a few years.

To Meecham, Wellington...

Winners of this year's Clarence Derwent Awards were announced this week. The best supporting performance by a non-featured actress, according to the award committee, was by Anne Meecham in "The Long Watch."

Advertisement for American Cancer Society with a form to send to the local post office.

NEWS NUGGETS

Texas Loves Henie; Detroit Hall Opens

AUSTIN, Tex., April 12.—Appearance of the Sonja Henie Ice Revue at San Antonio, Dallas and Houston brought payment of almost one-fourth of the total admission taxes collected by the State in the fiscal year. Icer paid \$40,963. Most admissions in Texas are exempt under the law which levies a tax on theater, show, circus, dance and movie tickets which sell for more than 51 cents after federal tax.

New Promoters Reopen Detroit Musk Hall . . .

DETROIT.—First venture of Cordell & Associates, concert promotion group here, drew 1,200 persons and a \$1,500 gross to Music Hall for a show starring Red Norvo Trio and Anita O'Day. Concert marked first public use of Music Hall, formerly the Wilson Theater, in almost two years and the return of the hall to an auditorium-type operation under ownership of Mervyn Gaskin.

Promoters were Bob Cordell, CKLW disk jockey, and Richard Shiflet. They have scheduled Pee Wee Hunt for a "Dixieland Clambake" May 11 and plan one such event monthly.

Carolina Beach Plans
5,000-Seal Building

CAROLINA BEACH, N. C.—Committee plans are being made here for a new auditorium to seat 5,000 persons. Chairman Glenn Tucker said a need exists in the county for an auditorium and that Carolina Beach was the logical location. The town is the only one, he said, with enough hotel rooms to handle sizable conventions.

Canadian Town Awards
Contract for Arena . . .

RED DEER, Alta.—Contract for a \$150,079 arena has been let by the city council here. Construction is to start at once. Frame and stucco building will be at the fairgrounds. Al Wadena, Sask., a citizens' group has been formed to plan a new arena.

Widely Varied Schedule Keeps Ft. Worth Busy

FORT WORTH, April 12.—April bookings for the Will Rogers Memorial Auditorium, Coliseum and grounds include dog, home and flower shows; the Ed Sullivan Show, "Ice Capades" and the OGD's "Alert America" show.

Fort Worth Star-Telegram's sewing contest, which opened Monday (7), runs thru April 21. The Ed Sullivan show, promoted by G. D. Nicholson, came in for a night performance Wednesday (9).

Civic Opera Association will hold forth with "Il Trovatore" Monday and Wednesday (14-16). Flower show of the Fort Worth Garden Club will be Friday (18), and the North Texas Chow Chow Club will have a dog show that evening.

"Ice Capades" plays the building 18-20, under the Texas Ice Events promotion. Fort Worth Kennel Club brings a second dog show in for April 20, and the "Alert America" event appears April 21-23.

Fort Worth Star-Telegram's second event of the month will be a Home Show, April 27-30, it was announced by E. M. Race, manager of the building.

Auditorium Managers:

sets up a list of promoters who are capable of proper promoting and securing advertising in your building. The increased activities for auditors and promoters shows, hinge upon the number and quality of local promoters. This is why it will be to your advantage to aid in the compilation of as complete a list of local promoters-promoters in your area. Send us the names of the promoters in your territory. Write: Arena Promoters, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

House Organ Article
Includes Aud Photos . . .

CHICAGO.—April issue of the Hammond Instrument Company's house organ includes an illustrated article about auditoriums which use its equipment. Photos from Dade County Auditorium, Miami; Memorial Hall, Racine, Wis.; Arena, Milwaukee, and civic auditoriums at Pasadena, Calif.; New Orleans, and Little Rock are included.

Eddie Peabody Tops
Portland Program . . .

PORTLAND, Ore.—Eddie Peabody, banjoist, will head the bill for the independently produced Shrine Circus at the Portland Arena April 22-27. Also on the program will be Mabel Stark's Tigers, Lynn Randall's Horses; Gene Bandow, clown; the Hicks, the Cycling Vans, Hap Henry's Elephant, Lester Cole and four girls from Phil Spitalny's House of Charm, Josh Kitchen's Liberty Horses, Dwight Moore's "Dogs and the Greta Family, high-wire act.

Siouxland Package Lists
Mills Bros., Starlet . . .

SIoux CITY, Ia.—Sports and Builders' Show at Sioux City Auditorium April 22-27, will feature the Mills Brothers and Dolores Gray, movie starlet from Sioux City. Event is staged by Siouxland Activities. Other talent will include Sandy the Seal, Chief Evergreen Tree, the Mariners Water Ballet, and Joe McKenna, emcee. General admission is to be \$1.20, with reserved seats at \$1.80 and children at half price.

"H'wood Ice Revue" Third
Of Season in Cintry Garden . . .

CINCINNATI—Arthur M. Wirtz's "Hollywood Ice Revue," third icer to come into the Cincinnati Garden this year, opens an eight-day, 10-performance engagement May 14. Saturday and Sunday matinees will be offered. House scale is \$3, \$2.50, \$2 and \$1.25. Shows to play here previously were the "Follies" and "Ice Capades."

Arenas Offered
Dublin Players . . .

NEW YORK.—Abel J. Feinberg this week said he planned to offer Ireland's Dublin Players to arena ops. Legit group, comprised of young players drawn from the Abbey Players, is directed by Eddie Dowling and works in front of a back drop. Group, currently on a U. S. theater tour, has been drawing big houses, Feinberg said.

Atlantic City Gets
Arena Ops' Confab . . .

NEW YORK.—The Arena Managers Association will hold its annual convention August 12 at Atlantic City. Representatives of all of the 32 member groups are expected to attend, as well as many non-affiliated operators.

Tele Newspaper
Continued from page 14

necessary. But Group Hospitalization is health insurance on a local level and it is questionable whether government administration would improve matters, if the organization is not run correctly now.

Gray began the program with a summary of the news and, after a commercial, expanded his initial exposition. He also assured TV viewers that programs now going off will return to video. What he meant by this flash is hard to understand, but perhaps he was taken in by the unjustified wailings of the Wall Street Journal.

Gray's commercials were for Sealy Mattress and Michaels, the friendly department store. The mattress pitch stressed the way its mesh center helps posture, a good point.

Industry, Home Shows Set Up At Spartanburg

SPARTANBURG, S. C., April 12.—First trade show in the expo hall of the new Memorial Auditorium here will be the Greater Spartanburg Industrial Exposition, which opens Monday (14) for a six-day engagement. Show is being staged by the Chamber of Commerce with Richard E. Tukey as director.

It will be followed with a Better Living Show May 24-28. Tukey said. He expects to announce plans for a concert series to be conducted in the 1952-'53 season. Expositions will use 50 display booths, each 8 by 12 feet.

Tukey formerly was with a New York public relations firm and moved here several months ago.

Sports-Travel Expo Highlights Kiel Schedule

ST. LOUIS, April 12.—St. Louis Sports, Travel & Boat Show will open April 26 at Kiel Auditorium, using the building's convention, assembly and exhibition halls. The expo comes in after the YMCA's five-day "circus" in the Kiel Opera House, Manager Louis J. Guadoni reported.

Month's activities at the building got under way with the Home Show at St. Louis in the Exposition hall, with closed Sunday (6). The Navy Band will have the Opera House April 20 for a concert sponsored by the St. Louis Junior Chamber of Commerce.

IAAM Group Sets Meetings

DETROIT, April 12.—Executive committee of the International Association of Auditorium Managers will meet in Memphis on April 25 to make plans for the association's coming convention, it was announced here this week by C. W. Van Lopik, IAAM president. Convention will be at Miami Beach, Fla., August 10-13. Members of the executive committee are Ed Forni, Clarence Hoff, Axel Reed, Charles McElravy and Van Lopik.

Kanes Buy Valley Arena

HOLLYWOOD, April 12.—Jack and Ralph Kane, who operate the Surf Club, Virginia Beach, Va., bistro, last week purchased the Valley Arena, Holyoke, Mass., for \$145,000. The fraters intend to utilize sports two nights per week and will operate with name orks on Sunday nights.

Arena Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Bigger Show of '51 (4th Regt. Army) Baltimore 18; (Civ. Youth Center) Scranton Pa., 12; (Avenue Heats) 18; (Coliseum Springfield, Mass.) 19; (Forum Montreal) 20; (Municipal) 21; (Municipal) 22; (Municipal) 23; (Municipal) 24; (Municipal) 25; (Municipal) 26; (Municipal) 27; (Municipal) 28; (Municipal) 29; (Municipal) 30; (Municipal) 31; (Municipal) 32; (Municipal) 33; (Municipal) 34; (Municipal) 35; (Municipal) 36; (Municipal) 37; (Municipal) 38; (Municipal) 39; (Municipal) 40; (Municipal) 41; (Municipal) 42; (Municipal) 43; (Municipal) 44; (Municipal) 45; (Municipal) 46; (Municipal) 47; (Municipal) 48; (Municipal) 49; (Municipal) 50; (Municipal) 51; (Municipal) 52; (Municipal) 53; (Municipal) 54; (Municipal) 55; (Municipal) 56; (Municipal) 57; (Municipal) 58; (Municipal) 59; (Municipal) 60; (Municipal) 61; (Municipal) 62; (Municipal) 63; (Municipal) 64; (Municipal) 65; (Municipal) 66; (Municipal) 67; (Municipal) 68; (Municipal) 69; (Municipal) 70; (Municipal) 71; (Municipal) 72; (Municipal) 73; (Municipal) 74; (Municipal) 75; (Municipal) 76; 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The Final Curtain

BARDO—George M., 56, former musician and father of William F. Bardo, orchestra leader, March 28 in Lewis County General Hospital, Louisville, N. Y., of a heart ailment. Born in Beaver Falls, N. Y., and Beaver Falls some years ago and for many years was a violin teacher. He was a member of Louisville Lodge 134, P.M.A.S. (deceased April 1) and burial in Riverside Cemetery, Beaver Falls.

BLACK—Elena Leslie, 75, March 29 in Greenwich, Conn. A former musical comedy actress, she made her stage debut at the age of 10 under the name of Clara Raymond, and starred in "Happy Rodeo" and "New Tim and I," retiring 35 years ago. She was the widow of George M. Black, who was connected for many years with Stratford & Bailey and Ringling brothers circuses. Survived by a daughter, Mrs. William Spielman, Greenwich. Burial in that city April 2.

CAREY—Katherine, musical agent, who had for many years represented stars and comedians in New York, April 9 in St. Clara's Hospital, that city. Three sisters survive.

CHITMAN—Mrs. Beatrice Williams, 68, former member of the Metropolitan Opera Company, New York, and conductor of the Cincinnati Symphony Orchestra a number of years ago, April 3 in a Cincinnati nursing home. For the past 10 years she had been a voice teacher in Cincinnati. Services April 7 and burial in Spring Grove Cemetery, Cincinnati.

DONNELL—Burrill, 57, news broadcaster, April 7 in San Francisco. He was the author of a series of mystery plays, which were produced on various San Francisco radio stations. He was at one time radio editor of The Examiner. Survived by his mother, Mrs. William J. Donnell.

GOTTLEB—Benjamin W., 60, producer of radio programs on New York and Philadelphia stations, April 8 in his home in Philadelphia. He had also conducted a foreign-language public and advertising agency in that city for 20 years. Surviving are his widow, a son, three daughters and seven grandchildren.

In Loving Memory
Of My Beloved Wife
MARIAN EDWARDS HERON
Who Passed Away in Her Sleep
April 1, 1952.
"Goodnight, Dear—Sweet Dreams"
JAMES HERON

HYMAN—Samuel, 58, pioneer motion picture exhibitor, April 8 at his home in Philadelphia. He was in the business 43 years and owned and operated the Cameo Theater. His widow, Goldie, survives. Services April 11 in Philadelphia and interment in Har Netco Cemetery there.

JONES—Sam, 56, veteran Jim Pritchman and concessionaire, in an Imperial Valley, Calif., hospital April 8 following a six-week illness. His widow, parents and three sisters survive. Burial in Showman's Rest, Los Angeles, April 9. (Obituary in News-Post-parish).

KALE—Fred (Detroit), 72, at Statesboro, Ga., April 8. He had been a concessionaire for about 30 years. Burial in Bismarck (Ga.). Interment by the Miami Showmen's Association.

KNOX—George N., 80, for 30 years a member of the vaude team of Knorr Brothers and Charles Brothers and Heise, March 26 at his home in St. Albans, Vt. He was a member of the Franklin Lodge 4, P.M.A.S.; Mt. Sinai Temple and Mt. Sinai Hall; Champlain Chapter, R.M.C.; Lafayette Chapter, U.M.W.; and Danbury Chapter, O.E.S. Survived by a brother, Horace, St. Albans. Services March 31 and burial in Greenwood Cemetery, St. Albans.

LATCHE—Joseph, father of Clarence J. Latche, advertising director of The Billboard, at Good Samaritan Hospital, Cincinnati, April 15. Also surviving are his brother, Vincent, and three daughters, Magdalene Elster Mary Emory, of the Sisters of Charity, and Mrs. Cecelia Kachoff, all of Cincinnati. Services and burial from St. Boniface Church, Cincinnati, April 15.

MAYER—Phil, 68, former actor and founder of the Phil Mayer stock company which operated at the turn of the century, recently at his home in New York. Years ago Mayer played a really two-week engagement at the former New York Hippodrome, then managed by Charles F. Gilmore. He wrote many of his own melodramas and played in them and also wrote the "Hank Siamond Show Boat" radio series for the New York City radio station. He was survived by his widow, Effie Edna Mayer.

MAZZOLENI—Mrs. Winifred Ross, 64, sister of Sir Ernest MacMillan and wife of Ettore Mazzoleni, head of Toronto's Radio City Station of Music, April 7 in Toronto. For some years she toured Canada and the U. S. as part of a piano trio.

MEYER—F. J., 70, radio broadcasting pioneer who founded KFYR, Bismarck, N. D., in 1925, of a heart attack April 7 in Madison, Wis. He was president of the Meyer Broadcasting Company, operators of WISN, Milwaukee. Surviving are his widow and a daughter.

FACTANT—Lena Conrad, 58, pioneer radio engineer and president of the Factant Engineering Corporation, 1243 West 12th St., Minneapolis, Minn., his widow and two sons.

NORTON—Ferry L., 58, treasurer of Pierce & Norton, Inc., operator of Lake Compounce Park Bridge in Canton, N.Y., April 7 in his home while supervising repair work at the park. (Obituary in the Park Department.)

PAYNE—Olliver, veteran circus manager and theater manager, recently in Blue Bend, Ind. Payne joined the Great Bro. Circus band as a young and later played in the Berkman & Bailey band in the winters he toured with such shows as the Docksader, Al O. Field and Danelly. Having managed he had also spent some time with dramatic stock companies. For many years he had played with pit orchestras in the City of Chicago, South Bend, and since 1923 had been with the orchestra at the Palace Theater in that city. He had been instrumental in organizing Local 718, American Federation of Musicians, South Bend, and is one time of music he served in all the nation's active offices. Services in St. Elizabeth's Catholic Church and burial in City Cemetery, South Bend.

RAE—Milly, 62, mother of Jack Rael, manager of Paid Page, in Miami April 7. Services in Milwaukee April 9.

ROSEN—Raymond, 49, distributor for RCA Victor in Philadelphia, April 8 at his home in that city. His wife, Edna, and two sons survive. Services April 9 in Philadelphia and burial in Roosevelt Cemetery there.

SCHALLMANN—Herman H., 57, a theatrical agent for 35 years, starting with Schenck Bros. in 1917 in Chicago April 10. The past year he was associated with Consolidated Radio Sales and in Chicago April 14. Surviving are a daughter, Faye Hechberg, and a son, Carlton, both of Chicago.

SHELLEY—Robert, 29, Philadelphia orchestra leader, April 8 in an automobile accident while on his way to Palm Beach, Fla. His wife, Marie, was also killed. He is survived by his son, Robert, who was a former drummer with Benny Goodman's orchestra. He organized his own orchestra, which also was manager of the Howard Landy Orchestra booking office, Philadelphia, in charge of society functions. Survived by his father.

SULLIVAN—W. H. (BOB), veteran concessionaire, for the past six years with the Royal American Shows.

Palace, New York

(Saturday, April 12)
Capacity, 1,650 seats. Prices range, \$1.20-4.80. Two shows a day. House books, Dan Friendly, Producer, Dave Benis, Palace house orb.

Continued from page 3

Pulco takes and pants fractured them. The Skylarks in the two spot; sang, dressed and worked with showmanlike precision for a real big job.

Andre, Andree and Bonnie's standard mannequin act got the customary surprise cry as the audience tried to guess who were the live pals and who the dummies. Act seldom looked better.

The Dassie Brothers, two guys in sailor suits, opened it with immediate yocks for their comedy acro routines. They set a pace that started the whole show off on its all too short 75 minute run.

Jo Lombardi's conducting of the house orb gave a lift and motion to a great show. Dudley Brooks' conducting for Miss Huton (he did her arrangements) was equally a big plus.

As the matinee broke outside lobby was already jammed with ticket buyers.

April 16 in Chicago. (For details see story in Central Section.)

WATKINS—Hester, 56, commercial radio pioneer, April 4 at his home in Birmingham following a heart attack. Watkins and Gordon Parsons, now governor of Alabama, built the State's first commercial radio stations at Montgomery and Mobile. Watkins began his career as an Acrobat. Later he became a newspaperman. Survived by his widow and two sons.

WATSON—Adeleh, veteran carnival train porter, April 4 at Little Rock. (For details see story in Central Section.)

WEBB—Laran (Tom), 41, veteran carnival man, March 29 of a heart attack in the Tennessee Tex, home of a sister, Mrs. F. O. Evans, with whom he was visiting. Born in Milledale, Ark., January 17, 1910, he had toured with the Brennan & Greely and Henries Bros. shows, among others. In the 25 years he had been in the carnival business. Other survivors are two brothers, Amos D., who also is in show business, and Van V., buried in Tennessee.

WILLARD—James A., 63, veteran radio performer who conducted children's programs for many years, April 2 at his home in Philadelphia. A member of the musical union, he was known as Uncle Wip on Station WIP, Philadelphia, from 1925-1936, and then relocated in "The Birdie" children's program on WIPD. He started in radio in 1922. Services private and burial in Arlington Cemetery, Drexel Hill, Pa.

WOLF—William J. (Bobby), 62, owner of the World Greater Shows, 4301 S. St. Paul, (For details see story in Central Section.)

FCC's Jones Rips

Continued from page 11

new television stations can be put in operation in the United States." Jones asserted that if the Commission had made "proper use of the separation factor" it could have allocated two and a half times the number of V. H. F. stations provided for in the final plan. "The inevitable result," he said, "is an allocation which is neither fair nor efficient nor equitable and which so far departs from the realities as to be completely arbitrary and capricious."

Jones' dissent was especially critical of the way the plan deals with U. H. F. allocations, asserting that the blueprint "throws the heaviest financial burden upon those least able to pay." Pointing out that U. H. F. transmitters cost more to build and operate and that U. H. F. receivers cost more, Jones said U. H. F. will be put at a disadvantage from the start. He said the Commission has created a "Frankenstein" by concentrating its limited number of V. H. F. channels in big cities where an arbitrary yardstick has been applied to separate stations.

"The artificial scarcity," he said, will result in "immediate delay of TV development." "Where the prospect of million dollar returns are at stake in major markets, more applicants will be seeking a scarce number of channels," he declared. "When many applicants compete for an unconscionable few V. H. F. channels with the lucrative return of an investment provided by this plan (it would take V. H. F. service areas), it will take years before the Commission can judge the merits of the kind of contests that will surely come."

Jones criticized the Commission's delay of a final allocations plan as "a paralysis of analysis" which, he said, has denied TV service to many parts of the United States and has limited service elsewhere.

In addition," he declared, "the Commission has created or continued television broad monopolies in some two-and-a-half-million cities of the nation."

"The mischievous damage that has been done by delaying the commercialization of UHF (83 per cent of the channels to be used for television broadcasting) is hard to contemplate," he stated. "Ninety per cent of the contests in the city-to-city proceedings involved only V.H.F. channels."

He asserted that "even now the U.H.F. portion of the allocation table is incomplete" and that "sound U.H.F. stations' commercialization is handicapped economically by technicality by 17 million V.H.F. receiving sets." "Any prospective U.H.F. broadcaster is not only handicapped where U.H.F. and V.H.F. are intermixed, but also in areas where U.H.F. is not used to supplement the inefficient assignment of V.H.F. channels."

Paris Peek

By ANNE MICHAELS

Continued from page 2
New Orleans style, a grandiose amateur contest, and a star-studded ball, with 50 French and foreign jazz formations playing throughout the evening, with all the above named stars joining in, plus Sidney Bechet, Claude Luter, etc. All in all, the whole thing turned out to be one of the best organized, smoothest running and finest attended grand-scale festivals Paris has thrown.

Trenet in Middle

Of Warblers' Row . . .

Charles Trenet in the middle of a rivalry between two French jazz singers. The song he wrote for Jacques Hancou, "L'Amour des Poetes" (Soul of the Poets), won Yvonne Girard first prize for best female disk singer of the year. To compensate Miss Francis, Trenet had added, on the inside of each of her recordings, his personal endorsement as to her quality as a singer. The whole thing quieted down until Trenet came out with a new tune, this time for Miss Girard, entitled "En Ce Temps-Là" (In This Time Here) . . . Hughes Panassie just written a book based on the life of jazzman Mezz Mezzrow called "Quand Mezzrow Enregistra" (When Mezzrow Records) . . . Composer Menotti to direct his own production of "The Council" over French TV. . . The Bombino Theater for the next three months goes back to being a music hall with the bills changing each two weeks. First one scheduled stars Andre, Jean Raymond, and Chiquita Verada, while the second program is headlined by Yvette Girard. . . The syndicate of actors held its yearly election of officers this week with the presidency going to M. Blondeau; vice-president, Yves Bizon; general secretary, Erdan; and board members, Georges Leroy, Felix Marouani, Arnold, Gandel and Marly Gag going around during the election was of one agent's complaint to another over one of his more famous clients. "That guy costs me a fortune," griped the first agent, "with the 80 per cent I have to pay him every time he sings."

Drivin' Round The Drive-Ins

Continued from page 51

At Crockett, Tex. At present there will be 250 speakers, with room for eventual installation of 400 speakers. Drive-In is expected to be completed late in April. . . Woodrow Good and G. P. Clement have started construction on a drive-in at Cameron, Tex. When completed it will be known as the 77 Drive-In. Plans call for a 300-car capacity spot to be built at a cost of \$25,000.

SPONSORED by the Junior Chamber of Commerce, four Tri-State Drive-In Association theaters in Pittsburgh provided loud-speaker equipment, platforms and grounds Easter Sunday morning so that four separate religious services (two Protestant, two Catholic) could be held simultaneously at 10 o'clock for the physically handicapped who wished to attend an Easter service in the care of relatives or friends and were unable to attend regular church services. . . Partners H. C. A. and Florence Holacker and Joseph and Dora Marcus have been charged in a complaint filed with Pittsburgh Prothonotary David B. Roberts, with illegally leasing the Dependable Drive-In Theater on June 6 to Ernest Stern by "fabricating minutes of an alleged stockholders meeting April 27, 1951."

A SUIT asking \$25,000 in damages against Torrington Drive-In Company has been filed with Superior Court Clerk C. Wesley Winslow at Winsted, Conn., by Eileen Donahue, of Hartford, Conn. Plaintiff alleges that on July 7, 1951, while attending the outdoor theater operated by the defendant on the Torrington-Winsted Road, Burrville, Conn.,

London Dispatch

By LEIGH VANCE

Continued from page 2

Topham's own team of announcers, who previously broadcast a review of the race on a closed circuit for the benefit of race-goers who couldn't see what was happening elsewhere. The BBC agreed to do the Aintree terms, channeled the recorded commentary and put it on the air a few seconds after it was heard on the course itself. Mrs. Topham's demands were based on concern over her gate and a desire to keep the commentary's copyright to herself. But her scheme misfired badly. The commentary came over like a burlesque of the real thing. Angry listeners all over the country protested. It was the dullist thing they'd ever heard. Said the BBC dryly, "No comment."

Actor Semphill Sinks

Dough Into Legit . . .

Twenty-four-year-old John Forbes-Semphill, with only amateur theatrical experience behind him, decided to sink most of \$60K which he inherited into putting on plays. He set a limit for possible loss of \$30,000, and sank \$8,500 of it on two ventures which flopped. With less than a third the sum it takes to put on a musical left, he takes over the Ambassador Theater on May 8 with a new play called "After My Fashion," starring Margaret Rawlings. He is also sending on tour a comedy titled "Lion's Corner" by Bruce Walker, author of "Master Crook." Semphill is also an accomplished actor, and is at present playing a part in a show on tour.

Trouble on "Robin Hood";

Olivier to Sing Next . . .

Walt Disney, Ltd., who recently screened "Robin Hood" here, has sent a stiff letter to producer John Grierson who plans to make a film called "Miss Robin Hood" . . . Sir Laurence Olivier will take a singing part in a motion picture Herbert Wilcox is making of John Gay's 18th century "Beggar's Opera" . . . The Covent Garden Opera Company is taking Benjamin Britten's "Billy Budd" to Paris for performance at the Theater de Champs-Élysees on May 26, 27, part of the 20th century festival organized by the Congress of Cultural Freedom.

Britain will conduct . . . Jack Hylton arrives in New York this week to complete arrangements for bringing "Gentlemen Prefer Blondes" to London. Carol Channing is to star. . . A rumpus has blown up about the over-hearing sponsored TV we hope to have here. Said Parliament Socialist "Christopher Mayhew last week, "Commercial sponsorship is bound to abuse the BBC program standards." The interest of the viewers and the interest of the advertisers are totally different."

AFRA-WATL Row

Continued from page 1

Appeals in New Orleans had upheld a National Labor Relations Board directive that J. W. Woodruff, the owner of the station, bargain with the union.

The new one-year contract will lift the station's AFRA announcer from \$52.50 to \$75 by the time it ends. It is reported that the strike cost Woodruff \$100,000 plus legal fees.

she was walking toward a refreshment stand during intermission when she tripped and fell over a stick or burned-out firecracker or some other project. She further alleges, as a result of the fall, that she suffered multiple contusions and sprains and a shock to her nervous system which may be permanent; that she also lost time from her regular employment and that she was obliged to spend a large sum of money for doctor bills and medication connected with the Drive-In, Norwalk, Conn., opened its season April 7. Spot has a free playground for kiddies. . . Matthew Silichner has been granted a permit by the Ridgefield, Conn., Zoning Commission to operate a drive-in theater on the Danbury-Norwalk road.

Marriages

ANDREAN-COKE—Norman, non-pro, and Pauline Andree, 23, daughter of Daniel Farmer's concessions on West Coast Shows, in Yuma, Ariz., recently.

CAROL-TORRE—Norman Carol, concert violinist until he entered the service, and Elinor Barbara Trobe, in San Francisco April 6.

LESLIE-McKENNON—Bob Leslie, announcer at WWJ, Detroit, and Irene McKennon in Detroit April 7.

MERRILL-BUTTON—Mort Merrick, concessionaire, and Sylvia Button March 21 in Miami.

SOMMER-LINN—Herman Sommers and Valerie Lynn, night club dancer, in Milwaukee, Pa., April 8.

Births

MORTON—A daughter, Melody Furr, in Lincoln, Mo., March 22. William and Pauline Morton, professional magicians.

RAGLE—A son to Mr. and Mrs. Harry Ragle, March 7 in Massachusetts Hospital, Philadelphia. Father is at play with George Bombers' orchestra in that city.

Divorces

DOWARD—Judith Barrett, former actress, from Lindsey C. Howard April 9 in Santa Monica, Calif.

GOOD SIGN

First '52 Auto Race Outdraws '51's by 25%

SHREVEPORT, April 12.—A crowd of 6,000 persons—25 per cent more than last year—attended the annual spring 100-mile stock car race at Louisiana State Fairgrounds here Sunday (6). Winner was Ralph Dyer, local driver, in a 1950 Oldsmobile.

Event, held under management of Frank R. Winkley's Auto Racing, Inc., had the same scale of admission prices as last year. Budget for promotion also was identical with 1951, according to Winkley.

Nick Nachies, of Minneapolis, handled the advance promotion, with Ralph Lipps, of Marshalltown, Ia., in charge of outdoor billing.

Freeman Exhibit For Myrtle Beach

MIAMI, April 12.—Alton V. Freeman, operator of the Miami Rare Bird Farm for the past 16 years, reports he recently completed arrangements to open a bird and animal exhibit in Myrtle Beach, S. C. Name of the exhibit will be Jungleland, Inc. Freeman plans to take several members of his staff to Myrtle Beach for the summer operation and keep open his local attraction.

In addition to several hundred rare birds, Freeman plans to exhibit animals such as tame deer, bears, tigers, antelopes and miscellaneous tame hoofed stock at Myrtle Beach. There will also be a monkey island and a trained monkey show. Most of the exhibits will be uncaged. Freeman also plans to move part of his group of 60 flamingos to Myrtle Beach for the summer.

Land clearing operations for the exhibit are now under way for the Myrtle Beach operation, slated to open May 15.

Beatty Personnel Hosted by PSCA

LOS ANGELES, April 12.—Members of the Pacific Coast Showmen's Association hosted the personnel of the Clyde Beatty Circus at the annual Circus Night party in the clubroom Monday (7). Following the event the club launched its summer schedule of hours.

Following the Monday performance, the Beatty group gathered at the clubrooms, where a program, emceed by Charlie Cox Jr. show announcer, was given. Refreshments were served. Serving on the PSCA committee were Charles Walpert, chairman; Earl Stoltz, Art Thompson, Harry Merkel, Dave Friedenhelm and Ben Beno. Walpert started the festivities, turning the microphone over to Cox.

With the shows on the road, the club will be open daily Monday thru Saturday from noon until 6 p.m. Meetings will be held the first and third Mondays of every month.

Hiler Sets Ga. Bow For Western Show

CHAUNCEY, Ga., April 12.—The Texas Ranger Show, under the direction of Ed Hiler, will open in Georgia about April 23. Two to three stands a week in rural districts are planned.

Show consists of a Western musical trio, a sharp shooting and short Western plays, to be presented free on a platform; Monkey, Wild Life and Outlaw shows under separate tents, and about five concessions.

Bend, Ore., Pageant Set for Resumption

BEND, ORE., April 12.—Bend Mirror Pond Pageant, dropped during 1951, will be resumed this year. Edgar P. Smith, general chairman, announced this week. Dates have been set for July 4-5. Features will include a rodeo.



MRS. JOHN COX JR., the former Sally Lewis, daughter of Charles A. Lewis, outdoor insurance rep, was married April 5, with her father leading her to the altar. Groom's father operates a chain of furniture stores in Florida.

Newberry Sets Rubber Bowl Stock Races

AKRON, April 12.—Earl Newberry, Thrill Show operator and race promoter, will stage stock car races at the Rubber Bowl here this season. Schedule calls for a series of races on Friday nights.

Rubber Bowl, scene of major football games, seats more than 30,000 persons. Newberry has used the dirt track for some races in previous years. He has contracted directly with the city for the bowl. Admission will be \$1.25 for adults and 50 cents for children. Purses will be put up for winning drivers.

KBD Enterprises Sign Swift Current, Sask.

SWIFT CURRENT, Sask., April 12.—Contracts have been signed for KBD Enterprises, Calgary, to present the grandstand show and Royal Canadian Shows to be on the midway at Frontier Days celebration here July 1-2. The local Lions club will handle the opening day parade.

WOM SETS BARNES AS 1952 FEATURE

Bergen Calls Circus Largest Ever to Hit the Road as Part of a Carnival

RICHMOND, Va., April 12.—Negotiations were completed this week for the presentation of a major big top attraction, Barnes Bros.' Circus, with World of Mirth Shows this season, Frank Bergen, general manager, announced here this week. Pact has been under discussion for several weeks with final details worked out here last week after a visit by Bill Horstman, representing Arthur Wirtz, Cole Bros.' Circus and Barnes & Caruthers interests.

Bergen said that the circus will be the largest ever to travel as part of a carnival. Pact calls for seven elephants, eight-horse Liberty act, six-pony drill team, riding act, a menagerie, and a calliope. Show will be presented in a new 200-foot top now being built by the O. Henry Tent & Awning Company, Chicago. Three of the shows railroad cars will be needed to transport the circus, Bergen said.

A number of supporting acts will be utilized, in addition to the animal features, Bergen said. Planned for inclusion are several aerial and ground acts, plus several clown acts. A considerable amount of equipment last used by the Cole Bros.' Circus is included. Show probably will use the Cole Circus Side Show wagons with their unfolding panel fronts.

Set by Snelbens
Bergen was known to have been in the market for a circus attraction for the past year or more. Several tentative deals, which were to have been built around iron acts, fell thru. Gerald Snelbens, general representative, set up the present deal.

Show, which carries a nut estimated at several thousand dollars per week, is not scheduled to preem until the last week in May. It will take that long to whip the

R-B Changes Booking Style, Contracts 68 Sponsor Dates

Routing Sans Group Aid Seen Ended as Orgs Vie to Aid Big One

Continued from page 1

with the remaining 65 set on R-B's percentage deal, which was previously reported upon in detail in The Billboard. The Midwest route already is almost completely sponsor-set, with circus execs now sifting the bumper crop of sponsor requests which have poured in from the area between Chicago and the West Coast, from Vancouver (B. C.) south. Plethora of requests presents the management toppers with primarily a sifting and route-selecting problem, with the entire West Coast shaping up as the ripest section of the season, from the Canadian portion on down.

Plan a Natural

Tremendous success of the R-B promotional drive is a triumph for General Manager Art Con-

cello and Manager Frank McClosky, who first tested the sponsor plan in October of last year, when they accepted sponsorship for the 1951 Augusta (Ga.) date. Elimination of lot-and-license difficulties, as well as the general good feeling left behind in Augusta, prompted Concello and McClosky to give the go-ahead for what remained of the 1951 season. Although it was only then possible to snare a few sponsored stands in the tail-end of 1951, excellent results obtained resulted in this year's all-out, sponsor-seeking campaign. Clincher, an exec's minds was the fact that each of last year's handful of sponsors asked for return engagements, thereby removing one of R-B's major pre-sponsorship headaches, the necessity of allow-

ing many dates to lie fallow and freshen, before they were safe to repeat.

Other significant aspects of the unprecedented successful sponsorship campaign, are, of course, the elimination of the previous years' increasing difficulties in securing adequate show lots, in hyped licenses and the ever-growing series of zoning and other restrictions. Sponsorship plan automatically erases many of these management headaches, with the majority of the unsolicited sponsors or in organizations making all necessary arrangements, at local level, securing lots and waivers on often-exorbitant licenses, often before even contacting R-B promotional director, Paul Eagles. Effectiveness of sponsors in cutting costs is demonstrated by fact that East Coast locals had recently risen to an average of \$1,350 per day, while West of Chicago, locals averaged \$500 to \$600 per day.

Unusual angle in the case of many of the unsolicited requests received from prospective sponsors, is the fact that a large proportion of the organization making the bids, ask to close them by mail. R-B practice, naturally, is to acknowledge such requests, until Eagles can send one of the show's four contracting-promotional agents to the town, in person. Agents are L. W. Pickett, W. J. Lester, Ray Smith and Harry Burt. Altho Pickett and Lester are actually under General Agent F. A. (Babe) Boudinot's direction, practice obviously is for Eagles and Boudinot's departments to work together. Thus, in a sense, the agents' duties have now superseded the former function of pure show-contracting, by combining promotional activities, relating to sponsor-seeking and elineching, with the old-time contracting agent's functions.

Mo. Show Women Honor Daisy Davis

ST. LOUIS, April 12.—Daisy Davis, widow of George L. Davis, who for many years was Polack Bros.' Circus concession manager, was honored at a party of the Missouri Show Women's Club here recently. Mrs. Davis, a resident of St. Louis for the past two years, has been ill for five months.

Designated Queen of the Day, she was crowned accordingly by Jeanette Hart. Joan Lipsky pinned a ribbon engraved "Queen Daisy" on her dress and Teresa Sidenberg on behalf of the club presented her with an ornate corsage. Faye Davis snapped pictures of Mrs. Davis and of the club members honoring her. Refreshments were served by Clara Campbell and Gertrude Donnelly.

Among those present were Estelle Ragan, Lois Francis, Lela Graber, Edith Thompson, Jean Wolf, Nora Gdynia, Babe Weinstein, Vera Schantz, Helen Tremain, Vera Jensen, Norma Riiff, Mary Reisso, Margaret Lohmar, Gertrude and Norma Lang and June Scoria.

Blackpool Unit Has Good Bill

BLACKPOOL, Eng., April 12.—The Blackpool Tower Circus opened its season Thursday (10) night with a good program, featuring the Rose Gold Trio, the Charlie and Paul Carroll clown duo and several big animal acts from the Knie Bros. (Swiss) Circus.

V. Trubka put the Knie lions and tigers thru their paces while W. Kossmayer presented Knie's (12) Liberty horses, the Knie baby elephants and a group of Norwegian horses and zebras.

Other good acts on the bill were the Rogge Sisters, rolling stobes; Jacky Lupescu, wire walker; Duncan's colles, Edith Crocker's bears, the Ghezzi Bros., the Oliverras, Tosca de Lae, Jimmy Scott, Little Jimmy and Annette's Circusettes.

King-Cristiani Starts With Strong Houses

Lucio Clowns; Zacchini, Truzzi Return; Equipment, Wardrobe, Uniforms Added

MACON, Ga., April 12.—King Bros. Cristiani Circus opened its 1952 edition here Saturday (5) with three performances and big business.

A noon matinee for children drew a half house. Then the regular matinee was strayed and the night house was a hefty capacity with a few standees. The show went on to a four-fifths matinee and full-fledged turnaway at Athens (7) and two three-quarter

houses at Greenwood, S. C. (8). At Macon, the Firemen's Relief Association, auspices, had not completed advance sale tabulations, but it was announced that the gross topped the \$6,200 of last year.

First day visitors were impressed by the show's addition of new equipment, new wardrobe and uniforms for employees in all departments of the circus. A large crowd followed the street parade back to the showgrounds at the winter quarters for the first performance. Performance ran 2 hours, 17 minutes at the opening and was to be trimmed to an even 2 hours.

Lucio Clowns Show

All of the features of last season are retained and there are several new acts in this season's line-up. One of the new season's developments is the role that Lucio Cristiani, co-owner and manager, fills in this year's program. Lucio formerly worked only in the riding act, but this year he clowns in several numbers, leads the clown band, mimics an opera singer and clowns in the leaps. He works in the teeterboard act and in the climax of more than an hour's straight running time in the rings, he does his specialties in the Cristiani Family riding act.

With the addition of the Cristiani name to the circus title more members of the family are active as performers and department heads this year.

Lucio and his partner, Floyd

(Continued on page 54)



J. P. (JIMMY) SULLIVAN, owner of the Wallace Bros.' Shows of Canada (right), at a recent presentation of a gift of appreciation by execs of the Western Canadian Class B Fair Circuit, for which Sullivan has provided the midway attractions for more than 10 years. Presentation was made by Matt Alsager (left), of Lloydminster, Sask. Other group members are Mrs. V. Hyland, Moose Jaw, Sask., and E. E. Lamson, Yorkton, Sask.

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1952 RB ROSTER
Show Line-Up Lists Many Imported Acts

NEW YORK April 12.—Official 1952 executive and staff roster of the Ringling Bros. and Barnum & Bailey Circus is as follows: John Ringling North, president and chief executive officer; Mrs. Charles Ringling, chairman of the board of directors; Henry Ringling North, vice-president and assistant to the president; Mrs. Robert Ringling, vice-president; George D. Woods, secretary-treasurer; Arthur M. Concello, general manager; Frank McClosky, manager; and Willis C. Lawson, assistant manager.

Contracting, Outdoor Advertising and Traffic Department: F. A. (Babe) Boudinot, general agent; Leon W. Pickett and William J. Lester, contracting agents. Doc Hall, Bottles Vernotzky and Billy Carr, 24-hour men. Advertising and promotion: John J. Brasili, manager; Edward Christman, boss billboard; L. P. Lawrence, boss lithographer; Paul Campion, L. B. Billings, H. J. Young, N. J. Larivee, E. M. Jackson, La Rue Deitz and H. M. Johnson. Advertising car No. 2: Clyde Carlton, manager; H. A. Kober, advertising manager; Jack Adams, boss bannerman; Ralph Levi, Joseph Brown, banner puller.

Promotion department: Paul Eagles, director; Ray Smith and Harry Burt, promotional agents. Legals department: Noyelles Burkhardt, head; Walter Rainden, associate.

Press department: Roland Butler, general press representative; Edward Johnson, contracting press agent; Alan A. Lester, William Fields, Frank Braden and William Roddy. Show photographer, Dick Miller.

Radio and television department: William B. (Bill) Antes.

Ticket department: Bill McCoug, superintendent; John Ma-

guire, assistant superintendent. Show credits are: John Ringling North, producer; Richard Barnstow, stage; Miles White, designer; Pat Valdo, general director; John Ringling North, music; E. Ray Goetz, lyrics; Edith Barnstow, choreography; and Ralph Allan, program co-ordinator.

Further show credits are: Antoinette Concello, aerial director; Angelo Nicholas, equestrian director; Nate Eagle, big show announcer; Merle Evans, musical director; Sammy Grossman, orchestration; Doug Morris, lighting; and Frank Spencer, assistant to Mr. White.

Holdover performers and acts, both of domestic and foreign origin, were previously listed in the Ringling-Barnum opening night review, published in last week's (12) issue of The Billboard.

New acts imported from Europe for 1952 are the Abbott Sisters, acrobats, Margaret Smith, Evelyn Kent, Gladys Rimmer, Sylvia Downs, Brenda Goring and Lilly Kohler; the Rassos, equestrians; Alfred Hoelle Rasso and Ancelise Hoelle; Hammerschmidt's Wonder Apes, Siek-Hammerschmidt and Mrs. Hammerschmidt; Riggettis, unsupported ladderers, Anton Kaiser, Maria Yrbova and Judy Cohen; Ferris-Ferris Duo, acrobats, Federico, Gaspar and Carmen Ferroni; Six Frislanis, cycle acrobats, Fritz Furcht, Evelyn Lassig, Waltraud Kilemann, Siegfried Kuraawe, Lothar Geyer and Klaus Feilenberg.

Other new 1952 imports are Greta Frisk, aerialist; the Glimmas Troupe, acrobats, Luis, Elena, Luigi Jr., Giacomino, Alessandri, Alberto Flori, Helmut Gunther, juggler, Helmut Gunderoth and Inge Hildebrand; Dieter Tasso, juggler, Dieter Otto and Klara Krakow; Helrolis, roller skating, Heinz Schmidt, Anita Huttenrauch, Rosemarie Pickenscher, Christa Richter and Erika Kutscheke.

Additional imports are Nina Karpova, aerialist; the Linares, light waltz, Karl Erik and Joyce Winnefred Bergstos; the Zoppis, Bisbini Troupe, riding and balancing, Paolo, Giuseppina, Riccardo and Amelia Zoppis; Giovanni Mangeri; Giuseppe, Luisa, Francesca, Angelo and Antonietta Bisbini; Giuseppe Delina, Salvatore Ventura, Luigina Genarelli, Olga Conestrelli, Valente Promidenz and Saveria Raiti.

Remainder of the 1952 imports are Three Montons, acrobats; Jose Monton, Christa Weiss and Inge Feige; the Ricoris, cyclists, Karl-Heinz and Christa Zinke; the Camilio Mayer Troupe, high wire, Camille Mayer, Cecilie Keiser, Hans Wohlfahrt, Marie-Louise Kient, Manfred Fritsch, Dora Napora and Paul Karweina, and Oscar Knyot, wild animal trainer.

Clowns appearing this season include Felix Adley, Charlie Bell, Arthur Burson, Al Bruce, Cropsey, Freddie Freeman, Ed Green, Homer Goddard, Walter Guice, Otto Griebing, Freddie Hanton, Will Hanlon, Rose Hanlon, Arne Honkolu, Lou Jacobs, Paul Jung, Paul Jerome, Colby Jorio, Emmett Kelly, Paul Lewis, E. McQuade, Chesty Mortier, Louis Nagy, Myron Orton, the Paulis, Al Schwartz, Albert White, Paul Wenzel and John Wong.

Midget clowns are Jummie Armstrong, Jackie Gerlich, Paul Horompo, Joe Nawrath, Carl Stephan, Frank Saluto, Sandor Roka and the Zoppis.

Aerial ballet girls are Rose Alexander, Dolores Baldwin, Charlotte Bell, Dixie Lee Bell, Barbara Bowser, Kay Burslem, Emma Castro, Dita and Lucie Chaloud, Esther Chaney, Dolly Coland, Margot Dornay, Anna Delmonte, Sylvia Downs, Dorothy Durbin, Brenda Goring, Barbara Graham, Marion Hill, Hannah Lore Huck, Simone and Terry Loyal, Elli Fredonia, Fannie McClosky, Laura May McKenzie, Miss Mara, Margot Margas, Sally Marlowe, Mary Jane Miller, Beverly Page, Uta Pauer, Lily Plato, Evelyn Kent, Ancelise Rasso, Gladys Rimmer, Pat Scott, Dolores Seitz, Gladys Simon, Jeannie Smetter, Mitzi Simli, Margaret Smetter, Peggy Thomas, Rosa Wong, Norma Wright and Yvette Zenger.

R-B musicians under Merle

King-Cristiani Starts Well

Continued from page 37

King, revealed that the improvements made this winter required an outlay of \$84,000, more than double any previous wintering expenses here. Not all of this can be seen in the big top, however, as a considerable chunk went for the purchase of parade wagons, steam calliope, hippopotamus and giraffe.

Mayor Lewis Wilson was on hand to give the signal for the start of the regular matinee. One page of the new circus program is devoted to a tie-in spread with the Macon Chamber of Commerce and it was announced at the performance the show would return to quarters here again next fall.

Opens With Spec

The performance begins with a special La Flecha and the displays follow:—Boss Rosses, 1—Boss Rosses and high-school horses, James Conway, 2—Bar sets in three rings by Red Blaster, Berk Hart and Margaret Berge. 3—Three rings, ridden by Cozzetta Cristiani, Chita Cristiani and Corry Cristiani. 4—Clown troupe, Rowie Cribian, Callilini Brown, H. Stephen Crowe, Eddie Harris, Lew Kist, Lem Keefer, Clyde Patterson, Jack and Harry Landrus, Giuseppe Carra, and Holly Tate. 5—Small elephants worked by Jenny Cristiani, Marion Cristiani and Cozzetta Cristiani. 6—Manuel Barreaga, balancing Freddy and Freda Castelloni, unsupported ladderers, and Russ Carroll, balancing on a high top. 7—Clio, 8—Mariano Trama, juggler, 9—Martha Bernage, eight wire, Rodolfo Trupp, 10—Marek and Jerry Presley, top and 11—Crown number, 11—Concert announcement, featuring Tama Frank and Wild West line-up whip-cracker, and 12—Message number, featuring Davio Cristiani. 13—Crown band led by Lucio Cristiani. 14—Red Blaster Trompe, 15—The Orleans (Cristiani), acrobatic and rollerboard act, the Zerbalis (Cristiani), 16—Red Blaster Trompe, 17—Crown walk-arounds, 18—Tara's dog, 19—Midget and 20—Tara's dog, 21—Midget and 22—Midget and 23—Midget and 24—Midget and 25—Midget and 26—Midget and 27—Midget and 28—Midget and 29—Midget and 30—Midget and 31—Midget and 32—Midget 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Talent Topics

By CHARLIE BYRNES and JIM MCHUGH

Pedro and Durand are on tour with a package show for the William Morris office. Features include Pedro Morales Sr. and Nova Tait.

Francis Dainty and Company, cyclists, report from San Jose, Calif., that they have signed to work seven arena dates in British Columbia, beginning April 24. . . . From his booking headquarters in New Haven, Conn., Charles Kyle writes that business ranged from fair to good at Bangor, Lewiston and Portland, Me.; New Bedford, Worcester and Gardner, Mass.; Concord, Nashua and Manchester, N. H. Good indoor dates were recorded at New Britain and Norwich, Conn.; Pawtucket, R. I.; Danbury, Bridgeport and Stamford, Conn., and Yonkers, N. Y. Booking

schedule for the balance of the year is pretty solid, Kyle reports.

Mr. and Mrs. Charles Zemaier and son, Jack, together with Happy Harrison, on their way to Chicago from Florida, visited Los Aeris, high act, in Georgia. . . . Billy Barton, cloud swing, will be the first act to play Hershey Park, Hershey, Pa., this season, opening June 17 for six days. He was set there by Cooke and Rose, of Lancaster, Pa. . . . Rolando, one-finger stand, played several shows around Seattle before sailing for Japan. He's with the Army Special Services. . . . Great Carmita, sway pole, will leave Hunt's Circus at Burlington, N. J., to play Southern engagements. . . . Ida May Henry Crowell have formed their own riding act and will play fairs for Barnes-Carruthers this season. They had been with the Nellie Dutton act. Ida May played Chicago club dates with her contortion act all winter.

COMING EVENTS

California
Los Angeles—Sportsmen's Vacation & Trailer Show April 18-20. B. Warner Buck.
Oceanside—Gardens show of Calif. April 25. Mrs. E. G. Henderson, 800 Fallon St.
Red Bluff—Red Bluff Roundup April 19-20. L. Hark.
San Diego—Home Show & Food Show Jubilee April 25-May 2. Jim Wilcox, 528 Sprinkle St.
Connecticut
Wartford—Spring Circus April 21-26. Henri D. Van Zelm, Box 1709.
District of Columbia
Washington—Spring Circus April 28-May 4. Frederick Wilken, 1315 E St., N. W.

Indiana
Indianapolis—Home Show, April 18-21 & E. Cantwell, 1415 N. Delaware St.
Iowa
Sioux City—Sports & Builders Show, April 22-27. Ken Ferguson, Billwater, Minn.

Kansas
Emporia—Food Show of Kansas April 18-21. C. M. Sandstrom, Kansas City, Kan.

Kentucky
Louisville—Kentuckiana Home Show, April 18-27. Joseph Brown, 825 W. Walnut St.

Louisiana
New Orleans—Spring Fiesta, April 18-27. Catherine B. Dillon, 548 St. Prier St.

Minnesota
Duluth—Spring Circus, April 24-May 4. Wallace A. Brown, 201 E. First St.
Minneapolis—N. W. Sports Travel & Boat Show, April 11-20. P. W. Kahler, 1645 Hennepin Ave.

Missouri
St. Louis—Police Circus in Arena, April 20-May 4. Edward H. Rande, 1700 Clark St.

Nebraska
Omaha—Tanger Shrine Circus, April 14-19. Rink Wright, Box 384, Stanton, Neb.

New York
Syracuse—Sports & Vacation Show, April 12-20. Norm Bassett, Fayetteville, N. Y.

North Carolina
Durham—VPW Durham on Parade-Expo April 21-26. Mel J. Thompson.

Ohio
Cincinnati—Home Builders Show in Cincinnati Garden, April 19-27. Earle DeLott.

South Carolina
Charleston—Assale Festival April 20-May 2. Paul Quattlebaum Jr., 302 King St.

Tennessee
Memphis—Home Show, April 20-27. Frank Strudwin, 640 Sierich Bldg.

Texas
Dallas—Sports & Vacation Show, April 18-27. Martin B. Kelly, 1st Nat'l Bk Bldg, St. Paul, Minn.
San Antonio—Feria San Jacinto April 21-26. Elita Shapiro, 203 Insurance Bldg.
Sherman—Red River Valley Livestock Expo April 24-May 3. Melvin Biss.

Washington
Tappanish—Central Wash. Jr. Livestock Show April 28-May 1. E. F. Hensley.

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GIVE TO DAMON RUNYON CANCER FUND

Danish Spot Pushes Culture

• By TED WOLFRAM

Copenhagen Amusement Zone Uses 200 Musicians;
Dishes Up Ballet, Concerts With Midway Fare

"PURVEYORS of Culture and Recreation" is an apt title for the directors of Copenhagen's privately owned, magnificent and unusual Tivoli summer garden. Tivoli derives much of its income from rides, games and concessions, but it is unusual in that it expends most of its budget on gardens, children's playgrounds, ballets, pantomimes and musical programs, which are provided practically gratis, if one excepts the modest admission prices to the park which are a trifle under 5 cents, in the mornings, and about 10 cents, afternoons and nights. Children get in for half price. Copenhagen residents get a bargain-rate season ticket for the equivalent of \$2.18—children, half-price—admitting them to the park any time during the May-August season. Current admission prices are the same as they were in 1875.

Tivoli, which occupies 850,000 square feet of ground in the center of Copenhagen, was founded by a stock company, under direction of George Carstensen, in 1843, and has been operating ever since on the same site and under the same company. Newly appointed directors of the park are Mrs. Inge-Lise Bock and Henning Seager, who were installed as active managers of the park last year.

Annual report of Tivoli's first year, which started with opening day, August 15, 1943, showed a first-day gate of 3,615 and a total attendance of 174,608 for that year's brief season. Total attendance for 1951's four months' season was 3,198,365.

Site Unique

For a city the size of Copenhagen, which has a population of 1,183,973 in the metropolitan area, Tivoli occupies a site that is unique, sandwiched in between the City Hall and the big Central Station of the Danish Railways, with frontage and gates on four main thoroughfares of the city. Park is served by the railway's commuter and long-distance lines as well as by practically all local transportation systems. In addition, buses from all over Scandinavia and Europe bring thousands of tourists to the park every day during the summer.

The aspect of Copenhagen is in no way marred by the park as there is nothing garish nor discordant about its exterior.

Gates are amply lighted, but lighting outside and inside the whole park is of a conservative type, with very little neon or fluorescent lighting used. About 50,000 electric light bulbs provide light and ornamentation inside the park, exclusive of the restaurants. Most of these light bulbs are used to outline and stud two of the park's big buildings of Oriental design and to decorate the protective iron fences around the lake, the electrically illuminated fountains and some of the formal gardens. Light bulbs used in these fences are placed inside heavy

glass globes of different colors. Several times during the season these colored globes are shifted in such fashion as to provide entirely different patterns of lighting.

One of the most striking features of Tivoli is the exceptionally large number of musicians employed there. The park management employs around 200 musicians for its concert bands, ballet and circus orchestras and for its big Tivoli Guards boys' band. In addition, several of the bigger restaurants have large bands and dance combos.

Restaurant Business

Any American park operator would be astounded at the business done by the 21 restaurants in Tivoli. Topping the list is the celebrated Wivex, a year-round dine and dance establishment occupying a corner site fronting on two of the city's main streets and having a big dining terrace inside the park. This spot, operated by Holger Nielsen, can seat 1,000 diners in its interior dining rooms and has a large concert orchestra directed by Jens Warny, and a dance combo.

Runners-up in popularity are the Nimb, Tower, Pearl, Divan, Terrace, Balcony and Grotto restaurants, all of which have indoor dining rooms as well as dining terraces. In addition there are Chinese and Italian restaurants, lunch rooms, cafeterias and cabarets.

Three Types of Shows

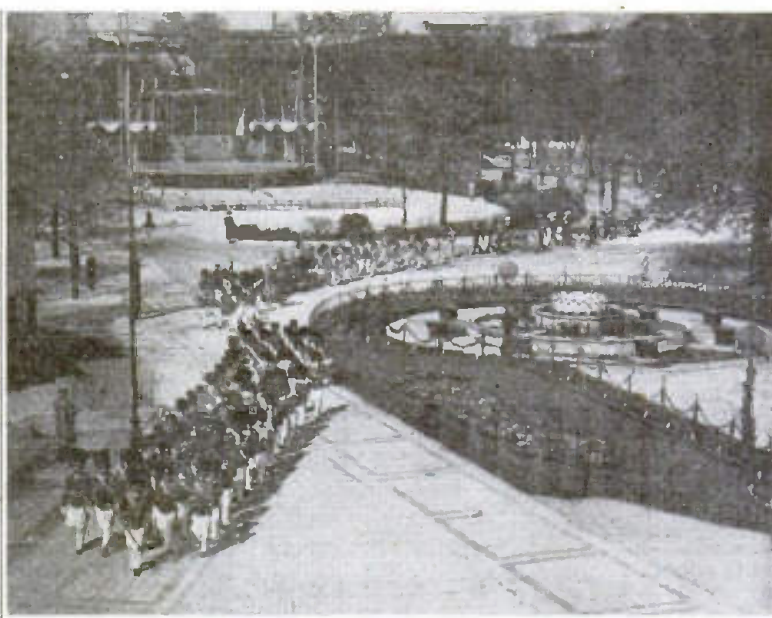
Three types of shows are provided daily, with no charge to patrons excepting a small fee for those desiring seats, usually only 8 or 15 cents for adults and half price for children. Oldest and probably most popular shows are the pantomimes and the ballet productions, which are traditional features of Tivoli.

Pantomimes and ballets are presented on a well-equipped stage of the ornate Chinese Theater, which was erected in 1874. Audiences occupy standing room on gently sloping ground facing the open stage, or occupy a limited number of reserved seats in the foreground. Orchestra occupies a slightly depressed pit in front of the stage. Performers are protected from the elements, but musicians are exposed to rain and wind, despite which performances

Ballet Productions

The Tivoli ballet productions are full-scale affairs running close to an hour. Cast includes about 15 principals, eight to 12 solo dancers and a well-trained corps de ballet. Size of cast depends upon the production presented. Last summer three different ballets were presented during the season.

Open-air circus-vaude shows are presented twice daily on a big stage, which is well lighted and equipped to handle aerial numbers. Three shows are given on Saturdays, Sundays and holidays. Four high grade acts make up each bill, which runs a full month. Reserved seats accommodate



UNITS OF THE TIVOLI GUARDS, semi-military outfit which is a regular attraction at Copenhagen's big amusement park, march thru the grounds. Bandstand, in rear, is used for several of spot's numerous daily concerts.

about 300 patrons but close to 8,000 standees can find ample space facing the stage and at least a thousand table-sitters on the restaurant terraces have a good view of the stage.

Recreation Program

While all the foregoing, excepting the restaurants, might be listed as cultural and non-revenue producing features of Tivoli, an important and costly item remains, which is the park's recreational program for young children. Two large sections of the big park are devoted exclusively to children's playgrounds and they are ideally located in tree-shaded spots overlooking the park's lake and flower gardens. For the real young fry is a section with a large Maypole, where supervisors entertain the kiddies with various games and contests, for which the park supplies props, costumes and other essentials.

For the older children, with a yen for engineering or construction, there is a large concrete basin filled with sand. In its center is a concrete replica of a dock, with a section having a miniature rail line with a loop, on which small dump cars can be pushed to the dock end which is a working crane hoist with a bucket scoop.

Children's Classes

A limited number of kiddie rides and Arcade games are located between the park's midway and the children's playgrounds. Included is one of the Stefansens de luxe Kiddie Merry-Go-Rounds, with miniature locomotive, hook and ladder truck, autos and motorcycles, which is installed in an ornate pavilion. Price per ride is 4 cents. Kiddie-sized racing cars, at 5 cents, and a pedal-operated round ride, gratis, are the only other rides in the children's section.

Arcade games are of educational-skill types—guiding ships thru harbor or autos over a field, at 4 cents, and Hockey, at 2 cents. Pony and mule track, goat or pony-drawn carriages are also available afternoons.

Midway in Trees

Tivoli's midway, where all major rides, games and most of the concessions are installed, is located in a comparatively small corner at the rear end of the park and it is almost completely hidden by trees or buildings. Location does not affect business of rides or concessions, which usually are jammed by patrons, who spend freely, but it does definitely give the main part of the park the appearance of a de luxe resort.

Biggest ride is the Scenic Railway, an old-fashioned Coaster covered with papier-mache to give it a mountain setting. Four 22-passenger trains give this ride a capacity of 88 passengers. Works at capacity most of the time, with tickets scaled at 11 cents per adult and 5 for the kiddies. Under this ride is an Old Mill water ride, scaled at 8 and 4 cents, and several concessions.

Space Conservation

Conservation of ground space has also been attained on other rides, such as a large Ferris Wheel type of ride, which has been erected on top of a large concession building. Major rides consist of electric and gasoline scooter tracks, circular Aeroplane ride, Circular Boat Ride, Water Skooters Merry-Go-Round, Ghost Train and Miniature Railway. All these rides are priced at 8 cents for adults and 4 cents for children.

Midway also has a big Fun House, an automatic machine Arcade, Miniature Golf Course, numerous merchan-

dise-award game booths, and the usual refreshment and souvenir stands, as well as bars, lunch rooms and cabaret.

No ballyhoo of any type is permitted on the midway or in any part of Tivoli, and there are no talkers or shills. Nothing is sold by direct approach excepting the park's daily programs, which are hawked by two uniformed girls at the front gate and at the entrance to the concert hall.

The beautiful trees and strikingly attractive flower gardens of Tivoli are outstanding attractions of the park, as is its small but picturesque lake, which is the year-round habitat of ducks, sea-gulls and other water fowl. Trees of various species cover most of the grounds excepting the large open section in front of the open-air stage. Breaking the monotony of this open space are formal gardens and elaborate electrically illuminated fountains, which do not seriously obstruct view of the stage as they are flanked by a building with elevated terrace from which the stage can be viewed. Gardens are scattered thruout the park and types of flowers in their lay-out are changed several times during the season.

From an American viewpoint Tivoli is definitely unorthodox in its operation. Practically hiding its midway, lack of ballyhoo and many other things would likely strike American park or carnival men as all wrong—but it has paid off for more than a hundred years and is still paying annual dividends of 10 per cent to stock holders.

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Alamo Expo: San Antonio, Tex., 21-26.
American Beauty: DeSoto, Mo., American Eagle, Monticello, Miss.

- Am. Co. of America: Hot Springs, Ark., 21-26.
American Midway: McGregor, Texas, A.M.P., Stuart, Va., Russell 21-26.
Badger State: Albert Lea, Minn., 19-26.
B. & B. Am. Co.: Kewanee, Ill., B. & B. Am. Co.: DuQuoin, Ill., 22-May 3.
Big Grass: Owensboro, Ky., 17-26.
Blue, P. C.: Fort Scott, Kan., Pittsburg 21-26.
Borderville: Alapas, Tex. Bordreau, Billy, Swanses, Maer, Brobeck & Schtader, Okla. Brown & Wallace: Elkhart, N. C. Buck, O. C.: Troy, N. Y., 17-26.
Burke, Harry: Independence, La. Bushyart, Maiden, Mo. Campbell Greaser: Brooklyn, Ill. Capital City: Barnesville, Ga. Caricadee of Amusements: Montgomery, Ala. Cavalcade of Wrat: Crescent City, Calif. Central States: Selma, Kan. Cherokee Am. Co.: Parsons, Kan., 19-26.

- Coney Island: Harriman, Tenn. Continental: Poughkeepsie, N. Y., 21-26.
Cravits Expo: Santa Paula, Calif., 19-26.
Crafo: Vista, Califf., 19-26; Troua 21-27.
Dion, Ted: Springfield, La., 14-20.
Down River Am. Co.: River Rouge, Mich. D.W. James et al.: Maerret, W. Va., 17-26.
Dummett: South Boston, Va.; Richmond 21-26.
Dyer's Greater: Tuskerman, Ark.; Mounda, Ill., 21-26.
Fertis, Carl D.: Florence, S. C. Festival of Fun: Fayetteville, Tenn., 19-26.
Francis John: (800 N. Broadway) St. Louis, Mo.
Franklin, Don: Luling, Tex.; Bryan 21-26.
G. & B.: Mason City, W. Va.; Heypan 21-26.
Glen City: Peay, Ala. Gensch, J. A.: Matchem, Miss. Georgia Am. Co.: Coracola, Ga.; Alpha 21-26.
Gladiators Expo: Philadelphia, Miss; Batesville 21-26.

- Gold Medal: Huntsville, Ala. Golden Rule: Rummene, N. J., 19-26.
Grady, Keller: Sheffield, Ala. Grand American: Poplar Bluff, Mo; Cape Girardeau 21-26.
Great South: Providence, R. I. Groway Greater: Hammond, La., 14-26.
Hale's Shows of Tomorrow: Independence & White Star: Kansas City, Mo., 14-27.
Harold C. Hawk: O. C. Shelton 21-26.
Harrison Greater: Smithfield, N. C. Hayward: Elkhart, Ohio.
Hill's Greater: Elkhart, Va. Hill's Greater: Elkhart, Tex. Hollis, Ruf, No. 1: Berwick, La. Houtz, H. W. 2: Douglas, La. Indiana: Winona, Mo., 19-26.
Interstate: Tallahoma, Tenn.; Murfreesboro 21-26.
Johnny's United: Post Payne, Ala., 21-26.
Jollytime: Boykins, Va.; Belle Haven 21-26.
Kryston Expo: Batesburg, S. C. King Floyd Q. Plasmemoir, La.; Denham Springs 21-27.
Lawrence Greaser: Goldsboro, N. C. Leas United: Monroe, Mich.; Adrian 21-27.
Lanning, Ross: Richmond, Va. Marine Greaser: Springfield, S. C. Marks, John H.: Richmond, Va. Midway of Mirsh: Madison, Pa. Mighty Hammonire: Chattanooga, Tenn., 19-26.
Mighty Hooser State: Columbus, Ind., 14-26.
Mighty Page: Hickory, N. C.; Marlinton, Va., 21-26.
Miller Bros: Wilkes-Barre, Pa., 14-26.
Mildred: Midway, San Augustine, Tex.; Treaskans 21-26.
Page Bros.: Springfield, Tenn., 19-26.
Page Am. Co.: Elkhart, N. C.; McCormick 21-26.
Parade: Tulsa, Okla., 19-26.
Penn Premier: Essex, Md. Playtime: Manchester, N. H., 14-26.
Polack Bros.: Rockin' Fla., 21-26.
Royal Crown: Athens, Ga. Schaffer's Just for Fun: Eldorado, Ark. Seaboard Bros.: Silver City, N. M. Sloop Greater: Joplin, Mo. Southern Valley: Magnolia, Ark. Star Am. Co.: Clarksville, Ark. Straight: San Antonio, Tex., 21-26.
Stephens, C. A.: Manchester, Ga. Southern States: Rockin' Fla., 21-26.
Strates, James E.: Wilmington, Del. Strates Model: Savannah, Ga., 18-26.
Tacham Bros.: Atlanta, Ill., 19-26.
Thomas Joyland: Williamson, W. Va. Trowel, T. J.: (Fair) Paducah, Tex. Triangles: Jackson, S. C. 20th Century: Pine Bluff, Ark. United Expo: Paragould, Ark. Universal System: Montgomery, N. C. Universal Am. Co.: Whitehall, Pa. Victory Expo: Ocala, Tex. Virginia Bros.: Elkhart, Mo. Virginia Greaser: Suffolk, Va.; Salisbury, Mo., 21-26.
Wade, W. O.: (Vernor & St. Jean) Detroit, Mich. Wallace I. E.: Province Forge, Va. West Coast: Monterey, Calif.; San Jose 22-27.
West Coast Expo: Red Bluff, Calif., 17-19; Clavis 24-26.
Wilson Greaser: Albuquerque, N. M. Wolfe Am. Co.: Mader, N. C. World of Pleasure: 18 Mile & Wyoming; Detroit, Mich.

Circus Routes

Send to
**2160 Patterson St.
Cincinnati 22, O.**

- Beatty, Clyde: Long Beach, Calif., 14-15; San Pedro 16; W. Los Angeles 17-20; San Fernando 21; Pomona 22; Anaheim 23; San Diego Sect.
Cole Bros.: (Cotton Stadium) Chicago 19-May 3.
Capell Bros.: Cushing, Okla., 18.
Cole & Walters: Elkhart, Okla., 17.
Davenport, Orrin: Syracuse, N. Y., 21-26; also Hibernia, Minn., 21-26.
Hagan-Wallace: Jasper, Ala., 15; Tuscaloosa 16-17; Halesville 18; Decatur 19; Clarksville, Tenn., 21; Hopkinsville, Ky., 22; Bowling Green 23-24; Glasgow 25; Elizabethton 26.
Hamid-Murphy: Buffalo, N. Y., 14-19; Harrisburg, Pa., 21-29.
Hows: Galatin, Tenn., 15; Springfield, 14. Kelly & Morla: Moberly, Mo., 16; Eicksville 17; Hannibal 18; Centerville 19; 31; Charleston 22; Fairfield 23.
Knap-Miller: Hager, Okla., 20.
King Bros-Cristian: High Point, N. C., 19; Raleigh 16; Danville, Va., 17; Lynchburg 18; Roanoke 19; Asheville, N. C., 21; Decatur 22; Charleston 23; Ashland, Ky., 24; Huntington, W. Va., 25; Parkersburg 26.
Mills Bros.: Greenville, O., 18; Sidney 21; Urbana 22; Columbus 23; Chillicothe 24; Portsmouth 25; Keno, W. Va., 26.
Polack Bros.: Western: Santa Rosa, Calif., 21-23; (Auditorium) Stockton 24-26.
Polack Bros.: Eastern: (Memorial Auditorium) Canton, O., 17-18; (Armory) Akron 19-20.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 11.
Rogers Bros.: Augusta, Ga., 14-15; Mt. Airyville 16; Thompson 17; Albany 18; American 19; Griffin 21.
Tiger Bill: Hamburg, Ark., 15; Lake Village 16; Darnold 17; McCook 18.
Wallace Bros.: Littlefield, Tex., 14; Plainville 15; Lubbock 16-17; Cloria, N. M., 18; Martin, Tex., Lexington, N. M., 20; Hobbs 21; Carlsbad 22.
Wallace & Clark: Hot Springs, Ark., 16.

THE MARKET PLACE for FOOD AND DRINK CONCESSIONAIRES

The National Exchange for Food and Drink Concession Products, Services and Opportunities. CLASSIFIED ADVERTISING

Agents & Distributors

Ice cream stores on wheels; money-making vending equipment of the highest quality; available in cart, trailer and trailer modes; good deal. Write for information today. Box WE-505, Billboard, 188 W. Randolph, Chicago 1, Ill.

Business Opportunities

Ice Cream Shaver - 87 buys ice shaver that shave into the cup and enough flavor and cups for thousand snowballs; 58.50 gets larger shaver, larger cups, same flavor; \$2.50 buys regular shaver and flavors for 500; illustrated circular free. Snowball Co., 9534-G Lemburner, Jacksonville 8, Fla.

14,000 FOOD & DRINK CONCESSIONAIRES

Buy everything from peanuts to dishwashers for the coming season. Tell them what you have to sell in a low-cost Market Place Ad. Write for details.

The Billboard
188 W. Randolph St.,
Chicago 1, Ill.

Food and Drink Concession Supplies and Services

Now is the Time to Buy POPCORN BOXES AUTOMATIC Just Squeeze and Fill Also regular Closure Boxes, Bags, Cones, High Popping Corn, Seasonings, PROMPT SHIPMENTS MADE AT ALL TIMES. Write for Prices. BOX WE-508 The Billboard Pub. Co., 188 W. Randolph St. Chicago 1, Ill.

New Food and Drink Concession Equipment

AAAA Bargains—New Floss Machines \$289; new nidrome ribbons, \$3 each; \$21 dozen; new popcorn or peanut wearers, \$23.50. Jones Equipment Co., 140 Vine St., Philadelphia, Pa.
About all makes Popcorn Machines available from \$35. Candy Corn Machines, Peanut Roasters, Kippy Korn, 120 S. Halsted, Chicago, Ill.
BOX WE-501, The Billboard 188 W. Randolph St., Chicago 1, Ill.

EVERYTHING FOR THE COOKHOUSE!

Criddlas, pots, pans, silverware, dishes, cooking bowls, coffee urns, etc. State your needs—write for prices. Prompt attention given to all orders.
BOX WE-501, The Billboard 188 W. Randolph St., Chicago 1, Ill.

FOLDING TABLES

Steel legs, seat 4-6-8-10 people. Sturdy, easy to handle. Send for folder. Box 509, The Billboard, 188 W. Randolph St. Chicago, Ill.

Your Middle West Source of Supply Popcorn - Peanuts and All Supplies Write for prices, America's top profit line. Box 510, The Billboard, 188 W. Randolph St. Chicago, Ill.

Used Food and Drink Concession Equipment

Burglers—Popcorn, snow cone, wheat, hamburger machines; Coleman tanks, burners, balloons; all types, cheap. Poppers Supply, 146 Walton, Atlanta, Ga.
Candy Floss Nashville Deluxe, new model, \$175. Like new, Ideal Coaster Co., 2823 Locust St., St. Louis 3, Mo. Franklin 5544.
Used Concession Table, 10x16, 10x18, 10x20; flameproofed khaki; good shape. Box 903, The Billboard, 188 W. Randolph, Chicago 1, Ill.
Wanted—Used Candy Floss, Snow Cone Machines; good running order. Corick, 610 W. Broadway, Glendale, Calif.

2 Model 25-P Electric-Freeze Custard Machines; excellent condition; used 1 month; \$3,500. Dick & Dooley's, Inc., Durham, N. C. 6-3993.
2-Faucet Root Beer Barrel, 45 gal. Multiple, excellent condition, \$125; portable Concocture, like new, \$110. L. Kieker, 757 S. Alvarado, Albuquerque, N. Mex.

TV IS ALL of SHOWBUSINESS
Only THE BILLBOARD covers ALL of SHOWBUSINESS

YOU GET NATIONAL-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ
The Showman's Insurance Man
1622 Fourth St., N. St. Petersburg, Fla.
Phone 7816

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 4 additional words.

2: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display-Classified

Regular-Classified

3: Now check off the classification you want your advertisement to appear under:

Agents-Distributors

Business Opportunities

Food and Drink Concession Supplies and Services

New Food and Drink Concession Equipment

Used Food and Drink Concession Equipment

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

Next issue only

Next 3 issues

Next 52 issues

\$_____ Payment enclosed

Bill me

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Signed: _____

ADVERTISING RATES

REGULAR-CLASSIFIED
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.10
3 or more CONSECUTIVE or 26 insertions, per word18
52 consecutive insertions, per word16
Minimum \$3.

DISPLAY-CLASSIFIED
Any advertisement using display make-up or white space. Figure space between cut-off rules. 1 pt. rule borders permitted only on ads of 2E lines or more.
Per agate line \$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line95
52 CONSECUTIVE insertions, per agate line90
(1 inch equals 14 agate lines)

SEND ALL ORDERS AND INQUIRIES TO: CONCESSION MARKET PLACE. THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 2, ILL.

Advertise in the Billboard Since 1904
ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED CASH WITH ORDER PRICES --- 100¢, \$10.50 --- ADDITIONAL 100¢ AT SAME ORDER. \$2.50 Above per each for any amount of printing and color used. 15% for change of color only and 5% Must be even multiples of 10,000 tickets of a kind and color.
STOCK ROLL TICKETS WELDON, WILLIAMS & LICK
1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME PRICED AT 95¢ PER BILL

The NEW KIDDIE FIRE ENGINE RIDE 1952
Mobile—Capacity—The Perfect Advertising Medium.
Available for Spring Delivery.
OVERLAND Amusements LEXINGTON, MASS.

POPCORN · CANDY COTTON CANDY APPLES · SNOWBALLS DRINKS · FROZEN CUSTARD
POPPERS has the most complete line of equipment and supplies for concessionaires. Get everything from one source...
POPPERS SUPPLY CO., INC. OF PHILADELPHIA
1211 N. Second St., Phila. 22, Pa. • GA#field 6-1616
Distributor for Gold Medal Products

Cancer strikes one in five
STRIKE BACK
Give to Conquer Cancer!
AMERICAN CANCER SOCIETY

Salt Lake Annual Ties Industrial Expo Into Run

Exhibits Planned To Show Increase Of Utah Industrials

SALT LAKE CITY, April 12.—Utah State Fair this year will be combined with the Intermountain Industrial Exposition, with the latter to present displays of many of the large industries in the West.

Plan is to bring before the State the vast industrial expansion in the area during the past few years and indicate the importance of industry in the State.

Again, various military installations throughout the West will be featured, tying in the more than 60,000 people reportedly at the various installations. Plans are well under way to have an 80-piece military band from the 6th Army Headquarters open the fair.

Fair execs believe that the inclusion of the industrial exposition as part of the fair's program will enable the event to surpass its record attendance set last year.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended April 11. The complete list of Fair Dates was published in the issue dated April 12. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, Two Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- Arizona**
Tucson—Pima Co. Fair, Oct. 18-19, William C. Skoug
- Indiana**
Ansel—Town, Farm & Home Expo, July 8-12, Bill Goodwin
Artes—Marshall Co., 4-H Fair Assn., Aug. 13, Chas. Gates
Bluffton—Bluffton Street Fair, Sept. 23-27, Curtis O. Ellis
Bourbon—Bourbon Fair Sept. 16-20, Wayne Ketchum
Dayton—Vermillion Co. Fair Assn., July 16-19, Craig Jones, R. R. 2, Dana, Ind.
Fairfax—Fairfax Farmer's Fair, Aug. 19-22, Earl Furdish, Bennington, Ind.
Jasoville—Tri-County Fair Assn., July 22-24, Don Frazier
Kendallville—Noble Co. Fair, Aug. 11-16, Clinton B. Rimmel
North Vernon—Jennings Co. Fair, July 6-11, Sulas Fox
Pell—Orange Co. Fair, Aug. 4-9, Eddie Givens
Petersburg—Pike Co. Fair, July 23-26, Mrs. Ruth Wiley
Spartanville—Parke Co. Fair Assn., Aug. 11-18, Aarol Jaska
Salmon—Fairfax-Marchant Fair Assn., Aug. 12-13, Raymond R. Tash
Scottsburg—Scott Co. Fair Assn., July 29-Aug. 2, J. T. West
Valparaiso—Porter Co. 4-H Fair Assn. 9-9, John Alva Jones
- Kansas**
Caldwell—Sumner Co. Fair Assn. Sept. 4-8, Chester Hester
Port Scott—Bourbon Co. Fair Assn., Aug. 27-30, James Batten
Tola—Allen Co. Fair Assn., Aug. 25-30, Orville Kretzschmar
Ottawa—Franklin Co. Fair, Aug. 20-31, John L. O'Neil, Williamsburg, Kan.
Overbrook—Overbrook-Oak Co. Fair Assn., Aug. 24-30, Emery Peger
- Kentucky**
Barbourville—Knob Co. Fair, Aug. 20-23, W. C. Pauliner
Brandenburg—Meade Co. Fair, Sept. 25-27, R. P. Hamilton, Vine Grove, Ky.
Central City—Mentmore Co. Fair Assn., July 30-Aug. 1, E. T. McDaniel
Oermontown—Germanown Fair, Aug. 8-9, R. E. Abury, Huston, Ky.
Hardinsburg—Breckenridge Co. Fair, Sept. 18-20, E. B. Kennedy
London—Laurel Co. Fair Assn., July 30-Aug. 1, Willie Asher
Nicholasville—Jessamine Co. Lions Club Fair, Aug. 4-5, Ernie L. Woods
Owenton—Owen Co. Fair, July 30-Aug. 1, Ray E. Williams
Paducah—West Kentucky Fair, July 8-11, Ruth Pawlos
Russell Springs—Russell Co. Fair Assn., Aug. 6-8, Frank R. Mumme
Sturgis—Union Co. Fair Assn., July 22-26, Albert L. Thornberry
Warren—Callahan Co. Farmers' Fair, Aug. 28-30, William R. LeGrand
Ward Liberty—Moran Co. Fair, Sept. 11-18, Betty Murphy
Whitley City—McCreary Co. Fair Assn., Last week in Sept., George Cordeur
- Michigan**
Adrian—Lenawee Co. April, Soc. Sept. 18-19, Elmerford
Allenton—Manitowish Co. 4-H Fair, Aug. 11-13, Evelyn G. Sherwood
Belleville—Wayne Co. 4-H Fair Assn., Aug. 12-17, P. R. Biebeleimer, Wayne, Mich.
Cassopolis—Cass Co. Agrl. Fair, Aug. 8-9, Mrs. Ode Tumbleton
Eagle—Eagle Township Fair, Sept. 4-8, Charles Hughes
East Jordan—Charlevoix Co. Fair, Sept. 2-4, Ed Rehman, Boyne City, Mich.
Hales—Ingham Co. Agrl. Soc. Sept. 11-20, Thurman Beedle

Ariz.

... (Continued on page 61)

HIKES IN ADVERTISING BUDGETS SET THROUOUT THE COUNTRY

Brockton Adds 5G; Pueblo Allocation Jumps 300%, Imperial, Calif., 10%

BROCKTON, Mass., April 12.—Brockton Fair here is upping its advertising budget by \$5,000 for this year's event, Frank Kingman, secretary, disclosed this week. Part of the increased funds will go for rental of billboards, which

the fair has not used in recent years and some "probably will go into television," Kingman said.

WHI Triple Outlay For Pitch Via Radio

PUEBLO, Colo., April 12.—The Colorado State Fair here has mapped a 300 per cent increase in expenditures for radio advertising, W. H. Kittle, manager, announced this week. Kittle says the increased outlay will enable the fair to increase substantially its draw from remote areas.

Annual is pushing an extensive plant improvement program. Projects include repaving of all existing streets and the new paving of about a quarter-mile in streets, re-roofing and re-wiring of the grandstand, erection of new all-steel bleachers in the grandstand area, redecoration of the interior of the agricultural building, a complete paint job, inside and out, of the Little Theater, construction of a new, neoned arched entrance to the midway, and the

installation of 600 feet of new sewerage, plus new landscaping throughout the grounds.

TV CAMPAIGN MAPPED BY IMPERIAL FOR '53

IMPERIAL, Calif., April 12.—California Mid-Winter Fair here, February 28 to March 8 next year, (Continued on page 75)

Nat'l Cattle Congress Adds Breed Showings

All Five Dairy Orgs To Have Competition At Waterloo Event

WATERLOO, Ia., April 12.—All five of the national dairy cattle breed associations will have their national showings at the National Dairy Cattle Congress here this year, with the addition of the National Ayrshire Show and the National Milking Shorthorn Show rounding out the total.

In addition, the National Belgian Horse Show will be held in conjunction with the fair.

A new feature will be a national invitational dairy utensil cleaning demonstration program. Total of \$1,000 in prizes will be offered in this unusual competition.

One new cattle barn is to be added to the plant in time for the annual event. Other improvements to be made are the erection of a fence to partly enclose the grounds, re-roofing of some barns, and the improving of parking facilities.

17 New Jersey Annuals Set

TRENTON, N. J., April 12.—Seventeen annuals will operate in New Jersey this year, William C. Lynn, secretary of the New Jersey Association of Agricultural Fairs, announced here this week.

Initial event is slated for Burlington, July 31-August 2. The last, New Jersey State Fair, will be held here September 21-28.

All but four of the events will be held in August.

Gresham, Ore., Pushes Vast Bldg. Program

GRESHAM, Ore., April 12.—Major projects in the \$40,000 modernization program undertaken at Multnomah County Fairgrounds are well under way, Manager Duane Hennessey announced this week.

"Exhibitors and concessionaires will find a brighter, more open set-up in which to do business," Hennessey said. "We are painting the grandstand, enlarging the parmutel plant, painting exhibit buildings and resurfacing roads."

"We will eliminate the miniature train, thus making parking space available to 150 more cars. "For the 1952 fair we are planning a free outdoor stagshow for afternoons and evenings. We want to stress attractions that will pull afternoon crowds, and we believe this program will pull crowds. We believe fair patrons are tired of additional charges after they get inside the gate. According to our new policy, there will be no extra charges once the patrons are inside, and we are keeping the admission price at 50 cents."

Hennessey said a floral theme will be a feature of the 1952 fair, with plant exhibits in place.



THE "TUMBLEWEEDS"
Songs of the West
Trick Rifle Shooting
The Educated, Guitar Playing Horse
"COTTON"



Available June 1. Want contract with unit playing fair dates or circus—others write:
NORM & JOAN SNOW
Box 292
Conneaut, Ohio

ATTENTION!
Secretaries of
FAIRS, CELEBRATIONS
and
INDOOR SHOWS
Contact the
ERNIE YOUNG
AGENCY
For every known type
of entertainment
203 N. WABASH AVE.
CHICAGO 1, ILL.

TO MAKE YOUR EVENT
MORE SUCCESSFUL
THE
DE RIZKIE FAMILY
FEATURING AMERICA'S
YOUNGEST VETERAN
PERFORMERS
1—5 people including head-to-head and balancing act.
11—Miss Gayle De Rizkie, sensational head balancing trapeze.
111—Sandra and Frank Jr., wire and table balancing.
FAIRS—PARKS—CIRCUSES
Agents, not in touch.
Box 3841, Miral, Fla.
West Palm Beach, Fla.
P.S.: Have played dates for Geo. A. Humel, One Sun, Martin, Theaters, Inc.; King Bros.; Circus; Hunt Bros.; Circus; Polack Bros.; many, many others.

The Sensational ORTONS
...DORIS & VERN
Now Playing
RODEO
Washington, D. C.
For bookings, contact
HAL PEARCE PRODUCTIONS
BOX 4037, STATION A, DALLAS, TEX.

GROWING BIGGER
by
SERVING BETTER
THEATERS
Theatrical Agency
Bank Arcade, Suite 207,
Huntington, W. Va.

2 Running Race Days Are Added By Dunkirk

DUNKIRK, N. Y., April 12.—Chautauque County Fair this year will have two days of running horse races as a new feature. The events will be sponsored by the Chautauque County Deputy Sheriffs' Association, with most of the entrants local horses. Eight races are planned each day.

New fencing is to be installed around the race track and one cattle building is to be roofed, according to Carlton J. Larson, secretary.

Fair plant is scheduled for a busy still-date, with weekly wrestling shows, a carnival stand, big car, stock car and midget car racing slated, plus dancing to name orchestras.

Resked Pari-Mutuels

NORTH BATTLEFORD, Sask., April 12.—A success last year, harness races with pari-mutuel betting again will be featured this summer at North Battleford exhibition.

Twilight Harness Races Again Set By Regina, Sask.

REGINA, Sask., April 12.—Twilight harness races with parimutuel play will be presented June 5, 6 and 7 as originally planned, the Regina Exhibition Association's race committee has decided. Purses will be \$1,250 on each of the three days.

NATIONAL HOME SHOWS INC.
America's Outstanding Trade Exposition Organization
PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES
Sponsors, Show Managers, Space Salesmen, Exhibitors, Writers
Grover A. Godfrey, Pres.
Home Builders Auditorium
2109 Live Oak St.
Dallas, Texas

PROMOTERS
—Get on our Mailing List —
Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Write us state the title and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or assured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

FIREWORKS DISPLAYS for All Occasions!
CELEBRATION COMMITTEES! FAIR SECRETARIES!
Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!
DISPLAYS FROM \$49.50 TO \$69.50
Expert operators available for large shows! Full insurance carried on all operated displays!
WRITE FOR FREE CATALOG!
RICH BROS. FIREWORKS CO.
DEPT. 4-4 BOX 554 SIOUX FALLS, SOUTH DAKOTA

Miss BeBe Says...
FAIR OPERATORS SECRETARIES CONCESSIONERS
AND ANYONE INTERESTED IN THE FAIR BUSINESS —
NEEDS THE BILLBOARD EVERY WEEK!
Make Money—Save Money Subscribe Now—This Easy Way
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Yes Please send me The Billboard for one year at \$10.
 Check here for trial subscription of 12 weeks at \$3.
Foreign rates upon request. 932
Name
Address
City Zone State
Occupation

Big Picnic Business Set at Gwynn Oak

Baltimore Spot Plans Radio, TV Shows; Adds 2 Rides, Expands Outing Facilities

BALTIMORE, April 12.—Gwynn Oak Park here prepared to launch its season today, with all week-end time booked solidly for industrial picnics and weekday time filling rapidly, according to Hal Steward of the spot's staff.

Arthur B. Price & Sons, park operators, anticipate their strongest season, and have expanded the ride line-up and the promotional schedule, Steward said.

Two new kiddie rides bring the park's total in that department to 12, with an equal number of major devices. New are Bug and Circus rides. Kiddieland is now in an expanded area in the center of the redecorated park.

Enlarged picnic facilities include pavilions with a capacity of 3,000 and additional tables to bring the over-all capacity to more than 6,000, Steward said.

Radio, TV Shows

Radio and television will share publicity assignments for the park. Steward has set a saturation schedule of spot announcements on WFBR and two radio programs directed toward women's audiences. The programs will start in May and will be broadcast from the park, using local talent. Deal also calls for a Family Day promotion over WFBR in July. Similar promotion last year drew 25,000 persons in midweek.

The television feature will be aimed at children and will be aired by WAAM-TV. It will be televised from the park and will feature

NAAPPB Plans Picnic Booklet For NIRA Meet

CHICAGO, April 12.—Plans for distributing a booklet describing picnic facilities at parks to members of the National Industrial Recreation Association were announced this week by Paul H. Huedepohl, secretary, National Association of Amusement Parks, Pools and Beaches.

The folders will be circulated from NAAPPB's booth at the NIRA convention at Rochester, N. Y., May 19-21, Huedepohl said. He is gathering statistics on picnic grounds and equipment at various parks.

NIRA membership includes industrial personnel representatives in charge of booking company picnics and similar outings for employees of their firms. NAAPPB became affiliated with NIRA last November.

Geauga Rink, Alleys Razed

BAINBRIDGE, O., April 12.—The bowling alleys and roller rink at Geauga Lake Park here were destroyed by fire early Wednesday (9). Willard Franks, chief of the local fire department, said he thought damage amounted to possibly \$100,000, but said he felt sure it was insured.

Firemen from six surrounding communities prevented the spectacular blaze from spreading to the park's Roller Coaster, which at one point is only 30 feet from the rare one-story frame building which housed both the alleys and rink. The bowling alleys had been built since the war, but the rink occupied the old dance hall.

Cincy Kiddieland Opens

CINCINNATI, April 12.—Completely reconitoned, Ferd A. Ciemen's Pee Wee Valley Kiddieland on Reading Road near here unveiled last week-end in cold and rainy weather. A new 300-car parking lot has been added. Line-up of rides includes a large Merry-Go-Round, rocket, train, pony track and auto ride.

animals from the Baltimore zoo. Zoo Director Arthur Watson will handle it. Animals will be brought to the park for the shows and, in addition, the park will buy two giant anteaters, several monkeys and rare birds to be housed in a special miniature zoo at the park for the TV show. Park's animals will be given to the zoo at the end of the season.

In May, Gwynn Oak will feature a display prepared by the Armed Forces. This will be climaxed by observance of Armed Forces Day, when bands will be included in the park's program.

Birthday Cards Up Tiny Tot's Picnic Booking

AUSTIN, Tex., April 12.—A 10 per cent gross hike is anticipated for Tiny Tot Kiddieland here by Philip L. Bible Jr., owner. The spot, which operates all year, is adding a new Kiddie Ferris Wheel.

Promotion of birthday parties is far ahead of previous years, Bible said. He credited a promotion plan under which birthday cards are mailed to 10,000 children annually. In June and again in September the Kiddieland will stage giveaways with ponies as the top item.

Bible said he believed absence of money for large purchases would leave the public with pocket cash and that this should mean greater spending for amusements.

Bill Schmidt Named Superintendent at Riverview, Chicago

CHICAGO, April 12.—William B. Schmidt, vice-president of Riverview Park, was named superintendent of the fun zone this week to succeed the late Arthur A. Cleary, who died last fall.

At the same time, William H. Gierke was elected assistant general manager and E. F. Swinke was elected assistant superintendent.

Big Jon, Sparkie Draw Heavily At Houston Kiddieland Bow

HOUSTON, April 12.—Harry Hennes' Katy Road Kiddieland here opened Sunday (6) with what Hennes called the most successful promotion of his Kiddieland-carnival career. At the funspot were Big Jon (Jon Arthur) and Sparkie, electronic puppet, stars of American Broadcasting Company's "No School Today" program, which normally originates from WSAI, Cincinnati.

Hennes reported that 27,000 persons entered the park during the 12-hour period starting at 9 a. m., according to a count made by the advertising agency which handled the promotion, the biggest crowd the park has ever hosted. Scheduled to make five appearances at the park, the act had to give an unscheduled show to satisfy the turnout, according to Arthur-Sampson Enterprises, Cincinnati, which handles the act.

Arthur-Sampson reported that a week's supply of soft drinks was sold by 1 p. m., in addition to \$500 worth of Sparkie coloring and comic books. This was the first public appearance by Arthur and his puppet. The Kiddieland's 1,500-car parking lot was filled all day and other cars were parked throughout the area.

Elsewhere in Houston the reception received by the attraction was equally big. At the Shamrock Hotel, the attraction's Saturday (5) network broadcast from the

Wichita Boom To Hype Take At Sandy Beach

WICHITA, Kan., April 12.—Boom conditions in aircraft and other defense industry here will multiply the business for Sandy Beach, in the opinion of Norris B. Stauffer, owner-operator. He said the spot will remain open for extra hours to accommodate personnel from aircraft factories and air force schools. This has been arranged thru co-operation with the industries and schools.

More newspaper and personal contacts have boosted picnic reservations over last year's score for this time of year, he said. Picnic facilities are being increased and both frozen mail and snow cone concessions are being added. Total outlay in preparation for the season is expected to reach \$10,000. Admission to the spot will be upped 15 per cent, Stauffer said. This will be his first increase since federal tax on swimming pool admissions was levied, he said.

He recalled that Sandy Beach, six miles from the city and originally isolated, now is surrounded by residential area. He said that if weather is good, the season should be his best in 22 years.

Pine Island April 28 Bow

MANCHESTER, N. H., April 12.—New Pine Island Park here, which had an excellent season in 1951, its revival year, has painters, carpenters and mechanics at work in preparing for an April 28 opening.

Added this year is a complete Kiddieland, including Roller Coaster, and a new building for the Dodgem is expected to be ready for the opening gun. Hold-over attractions include a Ferris Wheel, Merry-Go-Round, Roller Coaster, Airplane Ride, Whip, Chairlane, Penny Arcade, shooting gallery, ballroom, roller rink, canoeing, swan boats and refreshment stands. Outdoor attractions will be offered at various times during the season, and the park, with added facilities, plans to go all out in booking picnics. A drive-in theater, with 400 speakers, has been added in an area adjoining the park.

Staff includes Harry E. Prince, general manager; George A. Freeman, public relations; Richard Cronin, superintendent of food concessions, and R. Green, ride superintendent.

Summit Beach Sets Boat Races; Mulls Anniversary Program

AKRON, April 12.—Week-end operation at Summit Beach gets underway May 3, Manager Ed Palmer announced this week. It will be open Fridays and Saturdays during May and start full-time business May 20.

Decision has been made to retire the 32-year-old launch, Summit Queen, but the park will retain lake rights and feature motorboat races on Sundays this season. Park also is mulling ideas for observance of the spot's 35th anniversary late in June.

The spot's Kiddieland is being moved to an area nearer the midway and across from the Merry-Go-Round. New in the line-up will be a Kiddie Fire Truck, which also will be used for publicity purposes on downtown streets and in connection with picnic promotion.

Repainting of the entire park and completion of additional picnic shelters are scheduled to be completed before the opening. Palmer said that Akron and Summit County schools again will hold their picnics at the park during the first week of June.

1952 Hershey Program Set; Slate May 4 Bow

HERSHEY, Pa., April 12.—A new kiddie miniature train and several new picnic pavilions will be available to visitors when Hershey Park opens its 46th season Sunday, May 4. The park will be open daily thereafter, Mondays excepted.

The new ride brings the total number of devices exclusively for children to seven. In addition, there are a horse and buggy, Ferris Wheel, Motorboat, Merry-Go-Round, Airplane Swing and Motorboat track.

Considerable refurbishing has been done thruout the park since close of the 1951 season, including fresh paint on the Comet and Pretzel.

Major rides again in operation will include Twin Ferris Wheels, Carousel, Cuddle-Up, Old Mill Chute, Comet, Bug, Whip, Scooters, Train, Aerial Joy Ride and Pretzel. There also will be two Funhouses.

Heart Attack Takes Norton, Of Compounce

BRISTOL, Conn., April 12.—Perry L. Norton, 58, treasurer of Lake Compounce Park here, died suddenly April 7 while supervising repair work on a park concession. A doctor called for examination said death was due to a heart attack.

Norton, a former vice-president of the New England Association of Amusement Parks and Beaches, was born in Bristol and attended Lehigh University, leaving that school to become affiliated with Lake Compounce Park. He was a director of the local North Side Bank & Trust Company and was active in Masonic organizations, being a member of Sphinx Temple, Hartford, the Connecticut Consistory and the Washington Commandery.

Surviving Norton are his widow, Christine L. French Norton; two sons, William E. and Kenneth L.; two daughters, Mrs. Walter R. Sonstroem and Patricia Norton; two brothers, Irving W. and Julian H., and three grandchildren, all of Bristol.

Funeral arrangements were handled by the Funk Funeral Home, Bristol.

Sauzer's Spot Adds 2 Rides, Lights, Parking

DYER, Ind., April 12.—Sauzer's Kiddieland here is putting \$15,000 into new improvements for the season, which opens May 1, according to Edna Sauzer, partner in the kidspot.

Additions include a Hodges Kiddie Handcar and a Kiddie Ferris Wheel in the ride department, more lights, new landscaping and larger parking area. The pony ring is being rebuilt.

The Sauzers are looking for a major increase in gross this year, outdistancing a rise in costs, she reported.

Summit Beach Sets Boat Races; Mulls Anniversary Program

AKRON, April 12.—Week-end operation at Summit Beach gets underway May 3, Manager Ed Palmer announced this week. It will be open Fridays and Saturdays during May and start full-time business May 20.

Free concerts will be offered by brass bands, local orchestras and variety troupes in the park bandshell Sundays and holidays thruout the season, with Red McCarthy and his orchestra, Harrisburg, playing the opening day concert. Concerts are offered from 2-4 and 7-9 p. m.

The ballroom, which hosts name orchestras on Saturdays and holidays, opens Saturday, May 3, with Ralph Flanagan providing the music.

The swimming pool, containing 1,500,000 gallons of filtered water, opens May 23. A sunken garden for sun bathers is operated in connection with the pool.

Free aerial acts have been booked for daily presentation during July and August.

The free zoo will also be open daily, except Mondays, with the exhibit featuring a wildlife conservation display by the Pennsylvania Game Commission. Focal point of the Commission exhibit is a collection of Pennsylvania snakes, including rattlers and copperheads.

Pennsylvania Dutch Days, which brought better than 100,000 visitors to the park over a three-day span last season, will be observed August 21-23. Free Pennsylvania Dutch vaudeville, a square dance and Pennsylvania Dutch handicraft exhibits are planned for the Sports Arena.

U. S. May Sell Dayton Park For Tax Claim

DAYTON, O., April 12.—Lakeside Park here probably will be seized by the Federal Government sometime in May, it was reported by the local office of the Internal Revenue Bureau this week. The spot and other assets of Gerald T. Niernmann, owner and the Lakeside Park Company are being taken over by the government in an effort to collect over \$650,000. The government claims Niernmann and the company owe that amount in back taxes.

The revenue bureau will offer any seize property for sale after a 20-day waiting period, it was reported. Seizure of the park and other assets would come as part of a tax investigation which began in 1947.

2 Detroit Spots Open Saturday

DETROIT, April 12.—Jefferson Beach scheduled its opening for today despite a flood of the grounds two weeks ago caused by high water of Lake St. Clair. Damage would not interfere with operation, it was found.

Also set for a Saturday opening was Edgewater, altho its new ballroom, formerly a skating rink, will not open until May 30, when a name-band policy will be launched.

Date for opening of Walled Lake has not been set, but a target date of April 19 has been designated by Fred W. Pearce, who returned from Florida this week.

Penny Rocky Glen Games Ex to Wish

SCRANTON, Pa., April 12.—Al Wish reports he has signed a new contract for the exclusive on concessions at Sterling Rocky Glen Park here. Several buildings are being erected for new concessions, including a structure for clam-bakes. Remodeling and painting is now going at the park, slated to open for week-end, operation May 4 and go on daily operation Decoration Day.

Among Wish's concessions will be over 12, under and over, balloon game, fish pond, red, white and blue; pan game, devil's bowling alley, huckle buck, pitch tilt you win, Coke pitch and punk rack.

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Fair Dates
 Continued from page 59

Hart-Osaca Co. Fair. Sept. 3-5. George W. Powers.
Manchester-Manchester Community Fair. Sept. 19-21. Robert Crandal.
Sandusky-Sandusky Co. 4-H Free Fair. Aug. 18-23. Albert T. Hall.
Standish-Arroyo Co. April. Soc. Aug. 13-16. Paul R. Pennock.

Minnesota
Albert Lea-Preeborn Co. April. Soc. Aug. 18-23. Herman D. Levanen.
Barnum-Carleton Co. Fair. Aug. 28-29. Claude R. Poston, Moose Lake.
Brickendon-Williams Co. April. Soc. Aug. 22-27. Cy Wenner.
Caledonia-Houston Co. Fair. Aug. 27-30. Marie O. Almo.
Cannon Falls-Cannon Valley Fair Assn. July 2-4. R. J. Goodwin.
Grand Rapids-Itasca Co. Fair. Aug. 14-17. Francis Mullins.
Hopkins-Hennepin Co. April. Soc. July 19-20. Miller W. Zipey.
Marshall-Lyon Co. April. Soc. Aug. 28-29. P. J. Wade.
Bank Centre-Stearns Co. April. Soc. Aug. 2-10. G. Asker.
Wabasha-Wabasha Co. Fair Assn. July 28-27. Herbert E. Feldman.

Missouri
Aur-Douglas Co. Fair Assn. Sept. 11-13. Marcus Holman.
Bella-Belle Fair. Sept. 11-13. Rainey L. Backus.
Cuba-Cuba Community Fair. July 30-Aug. 2. Francis T. Davis.
Nebraska
Pullerton-Nance Co. Fair. Aug. 28-29. E. M. Black.
Kimball-Kimball Co. April. Assn. Sept. 11-13. A. R. Barrett.
Oriental-Baird Co. Junior Fair. Aug. 14-18. W. A. Lennemann.
Spencer-Royd Co. Fair Assn. Aug. 28-27. Louis Klama.
Stanton-Stanton Co. April. Soc. Sept. 7-9. William P. H. Beyer.

New Hampshire
Kennebec-Cheshire Fair Assn. Aug. 21-24. Clifford Coles West Swansy, N. H.
Plymouth-Plymouth Fair. Sept. 10-13. Delbert B. Oray.

New York
Hamburg- Erie Co. April. Soc. Aug. 18-23. Frank A. Steds, 3850 Union Road, Buffalo.
Little Valley-Catsaraus Co. April. Soc. Aug. 16-20. James W. Watson.
Lewville-Lewis Co. April. Soc. Aug. 11-15. Cyril L. Beyer, Paris, N. Y.
Norwich-Chenango Co. April. Soc. Aug. 4-8. E. Vail Sheldon.
Pike-Wyoming Co. Fair Assn. Aug. 25-28. Henry M. Wagnon, Warsaw, N. Y.
Schaghticoke-Schaghticoke Fair Assn. Sept. 1-5. Gordon L. Baker, R. D. 1, Troy, N. Y.
Westport-Essex Co. April. Soc. Aug. 27-30. Keeton B. Lobdell, Wadsworth, N. Y.

North Carolina
Hickory-Catawba Fair Assn. Sept. 23-27. Corbin Elvora.

Ohio
Smithfield-Jefferson Co. April. Soc. Aug. 13-16. W. E. Rose, R. D. 1, Rayland, O.

Pennsylvania
Edinboro-Edinboro Community Fair. Sept. 11-12. J. D. Ghirely.
Hightstown-Lycoming Co. Fair Assn. Aug. 7-8. Elton B. Eskin.
Orrville-O. & A. Fair. Aug. 13-16. Wallace Brockmeyer, Mt. Pleasant Mills.
Trotter-Dunkan Twp. Community Fair Assn. Sept. 10-12. Kenneth Mowry, Lewisburg.
Washington-Washington Co. Fair Assn. Aug. 19-22. Charles R. Morrison.

South Dakota
Candia-Sully Co. Fair Assn. Aug. 21-23. John F. Neu.

Tennessee
Albama-Medford & Meigs Twin-County Fair Assn. Sept. 23-27. Mrs. Jim Bellam.
Chattanooga-Montgomery Co. Negro Fair. Aug. 21-23. Pope O. Garrett Jr.
Oray-Joseph-Cornwall Washington Co. Fair. Sept. 24-27. Mrs. Paul A. Dillow, Joseph.
Seylerville-Seyler Co. Fair Assn. Sept. 1-4. Ernest Thurman.

Texas
Bellville-Austin Co. Fair Assn. Oct. 9-11. Anita Macomber.
Bourne-McCall Co. Fair Assn. Aug. 23-24. A. M. Oilliat.
Bridgeport-Wise Co. Fair. Sept. 22-27. Dr. B. H. Gipperman.
Denton-Denton Co. April. Fair. Sept. 17-20. J. F. (Penn) Heath, Argyle, Tex.
Lawton-Pawnee Co. Fair Assn. Oct. 1-4. Guy L. McCraw.
Liberty-Trinity Valley Expo. Oct. 18-19. Paul Crutchfield.

Virginia
Chesterfield-Chesterfield Co. Fair Assn. Sept. 11-13. D. W. Marney, Chester, Va.
Oranburg-Nichanan Co. Fair. Aug. 14-16. B. D. Woods.
Lebanon-Russell Co. Fair Assn. Sept. 15-20. Ralph B. Rusk.
Rockingham-Co. Am. Legion Fair. Sept. 15-20. William R. Bernard.
Tazewell-Tazewell Co. Fair Assn. Aug. 11-14. Herbert Ward.
Wise-Wise Co. Fair. Aug. 4-5. J. M. Isoberson.

Washington
Monroe-Evergreen State Fair. Sept. 3-7. J. Paul Holloman, Snohomish, Wash.
Odessa-Tri-County Fair. Sept. 12-13. T. G. Anderson.
Pomeroy-Garfield Co. Fair. Sept. 20-21. V. H. Robinson.

West Virginia
Farkersburg-Wood Co. Fair Assn. Aug. 28-29. Laury Rice, R. S. Mineral Well.
Petersburg-Tri-County Fair Assn. Sept. 10-15. R. E. Spencer.

Wisconsin
East Chaire-East Chaire Co., Jr. April. Soc. Aug. 2-7. Walter A. Haman.
Clinden-Ashland Co. April. Assn. Aug. 29-Sept. 1. Walter W. Wilcox, Ashland, Wis.
Superior-Tri-State Fair Assn. Aug. 12-17. Selway Swanson.

Wilmington Spot Adds Picnic Area

WILMINGTON, Del., April 12—Kiddie Towne, children's amusement park, adjacent to the Brandyswine Drive-In on the Du Pont highway, opened Saturday (8).
 Mel Geller and Sam Taustin, owner-operators of both the kiddie park and the theater, announced that all of last year's rides remain, with a new picnic pavilion, seating 250 moppets, an added feature. Free gifts were given kids on opening day. Parking space has been enlarged.

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83G QUESTION:

Did Ben Davenport Lift Pard's Poke?

AUSTIN, Tex., April 12.—Did Ben Davenport lift Harry Hammill's poke?

That's the question U. S. Commissioner Robert Sneed had to consider in a Federal Court hearing here Thursday (3). He decided, after taking testimony that there was "probable cause" for an FBI complaint and ordered Davenport held over to the May Federal Grand Jury.

Davenport was arrested by the FBI here March 24 on a charge of transporting stolen money and securities across a State line. The federal charge arose out of Hammill's complaint to a Texas sheriff accusing Davenport of making off with \$83,750 in cash and securities. Hammill, partner with Davenport in the defunct Dailey Bros. and Austin Bros. circuses, testified at the hearing. He had not been identified by name at the time of the arrest. Davenport sat only a few feet from Hammill and watched him closely thruout the session.

Hammill's Version

Here is the gist of Hammill complaint:

He testified he withdrew about \$40,000 in cash, \$25,000 in negotiable U. S. bonds and \$19,000 in industrial stock from a safety deposit box in Austin September 29, 1950. Under cross-examination by Davenport's attorney, Hammill said he picked up the stuff because his wife was suing him for divorce and a citation ordering him not to dispose of any property that had been issued but had not yet reached him.

He took the swag to his ranch home at Uvalde, arriving there after banks had closed. Davenport, he said, accompanied him. At the ranch were several other men who had been with the Dailey show. The partners had just wound up a poor season with the circus. Hammill had bought Mrs. Davenport's share in Dailey Bros. in 1919 for \$25,000 in cash, which she later loaned back to the show, and two \$20,000 notes due in March, 1951.

Hammill said he got up too late the next day, a Saturday, to take

the money and securities to the bank. He then put them in a clothes hamper.

Davenport Denies Charge

According to Hammill's testimony, Davenport knew about this and asked him, "You got that scratch hid?" Hammill said yes, and Davenport asked, "Same old place?" Hammill acknowledged that it was. According to the testimony, the pair had used a clothes hamper for storing money aboard the Dailey show train.

On the following day, Hammill related, he went to a neighbor's home to pick up a suitcase for a proposed trip to Wisconsin. When he returned to get his own suitcase and the envelope containing the "scratch" it was gone. Hammill said he sent for Davenport, who was fishing, and accused him

(Continued on page 17)

Wirth Slates Talent for Six Indoor Stands

NEW YORK, April 12.—A strong talent line-up for the Frank Wirth Circus, which opens a six-week tour of indoor dates Monday (14) at Johnstown, Pa., was announced here this week.

Wirth said he had contracted Aida, lady in the moon; Captain Heyer and his horse, Starless Night; Will Hill's Circus, elephants, dogs and ponies; Mickey King, aerialist; Franklin Noel's eight spotted Liberty horses; Bushbom's Liberty horses; La Blonde Troupe, aerial bars; John Tiebor's Seals; Eldon, flying act; Flying LaForms; Flying Romas; Howard and Wanda Bell, gymnasts; Kinko and his miniature car.

Also, Jansley's Dogs, Lucy and Dano's Dogs; Billy Barton, aerialist; Great Lang Troupe, acrobats; Monte de Ocas, trampoline; Louis and Oliver Sisters, equilibristes; Kaye and Kaye, equilibristes; Beebe's Wonder Bears and Los Ridolas.

Crown alley is headed up by the Herb Taylor Trio and includes Roy Barrett, Charles Frank, Charles Young and Dutch Jordan. Mickey Sullivan and his band will play the show.

Other dates carded include Hartford, Conn.; Providence, R. I., and Ottawa.

Mills Starts Rehearsals For Saturday Opening

GREENVILLE, O., April 12.—Mills Bros.' big top will be put up Saturday (12) and rehearsals will get under way for the show's opening Saturday (19). More performers are arriving from Europe and the concert troupe is due in quarters here.

Mayor of Greenville has pre-claimed April 14-19 as "Circus Week" and business firms will stage Circus Jubilee sales then. Police auspices reported ticket sales well ahead of last year. Reservations for the show's opening day banquet have reached 500. Several newspapers, including The Dayton News, have carried picture spreads of winter quarters' activity.

Jack, Jake and Harry Mills are at the quarters. Band rehearsals under Joe Rossi start Monday (14). English ballet girls and clowns arrived Monday (7) and the Wang Hong Schus arrived Tuesday from Berlin.

Charley Brady, George Churchill and Bill Lee have completed building and painting of all equipment. George Johnson, of U. S. Tent & Awning Company, Chicago, came here to supervise flame-proofing of the canvas. Cookhouse has been moved from a building to the tent. Harper Hardwick will be 24-hour

ADVANCES CLASH IN TEX. LEAGUE

DALLAS, April 12.—Annual overlapping of circus routes in this area has resulted in placement of the countryside with show paper and with some opposition clashes.

While Kelly-Morris was working promotion in Paris, Tex., Kelly-Miller posted the town with announcements that the latter show was not making the town at that time.

At Tlaga, Tex., a typical billing stand carried Wallace Bros., Cole & Walters and Capell Bros.' paper before the end of March.

Rink Wright's Omaha Shrine Talent Named

Advance Sales Up For Neb. Annual, Chairman Reports

OMAHA, April 12.—Twenty-third annual Shrine show, produced by Rink Wright, opens at City Auditorium Monday (14) for a six-day engagement. Dr. F. F. Whitcomb, general chairman, says ticket sales are ahead of last year's.

Line-up of acts, as reported by Wright, includes:

Hubert Castle, wire; Ridolas; Bozo Harrell, Bill Buschbom, Liberty horses; the Antaleks, perch and double traps; Sensational Kays, high-wire; George LaSalle, Carl Strong, Poursome, Joe and Eva Lewis, Marjorie Corde; Joe Gogger; Flying Zaehnis, flying return and trampolin; Jackie LeClaire, Chick Yale; Miller's Baby Elephants, with Bill and Babe Woodcock; Roland Tiebor's Seals.

Grace McIntosh, Dick Lewis, the Skating Macks; Harry Haag, dogs and ponies; Smiley Daly, Bert and Corrine Deart; Beverly Buschbom, high school horse; Jim Wong Troupe; Grace Orton, high act, and Bob White, announcer.

Matinees are scheduled for each day.

Cowls Closes Webster After Michigan Trek

PONTIAC, Mich., April 12.—Promoter R. W. Cowls will close his Webster Bros.' indoor circus unit here today. Business has been fair at most towns despite opposition from other amusements. Route concentrated on Michigan and covered much of the winter.

Circus title was dropped in some towns in favor of billing as a variety revue. A. C. Weir is general agent.

ROGERS PULLS CROWDS AT EARLY FLA. STANDS

DAYTONA BEACH, Fla., April 12.—Rogers Bros.' Circus played here Monday (7) to a light matinee and half night house. Ghetto auspices had sold a reported 6,000 tickets at Orlando (4), where the lot was several miles out, the matinee attendance was light.

Owner Si Rubens said the show opened to two packed houses at Homestead, March 19, and had good crowds for the four days which followed at Miami. Two days at Fort Lauderdale brought two packed houses, he reported. Straw houses were scored at West Palm Beach. Bradenton was good and Clewiston gave fair business. St. Petersburg opened with

EAGLE FLIES HIGH

Potent Kid Show Formed by Ringling

NEW YORK, April 12.—Ringling-Barnum Side Show, always a potent grosser, is getting a face-lifting this season under the management of Nate Eagle, well-known carnival showman, who confesses to being a first of May with the Big One.

Eagle, who portrayed his Hollywood Midget Movie Stars Revue to a top attraction in such amusement media as MGM movies; the San Diego, Dallas, Cleveland and New York expositions; vaudeville and, lastly, the James E. Strates Shows, is beginning his first season with a circus.

Beside bringing on his midget performers and several other performers new to the RB kid show, the showman is well along with plans to flash up the midway attraction by use of new-style, giant-size color photographs depicting the Side Show's eight-stage program. New photos, which will replace RB's previous banner frames, are nine feet eight inches by 10 feet in size. The color blow-ups are reproduced in minute detail on 16-ounce canvas by a new silk screen process.

According to Eagle, they are a tremendous improvement over the old presentation style. The 16 pictures are mounted on 32 frames, for easy disassembling, and are plastic-treated to make them weather-proof. National Studios, New York, the color process owner, is sending a reproduction expert to Sarasota to guarantee perfect installation. Side Show manager's plans also call for an improved system of lighting to hypo midway flash effect.

Side Show acts are: Nate Eagle's Hollywood Midget Movie Stars,

miniature musical revue with Dottie and Don Williams, Frank and Ann Cucksey; Harry Kilma, emcee; Nita Krebs, ballerina, and Patty Maloney, billed as the "smallest woman in the world." Muriel Eagle is at the piano. Some of the midgets also double in Big Show spec numbers.

Stage No. 1: Sanchez Ruiz, Cuban top-spinner, an RB holdover, who also appears in an end-ring in the Big Show's opening display.

Stage No. 2: Ted Evans, new giant import, excellently presented in a red Buckingham Palace guard uniform replete with black busby, to make him tower even taller.

Stage No. 3: Ted Warner, human picture gallery, another new act. Tattooed artist is even decorated inside his mouth.

Stage No. 4: Baby Thelma, fat girl.

Stage No. 6: Frances O'Connor, armless wonder, another new act.

Stage No. 7: Senorita Carmen, snakes, working to good effect with large pythons and boas.

Stage No. 8: Prince Julian, magician.

Richard Stayton, all-around Nevada Smith is all-round handyman.

Ringling Picks Up Momentum In New York

NEW YORK, April 12.—Ringling circus business at Madison Square Garden began picking up momentum last night after a desultory start occasioned, it is believed, by the unavoidable confusion over the opening date. The show's paper and other advertising carried no opening date and, as a result, prospective patrons had to put off for early stanzas.

In addition, Passover and Good Friday kept a number of patrons away, although the Garden was filled last night. Advance sales for all remaining days are reported heavy, with some of the more popular priced seats already unavailable for some performances at the Garden. Sales at this point are above last year and indicate a record-breaking run for the engagement.

Gentry Calliope Comes 'Home'

MACON, Ga., April 12.—Purchase of Dr. Korland Frischkorn's steam calliope by King Bros. Christiani Circus is something of a homecoming for the antique parade piece. Once before it belonged to Floyd King.

The wagon was built in 1903 by Sullivan & Eagles, Peru, Ind., for the original Gentry Bros. and remained with that show thru 1916. After a time with Gentry-Patterson it was sold to King in 1928 and used two years on his Gentry Bros.' show. In 1918 the calliope was on King's Walter L. Main show and for the next two years was on his 16-car Cole Bros. Frischkorn bought it at Christy Bros. quarters in 1946 and remodeled it.

King Christiani's bandwagon was purchased from Terrell Jacobs.

CANVAS SPOOLS FOR RINGLING?

CHICAGO, April 12.—Ringling Bros. and Barnum & Bailey Circus is giving consideration to plans for using canvas spool wagons in 1953. It's possible that construction of the wagons will be directed by Bill Curtis, who built the first spool wagons years ago.

Hal Sands Wins St. Louis Cop Contract

NEW YORK, April 12.—Hal Sands, local booking agent, this week announced that he has been awarded the contract for the St. Louis Police Circus, April 20-May 4.

Sands said 42 acts will be used, plus 24 girls in group numbers. Choreography will be handled by Dorothy Conova of the Sands office.

Abe I. Feinberg announced that Clarabelle, famed clown on the Howdy Dandy TV set, had been booked into the St. Louis show. Joey will perform separately during the intermission.

St. Louis date, a biggie in the indoor field, has been booked by a number of agents in the past.

DROP AGVA PLAN FOR TRUCKERS

CHICAGO, April 12.—Plans to organize, by affording personnel on motored circuses have been dropped for this season by the American Guild of Variety Artists. Reason was said to be a realization that the union stood little chance of making any headway among the smaller shows.

The idea had been discussed by AGVA officials for several weeks. It would have represented a change in an earlier schedule which called for a move on the booking agencies and fairs after indoor circuses were organized.

Cole Changes Opening Date For Chicago

CHICAGO, April 12.—Opening of the Cole Bros.' engagement at the Chicago Stadium has been postponed one day to April 19, it was announced this week. Reason for the change was that more time will be required to move the show in after the scheduled fight between Ray Robinson and Rocky Graziano at the Stadium April 16. Meanwhile, Bill Horstman of the Cole show said the Barnes Bros.' title would be used on the unit which is to go with the World of Mirth this season (See General Outdoor Section). WOM will use seven Cole bulls and other equipment. The other three elephants will be with other fair units on the Barnes-Carruthers circuit, Horstman said.

A report from Kelly-Morris Circus that it was buying Cole Bros.' cages was denied this week by execs of both Cole Bros. and Kelly-Morris. The K-M show, however, is buying the Cole animals and will take delivery on them next week.

Dressing Room Gossip

Polack Western

Early shows in Indianapolis gave the org's alarm clocks a real workout. Joe Sherman is driving his new car on the show's jumps. Laurence Cross has taken over Joe's position as conductor of the Railroad Club. Anthony Wallenda is working in the high wire act. Johnny Manko is on leave of absence from the Wallenda troupe to supervise props on the Tom Packs Circus. Gold tassels have been added to the trappings of Jack Joyce's camels. Muff, Harold Gautier and Alma Michales are doing a nifty job with the Excess Baggage act. Tommy Roberts, Bobo Barnett's assistant, is sporting a new crew cut. Joe Lemke and his assistant, Robert Gibson, have built new cages for the baby chimps. Mary Tahmin has an attractive new gown for Francis Brannan's act.

Bob Porter entered the masonic order.—HARRY DANN.

Under the Marquee

Harriet and Nate Lewis, of Polack's Eastern Unit, motored into Chicago last week for the Easter holidays. . . . Mrs. Charles T. Hunt, of Hunt Bros.' Circus, is in Baltimore visiting relatives. . . . Mrs. A. E. Howell, of Polack's Eastern Unit, is in a Pittsburgh hospital recovering from a recent illness. . . . While en route to Tampa, the Great Arturo and Company stopped off at Hunt Bros.' Circus's Florence, N. J., quarters for visits with Charles Hunt and Billy Barton. Barton closed with Hunt to join the Frank Wirth Indoor Circus.

While Polack's Western Unit was playing Indianapolis, Gus and Betty Bell made a quick trip to Dallas to inspect the progress being made on their Rancho Bell. Bob and Ann Porter's son, Larry, joined the show for the summer at the Hoosier capital.

Visitors on Polack Bros.' Eastern Unit during the stand in Norfolk included Mildred P. Martin, Richard, the Magician, Dr. Fischkorn, Gertrude Walsh, Mrs. Romero, Dr. Holland, Keith Holland, Allie Oliver, Jerry Gosnell, and H. A. Fisher. Recent visitors on Polack's Western Unit included Mr. and Mrs. W. J. Dann, John Looney, Roy Barrett, Tong Brothers, Sonny Gautier, Rudy Cardenas, Blackie Martine, Joe Wilde, Ethel Phillips, Mickey Freeman, Clarence Canary, Gordon Long, the Billy Irwins, Cloyd Harrison, Joe and Josephine Berosini, Alexander Konyol, Jack Leonard, Thomas M. Parks, Mary Howell, Mrs. B. E. Polack, Johnny and Zenka Malikova and daughter, Wanda.

John Conrath, veteran member of Billposters Local 94, is confined to Herman Hospital, Detroit.

Rogers Bros' Circus has been booked into Terre Haute, Ind., for May 18 by a women's organization which is raising money to enlarge the county fair there, reports J. Schmidt.

Tom (Bo-Bo) Baldwin will return to the clowning game as producing clown at Carlin's Park, Baltimore. Yes and no was with Sig Sautelle and Welch Bros., Sells-Floto, John Robinson, Hagenbeck-Wallace, Ringling-Barnum, and Forepaugh-Sells. . . . Tom Gregory, past president of CFA and advertising rep for Oak Rubber Company, balloon company, has been in Lakewood Hospital, Lakewood, O., and expects to be released in about a week. . . . Phil Wortheren, of Cole Bros.' staff at Peru, Ind., has been transferred to Chicago to manage

the North Center Theater, another Art Wirtz enterprise. . . . Harley Sadler, long-time tent show operator and one-time circus owner, has announced he'll run for the State Senate in Texas. He has been a State representative there for several years. . . . Boss Lamont, clown, is playing the home show at Minneapolis thru April 20 and will jump from there to Jackson, Miss., for a Jaycee circus May 5.

Roy Barrett caught Wallace Bros. in Texas and visited Charles and Peggy Klein, Ed Hodgins and Clyde Plunkett. At the Gil Gray show in Springfield, Mo., he visited Mickey McDonald, Jeff Murphree, Charlie Lewis, Chick Dale, Jack Harrison, Jolly Duke, Billie Burke, Lee Virtue and visitors Mr. and Mrs. Earl Shipley.

By-lines in the flashy new King Bros. & Christian program include Floyd King, Lucie Cristiani, Arnold Maley, Ora Parks, Earl DeGlopper, Harry Thomas, Steven Fanning and Charles Underwood, one of the show; Karl K. Knecht, CFA president; Gena Whitmore, circus fan; Hedda Hopper, Van Johnson and Frank Whitbeck, and Gabriel Heatter, Roland Butler did the art work for the cover.

H. J. McFarlan, former equestrian director with Zack Terrell's Cole Bros' Circus, is making his home at the State Fairgrounds, Louisville. His wife is still in a hospital. A 1940 injury still hampers McFarlan in walking, but he's doing much driving these days.

Dick Miller, Ringling press photographer, was the subject of an interview in the April 5 issue of "Editor & Publisher." Dick offered advice to, and criticism of, the working press cameramen. Easiest circus features to photograph are the clowns, the toughest the serialists, he says.

Ringling will play six Connecticut cities the week of June 23. Dates are set for Stamford, Bridgeport, Waterbury, Plainville, West Haven and New London.

Duke and Duchess of Windsor were the guests of circus impresario John Ringling North at the night performance of the Big Show in Madison Square Garden, New York, Wednesday (9).

John J. Looney visited the Polack concession department and Francis Brunin at Indianapolis. . . . Jim Brown, clown, advises that Princess Tanit Ika, recently returned from South America. . . . Bob Dickman is head of Hunt's (Continued on page 77)

Capell Loses Groesbeck

GROESBECK, Tex., April 12.—Capell Bros' Circus blew its date here Friday (4) because of mud, wind and cold weather. Show arrived on time but did not unroll. Fire department as suspects.

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Ringling-Barnum

Pat Valdo now has the timing of the show where it should be. Miles while received many press compliments for his wardrobe creations; Dick and Edith Barstow for the choreography; Antoniette Concetto for the aerial production numbers, and John Ringling-North for the music he wrote for the production numbers. Nate Eagle and Count Nicholas are announcing the highlights of the show at the end of spec, when bubble machines, high in the Garden, send forth their bubbles with the audience having a time trying in vain to catch them. A number of people from the Polack Eastern unit visited for a few days. Joe Men-

(Continued on page 77)

3 Full, 1 Straw For Tiger Bill At Shreveport

SHREVEPORT, La., April 12.—Tiger Bill's Wild West Show had three sellouts and a straw house for a two-day stand here Sunday and Monday (6-7) in what had been described in advance as a test of drawing power in larger cities. Date was under police auspices.

The previous two days at Texarkana were lost when the show arrived and found that no license had been obtained and no promotion connections had been made, it was reported.

The Shreveport score was tabbed despite a lack of advance publicity. Show's seating, as anticipated, was not adequate for the crowds, so extra grandstand was borrowed from the Louisiana State Fair here. Even then, there were not enough seats for the Monday night crowd.

Record Concession Biz Predicted for RB Garden Stand

NEW YORK, April 19.—Fred Kauen, Madison Square Garden concession chief, predicted this week that the Ringling Bros. and Barnum & Bailey Circus stand will break all concession sales records at the Garden. Basing his prediction on the excellent RB advance sale, Kauen said that "the aggregate amount of merchandise we expect to sell here will total over a trainload."

Expanding his staff for the Ringling run, Kauen has added 48 men for a total of 125 over-all, including those hired by John Reis, contract concessionaire, who has the candy floss, frozen delight, popcorn and basement grease joint. Joe Troskie, with turtles and chameleons, is the only other outside contract concessionaire.

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Moberly, Mo., April 16; Knoxville, 17; Hannibal, 18; Centerville, Ia., 21; Charleston, 22; Fairfield, 23.

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Denville, Va., April 17; Lynchburg, Va., 18; Staunton, Va., 19; Bluefield, West Va., 21; and Beckley, West Va., 22.

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BACK IN HARNESS

E. J. Casey Pushes Make-Ready Of Touring Unit, Winnipeg Park

WINNIPEG, April 12.—Fully recovered from illness that hospitalized him for three weeks this winter, E. J. Casey, owner of the shows bearing his name and owner-operator of an amusement park here, is directing make-ready for a busy season.

Traveling unit is set to open May 7 in near-by Norwood for a 16-day stand sponsored by Riverside Lions' Club, St. Boniface Kinsmen's Club and Holy Cross School. Following that stand, unit moves to Fort Garry for a week, after which it will strike out of

the Winnipeg area into its usual circuit of stands.

Shows will carry 5 rides, 3 shows and 20 concessions. Twenty semi-trailers, trucks and buses will be used to transport the equipment. Casey, with the assistance of his wife, who will serve as secretary, will head up the operation on the road.

Staff Personnel

As their staff, the Caseys will have W. H. Sorrell, assistant manager; Clarence Church, electrician, and Gabe Ruel, chief mechanic.

Other personnel includes Eric and Maxine Winchester, cookhouse; Mr. and Mrs. Whitey Lutz, palmistry booth; Ben Glosner, six ears; Jimmie Harrick, bingo; W. Melnyk, chips; Nick Kuschnsky, photos; Mrs. Kuchinsky, novelties; Emile Trudeau, big six; J. C. Robertson and family, popcorn,

floss and candy apples, and Tony Dukolewicz, striker.

Ted Lizakowski, hoop-la; Ralph Graham, darts; Jim Brown, ducks; Nick Keischka, over and under; Joe Donehey, ducks; R. Zelch, milk spill; A. Johns, panda bear; W. Haliec, scales and age; J. Johnson, planes; Al Wlitzer, string game. Two of the three back-end units will be Len James' Stunts and Capers and Montana Steve's Western Shows.

Casey's Rendezvous Park opens May 15. It will have 12 rides, roller rink, dance hall, two Funhouses, a Kiddieland zoo, wading pools, kiddie playground and 12 concessions. All but the dance hall and one Funhouse are Casey-owned. Casey has Mike Budny handling the park operation for him, with Frank Pratt as Budny's aid.

Plan Completion Of Tampa Club's Cemetery by Fall

TAMPA, April 12.—Contract to construct and landscape the new cemetery of the Greater Tampa Showmen's Association will be awarded within a few days, Nat D. Rodgers, club president, announced here this week.

Completion is planned by early fall, enabling a formal dedication soon after the close of the outdoor season, Rodgers said.

Club's cemetery is a 208 by 310-foot area, with provision for 846 graves. It is bordered by two streets, with plans calling for two entrances. Driveways are to be of white-washed pebble gravel.

Central monument, which is to be erected in a pool, will be a terra-cotta plaque reproduction of the club's emblem. Funds for monument and pool, which will cost \$3,750, are the gift of the Ladies' Auxiliary.

Tennessee crab orchard stone is to be used in the building of cemetery walls and entrances and in the construction of the rest, reception and utility rooms.

William Wolf, 65, Dies; Widow Takes Over Show

ST. PAUL, April 12.—Funeral services for W. J. (Billy) Wolf, 65, owner-operator of Wolf Greaters Shows, were held Monday (31) in Kessler & Maquire Funeral Home here. Burial was in Calvary Cemetery.

Wolf, who had been in outdoor show business for 32 years, died March 28 while driving his car. He had been in ill health for 11 years.



JOE ARCHER (center) was named Civilian Consultant for the annual Navy Relief Carnival in San Diego, Calif., and will serve without pay. Archer, who is left of Lt. Comdr. Robert J. Jennings, commissary officer, and Lt. Comdr. H. I. Pemberton, is donating four months of his time in memory of his son, Herman Archer, West Point cadet, who was killed in an air crash December 30 with 29 other Military Academy students. The carnival is to be held July 31 thru August 3, with the fund being earmarked for the Navy Relief Society and other charitable work.

Eastern Railroad Show Owners Pass Up Union Meeting

Wagner Follows Sedlmayr, McCaffery; Tells Organizers He Will Go Along

ATLANTA, April 12.—Eastern railroad carnival owners were auspicious by their absence here Monday (7) at a meeting called by reps of the recently chartered Carnival

and Amusement Workers Union, I.J.W.U., No. 450 (AFL), to organize the personnel of rail shows.

No Eastern show was represented. Three Midwest shows, the Royal American Shows, the Amusement Company of America, and the Cavalcade of Amusements, had representation, and all three indicated that they would "go along" with the union's plan to organize the field.

Previously, Carl Sedlmayr Sr., Royal American owner, and J. C. McCaffery, co-owner of the Amusement Company of America, had said they would go along. The meeting marked the first time that Al Wagner, owner of the Cavalcade, indicated he, too, would accede to the union's request.

At the meeting here, Paul Olson, a co-owner of the Amusement Company of America, represented that show, with Sedlmayr flying in from Tampa, and Wagner from Pensacola, to attend.

The union was represented by a delegation of five, including Harry Karsch, of St. Louis, the base of the union. Specific proposals of the union were not outlined at the meeting. These, union execs said, would be announced in the near future.

Lawrence Greater, Pries Off Season's Lid at New Bern

NEW BERN, N. C., April 12.—Lawrence Greater Shows wind up their first stand of the season here today. Engagement for 10 days is under auspices of the American Legion Post and the 40 and 8.

Org's executive staff consists of Mr. and Mrs. Sam Levy, co-owners; Morris Lipsky, general manager; Dave Fineman, business manager; Bob H. Block, general agent; L. (Peasey) Hoffman, special agent; Tommy Allen, lot superintendent, and N. L. Carl, chief mechanic.

Beam Awarded Virginia Annual

WINDBER, Pa., April 12.—Merle Beam, of Beam's Attractions, was awarded the 1952 mid-year contract by the Goochland County (Va.) Fair Association last week at the annual meeting of the board of directors. The fair will operate Labor Day week.

Adjoining Powhatan County may join with Goochland in the staging of this year's event. Contractors this week started rebuilding the fairgrounds.



MRS. DAISY DAVIS, widow of George L. Davis, for many years concession manager on the Polack Bros' Circus, was Queen of the Day at a recent party in her honor given by the Missouri Showwomen's Club, St. Louis.

Cavalcade Wins At Pensacola; Selma, Ala., OK

SELMA, Ala., April 12.—Al Wagner's Cavalcade of Amusements has been getting good business here this week in its opening stand of the season.

Tee-off, a nine-day engagement at Pensacola, Fla., ending Saturday (8), yielded winning grosses. Weather in Pensacola was ideal, except on closing days, which was marked by cool weather.

Show personnel Friday (11) attended memorial services for the late Marshall Johnson, outdoor show enthusiast and financial supporter, who died last year.

Frank Lee rejoined the show as press agent. Wagner indicated here that he was negotiating for a headline for his featured revue and expects to complete a deal within 10 days.

Miami Club Proposed Site Wins Approval

MIAMI, April 12.—Proposed purchase of its own club building by the Miami Showmen's Association has been approved by the City Council. Property, which had to be returned, is the old Clover Market, located at 1160 Normandy Drive. Building has a frontage of 125 feet and is 65 feet deep. Included is a parking lot that can accommodate 65 cars.

Cliff Wilson, chairman of the building committee, is representing the association in the negotiations for the property.

L. J. Heth Shows Ink Paducah, Ky., Date

PADUCAH, Ky., April 12.—L. J. Heth Shows have been contracted to play McCracken County-West Kentucky Fair here the week of July 8.

GREEN HAIR STOPS 'EM

Raynell's Gal Excites Cetlin-Wilson Home Base

PETERSBURG, Va., April 12.—Lisa Siska, the gal with the green hair, who will be featured with the Raynell posing unit on the Cetlin & Wilson Shows, has created a sensation in this city, the home base of the C. & W. aggregation.

When she hit town, she was virtually mobbed on the streets as the locals tried to get a close gander at her green enameled tresses.

Local gazettes besieged the C. & W. office for permission to photograph her.

Raynell, a veteran at producing girl shows, took the excitement calmly, pointing out that was precisely the reaction she expected. She believes Siska will get similar treatment at every stand on the C. & W. route.

Raynell has been busy super-

Leavenworth Cele Is Signed By Tivoli Expo

Stand to Follow Season's Opener At Joplin, Mo.

JOPLIN, Mo., April 12.—Finishing touches on equipment of the Tivoli Exposition Shows are being applied at the org's winter quarters here in preparation for the season's opening April 26 in Landruth Park, this city.

General Manager H. V. Peterson, back from a booking tour, is now supervising make-ready. He reports that, while on the booking trip, he closed contracts for the Fort Leavenworth, Kan., 125th Anniversary Celebration, with that engagement to be made at the Fort Leavenworth Reservation, to follow the opening stand here.

In turn, Peterson said, the show will play North Kansas City, Mo.; Lawrence, Kan., and other pay roll cities in Kansas before going into its route of 18 fairs and three celebrations commencing June 28 in Illinois. Besides Illinois, the fair-celebration route will take the show into Indiana, Arkansas and Missouri.

Alex Bendixen is heading up the painting work in winter quarters, with Dick Ryder supervising mechanical work, and C. R. Frazier in charge of the electrical department.

Peterson said that Don Erlenbusch will be back on the show with his Funhouse, Animal Oddity Show, and Monkey Speedway. The Girl Show will be owned and operated by Boots Cutler. Sergeant Burns has booked on his War Show.

Concessionaires set to join are J. M. Booth, wild 10 concessions; Charles Elder, bingo; Mr. and Mrs. Wade, photo; Edward Cruz, mitt camp and fish pond; C. R. Frazier, floss and popcorn; Herbert Cram, cookhouse; Harold Reed, scales, and Virgil Boone, long-range gallery. Erlenbusch will be represented in the concession line-up with two units.

Peterson's wife, Mary, will serve as secretary-treasurer, with Booth as concession manager.

W. D. Sullivan Dies; Vet Concessionaire

CHICAGO, April 12.—Funeral services for W. D. (Bill) Sullivan, 54, veteran concessionaire, who had been with the Royal American Shows for the past six years, were held here today in Showmen's Rest, Woodlawn Cemetery.

Sullivan died Wednesday (9) of cancer of the lung in Alexian Brothers Hospital, where he had been a patient for several weeks. Sullivan at one time had been on the Beckmann & Grety Shows. He was a member of the Showmen's League.

Survivors include two sisters, Mrs. Albert Wolf, of East St. Louis, Ill., and Mrs. Floyd Newell, LaPorte, Tex.

Midway Confab

Robert (Slim) Curtis, who wintered in Oakland, Calif., planned to New York April 3 to open April 8 with Dave Rosen's Palace of Wonders at Coney Island. Curtis says that he's handling the inside and working the truck and thin act with Happy Jennie, fat girl. . . Maddox Bros. Shows are putting their equipment in shape in quarters at Atlanta, Kan., for a May 5 opening. Beas and Chuck Holcomb will take over bingo for the season. Belle Evans has the candy food stand and Joe Ackerman again will be the lookout man. Charlie and Rosie Cudney, who have the snow cone layout, are expected in quarters soon.

Gilbert Reichert, who was with the Ringling circus last season, has signed with Lorow Brothers on Royal American Shows for the coming season. He spent the winter as business manager and coach of the Vagabond Kings basketball team, which is slated to tour Alaska, Hawaii, South America and Australia next winter. His Range has booked her Girl Show with Belier's Acme Shows for the 1952 tour. Line-up includes Gilda Starr and Susan Lewis, dancers, Jimmie Lewis, front, and Sammy Fields, canvasman and tickets.

Duke and Ann Doran have signed their cookhouse with Empire State Shows for the coming season. . . Mr. and Mrs. Roland Starks, of Syracuse, have booked their concessions with B. & C. Exposition Shows, their second season with the org. Starks recently took delivery on a new mobile unit for his French fry concession.

Rabi Del Mar, who closed an engagement at Duffy's Tavern, Pittsburgh, recently, is visiting with Barbara LeMay, whose Amazon Girl Show is booked with George Clyde Smith Shows for the season. . . Zora Blaire, Girl Show operator on Southern Valley Shows, was tendered a surprise birthday party recently by her sister, Vicki LaPage. Among guests were Cheri Vaughn, Louise Logsdon, Cleo Renee, Miss Meyers, Fifi Sabaro, Rose Vannoy and Lane Stokes. Bob Fisher is handling the front of the Zora Show. . . Frankie Shater, West Coast concessionaire, is playing Houston lots with All Fair Shows and reports that the weather has been poor in that sector. He plans to make the Battle of Flowers celebration in San Antonio.

Gene Berni, well-known Tampa showman, has been elected president of the Optimist Club, there and assumes office July 1. Club is the largest in the Fourth District of the Optimist International, which is comprised of Florida, Cuba and Puerto Rico. Berni has served the club in many capacities over the past several years and currently is completing a term as a member of the board of directors. The veteran showman, in addition to his work with the Optimist Club, has been active in several other local organizations and drives, including Greater Tampa Showmen's Association, Boys' Scout Circus, Boys' Club Circus and March of Dimes show.

J. C. Weer, ride operator and former show owner, and Mrs. Weer are in Milwaukee, pending the convalescence of their son, Johnny, from a recent operation in Columbia Hospital, there. The Weer boy is enrolled at St. John's School, Delafield, Wis. The Weers report that they have enjoyed visits in Milwaukee with Jack Pugal and Mr. and Mrs. Ned Torte, whose son, Ned Jr., also attends St. Johns.

Jack Snyder, Canadian Motordrome operator, who has been based at Halifax, N. S., has gone to Western Canada, with plans to use trained lions in his pit this year. . . Lorain Thomas, concessionaire with the Bill Lynch Shows, quartered in Halifax, has returned to that city after undergoing an operation in Boston. . . Al Korman, former wrestler with carnivals in Canada, is now a partner in a Halifax restaurant but plans to do some wrestling in the Eastern provinces this sum-

mer. . . All-Maritime Shows, based at St. Johns, N. B., is readying for a late May opener in St. Johns. Len (Kid) Dryden, of St. Johns, heads up the shows. Dryden has been active in the carnival field for about 40 years. . . Bert Gander, veteran carnival advance agent-concessionaire, has spent the winter as an inspector of nursery stock at St. Johns but plans to go out with Bill Lynch Shows this season.

Among recent arrivals at the Waverly, N. Y., winter quarters of Mickey Percall's Pioneer Shows were Wesley Otam, Charles (Wolf) Sigle and Don and Mabel Smithers. . . Visitors to the Johnny T. Tinsley Shows' opening date in Greenville, S. C., included Mr. and Mrs. Piere Vanner, Mr. and Mrs. Raleigh Harrison, Milton Mc-Neece, Mr. and Mrs. Ike Maxwell, Red Brady, Bill Page, Whitey McClain, L. F. Morley and William Fablan.

Howard Deason, of Borderland Shows, took delivery on a new tractor recently. Bobbie Stutzman returned to the shows at Alkins, Tex., from Kentucky with his daughter, who was attending school in the Blue Grass State.

Bill Powell, once again giralling the globe, writes that Paris is still "gay" and show business there good. Bill spent some time in England before crossing the channel and next heads for Belgium, en route to the Scandinavian countries. . . Sam and Joe Prall were New York visitors last week. Well tanned after a winter's tour in Florida, they were home for the holidays and some extensive buying before returning South for the Frell's Broadway Shows opening date at Fayetteville, N. C.

Henry Meyerhoff, former owner of Crescent Canadian Shows, continues to enjoy a life of leisure at Pentiction, B. C., home, according to A. K. McMartin, Vancouver, B. C. Meyerhoff is scheduled to sail in August for Europe either from Vancouver or San Francisco on a four-month tour, during which he plans to visit Gibraltar, Spain, France, Italy, Switzerland, Austria. His wife and two daughters will accompany him. Meyerhoff has no plans for re-entering show business at present.

Nat D. Rodgers infos from his Tampa home that, upon the advice of physicians, he will not go on the road this season. Recuperating from a heart attack sustained last December, Rodgers reports that he has booked shows on Royal American Shows, with John Jacoby, manager; James E. Strates Shows, with Herman Sutrain, manager, and Amusement Company of America, with Jack Boyer, manager. The veteran showman, who is president of the Greater Tampa Showmen's Club, plans to remain in Tampa and devote his time to supervising construction of the club's new cemetery and also to direct painting and repair work on the clubhouse.

Prince Harold, "The Man With Iron Feet," opened recently with the Hall and Leonard Side Show on the Buff Hottle Shows at Manero, La. Dave Curtiss continues with his magic acts on the same unit. Mrs. Elite Curtis has added some snakes to her collection. Francis Doris works the annex on the same show.

Raymond Reynolds, 39, of Phoenix, Ariz., is recovering from injuries sustained March 22 at a high winds tore down a tent and a pole struck him on the lot of the Steel City Shows, with which he works. The winds did considerable damage to show equipment but not enough to halt it on its route.

J. C. McCallery, co-owner and general agent of the Amusement Company of America, is recovering in a Miami hospital from a heart attack suffered Monday (7).

Visitors to the Ross Manning Shows during its stand in Richmond, Va., included Gerald Sneltons, general representative, World of Mirth Shows, Mt. Clemens (Pete) Christian, John Marks and Johnny Hayes. Hosting these and others were Ross Manning, show owner, and Willie Lewis, business manager. . . Mr. and Mrs. Donald Murphy are set to rejoin the John H. Marks Shows with their concessions.

L. J. HETH Shows

FIRST CALL—ALL PEOPLE CONTRACTED, ACKNOWLEDGE—FIRST CALL
Opening in Downtown Birmingham, First Part of May

SHOWS—Side Show with own outfit; also have outfit for 5-in-1, Motordrome, Monkey Show, Wildlife or small Animal Show. Manager with People for Girl Show—not interested in single O. HELP—Scenic Artist immediately. Foreman for Merry-Go-Round, Twin Ferris Wheels, Rock-O-Plane. Man to take charge of Kiddie Rides. Second Men on all Rides. All must be licensed drivers, sober and reliable. Man to operate Fun House; Hoyt Prevettis, answer. Mel Heuser, Clyde Stemm, contact Joe Fontana.

CONCESSIONS—Arcade, Candy Apples, Long Range Lead Gallery, Frozen Custard, Wonder Bars, all kinds of Hanky Panks; Mrs. Lankford, answer my letter.

NOTICE—OUR FAIRS START PADUCAH, KY. WEEK OF JULY 8TH—NOTICE

All replies:

L. J. HETH SHOWS, NORTH BIRMINGHAM, ALA.

CETLIN & WILSON SHOWS

LAST CALL LAST CALL LAST CALL

OPENING SATURDAY, APRIL 26TH
Petersburg, Va.
WASHINGTON, D. C.
July 5th to 11th inclusive
7 Big Days in the heart of Wash-
ington, located in Gladstone
1410 1/2 1st Ave., N. E. This section
never played before.

WANT: Hanky Panks of every description, no exclusive at the Washington Celebration.

CAN PLACE: Train Hands and Workmen in all departments. Address Charlie Sheeley, Johnny Brooks or the Show Office.

CAN PLACE: Good Independent Attractions and Rides for the greatest Fair Circuit of all times. Fairs start in July and then all take until middle of November.

CETLIN & WILSON SHOWS P. O. Box 787, Petersburg, Va.

INTERSTATE Shows

WANT WANT WANT

For Murfreesboro, Tenn., downtown location, April 21-24, Tullahoma, Tenn., this week, sponsored by the Tullahoma Jaycees, Inc., downtown location opposite shoe factory. Have 14 bona fide fairs contracted beginning the first week in August straight through until late November, with one or Virginia's best Fourth of July Celebrations. The SHOWS: Due to disengagement want to book Side Show, have 20x100 ft. top with 150 ft. banner line, all equipment for the inside, if you have the Acta. Will book Girl Show, will furnish 20x40 top with front; must have not less than three girls, p-a-w-l and wardrobe. Will give good proposition to Motordrome. Want to book Wild Life, Monkey, Fat, Fun House, Game House at any worthwhile Grand Shows. Want organized Minutrel Show having not less than twelve people. Have new top, with 80 ft. front built on a unit. Have good proposition for Penny Arcade.
RIDE SIZES: Want A-1 Foreman for Twin Wheels. Man to handle four Kiddie Rides, Second Men on all rides, must be licensed men drivers. Will book Spiffles, Octopus, Little Dipper, Live Pony Ride.
CONCESSIONS: All Hanky Pank open. Good opening for Long Range Gallery, Short Range Gallery, High Striker, Ace and Seals, Jewelry, Frozen Custard, Snow Cone, French Fries, Novelties, Ball Game, Bumper, String Game or any legitimate Hanky Pank. Will book Sit-Cab, Rube Goldberg, Walk. Want Agents for Amusement and Tool Shows.
HELP: Want Man to take care of front end and sell tickets. Want a Scenic Artist and Show Builder who knows how to build fronts on a mobile. Want MANAGER with crew to take complete charge of large, up-to-date MINIGO. Have excellent proposition Red Hattis, get in touch with Joe Goodwin here.
Address: H. B. Rosen, Mgr., Tullahoma, Tenn., this week; then Murfreesboro, Tenn.

World of Mirth Shows

OPENING WASHINGTON, D. C., APRIL 24 FOR 10 BIG DAYS

Can Place All Hanky Panks working for Stock, Cookhouses and Grab Stands. (No racket) For Sale C-Cruise, MI-Ball, Unborn Show complete with Specimens, Top, Ticket Book, Velvet, ready to operate. Reason for selling: Need the train space to carry our new BARNES EROS' CIRCUS.

AL MOODY wants train help

Want Speedway Track and Cars. FOR SALE—Glaxo House that can be booked on show; 11 Eli Firth Wheel Seats in good condition. On account of disappointment can book Snake Show, No Cocks. Want to hear from Doc Hartwick, also Barney.

FRANK BERGEN, Gen. Mgr., William Byrd Hotel, Richmond, Va.

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

LAST CALL LAST CALL

Want for Mt. Clemens, Mich., Exchange Club festival, May 1 to 12, on City Play Field. First city permit in 15 years. Followed by Lansing, then the best spot in Michigan, MUSKIEGON.

Can use Stock Concessions of all kinds, no grift. WANT Shows of all kinds. Will give excellent proposition for man to handle back end. Booked solid until October 5. Now playing 11 Mile Rd. and John R.

WORLD OF PLEASURE SHOWS, P. O. Box 241, Mt. Clemens, Mich.

Morris Hannum Shows

One of the Great Eastern Shows

OPENING MONDAY, APRIL 21, LACEY PARK, BUCKS COUNTY, PA. GET ABOARD FOR SOME EARLY CELEBRATIONS AND CONVENTIONS WITH EACH SATURDAY A TERRIFIC, HARRY WILSON KIDS' MATINEE, AND FEATURING THE MOST SENSATIONAL FREE ACT IN THE BUSINESS.

WANT SHOWS—Big Snake, Funhouse, Mechanical, Wild Life and Iron Lung. Have complete Side Show now in the air. Want capable operator with old or will book Side Show with own equipment. Liberal proposition.

WANT RIDES—Will book Whip, Spitfire, Rocket, Caterpillar or any Flat Ride except Tilt or Octopus.

WANT CONCESSIONS—Photos, Ball Games, Duck and Fish Ponds, Stock Wheels, Long and Short Range Galleries.

WANT HELP—Ferris Wheel Foreman. Have good opening for one or two other Foremen and Second Men. Prefer men who drive semi. Long season, good wages and good treatment.

People already contacted by Jimmy Davidson, call him at the Senator Hotel, Philadelphia. The following people please telephone me at once: Billy Fowler, Charlie White, Leslie Minor and Shorty Morgan. Barney Lamb, please telephone number below any day around midnight or noon.

ALL REPLIES

MORRIS HANNUM SHOWS
TELEPHONE WISS-7-8176

PHILADELPHIA, PA.

934 MURDOCH RD.

THE MIGHTY GEM CITY SHOWS

OPENING JACKSON, ALABAMA, MONDAY, APRIL 21
FIRST CARNIVAL IN FOUR YEARS

Can place Hanky Panks, Scales and Age and all Concessions that work for stock. John Reed needs Hanky Pank Agents. Want Ride Help on all rides, must drive semi. Will book any Ride not conflicting, especially want Kiddie Ride, good p. c. proposition.

Will book Shows of all types. Due to disappointment can place Operator (or Posing and GI Shows. We will furnish complete Show except wardrobe, or will book same on good proposer (Front Gate Cermen, come on.) All people contacted by Tom Hickey or Don Greco come on.

All replies to
JOHN REED, TOM HICKEY or DON GRECO
This week New Foley Hotel, Foley, Ala. (Phone: 62); Jackson, Ala. Next Week.

PENN PREMIER SHOWS

worlds • cleanest • midway

Featuring IVAN ROCKETTO, the Human Cannon Ball, Shot Over 2 Wheels

CONCESSIONS—Can place Mi-Striker, Fish Pond, Derby Racer, Novelties, Basketball and any other legitimate Concessions.

SHOWS—Can place Snake Show, Arcade, Battle Life Show, Midgate or any Show not conflicting.

RIDES—Caterpillar, Fly-a-Plane, Dipper or any other Ride not conflicting.

HELP—Can place good Ride Help in all departments who drive semi. Earl Myers can place Ticket Sellers, pin Cushion, Fire Eater, Sword Swallower or any other good Ride Show Act. Tommy Allen can place good reliable Hanky Pank Agents for Cash Gallery.

Address all mail or wires to

LOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS, Essex, Md., this week; Burlington, N. J., next week, followed by Perth Amber, N. J. All phone calls to Butler Westbrook, Bus. Mgr., Mount Royal Hotel, Baltimore, Md.

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

OPENING DATE → **FLOWER AND AUTO SHOW** APRIL 25 to MAY 3
FAYETTEVILLE, N. C. 50,000 Soldiers, Fort Bragg Charlottesville, Va., to follow

Featuring **VICTOR ZACCHINI**
Human Cannon Ball Shot Over Two Ferris Wheels

SHOWS—Posing Show with or without equipment, Wild Life, Reptile, Fun House, Hawaiian Show, Glass House for sale, can book on show for season, Manager for Monkey Speedway Show, also Help on Show.

RIDES—Will book all kinds of Kiddie Rides for entire season. Few Major Rides than don't conflict. Foremen—New Whip, Rock-a-Plane, Caterpillar, Little Dipper, Rolloplana, Ride Help on all rides, drivers preferred. First class Truck Mechanic, also Assistant with Tools. Also Scenic Artist or once.

CONCESSIONS—Photos, American Palmistry, Long and Short Range Galleries, Novelties, Age and Scales, Merchandise Wheel, all kinds of Hanky Panks, first class Penny Arcade.

All Answer
SAM E. PRELL
TROPICAL HOTEL, KISSIMMEE, FLA.

AGENTS WANTED FOR MIGHTY PAGE SHOWS
With best Carnival Route in the East, Pin Store Agents, also Skillo and P.C. dealers. This show works every week. Contact
MAXIE SHARP
c/o MIGHTY PAGE SHOWS
Hickory, N. C., this week; near Matthewsville, Va.
P.R.—Scotty Devine, contact Maxie Sharp.

CONCESSION HELP
of all kinds needed. Two Count Store Agents, Hanky Pank and P. C. Reply to
LOUIS A. RICE
Pioneer Shows
Waverly, N. Y.

GIRLS - - - GIRLS - - - GIRLS
Strips, Rumba, Specialties
Good salary. Looks, youth, essential. Will teach willing beginners. Following people, Rita Capeth and Eddie, Jennie Ling, Suzette, Betty O'Hara, contact Sheila Ryan. Any useful Girl Show Help for Revue and Posing Show.
JOE MOONEY
c/o GEM CITY SHOWS, Foley, Ala., this week.

GIVE TO THE RYUNYON CANCER FUND

A. Watson, Veteran Train Porter, Dies

HOT SPRINGS, April 12.—Funeral services for Adolph Watson, head train porter for the Amusement Company of America, were held Monday (7) at Page's Funeral Home here. Watson died April 4 at Universal Hospital, Little Rock. A veteran showman, he had been associated with many of the nation's leading carnivals. Mrs. Noble Fairley, wife of the A.C.A.'s business manager, speaking in behalf of the Hot Springs Showmen's Association, delivered the eulogy, paying tribute to

Watson's long and faithful service.

WANTED TO JOIN AT ONCE
Lot man who can handle large mounted show. Must be sober and reliable. Please write: Westbrook Mount Royal Hotel, Baltimore, Md. All wires **LOYD D. SERFASS**
Penn Premier Shows, Essex, Md.

RITA RAYE WANTS
Girls, Female Impersonators, Tallies for Girl Shows, Ethel Riales, Del Armatte, Frances Labelle, Chae' Chae, Penny Denton, Tony Debra, Day Sharry, see in show.
JOLLYTIME SHOWS
Berkline, Va.

WANT FOR SEASON
OPENING WEEK OF APRIL 28, CHASE CITY, VA., NIGHT IN TOWN
Rolloplana, Octopus, Tilt, Merry-Go-Round, Kiddie Rides, Glass House, Fun House, Monkey Show, 10-in-1, Minstrel Show, Hanky Pank, including Pish-Till-Win, Balloon Darts, Crab, Popcorn, Frozen Custard, Scales, Ace, Cork Gallery, Long and Short Range Gallery, Cal Rucks, Basketball, String Game, Hoop-La, Penny Pitch, Jewelry, Country Store, Hi-Striker, Blower, Bowling Alley, etc.
Must be strictly legitimate. Can place Foremen on all rides.
Write, wire
SUNNI-LAND SHOWS, Chase City, Virginia

HELLER'S ACME SHOWS
ETTRICK, VA., THIS WEEK
Want Shows of all kinds. Want Girls for Girl Show. Want Hanky Pank of all kinds. Want Binge, Will book Six Cats and Buckets, French Fry, Candy Floss and Bingo. Want Concession Agents and Second Men on Rides. Good Ride Help always welcome. Must be truck drivers.
Address Harry Heller, Ettrick, Va., this week.

LONE STAR SHOWS
Washington, Co., week April 19; Elberton, Ga., week April 26.
Want Hanky Pank of all kinds, Ball Game, Gigant Gallery, Fish Pond, Binge, Pins, Cook House that cares to show genetic. H. J. Mitchell, let me know something some P.C. open if you have Hanky Pank. Want Shows with own outfit. Can always place good Ride Help that can drive semi. Can place Agents for Pin Store and others. Address all mail or wires to
J. R. McSPADEN, as per route

WANT FOREMEN AND SECOND MEN
For Ferris Wheel, Fly-a-Plane, Chairlift, Merry-Go-Round and Kiddie Rides. Must be able to drive semi trailer. Can also place Kneetleian for 300-hp. twin engine D.E. Lewis engine.
If these booked, please contact. Write, wire
BARNEY TASSELL UNIT SHOWS
3812 WALNUT ST. PHILADELPHIA, PA.

WILSON FAMOUS SHOWS
Opening May 17th
WANT Legitimate Concessions, Shows with own equipment. Manager to take full charge of Fun House, Foreman for Wheel and Spire, help on all rides, you must be able to drive and have license.
For sale or will trade on Jet Gun or Kirk Night Bomber, Motoscope Football, Walling Scales and 13-Way Grip. Address Asteria, Ill.

TURNER BROS.' SHOWS
Opening Mt. Vernon, Ill., April 28
Due to disappointment can place good, clean Cookhouse, also Merchandise Concessions. Shows with own transportation. Ride Help—Semi Drivers. Wintersquarters open April 21.
Address **C. G. TURNER, Mgr., Petersburg, Ill.**

TIVOLI EXPOSITION SHOWS
Opening April 28, Joplin, Missouri—3 Saturdays to be followed by 125th Anniversary Celebration at Fort Leavenworth, Kansas.
Want Shows and Concessions. Also Will book two Malar Rides.
WANT FIRST AND SECOND MEN ON ALL RIDES—MUST DRIVE SEMIS
all address **H. V. PETERSEN, Mgr., Box 743, Joplin, Mo.**

WANTED—AGENTS—WANTED
For Balloon Show, Fish Pond, Darts, Airplane, etc. Will frame stores to suit agents. Also need Corn Game Help.
14 Fairs and Celebrations booked.
Address
RALPH V. RAY
c/o VICTORY EXPOSITION SHOWS, Odessa, Texas, April 14-20.

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Name
Address
City Zone State
Occupation



Nonweiler Org To Tour Pennsy; May Debut Set

LEHIGHTON, Pa., April 12.—Bill Nonweiler, whose Nonweiler Amusements have been retitled Nonweiler's Fun for Everyone Shows for this year's tour, this week announced from local quarters that the shows will play Pennsylvania spots the first half of the season. They will then head south to play celebration and fair dates. Opening is skedded for early in May.

Kiddie rides on the org this year will include a Rocket, Airplane, Ferris Wheel, Train and Autos. A new Kiddieland entrance is being constructed. New major rides include twin Ferris Wheels and arrangements are being made to add a Merry-Go-Round. Henry Kotch has booked his Chairplane for the season.

Office-owned concessions, according to George Fretz, include cookhouse, bingo, ball game, pan game, beat the dealer, chuck a tick, glass pitch, penny pitch, jingle board, popcorn and candy apples. Henry Kotch will have his candy floss; Lee Rhoads, French fries and candy lollipops, and Donald and Rita Hill, ice cream and waffles.

Also office-owned and operated are a Girl Show, Minstrel Show and Dog Show. Current plans call for the org to carry six light towers and a free attraction. New canvas, trailer and trucks also have been added.

In addition to Nonweiler, staff includes Donald Shea, advance agent; Donald Hill, lot superintendent, and Mrs. William T. Nonweiler, secretary-treasurer.

Canadian Crescent Schedules April 20 Vancouver Opening

VANCOUVER, B. C., April 12.—After a not too successful Alaskan tour last season, Canadian Crescent Shows will open April 21 in the vicinity of this city, M. L. Finrow, manager, announced. In the past, Crescent usually played Moody Park at New Westminster, B. C., in the early part of the season, but Schooners' Cavalcade snared the spot for a date in May, thus shutting Crescent out. The New Westminster park board has a new rule that allows only one show this year.

Royal Canadian Sets Bow; Crawshaw Now Sole Owner

VANCOUVER, B. C., April 12.—Royal Canadian Shows, now owned solely by Dave Crawshaw, prems Monday (14) at Central Park, half-way between this city and New Westminster for a week's stand. Org previously operated under the co-ownership of Crawshaw and William Baddley. Unt will jump to Haney for three days, following its opening stand, then moves East thru British Columbia to the prairies, going as far East as Weyburn, Sask. Rides booked for the season include Medicine Hat and Cardston in Alberta and Swift Current, Shaunoon and Weyburn in Saskatchewan.

FOR SALE—FOR CASH
Wonderful Buy
If You Can Use It
24 SEAT, SMITH & SMITH
CHAIRPLANE

Powered with air-cooled Wisconsin Motor, Ticker Box, Fence, Arch and an extra Air-Cooled Wisconsin Motor. Rides can be seen up in air in Kansas City, Mo. Price \$600.00. Come and see the Ride.

TONY MARTONE
Eads Hotel, 219 W. 9th St.
Kansas City, Mo. (Phone: Victor 8575)

ALL FAIRS SHOW
Program for No. 5 Bilt. Book or buy Kiddie Rides—Auto, Airplanes, Roto Wheel, Boats, Trains, Trolley or others. Also Chairplane, Concessions—Dime, Hoop-La, Balloon Darts, Ball Game, Cokes Bottles, Popcorn, Bumper, Cork Garters, Fish Pond, Cannon, Ass and Wheel. Now showing choice Ass First Fair, Humbly, Tex., April 24-26; Dayton, Tenn., May 1-3; Wichita, Kan., May 3-11; Melbourne St. Phone MB 8877, Houston, Tex.

STRATES'S MODEL SHOWS, Inc.

GRAND OPENING

FRIDAY, APRIL 18, SAVANNAH, GA.

A NEW RAILROAD SHOW—NEW IDEAS—NEW PLANNING

A REVELATION TO THE OUTDOOR SHOW WORLD

CAN PLACE GLASS HOUSE, ARCADE, MONKEY, RODEO, OCTOPUS AND TILT.
WANT—RIDE HELP, FOREMAN ON LOOPER, FLY-O-PLANE, CHAIRPLANE; SECOND MEN, COME ON.
GENERAL SHOW HELP—TRAIN HANDS, POLERS, MULE DRIVERS, ETC. STATE ROOMS FURNISHED.
WANT—BILLPOSTER; SEASON'S WORK.
WILL PLACE DERBY RACER.
ALL CONCESSIONS OPEN EXCEPT EATING STANDS. WANT MAN AND WIFE TO HANDLE POPCORN AND APPLE TRUCK. OUR FAIRS START AUGUST 4, HUNTINGTON, W. VA., CLOSING MIAMI, FLORIDA, NOVEMBER 7.
ALL ANSWER: DAVID B. ENDY, MANAGER, SAVANNAH, GA.
AMERICA'S SMARTEST RAILROAD SHOW

ELECTRICIAN WANTED
Must be capable of handling GM Diesel plant. Top salary. No drunks. Wire or phone

O. C. BUCK
TROY, N. Y.
Ashley 2-4581

WANT CARNIVAL
for
Bi-Centennial Exposition
JULY 22 THROUGH 26

Open for Rides and Concessions. Contact
ROBERT B. PUTNAM
Cobleskill, New York

WANTED
For Illusion Show—Ticket Seller who can drive large truck, and Girl to work in illusions. Bottle of Flowers. Son Antonio, next week; then Bucconer Celebration, Corpus Christi, with long season to follow.
A. W. McASKILL
General Delivery, San Antonio, Tex.

BIG STATE SHOWS
OPENING SAN ANTONIO, TEXAS
BATTLE OF FLOWERS, APRIL 21-26
Want Ride Help on All Rides who stay sober and star on the ride while in operation and drive well. Book any ride or show that don't mention.
Concession Mgr. Ralph Wagner wants Agents Book all Hanky Panks that don't credit.
We have Texas and Oklahoma fairs. Write 2425 Roosevelt Ave., San Antonio, Tex. till April 26, then per route.

FOR SALE
2 3/4 h. V.A. 22 hundred volt. G.E. Transformers. 8100. 200. one Smith & Smith airplane ride. \$250.00. 32 foot Hercules. Subrest. \$2300.00 cash. Nabors 32 foot Van with 1847 Tractor 2 ton. International to haul ride. \$1500.00. In fair good condition.
IRA BURDICK
Tampita, Texas
1503 No. 5th St.
Phone: 5-3191

BORDERLAND SHOWS WANT
Bingo, Hanky Pank that work for stock only, such as Coke Bottles, Ass, Kettle, Beer or Long Range Gallery, Balloon Dart, Asses for Hanky Pank. Want small side show except Snake or Giel. No Plate or Dipsies. Contact **MANAGER, Alpine, Texas.**

NO. 5 WHEEL FOR LEASE
Have No. 5 Ell Wheel and two Kiddie Rides, Auto and Blue Goose, for lease.
W. J. WILLIAMS
P. O. Box 518 Nashville, Tenn.

WANTED—CARNIVAL
for Celebration on July 4-5-6 at Plattville, Wis., sponsored by American Legion and Fair Association. Write
E. R. BARDEN
719 N. 2nd St. Plattville, Wis.

HARRY ALKON
Phone me collect.
I have Ride side and deal ready.
DON RAY
St. James, Mo.

Capitol City Amusements

OPENING MAY 1

INDIANAPOLIS, INDIANA

WANT RIDE HELP: Positively top wages, plus bonus. Winterquarters now open. "Tourists" with cars are not wanted. Want Foreman for Looper, Merry-Go-Round, Wheel, Rolloplane, Spiffire and Chairplane.
CONCESSIONS: Hanky Panks of all kinds: Photos still open. Plenty of room for your trailers and trucks—repair and paint here.
RIDES: Want Kiddie Rides, Exclusive to three or more. Will book Octopus.
NOTE: I will be at Winterquarters, 4571 S. Madison (Long Acre Park), from this date on. Can be reached by wire or letter, P. O. Box 811, Indianapolis, Ind. Telephone messages will be taken at Wabash 3490.
BARON PAUL

BELL-FORM SHOWS

Features for 1952 Season

WILNO THE HUMAN CANNON BALL

OPENING APRIL 28
American Legion Spring Festival, Bristol, Conn., followed by St. Sebastian Feast, Middletown, Conn.; two more Spring Festivals follow. Show booked solid in Connecticut, New York State; seven Connecticut-New York Fairs—Hyde Park, N. Y. Finrow's Convention, 10 companies participating. Huge July 4th Celebration.
WANT SHOW—Mardi Gras, Side Show, Snake Show, Minstrel Show.
WANT Ride Help and Show Help of all kinds. Want my legitimate concessions. All replies. No collects.
JOHN BELLOISE 35 Wintress St. PHOENIX 7256
MICHAEL FORMAGIONI 13 Division St. BRISTOL, CONN. PHONE 20954

STRATES'S SHOWS

AMERICA'S BEST MIDWAY

PHILADELPHIA, PA.

BIG SPRING EVENT, MUNICIPAL STADIUM

AUSPICES CIVIL DEFENSE. ZONE TWO

2 Big Weeks—2 (OPEN MIDWAY) APRIL 21 TO MAY 3, 1952
CAN PLACE CONCESSIONS THAT WORK FOR STOCK
Address
James E. Strates, G. Mgr. Dick O'Brien, Mgr.
Wilmington, Del. Hotel Broadwood, Philadelphia, Pa.

IMPERIAL SHOWS
Opening Fairbury, Ill., April 26-May 3, Fairport, Ill., May 5-10. Strong route of early celebrations and fairs.
Concessions Wanted—Bumper, Watch-La, Heart Pitch, Bacoona, String Game, Classette Gallery. Opening for newly framed Penny Arcade and Mechanical Show. Ten Cents Contrain, come in. All Ride Men who closed with show report to winter quarters. Can use general Ride Foremen and second men; must drive semi and have driver's license. No drunks, agitators or loud mouths tolerated. No 220000 please.
BILL BULLETTE, Box 34, Fairbury, Ill.

CAN PLACE AT ONCE
A few more Agents who can book high-class Religious Pictures in theaters. Can also use several more first-class Talkers who can lecture. This is a high-class proposition. Work fifty-two weeks a year. Men who are capable can prosper with us. Those who contacted me last year, contact again. You must have automobile. If interested write
C. W. (CHICK) FRANKLIN
GENERAL DELIVERY DALLAS, TEXAS

\$200 REWARD
FOR INFORMATION TO THE WHEREABOUTS OF JAMES ROWEL
is a Pitchman and was last known to be working gas meter, but may be working dime stores with gaglets. He weighs about 185 lbs., 5 feet 10 inches, clean cut, is a wonderful father, has high forehead and bald spot in middle. 22 years of age. Is accompanied by wife; first name Irene; dark hair; high forehead, very attractive; sometimes wears glasses, about 30 years old. Call or wire collect WAlnut 7246, Columbus, Ohio.

W.G. WADE SHOWS

Now Contracting

RIDES • SHOWS • CONCESSIONS

For our 1952 Season
G. P. O. Box 1488
Detroit 31, Michigan

Milwaukee, Wis.
BELLE CITY SHOWS
Opening April 25 to May 4 at So. 13 & W. Ohio. Three good locations to follow, then Madison, Wis., 3 spots.
Concessions—Skill and Science, come on. Nut \$5.00 a day or flat. Real concession territory and best of spots. Like Milwaukee, Madison, Fond du Lac, Sheboygan, 3rd Ward Feast, Milwaukee; Butler, Wis.; Pewaukee and Monroe Festivals. E. Joe Menke, Mgr.
CHUCK PANACEK, Owner
1451 No. 3rd St.

FLOYD WOOLSEY WANTS
Outstanding Working Acts for lined framed side show on road. Five Acts, Trestles, Curley, Joe Louis, answers, Knife and Whip Acts, Five Bar Dummies, answers, Mule, Hawaiian Guitar or any act that is suitable for high class side show. Magic that can "Pick" Hilly Girls, Men to take charge of well framed Snake Show with plenty make-up. How Davis, answers; Smokey, get in touch at once. Need good Ticket Sellers for these shows. All who worked for me, answer
FLOYD WOOLSEY
John H. Marks Shows, Richmond, Va.

PROMOTERS
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have attended in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write to: Auditorium Department, The Billboard, 100 W. Randolph St., Chicago 4, Ill.

DROME RIDERS
Straight or Trick. Top salaries. Large Drome, good equipment. Open Savannah, Ga., April 18th. Apply
SAMMY LOWREY
STRATES MODEL SHOW
Savannah, Ga.

WANTED
Foreman for Ferris Wheel and Octopus. No drunks. All replies to
BRUCE (RED) CRITTEMDEN, Mgr.
MERRYLAND SHOWS
Midland, Michigan

FOR SALE—CASH
One Kiddie Car, one Airplane Ride complete with Fence and Ticket Box. All shape. Ford Tractor and Semi in haul. One Big-Up and one Kiddie Car Ride, two 25 lb. Transformers mounted in closed International Truck, switches, cable and other show equipment.
ELTON KLEINER
14 Wood Kenton St., Kansas City, Mo. Tel: PArtfax 2447

WANTED: SIDE SHOWS!!
For 3rd week in June 16th to 21st. From Two Volunteers: Fine Dept. 814 BIC FAIR!!! 50,000 last year's estimated attendance. Write to
FRANK L. CHRISTY
Pres., R.D. #2, Trenton, Pa.

GIVE TO THE RUNYON CANCER FUND

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

HAMMOND, LOUISIANA, APRIL 14TH THROUGH APRIL 27TH

Ride Help wanted. Sober, reliable men who drive semi. Tilt-a-Whirl, Merry-Go-Round and Chairplane Foremen and Second Men who drive semi to job. All ages. Can place Ticket Sellers, Ticket Takers and Agents. Want for Lafayette, La., April 29th. Monkey Show, Mechanical, Midget, Motordrome, Wild Life, Ten-in-One, or any show of merit with own equipment. Can place legitimate Stock Concessions, Hinky Panks. Especially want High Striker, Hoop-La, Aluminum Sire, String Game and Ball Game. Will book Kiddie Rides except Auto, Train and Live Ponies. Will book one major Ride not conflicting. All replies.

GROVES GREATER SHOWS
HAMMOND, LA.

FITZIE AL BROWN & WALLACE Shows

WANT WANTED

Experienced Ride Help. Must drive semi. Will book Motordrome, Wild Life, Monkey Show, Penny Arcade. Good opening for Train Ride Concessions—Want Long and Short Gallery and all other legitimate Concessions. Frankie Terano wants Girls for Cork Shows. Top salaries and percentage. Canvas Men, Ticket Sellers. (Sammy Shafer, contact Fitzie Brown). This show will play 16 major fairs and 3 big celebrations. AJ Dameron can place for Circus Side Show. Tattoo Artist. Mund Reading Act. Sword Swallower, Fire Eater and Talker for front. (Johnson, contact John Garrett, Cookhouse.) All address: Shelby, N. C., this week.

DUMONT SHOWS

Richmond, Va. (Church Hill Lot) April 21-26

Want Concessions: Frozen Custard, Hoop-La, Ball Game, Six Cal. Photos, Ice Cream, Pitch-Till-You-Win, Penny Pitch, Wand Bingo Caller and Countermen. Contact Bingo, care of show.

Want Acts: For Side Show, Annex open. (Gus Rigus, Bill and Shirley, come on.) All address:

LOU RILEY, MGR.
South Boston, Va., April 14-18.

LAST CALL LAST CALL

FESTIVAL OF FUN SHOWS

V.F.W. CELEBRATION, FAYETTEVILLE, TENN.

April 19 thru 24—Two Saturdays—Downtown Lot

Ride Foreman. Top salary and bonus.
Can place a few Stock Concessions.
No Flats—No Gypsies—Free Gate

Want Caller for office-owned Derby. M. J. Mitchell wants Agents for Fish Pond, Cork Gallery and Coke Bottle. All reply.

J. W. FARRELE, TOM MEHL
FAYETTEVILLE, TENN.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want for Salisbury, Md., April 21-26

Hanky Panks of all kinds. Will sell X on Custard, Photo, French Fries and American Palmistry. Cooper boys, answer.

Want Shows—Wild Life, Unicorn, Snake Show and Manager for Ten-in-One.

Will book or buy Octopus, Tilt-a-Whirl or Chairplane. Have Super Rollplane for sale. This week Suffolk, Va.

LAS VEGAS, NEVADA

ELKS HELLDORADO
4 Big Days and Nights
(May 15 to 18 inclusive)

100,000 Visitors—Friday and Saturday—Open All Night

NOW BOOKING SHOWS AND CONCESSIONS

CRAFTS FIESTA SHOWS
7223 Bellvue, North Hollywood, Calif. Phone: SUnet 2-3131

DRAGO AMUSEMENTS

LAST CALL LAST CALL

Opening in Kokomo, Ind. May 1 through May 10, Sunday included.
Can use Pitch-Till-You-Win, String Game, Slum Sprints, Coke Bottle, Glass Pitch, Fish Bowl, Hoop-La, Bumpers, Country Store, Hinky Panks or any other Concession that works for stock. Can use Monkey Show, Snake, Wild Animal, Athletic or Hinson Show, with own outfit, for small percentage. Want Second Men for all rides (no drunks) who are licensed drivers for semi. Want capable, reliable Man to take charge of new Kid Rides. All persons booked with me report in Kokomo on or before April 30.

PAUL DRAGO, Owner
1711 E. Markland Ave., Kokomo, Ind. Phone 4907

GOLDEN RULE SHOWS

Opening April 18th, Hammecode, New Jersey

Playing New Jersey and Pennsylvania Spots—Short Moves.
Can use a few legitimate Concessions. Want Ferris Wheel Foreman and other Ride Help. Now selling space for Shade Cap Picnic, July 28 to August 2.

A. L. BLACKMON
818 N. 32nd St. CAMDEN, N. J.

WANT E & B AMUSEMENTS WANT

Ride foreman who can get it up and down. Also good Second Men, Frank Savage, get in touch.
Scotty, what happened?
Have good deal for Concession Agents for Custard, Ball Games, etc.
Now showing lots in the Bronx and Greater New York City.

JOHN RASS
24504 Union Turnpike Long Island, New York
Phone: Fieldstone 7-04571

America's Finest Show Concessions

TENTS—SIDESHOW BANNERS
CONCESSION TENTS
IMMEDIATE DELIVERY
FLAMEFOIL FABRIC

Available in all colors.
All sizes colors also available

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
1627 N. CLAY ST. CHICAGO 40

WHEELS DOUBLE WHEELS

SKILL WHEELS

Men. Wheel
Paddle Wheel
Big Disc
Horse Wheel
Baseball and
Ogarite
Wheel
Labyrinths and
Payoff Pitcher

CARDINAL MFG. CORP.
128 Elm Street Brooklyn, N. Y.
Brooklyn 7-5077

WANTED

RIDE HELP IN ALL DEPARTMENTS
Apply Immediately.

Also Concessions for May 2, Opening Date.

JOHNNY DOOLAN, Inc.
3559 S. HALSTED ST., CHICAGO, ILL.

WANT

Show Girls (10) for Review on Coney Island, New York, for 20-week season. Send photos and state salary. Can also use Novelty Acts and TALKERS

FRED SINDELL
3519 Oceanic Ave. Coney Island 24, N. Y.
Phone: Coney Island 6-3075 or 6-2770

WANT - - WANT

For our opening May 2, two Saturdays, and a long season at Green Park, Concessions—Photos, Bowling Alley, Ice Cream, Ball Games, Novelties, Glass Pitch, or any for Hinky Panks. Want Agents for Ball Game and Slum Sprints. Want (2) Show. We play good. Girl show territory. Want Side Show. Want Athletic show manager with talent. Want Mechanical Ride or any small show. What have you? Want Foreman for the following Rides: Wheel, Merry-Go-Round and Kid Ride. Foreman for all Rides, come on. Water quarters now open. Have for sale a 10 ft. high model super RollPlane. A-1 shape; both motors working.

Paul's Amusement Co.
Geo. A. Steeler McAllan Conway, Ark.

FOR SALE

Ell S Wheel, bought new July, 1950; is like new, only been used a few times; also 1947 Int. K-7 Tractor with 43,000 miles; also 24 ft. Fruehauf Van especially arranged for the above equipment like new. Take \$8,750.00 cash for all.

TOBE McFARLAND
7117 Appleton St. Houston, Tex.
Tel: Melrose 1722

STRANGE and WEIRD ATTRACTIONS

Spunkin Heads, Toddlers, Devil Child, Fish Girl, App. 100, Wild Boy, many others. Your ideas made up. Free folder. Write

YATE'S CURIOSITY SHOP
1655 E. Van Buren St. Phoenix, Arizona

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Frauds and Novelty Acts. State salary and all particulars in first letter.

OCTOPUS RIDE FOR SALE

Completely rebuilt, newly painted, ready to go. \$2500.00 cash. Can be seen at 582 W. 34 St., Chanute, Kansas, or phone 871. Trailer for same if desired.

DAVID S. REESE

MIGHTY PAGE SHOWS

Playing the Best Spring Route in the East, With 15 Bona Fide Fairs

CONCESSIONS—Photo, Balloon Dart, Glass Pitch, Hi-Striker, Derby Racer, Bumper, Peek-a-Darts and String Game. Will sell ex on Custard, Novelties, Waiters, French Fries and Age and Scale.

SHOWS—Due to disappointment, want Man to take Side Show; all new equipment. Want Snake Show and Wild Life. Herb Mace, will give you an act on glass and book your ride. Mrs. Purvise, contact me. Will book your Side and Concessions.

All replies to **BILL PAGE**
Hickory, N. C., this week; then Martinville, Va.

GEORGE CLYDE SMITH SHOWS

OPENING THURSDAY, MAY 1, CUMBERLAND, MD.

Want Ball Games, Fish Pond, Duck Pond, 8-Cats, Pitch-Till-You-Win, Hoop-La, Swinger Cork Gallery, String Game, Spot and Penny Arcade.
Want Side Show, Girl Show and Snake Show. Want Ferris Wheel Foreman and general Ride Help. Want Agents for office-owned Grind Concessions.

All replies **GEORGE CLYDE SMITH SHOWS**
P. O. Box 521 Cumberland, Md.

BAKER UNITED SHOWS

OPENING FRANKLIN, IND., SATURDAY, APRIL 26

A few Concessions open. All those booked acknowledge this call. Can place Shows of merit.

WANT RIDE HELP FOR ALL RIDES. RIDE HELP, REPORT TO **BERNIE ALLEN OR BILL HANDLER.**

All replies to **BAKER UNITED SHOWS**, 2156 Union St., Indianapolis, Ind.
Phone: GARfield 7247

MOTOR STATE SHOWS

Opening April 25 near Detroit

Want few more Hinky Panks, Photo, Short Range, etc. No flats or gypsies. Need two Foremen, Merry-Go-Round, Tilt. Also Second Men who drive. Chips, let me hear from you.

JOE FREDERICKS, OWNER
2263 Newton Phone Trinity 3-2860 Detroit 11, Mich.

GIRLS GIRLS

\$75.00 WEEK

For dancing Girl Show and Posing Show. Want Strippers, Rumba, Hula and Oriental Dancers. Pay day every week, no hold back, bonus if you stay season. Can place Talker and Ticket Seller. Jeanne Martin and Eddy Bunch, can place you.

Show opens May 2 near Detroit. Answer Western Union or general delivery.
F. W. MILLER
Lexington, Ky.

JOHN FRANCIS SHOWS

Want Concessions that work for stock. Can place Ride Foremen.

FOR SALE

Loop-in Plane, 24-seat; Caterpillar, porcelain seats. Needs repairing. Also Crystal Maze or Bug House.
Fairs, Street Fairs and Picnic Committees have some open time in Kentucky and Tennessee.

This week 4400 Block No. Broadway, St. Louis, Mo.
Mail Address: P. O. Box 27, Bremen St. ST. LOUIS, MO.

WANTS—BERTHA BEST—WANTS

A-1 Talker who can cut it, on 15-people show. Can always use real Side Show People. Grada-A Cook House.

BERTHA BEST
Gold Medal Show, Huntsville, Ala.

FOR SALE—LOOPER RIDE

Manufactured by Allan Herschell Co. Ride now in operation and can be seen at Riverside Park in Springfield, Mass. Ride as good as new. Address

J. W. CONKLEN
Branford, Canada. Phone 3-2618.

SUNSET AMUSEMENT COMPANY

SEASON OPENS MAY 15, EXCELSIOR SPRINGS, MO.

Winter quarters open now. All Help joining by April 25 at our Excelsior Springs, Mo., winter quarters will be eligible for standard rates and bonus. All 1952 Help must be able to pass chauffeur's test and drive a semi-trailer. Can use Second Men on Rides. Douglas Joe, contact Sweet Pea.

P. O. BOX 310, EXCELSIOR SPRINGS, MO.

WANT—RIDE HELP—WANT

Ferris Wheel Foreman and Second Man; two salaries and bonus. Chairplane Foreman and Second Man, experienced Kiddie Auto Man. Pay every night. Curtiss; get in touch with me. Want Grind Show, low percentage. Legitimate Concessions—Ball Games, Fishpond, High Striker, Penny Pitch, Photo, String Game, Long and Short Range. Write, wire or call

I. K. WALLACE
Hughes Store, Providence Forge, Va., this week; Mechanicsville, Va., week of April 21.

CALL CALL CALL

CHARLES H. HODGES' AFFILIATED AMUSEMENTS

Opening with Gooding American Exposition Shows, Uniontown, Pa., May 5. All contracted please acknowledge and be on lot May 1.

CHARLES H. HODGES
BOX 235, COLDWATER, MICH.

AMUSEMENT COMPANY OF AMERICA

(Formerly Hennies Brothers Shows)

Can place Bingo and Photo Gallery for season.
Opening in Hot Springs, Ark., April 21—no time to write. Wire or call

PAUL OTSON, MGR.
HOT SPRINGS, ARK. Phone: 476642

GIVE TO DAMON RUNYON CANCER FUND

Material printed by copyright

GIRLS-DANCERS

ALL TYPES

Long season. Pay nightly if wanted. Will advance fare. Top salaries. Want Ticket Sellers and Working Men who drive. Opening April 17 to April 29, Owensboro, Ky. Care Blue Grass Show.

REPLY IN DETAIL

RAY MARSH BRYDON
P.S.: McCoy, wife and come on.

LOOK, SHOWMEN

America's Greatest Collection FOR SALE—SACRIFICE

Retiring from business—Must be sold immediately—

Mounted Monkeys, Tigers, Elephants, Apes, Snakes, Alligators—Very Tiny, Skins, Birds, Fish, Anatomical Exhibits—over 10,000 Items.

TELEPHONIC SIDE SHOW ITEMS Must be SOLD immediately—ALL or PART. Wire, Phone or Call Personally.

SCHLESSEER STUDIOS
5715 Melrose, Los Angeles, Calif.
Ph. Hiltide 1070—Allstate 5-4784

WILL OPEN

THE 1952 SEASON AT
ALBEMARLE, N. C., APRIL 25

2 Fridays and 2 Saturdays

Can place all kinds of Hunky Panks. Percentage Games, Bingo, Candy Floss. Any Shows or Rides not conflicting. Can always use sober Ride Help and Semi Drivers. All replies to

PALMER SHOWS

Albemarle, North Carolina

JOE SCIORTINO WANTS

Candy Pitchman, must be experienced. Sober Cook, when may be experienced. Rides for Girl Show and Posing Show. Riffly, Riffly, Sandy, Nellie, contact All answers.

JOE SCIORTINO

20th Century Shows Pine Bluff, Ark.

RIDES WANTED

No Concessions
AUGUST 20, 21, 22, 23
Wills, stalling percentage wanted. to

BLUE VALLEY FARM SHOW

Bengor, Penna.
Interested in used F/F outfit.

RIDES WANTED

NEAR HOUSTON, TEXAS
For Summer Event
Full season; drawing plenty people, (Name name bands very week.

BILL SIROS

618 White St., CW 9788, Houston, Texas

WANT

Ride Foremen and Second Men for Merry-Go-Round, Chairing and Kiddy. Must be sober and reliable. Salary very week and good treatment. Join at once. Few Stock Concessions open. American Pinball, Discos, Cokes, Bats, etc. Pan or Hat Game open. Contact
FLOYD O. KYLE
Pineville, La., until April 25;
Denham Springs, La., April 21-27.

GA. AMUSE. CO.

Will book Concessions of all kind that work for stock (Will) sell exclusive on Candy Floss, Popcorn, Candy Apples, Snow Games and Bingo. Can always place real Show People. All replies:
H. H. SCOTT
Carnelia, Ga., this week; Ainsworth, Ga., April 21 thru 28.
P.S.: Charles, Goodnight, wife.

WANTED

Experienced Ride Help for Ferris Wheel, Rock-O-Plane and Tilt-A-Whirl. Must be sober and reliable.
DELGARIAN AMUSEMENT CO.
2362 N. Melrose Chicago, Ill.

KIDDIE PLANE RIDE

FOR SALE
Used 7 months. Complete with Trailer, Fence, Wood Light Strips, Excellent condition. Must be seen to be appreciated.
M. T. SOBEN
2321 No. 88th St., Milwaukee 10, Wis. (Phone: Uptown 2-3282)

From the Lots

Johnny T. Tinsley

GREENVILLE, S. C., April 12— Shows bowed here with everything painted, plenty of new canvas and much additional fluorescent lighting. A partial line-up of attractions includes Stoffel's Wild Animal Show, Walter and Mary Stoffel, owner-managers; Big Snake Show, Don Akers, manager; Warner's Monkey Circus, Doc Warner, manager; Trained Dog Circus, Capt. Arch Johnson, owner; Radio Minstrels, Harry Clark, manager.

Officed-owned rides include Merry-Go-Round, Twin Ferris Wheels, Caterpillar, Rock-o-Plane, Roll-o-Plane, Fly-o-Plane, Autos, Airplane and Whip. Other rides are Train and Jeep.

Concessionaires include H. L. Downen, cookhouse; Joseph and Mildred Tuiler, popcorn and candy apples; Ruth Minturn, snow balls; Lillian Clark, cotton candy; Danny Clark, photo gallery; John Scott, duck pond; the Robertsons, cork gallery; Finley and Man Edgar, stuffed toys; Jack Smith, long range gallery; Al Hubbard, cats; Walter Cole, duck pond and cork gallery; Martin Rose, pitch till you win; Rex Walker, cats; Jack Short, watch-a-land and eat rack; Mayo Tinsley, guess your age and scales, and Dave Fineman, bingo.

Staff includes John P. Tinsley, owner-manager; Mayo F. Tinsley, co-owner and treasurer; H. S. (Tommy) Thompson, assistant manager and general agent; E. H. (Texas) Smith, secretary; Howard Orcutt, electrician; Ben Cheek, jol man; O. F. Fox, billposter; George B. Edgar, construction superintendent; Danny Clark, artist, and Johnny Majors, transportation superintendent.—H. SAWYER

Schaefer's Just for Fun

LONGVIEW, Tex., April 12— Move in from Tyler, opening spot of the season, was without incident. Tyler yielded a winner for the show as a whole. Opening here, however, was weak due to poor location.

Two more tractors were purchased and delivered in Tyler, Mr. and Mrs. Bill Hammond have joined with C. A. Hensley's Snake Show. Hensley was prepared Friday (11) to open "Schaefer's Follies" a new revue.

Show people who visited here included Mr. and Mrs. Jimmy Lieberman, local residents.
Robert Reese has joined on to handle press and radio.

A new top has been ordered for the 10-in-1 show, with delivery promised for next week at El Dorado, Ark.

J. A. Gentsch

BROOKHAVEN, Miss., April 12.—Shows were here last week, auspices of the VFW. Turnouts were good, with rides topping and concessions taking a fair crop. Margaret Hoffman joined with concessions; Lorraine Copper has added new ones, and the McLaughlins added a new concession. Mrs. Gentsch is taking off Easter week to be home with the children in Natchez. Visitors: Claude Gentsch, Merna Gentsch; Bob Robinson, painter; Benny Ponteaux, Ralph Miller and Mr. and Mrs. Leonard FAY CURTIS.

Hills Greater

CLOVIS, N. M., April 12—Org moved from Monahans, Tex., to Clovis. Everything was ready Monday night (31). Good business was done. Org was under auspices of VFW. H. P. Hill is owner and manager; N. L. Dixon, legal adviser; Mrs. Hill, secretary; Doc B. B. Snow, publicity and special agent. Shows will play the Plainview, Tex., Dairy Show.—**BONNIE HOLIFIELD.**

WANTED

Concessions, all types, for independent Midway at

HEART OF ILLINOIS FAIR

JUNE 30 JULY 6, PEORIA, ILLINOIS
No games, no novelties. WRITE, giving full details to
FAIR MANAGER, EXPOSITION GARDENS
5301 North University Rd., Peoria, Illinois

AT LIBERTY

LE-OLA'S CONGRESS OF WONDERS
Complete inside for Side Show, -Freaks, pic. 11 Acts—8 people. Flashy, high class, reliable Mgr. only. Own transportation. Address 315 Second St., Portsmouth, Ohio.

FOR SALE—FOR SALE

One Chevy Truck, new motor, 34 foot Freshair Trailer with Nine Concessions including Pin Game, Pin Pond, Under Over, Beat the Dealer, Pin Pond, Two Set Spinners, Heart Flare, Penny Pitch, Stock and Fish, including good condition, ready to go. No reasonable offer refused.
B. C. MUMFORD
630 3rd Ave. West Birmingham, Ala. Phone 4932

JACK VINSON WANTS

Bingo Help and Hunky Park Agents A. Y. and Helen Green and others, answer. Address:
JOHNNY'S UNITED SHOWS
Athens, Ala.

Wanted-Agents-Wanted

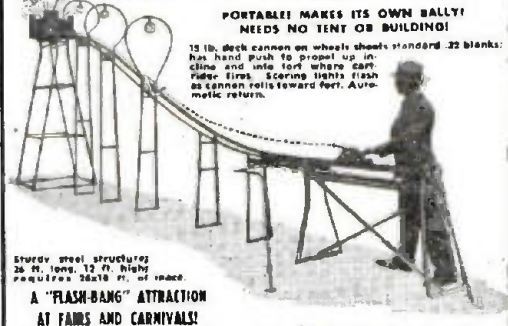
For Bunkets, Six Cats (week for stock only), Watch-a, Scale and Age. Wonderful opportunity for good Agents. Good route. Based on West Greater Shows. Open May 3rd in Minnesota. Guy Burston, Eddie Hedges, get in touch at once. Kiddy, what happened? Drink-a lay off.
MR. & MRS. LUXE BOLDENBAKER
1215 St. Emanuel, Houston 3, Texas

LAST CALL

EASTERN AMUSEMENT CO. playing best route in Miami. Opening in Saco, Maine, April 26 to May 2.
Want Cat Rack, Hoop-La, Basketball, Gun Booth, Jewery, Pin Game, Pin-Bum Spinners, Cigarette Gallery or any other concessions. Agents and Ride Help in all departments. Send driver preferred. All contracted contact
W. N. E. BERRY
c/o General Delivery, Gardiner, Maine

EVANS' GUIDED MISSILE

New Skill and Strength Tester



PORTABLE! MAKES ITS OWN BALLY!
NEEDS NO TENT OR BUILDING!

15 lb. duck cannon on wheels shoots standard .22 blanks: has hand push to propel up in clinic and into soft where can't fall; fire, scoring lights flash as cannon rolls toward feet. Automatic return.

Sturdy steel structure 26 ft. long, 12 ft. high requires 24x10 ft. of space.

A "FLASH-BANG" ATTRACTION AT FAIRS AND CARNIVALS!

Immediate Delivery! Write today for information and Free Catalog.

H. C. EVANS & CO.
1556 W. Carroll Ave., Chicago 7, Illinois

CAN USE

2 OR 3 MAJOR RIDES AND 6 OR 7 GAMES

Must have good references. 90 day season. Guaranteed one of the best locations in the business. Crossed over \$250,000.00 last year. Contact

MR. JOSEPH VOLPE

Rainbow Gardens, McKeesport, Pa. Phone 26323

M. D. AMUSEMENT CO.

OPENING APRIL 25, HAZLETON, PA.

Can place Legitimate Concessions. Want—Call for bingo: Foreman for Merry-Go-Round, '5 Eli Wheel and new Kiddie Rides. John Cole wants Agents for concessions.

MICHAEL COLE

302 E. Diamond Ave. Hazleton, Pa.

Percell's PIONEER SHOWS

high class midway attractions

OPENING APRIL 15TH, WAVERLY, N. Y.
Want Shows of merit with or without equipment. Points Show, Concessions—Candy, French Fries, Novelties, Age and Scales, Photo, Short Range, Ball Games, Switzer, Buckets, Spot and bet Spinners. All Hunky Panks open. Any thing not conflicting.
Ride Help—Semi Drivers preferred, Merry-Go-Round, Wheel, Octopus, Tilt, Bingo Clerks, useful people in all departments.
For Sale—8 Car Concessions, Double Locom-Plane, 5 Semi Tractors, Tractors, one 2030 Top, one 2040 Bingo Top, Bingo spinner, come see this equipment, you will buy. All replies:
MICKY PERCELL Box 106, Waverly, N. Y.

GRAND AMERICAN SHOWS

10 RIDES—6 MAJOR, 4 KIDDIE

Want for one of the best routes in the Midwest, playing 28 celebrations and fairs, Missouri, Iowa, Minnesota, Poplar Bluff, Mo., now; Cape Girardeau week April 21; Festus, Mo., April 21; Moberly, 13; Callisto, 19; M. E. Iowa and Minnesota celebrations to follow; fairs in July thru September, Cotton Festival, October.
Want Shows—A wonderful opportunity for Grand Shows and Arcades.
Want Concessions—Hunky Panks that work for stock, Scales, Age, Glass Pitch, Fish-pond, String, Cork, Novelties and Ballrooms.
Want Ride Help—Foreman for Wheel and Jerry, Second Help on all rides who drive semi.
L. O. WEAVER, MGR.

APPLE BLOSSOM FESTIVAL

Winchester, Va., May 1st and 2nd. 200,000 people in two days. Bigger and better than ever. Novelties and straight sales only.
SOL NUGER, Winchester, Va.

SKERBECK'S 4TH GENERATION SHOWS

WANTY Milk Bottles, Dam Family, Short or Long Range Lead Gallery, Cork Gun, Bowl, Hot Alley, String Pitch, Tilt and any novelizing Hunky Panks. SHOWS: Monkey basket, Pan House, Arcade, any legitimate Shows of merit. Good proposition in Wheel Show, must have sober and reliable, use use Ride Man and Wides. We have bounce trailer, **EUGENE W. SKERBECK**, Dorchester, Wis., until April 31, then Escanaba, Mich. Booked solid in Michigan and Wisconsin until snow flies. No contact.

MILLIKEN BROS.' SHOWS

Baxley, Ga., week April 14-19; uptown location
Want Hunky Panks, any major Ride not conflicting. Hunky Park Agents, contact Sam Marx. No Fish, P.C. buy back or repairs. Want Man and Wife to operate Grab, Popcorn and Candy Apples. Paul Miller, let's meet from you. Usual show People, always here & place for you. All replies to Milliken Bros.' Shows, Baxley, Ga.

CAMPBELL GREATER SHOWS

OPENING BROOKLYN, ILLINOIS, APRIL 16; EAST ST. LOUIS, ILLINOIS, TO FOLLOW
Want Concessions of all kinds. Let's also place several Grand Shows and Rides that do not conflict.
All Address: **EDDIE CAMPBELL**, Mer. or **SUBY COBB**, Business Mgr. c/o International Showmen's Association 4124 Chestnut St., St. Louis, Mo. (Phone: UerGreen 7307 or Jefferson 6552)

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

OPENING FORT PAYNE, ALA., 21ST OF APRIL; LEWISBURG, TENN., FOLLOWING

Join now for special privileges rates. I have a solid route of Fairs commencing 4th July at Streator, Ill. including Rockport, Warsaw, Terre Haute, Greencastle, Donville, all Indiana Fairs, Jackson, Tenn., and Athens, Ala. Colored Fairs, Centerville and Huntington, Tenn., Fairs, Ascalada, Enterprise, East Brewton and Geneva all Alabama Co. Fairs, closing 1st day of May. Want: French Fries, Potato Pops, Soo Cones, Bumper, Cork Gallery, Hit & Miss Basketball, Cake Boodle, Hoop-La, Heart Pitch, Slum Spindle, Add 'Em Darts, Penny Pitch and Kelley Pool. Shows: Mgr. with Acts and People for Side Show, Mgr. with Girls and Costumes for Girl Show. Will book Snake, Monkey, Motordrome, Illusion, Wild Life, Fun House and Glass House. Help: Ferris Wheel Foreman, also Second Man, Tilt Foreman, useful help in all departments. Must drive some. Top salaries. All replies:

JOHN PORTEMENT
FORT PAYNE, ALA.

GOLD-BOND SHOWS

OPENING APR. 25—CREVE COEUR, ILLINOIS (NEAR PEORIA)
ROCKFORD, ILLINOIS, CENTRAL, JUNE 7 THRU 15

WANT WANT WANT

CONCESSIONS: Ball Games, Cakes, Batters, Cork Gallery, Glass Pitch, Fish Bowl, Basket Ball, Bumper, Roman Targets, Age and Weight, Balloon Darts, Pitch-Fill-You-Win, Hoop-La, String Game, Penny Pitch, Photos, Long Range, Novelties.
SHOWS: Motordrome, Mechanical, Monkey Snake, Illusion, Mickey Mouse. Due to disappointment want Side Show and Girl Show.
RIDES: Want Live Ponies, Roll-o-Plane. Can place help on all rides, must drive. Want Foreman for Octopus and new Tilt. Want Fun House Operator. All reply:

MICKEY STARK
P. O. BOX 229, MT. STERLING, ILL. (PHONE: 320)

MAD GOODY FLEMING

SOME BIGGER • NONE BETTER

Opens April 26, Two Saturdays, Brunswick, Ga., Downtown
Opens April 27, Two Saturdays, Brunswick, Ga., Downtown
Can use for 17 Hill Dates and 11 Fairs. Senior Rate Men who can drive. Few Concessions. Agents for 10-cent Stock Concessions. Can use Hill Games, few Grind Concessions. Address:

MAD GOODY FLEMING
Mickey, Ga., till April 26; then Brunswick.

DAN-LOUIS SHOWS

LAST CALL

OPENING IN OWENSBORO, KY., FRIDAY, MAY 2ND

All Concessions contracted by Kern. Have openings for String Game, Country Store Wheel, Bumper Game, Duck Pond, Cork Gallery, Glass Pitch, Long Range Lead Gallery, Fish Bowl, Proton Custard, Candy Floss and Apple-Or what have you? We book one Concession of a kind only. We do not carry Grift, Gypuses or Girl Shows. Will book clean Shows, at 20 per cent to office. We need Grand Men on 10 rides. Rates Harper will have charge of his men and would like to hear from men who have worked with him.

LOUIS T. RILEY, Gen. Mgr.
P. O. Box 397, Owensboro, Ky.
P.M.: Otis and Peewee Townsend, get in touch with Joe Willis here.

WANTED

C. A. STEPHENS SHOWS

Manchester, Ga., this week

RIDES: Place a set of Kiddie Rides due to death. Wanted for the entire season, 12 Fairs contracted. CONCESSIONS: Custard, Floss, Snow, Popcorn, Applet, High Striker, Basket Ball, Fish Pond, Long Range, Hoop-La, Heart Pitch, Six Cat, American Camp. Pete Neese can use Pin Store Agent. SHOWS: Any good Grind Show, Bob Randi can place Girls for Girl Show.

CONEY ISLAND SHOWS WANT

SHOW PAINTER AND ARTIST

Talker, Musicians, Comedians and Chorus Girls for Minstrel Shows; Manager for Snake Show; Girl Rider for Motordrome. Opening for high class Monkey Show, Side Show and Wild Life. Want Honky Tonks of all kinds. Long season of bona fide Fairs ending late November in Florida.
Address: HARRDMAN, TENN. this week.

GLADSTONE EXPOSITION SHOWS

Want BINGO to join at once due to disappointment. Also Honky Tonks of all kinds, 8-Cors, Buckets, Resale and Swager. Want Kiddie Rides, Auto, Swings and Water. WANT ONE MAJOR RIDE. Want Wild Life, two Girl Shows, Illusion, Dogs and Snakes. Want Ride Help on Wheel, Tilt, Comet and Jump, Philadelphia, Miss., this week; Batesville, Miss., next week; Jackson, Tenn., follows, then Humboldt, Tenn., Strawberry Festival.
Answers to Philadelphia, Miss.

WANTED—CONCESSION HELP—WANTED

AGENTS FOR BLOWER AND OTHER GRIND STORES. AGENT TO TAKE CHARGE OF PAN GAME AND BLOCK GAME. ALSO GENERAL CONCESSION HELP.

MORRIS LIPSKY
One LAWRENCE GREATER SHOWS, COLDSBORO, N. C.

GOLD MEDAL SHOWS

WANT WANT WANT

For Downtown Sheffield, Ala., first show in 4 years, April 21-26
CONCESSIONS: All legitimate Concessions open. Want A-1 Diesel Man, must have references. Walter Weaver, get in touch with Moo Cole. Capable, sober Help always welcome. Write

JOHN J. DENTON
Gold Medal Shows, Huntsville, Ala.

GREATER DIXIELAND EXPOSITION

APRIL 18, ALEXANDRIA, LA.—10 DAYS

(Saw Town Colored Lead)

Place Foreman and other Ride Help on Wheel, Tilt, Rollplane, Jenny and Octopus. Top wages to men who can drive and stay sober. Want Lead Gallery and Honky Tonks of all kind. No Flats, P.C. or Gypuses. Place Fun House, Mechanical, Monkey or Wild Life, any clean Show with or without equipment. Pat Wilson wants Agents for Honky Tonks.

FOREST HILL, LA., UNTIL APRIL 17; THEN ALEXANDRIA

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 12. — The Wednesday (9) meeting, final session of the season, had fair attendance, although many have left to join shows. Presiding was First Vice, President Phil Isser. Many things under discussion were brought to a conclusion, and the summer project was announced. President Emeritus George A. Hamid spoke on the proposed new home, and urged all members to purchase bonds. Semi-annual interest checks, incidentally, have been mailed to bondholders. Ways and means committee, under Chairman Gerald Snellen, is preparing award books in which they are offering 14 prizes which are to be awarded November 25, just prior to our annual banquet. Prizes are a deep freeze, television set, radio set, toaster-jam set, watch, small bar, 14-carat diamond watch set, luggage, two kitchen mixers, coffee maker, case of rye and case of scotch.

After the meeting, coffee and cake was served to the membership through the courtesy of Mr. and Mrs. George A. Hamid, with members of the Auxiliary joining. The table was decorated by Frank Rappaport, luncheon concessionaire, who served, aided by George (Corky) Bovino, his assistant.

Recent visitors included Harry Agne, Abe Fabricant, Casper Kosciely, Arthur Sicard, Edward McKeeon, Frank Meyer, William Lish, Morris Sommers, Sam Miller, Henry Kaufman, Morris Glass, Ward Groves, Morris Black, Sam Finkel, Mack Kassow, Doc Arthur Marcus, Louis Candee, Sidney Herbert, Charles Lawrence, Edward Turbin, Sam Cohen and many others.

Assistant Treasurer John S. Weisman and family left for a Miami vacation.

The Auxiliary announced it will hold a square dance, sponsored by its past presidents, Saturday (19) in the clubrooms, with all members and friends invited. Tickets are \$1.50.

Our shut-ins received their Easter gifts.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 12.—President S. T. Jessop was in the chair at the April 10 meeting. Also on the roster were Treasurer Walter F. Driver, Secretary Joe Streibich and Past President Lou Keller.

Eddie De Boid, Sam Howard, Robert Smith, Howard Schultz, Phillip Zeller, Sidney J. Page, and William G. Margolis were elected to membership. These memberships were credited to Jack Kaplan, Charlie Zemler, Past President Sam J. Levy, and Sol Wasserman.

Herman Pluda is now in Hines

Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.

Ladies' Auxiliary Officers on hand for the April 3 meeting included Betty Bazinet, president; Yorla Goldston, second vice-president pro tem; Ethel Cutler, treasurer; Edwin Zimdars, secretary; and Marion Shufford, chaplain.

Grace Goss arrived in time for the meeting. Mabel Baysinger is hospitalized at St. Joseph, Mo., and will remain there about 10 days. At the March 30 meeting, members voted to turn over all donations sent in for the rummage sale to Church of God at Searcy, Ark., to those in the Arkansas tornado area.

Night's award, donated by Betty Bazinet, was won by Eillian Adams Juanita Spheeris, assisted by Jackie Wilcox, Carol McJunkin and Paul Spheeris, prepared and served a buffet lunch. The Hit the Road Party has been set for April 19.

Veterans Hospital here and Lou Leonard, in from Tampa, is in Billings Hospital, this city.

Jack Benjamin attended the meeting following recovery from illness. Members present after long absences were Harold Denike, Earl Newberry, Jack Klippel, Foster Eck, Joe Hinas, Billie Senior and Pete Norman.

WANT WANT WANT

NEW ENGLAND AMUSEMENT CO.

Opening April 24, Athol, Mass.

Ride Help, Ride Superintendent, Foreman for Merry-Go-Round, Ferris Wheel and Kiddie Rides to join immediately. Top wages and bonus. Pay every week. Two men to up and down Concessions and work in P.C. Agent for cigarette outfit. Man to sound truck and billposting. Free Act starting May 5th. Can place Show that caters to entire family.

All phones and wires to
HARRY J. KAHN
60 Parkside St., Springfield, Mass. Phone G-2337. After April 20th, Athol, Mass. Phone 547.

VINCE McCABE WANTS

LEGAL ADJUSTER, AGENTS FOR COUNTY, PEER, SKILLO, WHEEL, SIX CATS AND PAN GAME. BINGO COUNTERMEN

Boys to take care of Grind Stores. Open early in May. All contact:

VINCE McCABE
BOX 92, EAST PRAIRIE, MO.

B & C EXPO SHOWS

Opening DATE CHANGE—MAY 18th—19th

Rides—Mable or Ida. Shows with or without equipment. Will give Back End to anyone who can handle it. Harry and Lucille Pike, write again, for your address to W. W. Cole, Inc. Concessions in the P.C. Legitimate Concessions of all kinds: Pank Ruck, Ace, Bottle Ball Game. All Num Stores open. Help in all departments. Ride Help on all rides. Chairplane and Rolluplane for sale. Can be booked in P.C.

B & C EXPO SHOWS, HEMLOCK, N. Y.

REDWOOD EMPIRE SHOWS

PLAYING THE GREAT NORTHWEST—18 Weeks of Fairs and Celebrations

Need First and Second Men on all rides; must be truck drivers. Top salaries to right men. Need Shows of all kinds, also all legitimate Concessions not conflicting. Write or contact

ANTHONY MASSETTI
at once, P. O. Box 358, Berkeley, Calif.

Miami Showmen's Association

236 West Flagler Street.

MIAMI, April 12. — Members were saddened by the death of Fred (Dutch) Karl April 5 at Statesboro, Ga. He was with the Brown & Wallace Shows at the time. Burial was handled by the club, as no relatives could be located.

Prell's Broadway Shows closed their winter tour at Sanford, Fla. Many of the personnel are spending their three-week layoff here. Members leaving to join units include Jack Rose to Blue Grass Shows; Eddie Seremba, Brady United Shows; Lucy Gordon, New York; Edward (Tobey) Turbin, New York and Washington, where he will join the World of Mirth Shows; Bobby Allen to Petersburg, Va., and the Cella & Wilson Shows by way of Buffalo, where he will visit his sons in military schools there; Roger Dufour to the Lawrence Shows, and Murray Leavitt to the Gold Bond Shows.

Visitors included Harry Weiss, back from Havana, where he has been operating a bingo successfully at Coney Island, new amusement park there; Frankie Hamilton, who reports that his wife is still ill. Regulars include Johnny Applebaum, Eddie Edwards, Harry Meyers, Moe Winnerman, James Zabrlakie.

Prudent's Amusement Shows

Patchogue, L. I. N. Y.

Want Foreman and Second Man for Merry-Go-Round, Ferris Wheel, Caterpillar and Tilt-a-Whirl; must be able to drive. Jimmy Nelson and all others who have worked for us before contact us at once. Pay your own. No tickets unless we know you.

Sammy Lane Shows

WANT WANT

Cashings or Crab, Hucky-Duck, Ball Game, Cake Boodle, Age and Weight, Photos, Fish Pond or what have you? Legitimate Concessions, one of a kind. Privilege \$15.75 thru season for jokers now can place two Grind Shows with own equipment. No Gypuses and no Rattios. Opening date May 3. Camden, Mo. Dog-Wood Festival. P.S.: Dump Dago, contact T. G. THORNER, Lancaster, Mo.

Sammy Lane Shows

WANT

Ride Men for all rides. Especially want Wheel Man who drives semi. Top pay and good treatment. Dump Dago. Joe Bequette, Bill Lister, contact. All replies:

THOMAS THORNER
c/o Sammy Lane Shows, Livonia, Mo.

RIDE HELP WANTED AT ONCE

Two Wheels—Two Merry-Go-Rounds—Two Tills and Five Kiddie Rides. Reimbursement for fare to anyone who qualifies. Write or call:

Catherine Amusement
98 Webster Avenue, Chicago, Illinois
Phone: DIVISARY 4-2023

Newburg's Second Annual Homecoming Festival

Newburg, Mo., July 28-31—August 2-5

Want Adult and Kiddie Rides, good location. Near AMES, Camo. Contact:

CAPT. C. M. YOUNG
Chairman Entertainment Committee
Newburg Lions' Club, Newburg, Missouri

WANTED

Tilt Foreman Also Second Man. Top salary to dependable men.

WILLIAM PINK
676 Amusement Company of America.
(Formerly Hennes Shows)
Box 414, Hot Springs, Ark.

NAIL AGENTS

Wanted for New Four-Way Open With Amusement Company of America Opening April 21, Hot Springs, Ark.

S. L. LOVER
General Delivery Hot Springs, Ark.

WE NEED

A Carnival for Week of July 4th

Large fireworks display guaranteed.

AMERICAN LEGION
SPENCER, IND.

RAYNELL WANTS

FOR POSTING SHOW
PIANO PLAYER (preddy)
TO ACCOMPANY
PETER GART
2 FOR CHORUS

GIRLS

MEN—TICKET SELLERS FOR TOPS

TALKER—FOR JERRY JACKSON COLORED REVUE

No Drunks. Sure pay every week. Good treatment—Ask anyone who has ever worked for me. Show opens April 26. Rehearsals start April 16 and 18.

ADDRESS:
RAYNELL
Petersburg Hotel, Petersburg, Va., or care Cella & Wilson Shows.

Top Wages—Top Wages

Want Foreman and Second Man for Merry-Go-Round, Ferris Wheel, Caterpillar and Tilt-a-Whirl; must be able to drive. Jimmy Nelson and all others who have worked for us before contact us at once. Pay your own. No tickets unless we know you.

PRUDENT'S AMUSEMENT SHOWS
Patchogue, L. I. N. Y.

BILLPOSTER

Want union Billposter who can drive. Must join immediately. Reply

MARKS SHOWS

P. O. Box 771, Richmond, Va.

Sammy Lane Shows

WANT WANT

Cashings or Crab, Hucky-Duck, Ball Game, Cake Boodle, Age and Weight, Photos, Fish Pond or what have you? Legitimate Concessions, one of a kind. Privilege \$15.75 thru season for jokers now can place two Grind Shows with own equipment. No Gypuses and no Rattios. Opening date May 3. Camden, Mo. Dog-Wood Festival. P.S.: Dump Dago, contact T. G. THORNER, Lancaster, Mo.

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Need First and Second Men on all rides; must be truck drivers. Top salaries to right men. Need Shows of all kinds, also all legitimate Concessions not conflicting. Write or contact

ANTHONY MASSETTI
at once, P. O. Box 358, Berkeley, Calif.

SENSATIONAL COMBINATION SENSATIONAL VALUE For Mother's Day and All Days!



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EXCLUSIVE

Internationally Famous

RICHELIEU IMPERIAL PEARLS*
and CHINESE SET

The Richelieu label guarantees satisfaction... makes this the highest combination ever for your pocket.

Only **\$4.50** EA. SET

Retails \$25.00 and Worth it Minimum order 5 sets. Federal Tax additional if not for resale. 25% discount balance C.O.D. P.O.B. Philadelphia.

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A-1 PHOTO BOOTH—CUSTOM BUILT... **ALL 1936 SOUND—3000 REELS**... **DANDY 12 FT. TRAILER—END OPENS**... **ELECTRIC PLANTS**—GASOLINE AND DIESEL... **FOR SALE—WHILE HEY-DIEY**... **FOR SALE—LARGE QUANTITY ELECTRICAL**... **FOR SALE—\$1995. ONE 1948 CHEVROLET**... **FOR SALE—4 CYLINDER LEROI MOTOR**... **FOR SALE—3 WHISTLE AIR CALLOPES**... **FOR SALE—ALL STREET SHORT RANGE**... **FOR SALE—ARMY SURPLUS COLUMBIA**... **FOR SALE—14 FT. GLASS-IN TRAILER**... **FOR SALE—18-UNTIL ELECTRIC DRYER**... **FOR SALE—CRAPE—TENT PICTURE**... **FOR SALE—A.B.T. LONG RANGE**... **FOR SALE OR TRADE—COMPIET**... **FROZEN CUSTARD MOUNTED TRACTOR**... **KIDDE ATSEHIP RIDE—20 PASSENGER**... **MINIATURE TRAIN—STEAM, GAS, ALL**... **POPORN AND FISH TRAILER—BODY**

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FREE

Buy 10 gross of one or assorted items listed below and get 1 gross European import items free plus P&H.
Butterfly Pins, Grs. \$1.00
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WRITE FOR "EARLY BIRD" CATALOG—JUST OFF PRESS

Second service charge on orders for less than \$3.00. 50% deposit required on C.O.D. orders. All of above plus postage.

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Established 1889
TERRE HAUTE, INDIANA

NEW Suction-Cup Auto Flag-Holder

For Decoration Days... Celebrations, etc. Complete with American Flag, "Stars & Stripes". Sensational seller! Sell for \$1.50 each. Samples, 5c.
Doz. \$3.00
Gr. \$33.60
25% profit with order.
C.O.D.

Joker—Novelty Jobbers

DOUBLE SUCTION CUP—All rubbery immediate delivery. Cards \$3.00, Bulk \$10.00. \$20.00 per 1000. Send for Catalog of 500 Popular Items.
GOODBYE CO.
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- And remember—you also sell all of the thousands of buyers who make The Billboard their headquarters every week!

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So many of the 300 Spring Special Advertisers told us to re-run that same ad that we're passing this along to you as a worthwhile suggestion. Simply check the box in the coupon below and Air Mail it TODAY!

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Pipes for Pitchmen

By BILL BAKER

PHILLIP CULLIVAN went to his home in Lynn, Mass., following a highly successful week's stand in the J. J. Newberry store, Elmira, N. Y. After a week at home he plans to head for New York City.

L. B. LASTER is at his Lubbock, Tex., headquarters framing a combination opener layout with which he plans to hit the road soon.

"HERE WE ARE..." back in the vicinity of the Windy City and have our trailer parked about 25 miles southwest of Chicago," pens Dave Rose. "It's just about impossible to park in the city proper because of an ordinance which prohibits trailer parking. We arrived here Sunday (6) after leaving New Orleans April 3. I visited with Bob Roach at Hospital A, Ward 3, Oak Forest, Ill., where he has been confined for more than a year. He would like to read letters from friends. I enjoyed the recent pipe from Tom Kennedy. His pipes always are interesting and instructive. The last time I saw Tom was in New Orleans where he was demonstrating a knife sharpener and glass cutter in Woolworth's. I wonder what will become of the 40-milers. Tom mentioned now that conditions are so tough in the Motor City. The only solution that I can figure out is for them to become 80-milers. I've often wondered how it is possible for any pitchman to sell anything at the shops in Detroit or on Maxwell Street, Chicago. For years and years they've been seeing pitchmen in the above-mentioned

places and yet some of them always seem to be getting a good day's pay when they work. Pitchmen must have a great deal on the ball to be able to do that day after day, week after week, and year after year. From all indications it looks like Maxwell Street will be well represented this summer. I think the Detroit boys should invade the market and establish a beach head there. Speaking of 40-milers, Chicago also has plenty of them. So does every other large city that pitchmen call home. In a way I think they are smart by not traveling. When one travels these days there's many things that must be considered. Most towns are closed, food is high, gas is high and sleeping accommodations are so high they are getting out of the reach of the cigar-box pitchman. That is why many have become 40-milers. They got fed up over being rousted around. Others have turned to chain stores and given up large percentages with a smile. At least in a store location, a pitchman works without being molested by the politicians or some petty shakedown artist. I remember the old days in Detroit which Tom wrote about. On the lot at Clifford and Washington streets there was Jack Halstead, with flukem. His stick was none other than the well-known and beloved Eddie Gillespie. Tom Kennedy worked the 10-cent knife sharpener. His partner was Barney Kaplan. Sam Schoen and Red Brickner worked watches and blades. I worked cleaner for a quarter and gave them a bag full of slum free. On other lots were Blackie Beard and Art Novotny, coils, Jack Russian, coils; Tommy Hoy, linament; the Great Fredrick astrology; Gypsy Brown, med; Zemy Phillips, med; Joe Wall and Chesterfield, med and corn punk; Carl Herron, dol and dash; Leroy Crandall, jam pitch; Old Man Yoder and his two ace med workers, now deceased, Young and Cavanaugh, Kadumac. The great Curley Bartok was breaking into the game with med; Dick and Thelma Jacobs had med on the Roxy lot; Morris (Irish) Davidson and his partner, Barnett, who now owns four department stores in Baton Rouge, La., were selling gummy, and Bedford had his penny and dime tricks doing terrific business. After the day's work was done everyone headed for the walling tree near the Roxy lot and really cut up the jackpots."

WHITEY JOHNSON is reported to be working from a keister in New Orleans to fair business.

LOCATION of the Home Builders Show of Greater Cincinnati, always a big money spot for pitchmen, making the event when it was held in the Queen City's Music Hall, has been switched to the Cincinnati Garden for its 1952 nine-day run which gets under way April 19. Interest in the event has soared to the point where all available exhibit space in the spacious Garden has been sold out. Raymond D. Sharp, chairman of the space sales committee, announced Wednesday (9). He said that over 150 booths, totaling more than 20,000 square feet, have been contracted for. Much interest has been manifested in the unique streamlined arrangement of the booths this year. Promoters of the show are predicting that this year's run will surpass the good business done in 1951.

"I'VE BEEN plenty busy working in advance of our Noah's Ark Gorilla Show," letters Mrs. Robert Noell from Newton, Ga. "Our gorilla, M'Jingo, has become relaxed enough to play with us. He's cute, but reticent. While playing with him a few nights ago, I learned the reason for his coolness toward us. He has a nasty scar on top of his head which would indicate that someone handled him pretty badly and it will take a long time for us to overcome it. The weather seems to have broken at last. We have had some pretty high winds. When that tornado hit Arkansas it blew down our masonite screen but that was all the damage we suffered. Doc Little Beaver has visited us on several occasions. Georgia has been proving spotty and we'll soon be going up the line. We ran into Al Holt at Calvary, Ga. The crew went to Dothan, Ala., to catch the Hagan-Wallace show. Velda Mae visited Marguerite Barton and everyone had a good time. We'd

like to read pipes here from Harry E. Moore, Phil Carroll, Tige Hale, Bill Said, Jimmie Ray, Chanda and Zeela, Red Wilcox, Bill Newton and Doc Eling. We've run into a new development around here. Many of these towns have an ordinance that reads that the rates for shows are from \$1 to \$100 per day at the discretion of the mayor.' Then when you check with them you get a flat refusal. They won't issue a license at any price. It sounds unconstitutional to me and I suppose the towns will treat pitchmen the same way, although some of them would be too small for members of the tripes and keister fraternity to play."

S. D. YOUNG well known in pitch circles and who once was known as the Button King of America and Miami's Favorite Auctioneer, was the subject of an interesting article in The Palm Beach (Fla.) Sun's March 28 issue. The article points out that Young's Button King cognomen derived from his publicizing and selling a certain kind of collar-button, a two-piece job which sold for \$1 a pair. He's now employed as a gardener and caretaker on a Palm Beach estate.

SAM JONES concessionaire and one of the country's most outstanding old-time jan pitchmen, died April 6 in an Imperial Valley Calif. hospital following an illness of six weeks. A native of Tennessee, Jones at one time owned and operated his own circus and was well known among carnival folk, having trouped with the Mighty Sheeley Midway, Con T. Kennedy, Doc Ziegler and Siebrand Bros. shows. He went to the West Coast about 15 years ago and made his home there until his death. He had been a member of Pacific Coast Showmen's Association since 1946.

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Dressing Room Gossip

Continued from page 63

chen, CPA, gave a dinner party for a group of his circus friends. Congratulations to Delorosa and Jimmy Crocker on the recent birth of a son in Sarasota. Jimmy is catcher in the Flying Concello act. Margot Margas, who fell from a perch during first day of rehearsals in the Garden, is at the Polyclinic Hospital. Father Ed Sullivan drove from Boston to catch the opening. Mr. Fawcett, CPA, had as his guests for the final rehearsal, Mrs. Albert C. Wedemeyer, wife of the former U. S. air command in Asia; Mrs. John Erskine, writer, and Fanny Hurst, novelist. Other visitors were: Madeline Parks, Mr. and Mrs. John O'Brien and son, the Zoppe act, Nina Unus, Bea Konyot, Jenny and Alberto Zoppe, Mrs. Jean McGuire, Keith Brecken, U.S.N.; Johnny Logan, U.S.N.; Gloria Mash Gradis, Joan Sharkey, Helen and Charley Geiger, Claire Fawcett, Tony Conway, Kathy Kramer, Sue Fox, Mr. and Mrs. Jim Tomlinson, and Mrs. Doland. Mrs. Ruben Olvera, Mrs. Don Francisco, Ira Millette, Mrs. Millette, Paul Lang, Mr. and Mrs. Freddy Wolthing, Eddie Callahan.—MARY JANE MILLER.

Hagen Bros.

Activity is at high pitch between shows and on Sundays with repainting of trucks, poles and props. Willie Rawley, relettering of the trucks is flashy and the Snake Show has caught the fever, with eye-catching pictorial and lettering work. Extensive new and more brilliant lighting will soon be in evidence. Our new chief electrician is Roy Addison. Preparations for the new finale, "Cavaleade of the Vanishing American," produced by Jim Conley, are going ahead with daily rehearsals between shows. Conley's Wild Animal Show now has a kangaroo which arrived by airplane in Gladewater, Tex. Tommy Arez had a trailer house-warming recently and has added a Bird Circus to his Side Show.

Birthdays were celebrated recently by Harry Allen, manager, and Freddy Conley. Torchy Townsend was on the sick list. Dorey Miller flew in his plane to visit us in Gladewater with a party that included Al Lindemann, Whitey Thorne and Donnie McIntosh. Jack and Claudine Thorne's brother Dewey, also a pilot, flew in in Greenville. Other visitors included D. E. (Brownie) Brown, clown with the Schaffer Shows; the Kay Colleano Troupe; Mary Thorne, Jimmy Hamiter, Benny Davis, Shirley Logan, Tommy Bentley and the McIntosh of the Floreux Troupe; Ralph Robinson, retired musician; Elmer Peterson, chief Sugar Brown and family, Robert Faulkner, Lee and Vi Bradley, of the old Bud Anderson Seal Bros. Circus.—JOHN TOY.

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Hunt Bros.

Marsha Hunt made her second appearance on Columbia Broadcasting System's "Candy Carnival" TV show finals and walked off with first prize. She and her baby elephant, Rahnee, appeared at George Hamid's Steel Pier. Atlantic City, April 12 and 13. The Hunt Liberty horses, under direction of Lou Barton, made their video debut on CBS's "Big Top" April 5.

Jimmy and Luella Wynn are the latest additions to quarters Dolly Victoria, of the Cycling Victorians, is visiting Myriam France. Capt. and Mrs. Roy Bush motored to his wife's home in Boston for a last-minute visit before the show opens. The writer made an appearance on CBS "Big Top" show March 29, working under the name of Dr. Harriet. Hazel Case is making spec wardrobe.

All rolling stock has been painted and new equipment has been purchased. A regular weekend visitor from Poughkeepsie, N. Y., is Hazel Oughten and her family.—BILLY BARTON.

King Bros.-Cristiani

Clear and cool weather prevailed at Athens, Ga., on opening day when three parades were held. The parade costumes made a big hit. There are many new faces in the dressing rooms this year.

Performance is running in almost mid-season form. Lee Hineckley and his big show band made a good appearance on the band wagon drawn by a six-horse hitch. Brownie Gudath, producing clown, has some fine new gags and has revived the old Fire House gag, with Baghong and Jack and Ruby Landrus forming the midget brigade.

Spec is called "LaFiesta." Ushers, property and ticket sellers are ornately costumed. All new lighting effects are by Raymond Miles. Lights over the entire tent are controlled from a master switchboard operated from a central station. The swinging ladders have been revived, also show still produces a web number. Red Dingler's Comedy aerial bars open the show. Boss property man is Tommy Ward.—COL. HARRY THOMAS.

Kelly-Morris

Despite unsettled weather, Cooper, Tex., proved a surprise winner. Show had plenty of rain in Paris, Tex., when the Kelly-Miller personnel visited the show. In Muskogee, Okla., show gave four performances to take care of the crowds.

Blanche, the big bull, took an unexpected vacation during the night show in McAlester, Okla., and ended up playing tag in a flower bed. Gladys Gillam bought much Easter finery for her two girls. Johnny Wall is doing good job of laying out the lot. Bert Burnett is show's new electrician.

Bernice Morris has a new hardo. Jack Mahon and James Brison are recent additions to clown alley. Bill Morris suffered slight abrasions in a fall from a pony between shows, but insisted on leading his mount in the tournament that night. Visitors have included Shirley Lindemann, Tommy Bentley, Dory and Oberl Miller, Axel Enger, Chick Dale, Clippie Chapman, Max and Gerlie Craig, Glen and Ethel Henry, Hazel King, Jermaine and Joe Zoppe, Mr. and Mrs. Jack Harrison, Lee Virtue, Mr. and Mrs. Ed Widaman and Billie Burke.—JOE HODGES-HODGINI.

Rogers Bros.

Charlie Allen and his Brahma bull are featured in the Wild West concert. Slim Girard joined at St. Augustine, Fla., doing juggling and clowning. Skinny Goe is proud of his new horn. In clown alley are Lou Walton, Eddie Doucet, Bill Winters, Slim Girard, Wylee Davis, Carl Nelson and the writer. Visitors: Danny O'Neal, formerly of the Ringling show; Joe La France, formerly with DeBus Bros.; Minstrels with the writer; Mr. and Mrs. Frank DeRisko, Beers-Barnes Family, Ham Anderson, Maurice Gaulder, Hi-Brown Bobby Burns, Jackie Lee Mix.—BUCK LEAHY.

Continued from page 62

of taking it. Davenport denied it. Hamhill called the sheriff.

Six hours later the sheriff showed up. This officer also brought the citation ordering Hamhill not to dispose of any assets. Numbers on the bonds were reported to the Secret Service. Later the Treasury Department reported that the bonds had turned up at a bank in Quincy, Ill. Under cross-examination, Hamhill said that there had been some drinking during the week-end at the ranch and that Hamhill had had the shares of stock canceled and had recovered part of the missing property. He also said then that the two notes to Mrs. Davenport were settled when the partners sold some assets of the Duley show, settled with the government and washed out the partnership.

Bonds, Checks Traced. Another witness was cashier of the Illinois bank. He said that the bonds spotted by Treasury agents were five \$1,000 bonds cashed on January 23, 1951, and four \$5,000 bonds cashed on April 2, 1951. The money was deposited,

he said, and later \$18,000 worth of cashier's checks were bought with funds from the account. These checks, he stated, were made out to Davenport and came back with his endorsement.

An Oklahoma automobile dealer testified that in April, 1951, he sold Davenport 15 two-ton trucks and a deep-freeze unit. Payment, he said, included two \$5,000 cashier's checks from the Illinois bank, a personal check for \$4,302.50 and two \$10,000 government bonds other than those involved in the case.

Davenport operated Campa Bros. Circus in 1951. Hamhill operates a theater at Honda, Tex. Commissioner Sneed ruled that "probable cause docs exist" for the complaint filed by the FBI, and he continued the \$10,000 bond under which Davenport was freed shortly after his arrest. Davenport must report to the Federal District Court here May 5, when the grand jury convenes, but U. S. District Attorney Tommy James said it was not scheduled to hear criminal cases until May 12.

Under the Marquee

Continued from page 63

Circus, Brown reports. Residents say that King Bros.-Cristiani will play Middletown and Kingston, N. Y., and Greenfield, Mass., late in June. Model Builder Herbert Clement, of Winchester, Mass., uses hamsters and churtles in his miniature circus.

Tommy Randolph, of Gladewater, Tex., caught Tiger Bill, Cole & Walters and Hagen Bros' shows recently. Slim Stillion and wife visited Tiger Bill's Wild West at Crockett, Tex. He was with Leo (Tiger Bill) Snyder's father's show of the same name from 1926 to 1928. Luke Colburn, musician with Tiger Bill's show, became ill at Brenham, Tex., and was hospitalized at

Houston. Mr. and Mrs. P. E. Osborn, of the Shreveport, La., Shrine show, spent four days with Cole & Walters, visiting Jack Bell. Tiger Hale, bandmaster, visited King Bros.-Cristiani people while en route northward from Florida. He was on his way to join a circus.

Margo Margus is doing nicely, tho still hospitalized as the result of an accident while rehearsing a perch act prior to the opening of the Ringling show in Madison Square Garden. Because they are still awaiting the arrival of their horses from Italy, the Erzops have not yet presented their riding act with the Big Show. It is believed that the act will be complete by next week.

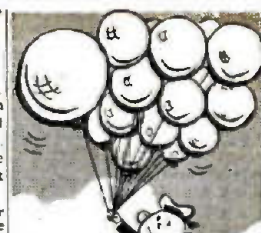
Polack Eastern

Business held up so well at Norfolk that the show presented an extra performance the final day, April 5. Shrine-sponsored, show was promoted by Bill and Dorothy Kay and their crew. Potentially Charles T. Morton, and his babies saw to it that all enjoyed their week in Norfolk. Nobel G. I. Mayo kept the clowns happy with the cakes, pies and other goodies baked by his wife. All the Shrine clowns spent much time in the show's clown room.

Blonde Inge-Nameckid was tendered a surprise party in celebration of her first birthday since coming to the United States. Doc Holland, Suffolk, Va., dentist, worked as a guest in clown alley. Dr. Frischkorn presented Circular Historical Society scrolls to Edyth and Whitey Boyd. Jo and Silvers Madison and Henry Kyes. Don Dorsey enjoyed a surprise visit from his aunt, Gertrude Walsh, and her companion, Mrs. Romero on opening day. They were en route to Fall River, Mass., from Florida.

Bill Kay has recovered from a recent operation and leaves soon for Las Vegas, Nev., to begin promotion of that date. Cucciolo and Alberta Zoppe were presented with scrolls by the Syrian Temple of Pittsburgh. Mr. and Mrs. Herman Norwisky hosted the company at a buffet lunch after the final show Saturday night. Willie Robbins is mourning the death of his father in St. Petersburg, Fla.

Among members planning to catch the Ringling circus at Madison Square Garden, New York, over Easter are Bea Konyot, Nina Unus, Ruggera, Cucciolo and family, Willie, Anne and Gary Robbins, Helena and John Hartzell, Don Dorsey, Bob Lorraine, Lola Dobritsch, Emil, Carl and Hans Goetsch and Alberto and Jeanne Zoppe. Ed Raymond visited his wife, Phoebe, in Cleveland and Harold Conn went to see his family in Lansing, Mich. Red Carter visited his wife in Sioux City, Ia., she's been on the sick list since the show opened in January. George and Ruby Cutschall and Fred Proper had a holiday in Norfolk despite the big business their concession department did there.—BOB LORRAINE.



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WON'T HELP GAMES

NPA Sights First Copper Ease Sign

WASHINGTON, April 12.—For the first time in several months, the National Production Authority reported there was a slight easing in the drastic copper short-

age. Tho this development was welcomed with open arms by manufacturers of amusement games, there was little likelihood production schedules would be increased.

Paul Andrews, chief of NPA's copper division, stated the improved outlook was attributed to an increased flow of copper and brass scrap and barring an unexpected change in the international situation, the situation would continue to ease.

Copper has been the tightest of the three metals covered by the Controlled Materials Plan. The other two, steel and aluminum are gradually reaching a point whereby government mobilizers are planning to decontrol them on a graduated basis.

OPERATORS SHOW

Bally Delivers The Champion, Coin Horse

CHICAGO, April 12.—First operator showings of a new mechanical horse were held this week by distributors of Bally Manufacturing Company, Jack Nelson, general sales manager, announced. Called The Champion, Bally's horse is an authentic version of a typical Western pony.

Equipped with a genuine leather saddle, reins, martingale and box type stirrups with extra loops for short riders, The Champion was designed with maximum safety and durability and operator service features in mind, Nelson stressed.

The Bally entry is built on an easily accessible base which occupies a floor space of 22 by 49 inches and is factory tested to withstand a weight of 500 pounds in the saddle. It is powered by a heavy duty 1/2 h. p. AC motor and plugs into any 110 volt outlet. The body of the horse is made of steel-reinforced plastic. Its base has rubber pads to eliminate creeping and protect location floors.

Two Coins

The Champion, 10-cent operated, has a National slug rejector which accepts either a dime or two nickels. It is regulated to

(Continued on page 85)

Miami Assn. Gets Hdqtrs.

MIAMI, April 12.—Amusement Machine Operators' Association of Dade County has established headquarters at 438 S. W. Eighth Avenue here and appointed Jimmy Bonnie business manager.

Bonnie announced AMOA board of directors meetings will be held at the group's headquarters but regular monthly meetings of the general membership will continue at the El Comodoro Hotel here.

Mrs. Herman Perrin has been retained as office secretary at AMOA headquarters.

Centime Intros Fortune-Napkin Combo Machine

CHICAGO, April 12.—The Centime Corporation here has announced production of a penny-operated fortune telling unit equipped with paper napkin dispensers.

Compact in size, the unit has a capacity of 600 printed fortunes on 100 subjects. Inserting a penny, the patron pulls a lever which vends the fortune thru a slot, much the same way stamps are sold.

Because of the napkin feature, operators have been putting out the units in groups at individual locations, the manufacturer stated. Thus in a spot with as much as a dozen booths, it is feasible to place 12 units.

Centime officials reported that distributors are being appointed for its combination fortune telling-napkin unit.

SHUFFLE LICENSE IMPEDED

Chi Amuse. Game Struggle Begins Some New Chapters

CHICAGO, April 12.—The already critical situation in the amusement game operating industry here took several turns which this week appeared to offer even less opportunity of licensing games in the future. Most shuffle games, featuring the bowling theme, were running under injunctions covering this type of unit.

Among the happenings which altered an otherwise growing rosy outlook for the licensing of shuffle units were:

1. A ruling in Superior Court, Cook County, classifying a special type of shuffle game as being close enough to the old bagatelle and pigeonhole games as to be unlawful under a local ordinance passed in 1935.

2. A directive from the Chicago police commissioner to all precinct captains ordering them to inform locations that a list of 11 amusement pieces whose individual temporary injunctions had expired had to be removed from their premises or be subject to confiscation.

Call Meets

As a result of developments several of the amusement game manufacturers hurriedly scheduled either closed meetings with their legal advisers or collectively met with their attorneys. No information on the progress of these was available, but all concerned agreed the situation had taken a turn for the worse and if some concerted action were not initiated immediately there would be few if any coin-operated games in

the city in the near future. Of the two developments, the one which may have the most far-reaching effect is the adverse ruling on the special shuffle game. The reason is that it had generally been conceded that altho there was no license yet for shuffle games, one might be issued soon.

HOLD THAT LINE

Scribe Learns Pin, Juke Cut Education Nut

COLUMBIA, Mo., April 12.—Pinball games and jukeboxes in locations around the country are helping to hold the line against price rises. This factor was pointed up in a recent column by Inez Robb of King Features Syndicate, following a visit to her alma mater here.

Miss Robb dealt on the pro and con influence of pinball machines and music boxes in typical campus stops. She wrote: "Has anyone ever seriously considered the effect of the pinball machine on higher education? Here, indeed, is a fertile field for any would-be

(Continued on page 85)

Portland Pin Biz Nearing Normal Tempo

PORTLAND, Ore., April 12.—Following more than three months of confusion over the legality of amusement games in Portland tavern locations, the amusement game business is slowly approaching normal. Mix-up stemmed from

(Continued on page 85)

SHUFFLE GAMES AID 2 GROUPS

CHICAGO, April 12.—Merit Industries this week donated shuffle games to Jackson Park Coast Guard Station and Temple Or Chod Osh, both on the South Side here.

In choosing the game for the Or Chod Osh congregation, Rabbi Carl Castle stated it would make a welcome addition to the temple's recreational facilities for the younger set.

Col. Lou Louis, Merit owner, will service the Coast Guard and temple games without charge.

AESOP WAS RIGHT

Gary Operator Had No Home, So Builds One

GARY, Ind., April 12.—More than 23 centuries ago Aesop wrote: "If you want a thing done right, do it yourself" and Joe Scheck, local amusement game and music operator is proving that the saying still goes.

Like many veterans, Scheck was able to resume his normal occupation after the end of World War II but had little luck in finding a place to live with his newly acquired family. He and his wife, Bernice, spent most of their spare time looking for that "dream house" but every time the stiff price tag virtually left them out in the cold.

Independence Day

The Aesop part of the story came into being July 4, 1949, when the Scheck baby was born. On that day, Joe started the first big step toward his expanded family's in-

dependence and went to work on building his own home. A couple of years previously he had purchased a lot overlooking Gary Beach on Lake Michigan and opposite his dad's residence.

When he started, the situation appeared almost ridiculous for the

(Continued on page 86)

Revive Keeney Shuffleboard Conversions

Start Cig Penny Insert Delivery; Open House Set

CHICAGO, April 12.—The 4-Way Bowler conversion for 22-foot shuffleboards has been placed in production again, Paul Huebsch, sales manager of J. H. Keeney & Company announced. Firm also has started first deliveries on an improved penny loader for cigarettes.

The conversion makes a regulation lengthboard a typical four-player shuffle game. It is attached to one end of the playfield, has a left side puck return chute, 20-30 scoring and is on dime play for each player. Huebsch disclosed the new release was based on operator demand in several Midwest and Southern States.

The new loader inserts from one to three pennies in a pack, operates electrically and is fully automatic. It is of strong construction, but light in weight and easily portable. The Keeney inserter is known as Model 52.

Plans Open House

Keeney is making elaborate plans for its open house featuring running concurrent with the National Association of Tobacco Distributors annual convention. The N.A.T.D. event will be held at the Palmer House April 21-24. Huebsch stated that Keeney is not exhibiting, at the show because it not only wishes to show visiting distributors and operators its venter lines but also its TV receivers, game and conversion units. All coin-operated units made by Keeney will be on display at the plant, 2600 West 50th Street here, and food and refreshments will be served during the four days.

Calendar for Coinmen

April 14—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.

April 14—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

April 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

April 17—Progressive Music Operators' Association, monthly meeting, Walt Whitman Hotel, Camden, N. J.

April 20-24—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.

April 21—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Balloy Restaurant, Baltimore.

April 22—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

April 22—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.

April 28—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.

April 28—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.

May 5—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.

May 6—Westchester Operators' Guild, Inc. first annual banquet, Bill Reid's Restaurant, Elmwood, N. Y.

May 6—Central Association of Music and Coin Machine Operators, bi-monthly meeting, Bellerive Hotel, Kansas City, Mo.

May 8—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

May 8—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

May 8—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

May 8—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.

May 13—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

May 13—California Music Guild, monthly meeting, 311 Club, Oakland.

May 13—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.

May 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.



CHARITY WINS EVERY TIME a player steps up to a game or customers patronize vending machines and juke boxes in the current drive for funds for the 1952 Philadelphia Allied Jewish Appeal. Joe Ash, local distributor, is chairman of the coin machine division, and all branches of the Philadelphia trade have pledged full co-operation. Above (left to right) are Ash, head of Active Amusements, and two other drive leaders, Martin Savar, owner of a vending machine firm and president of the Automatic Vending Machine Operators' Association of Eastern Pennsylvania, and Phil Frank, Automatic Vending Corporation, of near-by Chester, Pa. The PAJA working with the Federation of Jewish Charities' Building Fund has earmarked the contributions for the Albert Einstein Medical Center.

Predict 12,000 Attendance At NATD Chicago Meeting

Record 425 Firms in Trade Show; Vending Potential a Prime Topic

NEW YORK, April 12.—Well over 12,000 members of the tobacco, candy-confectionery and allied industries are expected to attend the 20th Anniversary Convention and Merchandising Fair of the National Association of Tobacco Distributors at the Palmer House, Chicago, Sunday (20) thru Saturday afternoon (26). Attendance is considered a safe guess, since the NATD has experienced the largest advance registration in the industry-meeting's history. The Merchandising Fair, an affiliated feature, has likewise garnered the largest number, 425, of exhibitors it has ever recorded. The Billboard, and its affiliated publication, Vend, are the only trade publications to be represented by an exhibit Booth, No. 82. A feature of the week-long confab, indicative of NATD's increasing recognition of vending as a distribution medium, is the Tuesday morning (22) workshop-

um, scheduled to tackle the discussion question, "How Can the Wholesale Tobacco Distributor Avail Himself of the Expanding Vending Machine Market?" Buttressed by the results of a 100-questionnaire spot survey (The Billboard, April 12), the workshop-forum attendees will go into the following topics: "Which is Preferable: A Vending Machine Operation as an Independent Company, or as a Subsidiary to the Parent Company?" "Are Cigar Vending Machines Practical and Desirable?" Questions about soft drinks, candy, ice cream, sand-

wich and other type of dispensing machines. Questions about the most effective method of commission payments.

Also not scheduled for specific discussion, much attention is expected to be devoted to the issue of direct sales of equipment versus route operation. Adherents of both merchandising points of view will be represented at the confab. Manufacturers exhibiting will include suppliers of both markets.

Vending equipment manufacturers, who have contracted for booth space at the Merchandise (Continued on page 87)

7c Coffee Venders Gain Ground in Chi

CHICAGO, April 12.—About 40 per cent of all coffee venders here are now selling at over a nickel, with 7 cents the leading cup price for such equipment.

A spot check of local operators revealed that while the nickel cup of coffee continues to lead the field, the margin is steadily diminishing. Too, it was pointed out that coffee venders continue to remain the single successful exception to plus-nickel operation of major type equipment in industrial locations. Plant management, operators declared, does not ask increases in commission percentages when the nickel coffee "standard" is abandoned. The higher cup price itself returns better location commission grosses than the 5-cent drink without upping the percentage, they noted.

Initially, odd-cent pricing of coffee was thought by many experimenting operators to have a possible kick-back not on the cost-per-cup basis but on the plant workers' change-in-pocket factor. After buying two, three or more cups during the day, it was felt that the plant employee would grumble over his accumulation of pennies, amounting to six, nine or

more. However, sales of 7-cent coffee in industrial spots does not bear out this too-many-pennies change thinking, it was found.

Pointing up the swing away from nickel coffee in plant venders is this breakdown in price ratios for individual routes. For example, one operation has 80 per cent of its equipment set for 7 cents, 5 per cent for 5-cent, 3 per cent for 10-cent and 2 per cent for 6-cent coffee.

On the whole, Chicago operators have converted routes to 7-cent operation to one of the following degrees: 80 per cent, 50 per cent, 30 per cent or 15 per cent. Bulk of the remaining venders, however, remain at the nickel price.

BAKED SWEETS

Milw. Routes Up Cookies as Vender Fare

MILWAUKEE, April 12.—Cookies are playing an increasing part in many vender operations here, a check of local routes indicated this week. The trend took on added significance during the past several months when a number of operators added the baked goods packs for the first time.

West Allis venders, for instance, are using cookies in about 50 per cent of its locations. Nick Novasie, firm head, stated that best results with cookies were realized when they were spotted along with coffee or other beverage equipment. If a location does not have a beverage vender, Novasie stocks only one of the columns in a candy machine with cookies.

While Novasie reports there is no major increase in cookie volume over that of a year ago, compared with the sales racked up when he began using cookies three years ago, the sales level growth has been "very pleasing."

Novasie, and a number of other operators contacted, intend to continue vending cookies but declared they would like to see "something really new added to the line of cookies on the market." Primarily, they said, they were looking for something new that "would go better with coffee."

Another Milwaukee operation, Herb Geiger of Geiger Automatic Sales Company, claims he has been getting sales results with crackers over the past year. He intends to continue using crackers, but expects to start using a variety of cookies in the near future, mainly in locations where his firm has coffee venders.

J & M Vending Buys Miami Kwik Kafe Op

MIAMI, April 12.—J & M Vending Company, Ltd., announced the purchase this week of Kwik Kafe, of Miami, Inc., by Howard Rosendorf.

Mort Simon, partner in J & M Vending, stated that 38 Rudd-Melikan machines and several candy venders would be taken over in the transaction. Rosendorf will join J & M as manager of its coffee department.

This represents J & M's initial venture in the coffee field, Simon said. He added that after a preliminary study of the newly ac-

CONTRACT USAGE GROWS

Cig Ops Find Written Agreements Good Biz

CHICAGO, April 12.—Written contracts are the rule rather than the exception between cigarette operators and their locations, reversing the situation of three years ago. This fact is pointed out by Fred Brandstrader, legislative counsel for National Automatic Merchandising Association, in a feature article in the April issue of Vend, sister publication of The Billboard.

The article is a sequel to Brandstrader's three-part series in Vend three years ago. The story cites reasons why written contracts are good business on cigarette routes and carries a model contract which can serve the average tobacco operator.

Obvious advantages of the written contract have tended to increase its use. These include: Clarification in the mind of the location owner regarding the duties and responsibilities of the operator; a better impression on the new location; reducing the number of disputes between location and operator and a better understanding of the cigarette vending business by the location owner; also tends to prevent the location salesman from overselling and possible disappointment on the part of the location.

No Magic Cure
"A written contract is not a magical cure for the disease of

losing locations," Brandstrader points out. "Only if the operator maintains the highest possible standards of service can he be certain of keeping his accounts happy and his business intact and profitable."

"Sometimes it becomes important to an operator to be able to establish ownership of a cigarette vender. This is best accomplished by the written contract. A second effective method of establishing ownership of a machine is a chattel mortgage."

"Today, the question no longer seems to be, 'Should I use a written contract?' but rather, 'What major features should my written contract cover?'"

Brandstrader reviewed the im-

Personalized Ball Gum Wins Favor

NEW YORK, April 12.—H. K. Hart Confections, Inc., of New York, which last week introduced its new "engraved" bubble gum, is experiencing a lift in sales, according to Leo Leary, sales manager. New idea has personal names printed in contrasting colors on each gum ball, and is being "extremely well received by ball gum operators all over the country," reports Leary.

NAMA Show Space Near Sellout; List Exhibs

CHICAGO, April 12.—National Automatic Merchandising Association announced this week that the entire fourth floor exhibit hall of the Palmer House and over half of the display rooms on the seventh floor have been sold for the sixth annual convention and exhibit September 14-17.

"Although space sales are ahead of previous years, many desirable display rooms are still available," John Mill, vice-president of Rowe Manufacturing Company and chairman of the 1952 NAMA exhibit sales committee, reports. Serving with Mill on the committee are Frank J. Bradley, Harold Cummings, Dave J. Davidson, D. D. Dayton, J. Hans Edwards Jr., E. J. Foster, Herb A. Geiger, Tom Hungenfrod, B. J. Kiley Jr., Tom King, D. C. Moore and John Pero III.

Announcing the latest expanded list of exhibitors, general chairman of the convention and exhibit Ernest H. Fox, president of Aus-

Wis. Cig Ops Prepare Visual Education Meet

Use NAMA Slides To Show Correct Route Procedures

MILWAUKEE, April 12.—Members of the Wisconsin Cigarette Operators' Association will take part in a new type of visual education program at their meeting Sunday (20) at the Wisconsin Hotel here. Sparked by Herb Geiger and Nick Novasie, officers of the trade group have prepared a program featuring a series of slides prepared by the National Automatic Merchandising Association which will demonstrate right and wrong methods of vending merchandise.

Slides will illustrate various techniques of machine placement, salesworthy brand displays, color dynamics and personnel instruction. After each series of slides have been flashed on the screen, open discussions will be held with a panel of experts bringing out pertinent points.

The program was planned by Geiger and Novasie following their meeting recently in Chicago with NAMA officials. The cigarette meet will be watched by NAMA with considerable interest, since if it works, plans are to repeat with similar sessions in other areas.

NAMA treasurer, Bill Fishman, is expected to attend the meeting to observe the results and lend a hand with the proceedings. A large turnout of operators is expected since the meeting falls on the day prior to the National Association of Tobacco Distributors' convention in Chicago and many operators have signified their intention to make the Milwaukee meeting their first stop before attending the tobacco conclave.

Kiley Readies Penny Tester

CHICAGO, April 12.—Bernard J. Kiley Jr., head of Airport Vending Service, is preparing to market a patented penny tester. Developed to eliminate costly service calls due to jamming of defective pennies in refunders used on his own coffee equipment, Kiley feels there is a general market for such a device.

The tester consists of four long tubes in which pennies are loaded and a small electric motor which actuates the slide ejector at five times the speed of standard penny refunder operation. It provides for attachment of standard refunder tubes below the ejectors so that all usable pennies are loaded automatically into spare change tubes.

Kiley also has appointed a sales agent by Jackson Electronic Machine Company for its penny refunder.

ANNOUNCE FIVE NAMA AREA MEETS FOR APRIL

CHICAGO, April 12.—National Automatic Merchandising Association announced the dates this week of five area meetings scheduled during April. As released by H. F. Maloy, NAMA membership director, they are:

April 15, Richmond, Va., Hotel Jefferson. Meeting of Area III B, comprising the State of Virginia. Marcus B. Kaplan, Virginia Cigarette Service Corporation, area chairman.

April 17, St. Louis, Park Plaza Hotel. Area VIII D, comprising Eastern Missouri and Southern Illinois. E. R. Barnes, E. R. Barnes Sales Company, area chairman.

April 18, Atlanta, Dinkler-Ansley Hotel. Area IV C, comprising the State of Georgia. W. H. Cutcliffe, Cigarette Service Company, of Atlanta, area chairman.

April 22, Miami, Saxony Hotel. Area IV B, comprising the State of Florida. John F. Saxon, Ace-Saxon, Inc., area chairman.

April 28, New Orleans, Roosevelt Hotel. Area IV D, IX B and IX C, comprising Mississippi, southern part and northern half of Louisiana. T. A. Vaughn, New Orleans Cigarette Service Corporation, area chairman.

All meetings will start at 6:30 p.m., with the exception of that in St. Louis, which will start at 6 p.m.

tin Packing Company, declared: "Hotel reservation forms have been sent to all members and the response indicates attendance at this year's convention will exceed that of any others."

Under types of equipment, the NAMA exhibitor list follows: Commercial vehicles: Chevrolet Motor Division of General Motors Corporation.

Bakery products: Austin Packing Co., Inc., Baltimore; Federal Sweets & Biscuit Co., Inc., Clifton, N. J.; and Gordon Foods, Inc., Atlanta, and National Biscuit Co., New York.

Beverage manufacturers: Canada Dry Ginger Ale, Inc., New York; The Coca-Cola Co., Atlanta; Dad's Root Beer Co., Chicago; Dean Milk Co., Franklin Park, Ill.; The Charles E. Hires Co., Philadelphia; Maxwell House Division General Foods Corp., Hoboken, N. J.; Nohi Corp., Columbus, Ga.; Orange-Crush Co., Chicago; Pepsi-Cola (Continued on page 81)

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING



SIMPLIFIED SERVICE MEANS MORE MONEY LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location...

THE NORTHWESTERN CORPORATION 829 S. ARMSTRONG ST., MORRIS, ILL.

Fruit-o-Matic Gets Test in Cincy School

CINCINNATI, April 12.—Newest coin-operated vending machine to hit the Greater Cincinnati area went into operation at Western Hills High School Monday (7).

Robert Metzger, president of the distributing firm, says that "the machines have been received enthusiastically by school systems throughout the country because they encourage children to eat more healthful foods."

Canadian Cig Tax Cut

OTTAWA, April 12.—Cigarette taxes were reduced 3 cents per pack Tuesday (8) as part of Finance Minister Douglas Abbott's new Canadian budget program.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

For this week's prices consult the used machine advertisements in this issue.

Table with columns: Issue of April 12, Issue of April 5, Issue of March 29, Issue of March 22. Lists various vending machine models and their prices.

Let's Look at the RECORD. MONDAY: Mid-West Customer Letter to you... WEDNESDAY: Talked to Southern Customer long distance... THURSDAY: From most every point in America... FRIDAY: Record Week's Business... SATURDAY: This is the day when most Operators send in orders...

30 DAY MONEY BACK TRIAL Northwestern TAB GUM. Sensational PRICES. GUARANTEED USED MACHINES. MERCHANDISE AND SUPPLIES. NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL

BUY BABY GRAND VENDORS FROM ROY TORR ON 20 Weekly Installment Plan. ROY TORR LANSDOWNE, PENNA. Servicing and Financing Operators Since 1910

IN STOCK VICTOR'S BABY GRAND CHICLE TREETS VENDOR JUMBO 100. VEEDO SALES CO. 2124 Belmont St. Philadelphia 3, Pa. Phone: LOUret 7-1448

VENDING MACHINE DISTRIBUTORS. We are placing on the market two brand new machines. The Machines are: A small, compact, inexpensive Coffee Machine and a Gum Ball Machine which plays a merry little tune each time a gum ball is dispensed.

CHLOROPHYL GUM CHICLE TYPE 4 STANDARD SIZES 210's • 170's • 140's 430 Count Tabs. BALL-GUM, INC. 2610 W. 19th St., Chicago 8, Ill.

VENO—PUBLISHED BY THE BILLBOARD HUNDREDS OF MONEY-MAKING VENDING IDEAS. Cost you a fraction of a cent a piece—when you subscribe to VENO—the magazine of automatic merchandising!

Record 1st Quarter Net For Universal Match. WILMINGTON, Del., April 12. Universal Match Corporation profit of over \$500,000 for the first 1952 quarter, according to Aaron Fischer, president.

2 EXPERIENCED VENDING MACHINE REPRESENTATIVES. To sell nationally advertised candy, cigarette and gum machines. Territories available: Illinois and Wisconsin—Missouri and Nebraska. Potential earnings unlimited.

New Dad's Sales Mgr. CHICAGO, April 12.—Dad's Root Beer Company this week announced the appointment of John Emerson as national sales promotion manager.

THE BILLBOARD All the news of your industry every week in The Billboard... SUBSCRIBE TODAY... see page 3 for rates

SMOKESHOP "612"

PACK CAPACITY



The NATION'S
FINEST
CIGARETTE
VENDOR

Tear Out and
Mail This Ad
for Details

AUTOMATIC PRODUCTS CO.
230 West 57th St., New York 19, N. Y.
Phone 7-3123

NATD Chi Meet

• Continued from page 80

Fair, include Cigaromat Corporation of America, Arthur DuGrenier, Eastern Electric, J. H. Keeney & Company, Lehigh Foundries (vender division), National Vendors, Rowe Manufacturing, Stoner Manufacturing and Superior Manufacturing. Exhibitors, whose presentations will sprawl all over the three main exhibit halls and three full floors of the Palmer House, represent practically all of the leading manufacturers of cigarettes, cigars and other tobacco products; smokers accessories, candy and confectionery products, fountain supplies and associated sundries.

Among the speakers will be the heads of major cigarette, cigar, pipe-making manufacturers and advertising agencies. Governmental representative will be T. W. S. Davis, assistant secretary, U. S. Department of Commerce. Show business stars who will entertain include Edgar Bergen, Dorothy Collins, Raymond Scott, Ted Mack, Dennis James, Perry Como and Lloyd Nolan.

Contract Usage Grows

• Continued from page 80

portant points the operator should bear in mind when drafting a contract to meet his requirements. First, however, he should consult his attorney before adopting any of the suggestions, the NAMA counsel said. Wide differences in the laws of various States should be recognized in preparing contracts in different areas.

Coverage

Contract coverage should include such standard features as identification of equipment, service warranties, exclusive right to sell cigarettes on the premises, monthly statements accompanying commission checks, location responsibility to report disruption of service, etc.

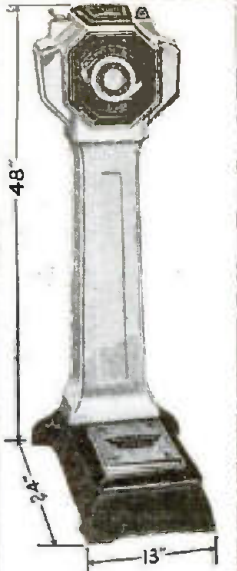
The commission rate varies on a sliding scale depending upon volume of sales. A recent suggestion was that the operator negotiate his commission rate in relation to the age of the equipment installed. If the location insists on a new machine the operator should explain his present high equipment cost and the importance of depreciation as an expense, thus justifying an adjustment of commission.

Another recent suggestion was that commission rates be quoted on a percentage of gross sales basis just as they are in the candy and soft drink fields. Proponents claim this would tend to eliminate the recurring battle between location and operator over each penny increase in the selling price, usually brought on by constantly increasing cigarette taxes.

The subject of the location contract in cigarette vending would be incomplete without mention of the major abuse which has developed along with it, Brandstrader declared. In some parts of the country, where competition has become overly aggressive, locations have come to demand a bonus for signing a contract. They play one operator against the other, or on a basis other than the size of the bonus offered.

The inevitable result is that the operator who succeeds in getting the account by paying the higher bonus may find that he is the loser in the long run.

The sample cigarette vending machine agreement, and the complete contract study by Brandstrader, appear in the April Vend, out this week.



\$25
DOWN

Balance \$10 Monthly

ALL WEATHER SCALE
COMPLETE CABINET AND
BASE. CAST IRON POR-
CELAIN ENAMELED. FOR
OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
841 1987 - Telephone Columbus 1-3772
Cable Address: WATLINGITE, Chicago

CHARMS NEWER

from the World's LARGEST
MANUFACTURER of CHARMS

Playing Cards Comassat
Silver Tippee Photo and
Bullfrogs New Comassat Jewel Rings

Ours is the finest and most
complete line in the country.
Immediate delivery!
Send \$5 for complete sam-
ples for low, low, low
prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

J&M Vending

• Continued from page 80

quired route is completed, an effort will be made to effect a stabilization of prices — to get away from the present practice of gearing the coffee vendors to take nickels or dimes.

J & M, which recently acquired the cup drink business of Vending Corporation of America, operates diversified routes (candy, drinks, bulk vendors) through Florida and the Caribbean area, and maintains offices in Miami, Jacksonville and Key West. It also does a large business in gum and charms in Puerto Rico and Cuba, and according to Simon, expects to become active soon in Ciudad Trujillo, Dominican Republic.

DON'T DELAY... ORDER NOW!

From LITTLE ACORNS mighty INCOMES grow!



ACORN

The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR

- Vends all bulk mate. — nuts, gum balls, candy, charms.
- Polished, serrated-clear merchandise chute.
- Tamperproof held by top lock and body clasp only.
- Geared mechanically — weighs less than 7 lbs.

East & Midwest
M. J. ABELSON
Dist. Sales Mar.
3919 57th Ave.
Brooklyn 18, N.Y.
Phone: AT 1-6429
Pacific Coast
District Sales
OPPOSITE VENDOR
SUPPLY
1023 S. Grand Ave.
Los Angeles

CRK manufacturing co., inc.
11411 Knightsbridge Ave. Culver City, Calif.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRE-
DESIGNED CALI-
BRATED.
HEAVY 5"x2"x1/2"
METAL BASE
TIN SCOOP
DIAL IS GLASS
COVERED WHICH
PROTECTS MEASU-
RE WHEN IN USE.
Shielded hand
mechanism
is employed in
building 1818
scale to assure
reliability and
accuracy.

\$18.50

There is surpluses of construction more
durable than is generally found in
scales. Finish is black enameled. Carrying
case is made of strong black fibre to meet the hard
and constant use that it is subjected to.

ORDER TODAY
1/3 Dep. — Bal. C.O.D. F.O.B. N. Y.
Distribution, Write for Prices.

J. SCHOENBACH
Distributors of Appliance Vending
Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Pepsi-Cola Off Video In June, Back in Fall

NEW YORK, April 12.—Pepsi-Cola Company will drop its Saturday evening half-hour television show June 7. Prior to that date, Faye Emerson will bow out from the air due to high production costs (\$43,000 weekly).

PROMOTION SALESMEN

If your present deal doesn't average you
\$2,000.00 per month—write us.
Our boys drive Cadillac, enjoy terrific
commissions, willing only to step up of its
type in existence: patented, protected.

Write Box D-177

Billboard Cincinnati 21, Ohio

BARGAINS! CIGARETTE MACHINES

Spring Special! Unheard-of
bargains on machines just
shipped off location 20¢ or
25¢ vending. Kingsize in-
cluded. All in excellent
operating condition!

8 Col. A Model Unesco Paks,	6 44.00
180 Pks.	
8 Col. A Model Unesco Paks,	70.00
240 Pks.	
8 Col. A Model Unesco Paks,	70.00
120 Pks.	
8 200 Unesco Paks, 350 Pks.,	75.00
8 Col. Rowe Royals, 180 Pks.,	75.00
8 Col. Rowe Imperials, 240 Pks.,	75.00
8 Col. Rowe Royal Straight,	80.00
320 Pks.	
8 Col. Rowe Royal Ship,	95.00
360 Pks.	
10 Col. Rowe Royal 300 Pks.,	95.00
8 Col. Rowe President, 300 Pks.,	115.00
10 Col. Rowe President, 475 Pks.,	115.00
18 Col. Rowe President, 475 Pks.,	130.00
9 Col. DuPont Champion,	75.00
120 Pks.	
18 Col. National 400 Pks.,	100.00
9 Col. National 9.50 Standard,	70.00
350 Pks.	
9 Col. National 9A, 300 Pks.,	105.00

On the above bargains, please en-
close this ad with your order. The
above equipment can also be had
completely refinished and over-
hauled at slight additional charge.
1/3 deposit required with order, bal-
ance C.O.D. F.O.B. Philadelphia.
For further information contact

**CENTRAL VENDING MACHINE
SERVICE CO.**
2947 Parrish St. Philadelphia 4, Pa.
BY 4-224 SA 1-2718

BRAND NEW LUCKY BOY VENDORS

\$9.75

Lots of 6
\$7.98 EA.
Lots of 10
EACH \$9.75 EA.
Lots of 25
16 or 34 \$9.98 EA.

Nut and Charm Vendors
held 8 Ma. Nuts, Ball Gum
Vendors, 800 Ball Gum,
Fully Guaranteed.

1/3 Deposit Balance C.O.D.
BLOYD MFG. CO.
VALLEY STATION, KY

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunities—for the latest news on
new and used vending equipment—for every bit of significant
news in your industry—

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.
Saves you more than 20% on newsstand prices.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Yes Please send me The Billboard for one year at \$10.
 Check here for trial subscription of 12 weeks at \$3.
Foreign rates upon request.

Name _____ 939
Address _____
City _____ Zone _____ State _____
Occupation _____

The Billboard
with FREE COUPON
and other offers

A Thrill for the Youngsters

a Boost in Sales for You

Exciting New and Novel
BALL GUM Idea!

with
74 personal names
6 special bonus names

● Youngsters thrill at the novelty of a ball gum with their own name on it... at collecting the complete series... at getting the special bonus names. You'll thrill at the way your sales skyrocket with this wonderful M. K. Hart innovation.

Free samples
and prices on request!

H. K. HART CONFECTIONS, INC.
540-B 39th Street, Union City, N. J.
UNION 5-1119 • LONGACRE 4-1155

H. K. HART
ENGRAVED
BUBBLE BALL GUM

with
GREATEST BALL GUM SALES STIMULATOR IN YEARS

**H. K. HART
STANDARD CHEW BALL GUM
NOW TRADEMARKED**

This trade mark is now engraved on each piece of H. K. Hart Standard Chew Ball Gum... your guarantee of highest quality.

Operators by Hundreds Flock To View New Wurlitzer Jukes

Gala Showings Staged by Distrib; Interest High on Mixed Disk Play

CHICAGO, April 12.—The Rudolph Wurlitzer Company's new 104 selection juke box debut drew operators by the hundreds last Sunday and Monday (6-7) to distributorship showings across the country. Two models, known as the 1500 and 1550, were premiered, and a seven-wire single button 104 selection wall box was shown. Comment centered on new mechanical features which make possible the playing of 7-inch 45 r.p.m. and 10-inch 78 r.p.m. records intermixed.

Automatic adjustment to the proper record speed is attained as the phonograph's turntable shaft rises to pick up a record.

Because of the different sized center holes in 45 and 78 records, the turntable shaft automatically adjusts the speed.

At the same time, thru "linkage," the machine automatically compensates for the volume difference between 45 and 78 r.p.m. records and sets the proper tone arm feeding for the different sized disks. Forty-five r.p.m. platters are recorded some 8 sound decibels lower in volume than 78's. Depending on how high the turntable shaft rises, a switch modulating that volume is cut in or out.

The machines also feature two vertical record stacks, twin tone arms, a four-section title strip

panel and a coin box doubled in size. When the plexiglas dome is raised, a special rod is snapped into place to prevent the dome from dropping.

Following is a spot round-up of showings by various Wurlitzer distributors across the nation:

(Continued on page 87)

Rock-Ola Exec Voids Rumors Firm to Fold

Bacon Says Firm Has Long Range Consolidation Plan

CHICAGO, April 12.—J. Raymond Bacon, executive vice-president of the Rock-Ola Manufacturing Corporation, emphatically denied Friday that there was any basis for persistent rumors that the firm was going out of business.

The rumors cropped up recently when the firm announced a public auction of some equipment (The Billboard, March 8) and again this week when the firm advertised for rent three floors of its six-story building.

Bacon asserted there was "no truth" whatsoever to the rumors. Rock-Ola definitely is going to continue in business, he said.

The space for rental, Bacon said, is the second phase of a long range program of consolidation which

(Continued on page 88)

Northern Ill. Ops Change Meeting Dates

CHICAGO, April 12.—A change in meeting dates was agreed upon at the monthly gathering of the Music Operators of Northern Illinois Wednesday (11) at the Hapsburg Inn near suburban Des Plaines.

Bob Lindelof, president, said some 17 members attended the session and it was decided that future meetings would be held on the second Thursday of each month. In line with this new policy, the next meeting tentatively was set for the McHenry Country Club, McHenry, Ill., on Thursday, May 8.

A large portion of the meeting was given over to a discussion of the new Wurlitzer juke box, Lindelof reported.

Andy Hesch, of the A. H. Entertainers, Arlington Heights, Ill., who just returned from a month's pleasure trip to the West Coast, reported on how he found business conditions among operators along his route of travel. He found that standards of juke box operations among the operators were not on a par with those in the Chicago area. Many, he said, expressed a desire for dime play and that those operators who already have it expressed enthusiasm over the higher price per play.

CPMA Monthly Meeting Postponed

CLEVELAND, April 12.—The monthly general meeting of the Cleveland Phonograph Merchants' Association was postponed this week until Thursday (17). However, an executive board meeting was held Tuesday (8) at Hotel Hollenden here.

The board meeting was chaired by James S. Ross, of the J. R. Music Company, in the presence of Jack Cohen, association president, who is vacationing in Florida. Ross has recuperated after recent surgery.

MIAMI OPERATORS GIVE 5 JUKES TO NEEDY GROUPS

MIAMI, April 12.—Willie Blatt, president of the Amusement Machine Operators' Association of Dade County, announced this week that five reconditioned music boxes had been donated to worthy organizations in line with an AMOA campaign launched recently (The Billboard, March 22).

With the machines go a supply of records and full upkeep. Another batch of five will be given away in the near future, Blatt said, and one already has been promised to the Sun Ray Civic Association Youth Center of North Miami Beach.

Gift machines so far have gone to the Sisterhood of Zamora Jewish Center, Coral Gables; Miami Convalescent Home for Negroes, South Miami; Tifereth Israel Northside Center, North Miami; Dade County Youth Hall for Delinquents, Miami, and Flagler Granada Jewish Community Center, West Miami.

Project is being carried out thru the co-operation of AMOA members and Jack Bell, Miami Herald columnist, who is soliciting applications from needy organizations. The requests are turned over to an AMOA screening committee, with Bell's recommendations, and the final decision on where the boxes go is made by that group.

The program has drawn favorable comment from leaders in the area, including Judge Walter H. Beckham, of the Juvenile Court.

15,000,000 45 R.P.M.'s For Juke Use in 1952

• Continued from page 18

disks on the same unit. H. C. Evans has started production on its 40-selection 45 r.p.m. unit, and plans output on a 100-selection machine later this year. Thousands of the Evans Jubilees will be on location before the end of the year.

Rock-Ola is in production on its 45 r.p.m. unit, and more than 1,250 are already on location, with the demand growing steadily according to Art Weinand, vice-president and director of sales.

Joe Cohen, sales manager, Ristaurat, Inc., reports that more than 8,000 of the firm's selective and non-selective models are now on location, and the demand here too is growing steadily.

According to estimates from the various manufacturers, there are currently about 35,000 45 r.p.m. machines on location throughout the country—and this figure will be expanded considerably before the end of the year, with the best guesses now calling for at least twice that figure to be in use within the next 12-month period.

Regional Problems

While diskeries have increased their distribution sharply, thus making it feasible for the juke box operator to switch to 45 r.p.m. and thus take advantage of the many savings entailed, there are still problems existing for some phases of the juke box industry.

An example are operators located in the South and Southwest where Western and country music plays a big role in the programming of a juke box. Hillbilly and r & b etchings are still coming thru in small quantities, and operators depending on this type music for their machines are holding to the 78

r.p.m. speed.

In the export field, the juke box firms report little interest as yet in the new speed, with practically all their shipments on the 78 r.p.m. level. There are exceptions, of course. Ristaurat is now doing a big export business thru Trans-World Trading, Joe Calderon, head of the export firm, however, also ships records to serve the jukes he exports.

Future Bright

With Seeburg, Wurlitzer, Evans and one new phono, not yet on the market, all offering 100 or more selection machines on 45 r.p.m., and AML, Rock-Ola and Ristaurat in the 45 r.p.m. swim to stay, the estimate now is that within three years the juke box field will be using more than 50,000,000 45 r.p.m. records a year, and, if the production picture brightens shortly, this figure may be reached much sooner than anticipated.

One other important factor in this switch to 45 r.p.m. is the juke replacement picture. Many operators have indicated that as their present equipment becomes obsolete, they will replace the 78 r.p.m. players with the new 45 r.p.m. machines—and post-war jukes will begin to hit the replacement market within the next three to five years.

In addition to the economy of operation, and the reported better wearing qualities of the disks, operators list as reasons for the move to 45 r.p.m. the ease of moving the smaller records to locations and the easier handling of the donut platters in servicing and, probably equally as important, the vast amount of storage space saving possible with the smaller, more compact records.

MOA's Miller Backs Fair Trade Proposal

LOS ANGELES, April 12.—George Miller, president of the California Music Guild and the Music Operators' Association, went on record here Wednesday (9) as favoring an act now pending in Congress making it mandatory for States to recognize fair trade agreements. Support of the groups was pledged 100 per cent for the bill, written in part by Congressman George P. Miller, Oakland, Calif., the music man's headquarters.

The music groups' president was a featured speaker before a meeting of the directors of the California Tavern Association held in the Congress Room of the Biltmore Hotel. About 75 people attended the noon session, hosted by the Coca-Cola Company.

Miller's subject was "Outcome of the Bryson Bill." He pointed out that the tavern owners had played an important part in the fight against this legislation. He urged closer contact between the organizations in the future on the basis that many of their problems were identical. While

paying tribute to Ray Adams, head of the tavern association in this State, Miller pointed out that trade associations should never lose touch or respect for their real strength—the individual member.

In addition to Miller, addresses were made by Charles Jenka, vice-president of the New York Retail Liquor Dealers' Association; Rocco B. Dunino, National Licensed Beverage Association; William Bonelli, California State Board of Equalization; and John M. Niehaus, Coca-Cola public relations department.

Following the meeting, which included an election of officers for the tavern group, Miller left for San Diego, Calif., to discuss the problem regarding the OPS stand on 10-cent phonograph play. He said attorneys had been retained to defend the operators in the matter.

The tavern association adopted resolutions protesting the extension of price controls beyond June 30.

Juke Makers Find Good Biz in Exports

CHICAGO, April 12.—A survey of juke box manufacturers this week showed that, along with other segments of the industry, all have found the export market for phonographs a lucrative and important adjunct.

Spokesmen for the firms termed the foreign field as "interesting" as well as profitable. Almost all

described their business in this area for the past year as "excellent" and said that they expect the coming year to be at least as good, if not better.

U. S. Department of Commerce export figures for 1951, which were released recently, showed that juke box exports topped the \$3 million mark for the first time since 1947. In that year the Canadian market closed due to dollar shortages and it did not return to a position of importance until early 1951.

Dollar Availability

The three-year blackout in the Canadian market highlights what most of the spokesmen termed as their greatest difficulty in shipping abroad—the availability of dollars and exchange and import controls exercised by foreign governments. It was for this reason that most of the manufacturers interjected a note of caution in their optimism for the coming year. The foreign market depends on so many factors, hinged around dollars and controls, that accurate predictions are almost impossible.

Markets can close overnight as in the case of the Philippines and some South American countries. A sudden shortage of dollars or other internal problems could cause the imposition of prohibitive controls.

Conversely, these markets may

(Continued on page 95)

Jersey Guild Fete Planned

NEWARK, N. J., April 12.—The Music Guild of New Jersey will hold its 15th anniversary celebration Tuesday evening, April 29, at the Hotel Essex House here.

Dinner and an entertainment program followed by dancing will feature the evening. D. M. Steinberg, executive director, said the celebration is separate from the association's fund raising and that it is non-profit in intent with no ads or program book scheduled.

At the last general meeting, Edward Burg, of Runyon Operating Division, was elected to fill the unexpired term of vice-president.

Sidney Levine Testimonial Set by AMOA

NEW YORK, April 12.—A testimonial dinner honoring Sidney H. Levine, counsel of Automatic Music Operators' Association, Inc., New York, will be staged by that body at the Belmont Plaza Hotel here Tuesday night, June 10.

Albert S. Denver, AMOA president and chairman of the testimonial, said the affair was planned in recognition of the services rendered by Levine, who had served as counsel for the association since its inception.

Tickets are priced at \$25 and the association is receiving reservations. The committee serving with Denver is made up of all members of the board of directors.

Wash. Guild Elects Execs

WASHINGTON, April 12.—Leonard Abrams was re-elected president of the Washington Music Guild at the group's annual election meeting here last week. Evan Griffith, secretary-treasurer, also was returned to office for another year.

WMG's new vice-president is Charles Bowles, who succeeds Teddy Crawford.

Abrams in thanking the members for their confidence stated the guild would continue its full effort to increase membership and work for the good of the industry as a whole.

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:

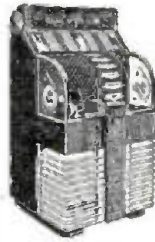
SLIM HOPE FOR JUKE BILL NOW. House recesses until April 22, cuts chances of action (Music Department).

JUKE OPS PLAN LIAISON GROUPS. Association to form committee to meet with record manufacturers' group (Music Department).

ASCAP WEIGHS DRIVE TO SELL SELF. Society would campaign for better relations with government and public (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

→ stay
 → **RIGHT**



→ **simple**
dependable
playable
economical
superior
adaptable
beautiful
easy to buy

DON'T BE LEFT

→ **STAY RIGHT - Get Model "D"**



AMI *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E. Grand Rapids 2, Michigan

JUNKING, PRIVATE SALES

Old Jukes Disposed
2 Ways in Portland

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-'47. Distributors have dealt with the problem in various ways, including regular programs of junking such equipment for the good of the industry. Here is the second in a series on how distributors across the nation have been handling the problem.

By RUFORD SOMMERS

PORTLAND, Ore., April 12.—Removal of wornout juke boxes from the operation field, which in the past has posed something of a problem, now generally follows two avenues in the Portland area:

1. The machines are taken out of circulation thru party-room sales or a junking program.

2. More antiquated machines probably are removed thru party-room disposal to private persons wanting automatic music for their rumpus rooms than thru any other method.

One large distributor disposes of virtually all of his obsolete

machines obtained thru trade-ins by this method. The coin chutes of the machines are removed and the juke becomes a free-play box worth up to \$100.

Junking of machines, the second method, proceeds on a careful basis. A strict policy of junking done only by a distributor generally is observed now.

If a traded-in machine is to be junked and the shipping distance from the operator to distributor is distant, a representative of the distributor generally witnesses the machine's destruction in the operator's locality. In past years distributors frequently have found "junked" machines subsequently re-offered again as trade-ins.

Flexible Yardstick
The yardstick for such junking is flexible, but money-wise it might be said to be any machine of less than \$50 trade-in value. However, other factors enter. If new machines are in short supply, distributors will back away from wornout equipment for trade-ins.

Junking also depends on what is required to make an obsolete machine salable. If scarce parts are involved, the machine generally gets the ax. But if a distributor's workshop can rebuild the machine, it usually can be seen on location the next week.

Next week, Hal F. Reves reports on the policy of distributors in the Detroit area toward obsolete juke boxes.

Shuffle License

Continued from page 79

ment units was a technical move. The games previously had been covered by temporary court writs. All of these pieces had been out of production for a long time. Late model units, produced in the past few months, apparently will be allowed to run pending court action on them or until the temporary writs covering them also expire.

NEW 1500 JUKE
GETS A SWIFT
PLUG IN MIAMI

MIAMI, April 12.—The new Wurliitzer 1500 model juke box got a fast plug here last week.

Thousands of spectators saw the firm's familiar emblem whiz around the Opa Locka Speedway.

The emblem and the words "Bush Distributing—1500—Miami, Jacksonville, Havana" were painted on the side of a racing car belonging to Gordon Woolery, 49-year-old shop mechanic for the Bush firm.

Woolery, a veteran racing enthusiast, was sponsored in his current creation by his firm. The speedster, dubbed the "1500," failed in its initial start last week when it became involved in a pile-up.

However, Woolery was to race his car again today competing with 40 others in a 50-lap feature race for a purse in excess of \$2,000. His wife, Josephine, also is a speed car enthusiast and competes in the women's division at the Opa Locka track.

Hold That Line

Continued from page 79

Ph.D. in search of a thesis. "I have been thinking of little else since my return to Columbia, home of my alma mater, the University of Missouri. It is just possible that with the aid of this modern educational adjunct, the pinball machine, I might have graduated summa cum laude in 1924. Instead of cumma cum get it while the math prof looks the other way.

"After all, this is the machine age, and I was not too surprised to discover the greasy spoon had added a juke box since my day. But the old gathering place has been holding its own against inflation. A hungry coed can still get a cream cheese sandwich for 15 cents and 20 cents still buys a sandwich of genuine butter and jelly."

Shaffer Music
Shuffles Staff

COLUMBUS, April 12.—Joe Flynn was appointed general sales manager of the Shaffer Music Company, Seeburg distributors here, this week. It was announced by Ed Shaffer, president.

Flynn, formerly manager of the firm's Indianapolis office, now returns to the home office here.

Shaffer also said that Gene Ford was named manager of the Indianapolis office with John Stockdale as assistant manager. Jim Peachy will be the Shaffer representative in the Indiana territory formerly covered by Ford.

Southern Illinois
Op Meet Postponed

EAST ST. LOUIS, Ill., April 12.—The monthly meeting of the Music Guild of Southern Illinois, originally scheduled for Wednesday (9), was postponed, because of Holy Week, to Wednesday (16).

Principal business, according to Roy Kaesberg, president, will be local taxation problems. He said the group intends to start planning on ways to meet these problems when they arise at the end of the year. It is hoped that a full plan of action will have been prepared by September.

Operators Show

Continued from page 79

start at low speed for rider safety and the gait can be increased by tension on the reins. The coin chute is in a unit called the "Hitching Post," located at the right of the horse at a convenient level permitting the rider to insert coins while in the saddle.

One of the important developments in recent coin machine history, the mechanical horses have become known as door openers for new types of locations. The coin-operated equines have been particularly successful in drug, department and dime stores, transportation terminals, supermarkets, arcades, fairs, traveling shows and a variety of related spots.

Aesop Was Right

Continued from page 79

sile was on a hill, 100 feet from where a car or truck could reach. Every bit of the construction material had to be carried up the hill but Schreck's combat experiences in Guam, the Marianas and other parts of the South Pacific convinced him nothing was impossible. So he used his spare evenings and week-ends working on his budding home.

The Schrecks have been living in their custom built residence a few months, altho final details will not be completed before midsummer. It has eight rooms, two baths, two fireplaces and a wide variety of extras which are possible only if one does the work or has unlimited capital. He personally did everything but the plastering and even there he was the one to haul the plaster up the hill. Schreck purchased the building plans for \$5 from a national magazine but with valuable suggestions offered by his wife and father devised many of his own features. The Schrecks not only have the home they want but the estimated value is in excess of \$25,000. It cost but \$12,000.

As he reviews the past three years on the construction job, Schreck says it was hard work but he enjoyed it. He says he was lucky to have his varied coin machine experience, plus his knowledge of electricity and handy man know-how acquired in the Army. He was in the Signal Corps and there were times when improvisation was the only way to complete a task, the correct handling of which often meant the difference between safety and danger for him and his buddies.

Schreck, now 29, prior to the war was a service and repair man for operators in the Gary area. After the war he became a partner in an operating company and the past two years has been on his own. His firm is called Gary Phonomatic and specializes in shuffle games and juke boxes. He credits the steady growth of his routes and his income the past two years with the encouragement received from First Distributors, Chicago. Schreck states that First's owners, Wally Finke and Joe Kline, knew some of the heartaches of going into business in these times because they launched their company in the postwar period too.

Hand in hand for profit!

DOUBLE YOUR PROFITS
WITH THE
"PROFIT-TWINS"



★ Both Have: Single Button Selection

★ Both Have: Coin Accumulator and Multi-Selective Choice After Coins are Deposited

★ Both Have: Dual Title Strips for Easy Program Servicing

★ Both Now at Your Rock-ola Distributor

ROCK-OLA MANUFACTURING CORP. 800 North Kedzie Avenue Chicago 51, Illinois

ROCK-OLA
SUPER ROCKET
50 SELECTION
PHONOGRAPH
MODEL 1434

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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 April 12	Issue of April 5	Issue of March 29	Issue of March 22
AIRION				
12504				
Blonde	89.50			
Cornet 400	79.00 119.50	575.00 79.00	575.00 79.00	579.00
Cornet 500	129.00 129.50		129.00	129.00
Cornet 146	49.50		49.00	49.00
Fiesta	65.00 79.50			69.00
AMM				
Model A	245.00 299.00	245.00 299.00	245.00 299.00	295.00 299.50
Model B	340.00 395.00	299.50 345.00	325.00 345.00	345.00
Model C	390.00 450.00	399.50 450.00	399.50 450.00	399.50 450.00
Model E	474.50 499.00	475.00 499.00		475.00 499.00
	495.00 499.50	499.50	499.00 499.50	499.50
	525.00 545.00			525.00
CHICAGO COIN				
Hi Parade 45	165.00	165.00	165.00	165.00
EVANS				
Construction				325.00
MILLS				
951 Constellation	75.00 139.00	75.00		
Empire	39.50			39.00
Thruway	29.50			
PACKARD				
Whitman 76	75.00 89.00	79.50 89.80	89.00 119.00	89.00 119.00
	119.80	100.00 119.00		150.00
		59.50		
Model 7				
ROCK-OLA				
Commander	39.00	39.00	39.00	39.00
Meteor	49.00	45.00		
Bacter 50-51	495.00	495.00	495.00(2)	495.00
1422	99.00(2)	99.00(2)	99.00 99.00(2)	99.00(2)
1423	145.00	145.00	110.00 145.00	145.00
1424	129.00 158.00	129.00 149.50	129.00 159.00	159.00(2)
	175.80	159.00 175.80		
1425			305.00 375.00	375.00
1426		275.00		275.00
1427				495.00
1428				500.00
SABINE				
Conet	49.00	49.00	49.00	39.50
Classic	49.00	49.00	49.00	49.00
Cadent	49.00	49.00	49.00	49.00
Emv	59.00	59.00	59.00	59.50 59.00
Gem	44.00	44.00	49.00	39.50 49.00
H-146 M Highway	125.00 137.80	139.50 159.80	149.50(2)	150.00 159.00
	149.50	179.00	159.00 179.00	179.00
	154.00(2)			
H-147 M Highway	169.50 175.00		169.50	
H-148 M Highway	199.50 219.00	219.00 249.00	199.50 219.00	219.00 249.00
H-246 M Highway	167.00 179.80	179.00 219.00	179.00 219.00	179.00 219.00
	199.00			
Nightone	43.00 59.00	59.00	59.00	59.00
M-100-A 78 RPM	695.00	695.00 725.00	749.50	750.00
Majic	48.00	49.00	49.00	39.50 49.00
Mayfair	44.00	44.00		49.00
Regal	49.00	49.00	49.00	39.50
Vogue	49.00	49.00	49.00	39.50
66				100.00
47M			129.50	
146			150.00	
146 Highway	125.00 137.00	149.00 149.50	139.00 159.00	150.00 159.00
146 M	139.00 149.00			
146 S	125.00 139.00		149.50	139.00 149.50
	149.50			
146 SM		139.00	139.00	139.00
147		140.00	140.00	
147 M	150.00 169.00	179.00 179.50	179.50 180.00	189.00 190.00
147 S	179.00		189.00	
		149.00	149.00 159.00	149.00 159.00
			159.00	165.00
148M	275.00		325.00	
148B Blonde	275.00	275.00	275.00	275.00
148 ML	275.00 279.00	279.00 299.50	299.00	299.00
148S	275.00		300.00	
148 SL	289.00	289.00	289.00	289.00
1941 RC Special	59.00	59.00	59.00	59.00
1949 100 Records			695.00	
8200				55.00
WILLIAMS				
Music Mfr.	79.50 99.50	99.50	99.50 145.00	99.50 145.00
WURLITZER				
CM-71			50.00	
24	39.00	39.00		
500	49.00	49.00	39.50 49.00	49.00
600			39.50	
600K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
700		45.00	75.00	
750	79.00	79.00	75.00 89.00	89.00
750E	79.50 89.00			
780	79.00	79.00	79.00	79.00
780E	89.50			
850	59.00	59.00	50.00 59.00	59.00
850E	59.00	59.00	50.00	
950-E			50.00	
1015	150.00 159.50	170.00	169.50 179.00	169.50 179.00
	175.00	175.00(2)	175.00(4)	189.00 189.50
	179.00(2)	179.00(2)	179.00 189.00	250.00
	189.50 250.00	189.50 250.00	189.50 250.00	
			250.00	
1017			150.00	150.00
1017 Highway	125.00 150.00	150.00 195.00		
1020	149.00 179.00	170.00 179.00	145.00 149.50	145.00 149.50
			150.00	189.00
			275.00(2)	
			189.00	
1100	300.00 365.00	350.00 369.00		
	375.00 395.00	375.00 395.00	369.00 375.00	375.00
			395.00	
			369.00 375.00	
			395.00	
2250	399.50 450.00	475.00	475.00 495.00	475.00
1942 RC Special			50.00	
Victory	99.00	39.00	99.00 99.50	99.00

Ops View New Wurlitzer Jukes

• Continued from page 84

500 Jam Chi Showing

More than 500 Illinois and Indiana operators, many with their wives, jammed the showing of the new Wurlitzer juke box at the Crown Distributing Co. here. After the heavy turnout on the two days of the showing, Ben Coven, president, reported a steady stream of visitors thruout this week.

Three of the new juke boxes, a new box and a hideaway mechanism were displayed.

Besides Chicago, Illinois operators attending came from Rockford, DeKalb, Moline, Peoria, Bloomington, Mornence, Highland Park, Oak Park and Blue Island. Indiana operators came from Hammond, South Bend, Mishawaka and East Chicago.

On hand to welcome the visitors beside Coven were his sales force of Harold Saul, Mae Brier and Carl Christiansen, and servicemen Les Taylor, Frank Chojnowski and Phil Kutech. Gary Sinclair, factory field man, represented the Wurlitzer company.

The showing also gave visitors a chance to see the new Coven quarters, which were remodeled especially for the occasion (The Billboard, April 12). Refreshments were served and carnations were distributed to all.

Bush Showings

MIAMI—Some 300 operators, their wives and friends attended the two-day showing here April 6-7 of the 1500 Wurlitzer phonograph at Bush Distributing Company's offices and showrooms.

The response far exceeded expectations, according to Bush official Ozzie Truppman, who said that operators came from as far north as Fort Myers, Orlando and Fort Pierce. A buffet lunch, and later, dinner, were served as well as refreshments and drinks.

A simultaneous unveiling of the new model at the company's Jacksonville branch, for its North Florida and South Georgia customers, drew a capacity throng of about 300 persons.

Joe Barton, newly appointed manager at Jacksonville, who spent a few days at the Wurlitzer factory prior to "National Wurlitzer Days," hosted the guests with President Ted Bush, who flew from Miami for the second day's display.

Bush Distributing Company was to show the 1500 again at the Hudson Manor Hotel, Tampa, April 11-12, with Truppman and Ken Willis in charge. The Havana introduction is slated for April 13-14 for the firm's Cuban customers and will be under the direction of branch manager Leon Shapiro.

Pitching in to make the Miami showing an outstanding success by supplying records, were the following disk distributors: Stone Distributors, Mercury Distributors, Seascoat Distributors, Wholesale Appliances, Inc., and Florida Record and Music Company.

Angott Hosts Mich. Ops

DETROIT—The Angott Company was host to a large part of the Detroit, Michigan and Northwestern Ohio juke box industry during the two-day showings of the new Wurlitzer phonograph Sunday and Monday (8-7). The occasion also served to show the firm's recently enlarged quarters.

Attendance was excellent despite cold, rain and considerable snow on the first day of the showing. Some 300 visitors turned out. Monday proved to be a fine day and again attendance was large. The new model was on display with members of the Angott staff demonstrating interior mechanisms as well as all other features.

Hosts for the company were Carl Angott, Ted Parker, Bill Dallas and Madeline Goyman. Henry L. Barber of Landsaft and Barber, advertising counsel for the Wurlitzer organization, and John Kern of the Wurlitzer home office were on hand to meet the trade.

Local showpeople attending included Earl and Joyce Songer, Coral Record artists; Mary Small, brought in by King Records for the event, and Stuart Foster, Abbey Record artist. Among disk jockeys attending were Edmund T. McKenzie, Robin Seymour and Bob Maxwell.

Record company representatives visiting the opening day included Ned Corbett and John Dauble, RCA Victor; Charles Gray, Coral, and Lowell Worley and Robert Kiss, Columbia.

Prizes Spark Fete

CINCINNATI—Showing of the new Wurlitzer juke box by the T & L Distributing Company attracted operators from thruout Southern Ohio and parts of Kentucky. Favorable weather helped swell attendance. Refreshments served on a long table decorated by a floral arrangement aided in making the event a social affair as well as a business one. Many of the visitors were accompanied by their wives, children and friends.

Host for the occasion was Leonard J. Goldstein, president of T & L, and his staff. Two door prizes, for which the operators drew tickets, proved an added attraction. First prize of a \$200 discount on the purchase of a new model 1500 juke box was won by R. C. Walters, of the W. W. Music Company, Dayton, O. Second prize, a Wurlitzer 4007 speaker, was won by Bernard Stillmaker, of the Stillmaker Amusement Company, Cincinnati.

Laymon Displays 1500

LOS ANGELES—Floral decorations highlighted the unveiling of the new Wurlitzer juke box in the showrooms of Paul A. Laymon, Inc., distributors here. Gold velvet drapes, palms and baskets of flowers, many from well wishers and the others from the Laymon gardens, set off the new machines for operators from across Southern California and Nevada who attended the showing.

All of the Laymon staff was on hand for the occasion to greet visitors and explain the features of the new juke. A large company of recording stars, including Stan Freberg, Jeanne Gayle, Dick Beavers, Dottie O'Brien, Yorgi Yorgesson, Ben Light, Jimmie Dolan, Mel Blanc, Kay Starr, Pete Daily, Mel Frow, Dude Martin and Sue Thompson, were present from Capitol, Mercury and Columbia recording companies.

Male guests received carnations and women visitors gardenias. A buffet lunch was served to all present thruout the two-day showing.

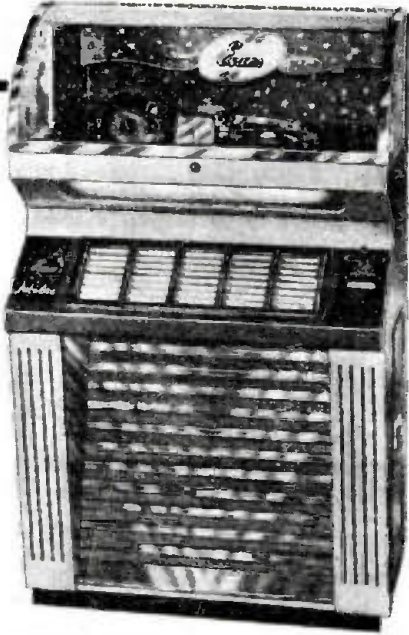
Ops Flow Thru Cruze

CHARLESTON, W. Va. — A steady stream of operators flowed thru the showrooms of the Cruze Distributing Company, Inc. here to view the new model 1500 Wurlitzer juke during the two-day showing Sunday, the first day of the showing, attracted an especially large number of operators. The doors opened at 10 in the morning and remained open until 10 at night.

Many of the operators brought their wives and friends. A buffet lunch and other refreshments were served thruout the showing.

Hotel Show Held in Ariz.

TUCSON, Ariz. — Showing of the new Wurlitzer juke box for operators in the Southwest was staged in the Adams Hotel. (Continued on page 88)



EVANS' EVANS'

JUBILEE 40/45 • JUBILEE 40/78

20 RECORDS—40 SELECTIONS 45 RPM 20 RECORDS—40 SELECTIONS 78 RPM

REVOLUTIONARY NEW CABINET DESIGN

- featuring PICTURE WINDOW VIEW OF RECORD CHANGING ACTION
- ★ IMPROVED INDIRECT KEYBOARD ILLUMINATION
- ★ "GORGEOUS 'LIVING RAINBOW' LIGHTING ...
- LOCATION-LENGTH VISIBILITY FOR LOCATION-WIDE ATTRACTION!
- ★ QUICK SERVICE FACILITIES

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!

EVANS' CENTURY 100/45

50 RECORDS—100 SELECTIONS 45 RPM

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Record Reviews

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

Continued from page 46

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDING	REVIEW
HOT JAZZ			
BULEE CAILLARD & HIS SOUTHERN FRIED ORK Eatin' With the Boogie MERCURY 8972—Disk is far better suited to the rhythm and blues market than for the jazz fans. It's a racking item which could draw sales. Lyrics by Caillard is a Southern menu. Tastemaker's Blues Typical blues ditty could get some action in the R.&B. market. Doubtful whether the jazz cats will be attracted.	72--74-470--73		
ROY ELDRIDGE ORK Basin Street MERCURY 8962—It's George Williams who did the arrangement and conducts the strings on while Eldridge turns in an Armstrong-like trumpet solo reading. For the Eldridge fans this is good fare, for the rest it's interesting. I Remember Harlem For the collectors, the Eldridge reading of a wonderful item will be most welcome.	71--73--70--71		
CELESTIN'S TUXEDO JAZZ BAND L/L Lisa Jane NEW ORLEANS SARDWAGON 808 6—For the die-hard two-beat fans this is heavenly stuff. Pipe Celestin and the boys turn in a gang-bangin' shout on the folk item. The driving march tempo backs the team, starchy and piano soloists. Recording is so-so, but the performance is spirited. Oh, Didn't He Ramble Material here's a fine W. C. Handy ditty. Performance is just about the same.	67--70--65--67		
KAJ WINDING ALL STARS I Could Write a Book SAVOY 846—Group here is winding on trim, Leo Stern on piano, Eddie Selwyn on bass and Ted Kahn on drums. And the tune is being revised at present, this reading will please only the limited jazz clientele. Nothing special happens though. Caraca Ditty is the well-known one. The performance is typical of the type of stuff Winding used to put out with the Keaton band.	66--67--65--65		

DERBOR, MICH.
10217 LINWOOD

LANSING, MICH.
1224 TURNER



Music Systems Inc.
Cleveland • Lansing • Cleveland • Toledo

CLEVELAND, OHIO
2600 EUCLID AVE.

TOLEDO, OHIO
1302 JACKSON

Check This List of Post-War Music Equipment

SEEBURG

1485E	\$289
147M	159
146M or S	139

Hideaways	Wall Boxes
H148M	\$249
H246M	199
H146M	159

ROCK-OLA	AMI
1426	\$129
1422	99

WURLITZER	PACKARD
1250	\$475
1015	179
	Model A
	Manhattan

Write—Wire—Phone: 1/3 Deposit, Balance C.O.D.
EXPORT INQUIRIES INVITED—50 Cycle Motors Available.

Open Up New Locations With This Small Juke Box

RISTAUCRAT

S-45

The S-45 is the answer to operators' demands for a low cost, low overhead Music Box suitable for small locations. Try the S-45 on location—prove to yourself.



RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Appleton, Wis.

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDING	REVIEW
ARTIST TUNES LABEL AND NO. COMMENT			
SPIRITUAL			
THE JORDANAIRE Who Can Ho Be VICTOR 20-4607—There's a real old-time flavor to this rapid tempo spiritual covered by Pee Wee King and Red Stewart, and the group hands it an inspired rendition. Gonna Walk Those Golden Stairs The Jordanaires come thru with a happy sound in this beautiful spiritual.	82--82--82--82		
THE SPIRIT OF MEMPHIS QUARTET Atomic Telephone, The KING 452—A topical subject, this one sure of success, is set down upon for an effective number, sure to hit top state by the record market. He Never Let Go My Hand Mercurious rendition of the spiritual by the combs. Disk built to intensity as it spins.	78--78--78--78		
THE BRANCH COSPTEL SINGERS Toll Jesus All SCORE 5037—The regular band, after a show solo before, is backed by the group in an energetic rhythmic section. Guide Me, Oh Thou Jehovah High notes of the female group are featured in a distinctive reading of a repeated number.	74--74--74--74		
SISTER ELIZABETH PHILLIPS (Extra King) Little Old-Fashioned, A SCORE 5036—Sister Phillips shows old-time religion in some sincerity by Sister Phillips to strong guitar support by Extra King. There's Nothing Like the Holy Spirit Stark effort on a rapturous song.	65--65--65--65		
MAMALIA JACKSON He's the One APOLLO 258—Miss Jackson shows her fine voice to good advantage in this beautiful spiritual. Arrangement has a gentle swing. Good ones. I'm Getting Nearer My Home A very personal kind of religious emotion is projected convincingly by the singer. Backing by the organ and piano is appropriate.	84--84--84--84		
SISTER ROSETTA THARPE (South Wind Singers) Let's Talk About Jesus DECCA 28079—The happy spiritual gets an equally happy rendition by the lauded singer. There's a bounce in the rhythmic and vocal and ark backing and to the spirit. Come Unto Me Singing string support is right behind the singer in this happy, fast-paced spiritual. Sister Tharpe is given an effective assist by an unobtrusive group in a sweet segment of the powerful disk.	82--82--82--82		
MARIE KNIGHT Sit Down, Servant DECCA 40288—Marie Knight is superb in projecting the happy feeling of this buoyant spiritual. With string band support, she sings appropriately, she shines up as a strong disk. Does Jesus Care? Miss Knight displays a powerful voice in this musical statement of simple faith. A teasing organ is featured in the string backing.	82--80--84--85		
BLACKWOOD BROS. QUARTET Rock-a-My Soul VICTOR 20-4547—Smooth vocalizing of tone with real life. Fine bass effect. I Won't Have to Cross Jordan Alone Straightforward interpretation of slow number.	79--79--79--85		

ARTIST	TUNES	RECORDING	REVIEW
INTERNATIONAL			
NICK PERITO ORK Passe Polka CORAL 60478—The ork gives this spirited polka item a mousing and gleefully-filled pop. In a double-time foot-tapping tempo. Fine for the market. Monterosano The delightful and lifting mazurka receives a first-rate instrumental making by the Perito ork. The ditty, a traditional favorite, could be turned into a pop item.	78--78--77--79		
LUIS ARCARAZ ORK Because of You VICTOR (45) 47-4551—Arrangement of the lovely ballad is on the sophisticated side. Disk has a couple of rhythmic twists that hype interest in an already fine disk. Good dance platter. September Song Same comment.	78--78--78--78		
THE LESLIE BELL SINGERS Alouette VICTOR (45) 51-1210—The a cappella chorus adds interest in the traditional ditty by taking each successive chorus a semi-tone higher. Some in French, some in English. Maple Leaf Forever, The Displaced Canadians will welcome this luteful reading of the patriotic hymn by the female chorus.	75--75--75--85		
FRANKIE ZEITZ POLKATEERS When I Marry Mary Lou STANDARD T-372—Polkateers and chorus set up an lively polka. Very danceable and meant to get some plays in polka localities. Wishing Waks, The Pleasant enough well gets an adequate play by the Polkateers.	72--72--72--72		

ARTIST	TUNES	RECORDING	REVIEW
CHILDREN			
JIMMY DURANTE (Mack Miller Ork) I Like People (Friendly Song) GOLDEN RECORDS BR-404—Durante and Muggs will love this one. Tune has a real life, and Durante rocks it home in his best manner. This has all the ingredients to be a big one. Yankee Doodle Bunny (Holiday Bunny) Jumping lines as well as the melody on this side. While material isn't quite as strong as it is, it's another solo performance by the singer. Item is a 10-inch disk. It's Simon and Shuster's new \$1.00 Big Golden Record series. With their distribution and merchandising know-how disk can't miss.	88--88--88--85		
GENE AUTRY (Carl Corner Ork) Kai Karoon (Heroes of the West) COLUMBIA 842-128—This is the first of a new Columbia video series "Heroes of the West." Autry is good choice to handle stories. This side tells about the Gold Rush and the life of K.K. Carson. Buffalo Bill (Heroes of the West) Gene sings another of the adventures of Bill Cody (Buffalo Bill). Disk is packaged in colorful laminated envelope. As a singing item, package would be stronger if picture of Gene were included.	82--82--82--85		
JOSEF MARAIS AND MIRANDA See-Boo the Baby Baboon COLUMBIA MVN-130—This one is for the younger moppets. Songs include other sugar-caked ditties for the youngsters. Laminated envelope is very attractive. 1. Onions and Potatoes 2. Keep A-Review More ditty by Josef Marais and Miranda. Words are a little difficult to understand in spots.	76--76--76--85		
BRET MORRISON (LeRoy Holmes Ork) Tom and Jerry Down on the Farm, Pts. 1 & 2 MGM 842—Another of the adventures of Tom and Jerry, the MGM cartoon favorites. Bret Morrison handles narrator chores excellently. Animal noises and sound effects will please listeners. Package, done in cartoon style, is attractive.	70--70--70--85		
SACRED			
HOMELAND HARMONY QUARTET I Just Rose to Tell You (What the Good Lord Done for Me) BIBLETONE 4023—Here is an outstanding vocal performance of a fast-tempo, infectious and rhythmic religious tune, by the Atlanta gospel singers. Arrangement is slick and the singing is strong enough to get lots of plays and sales. Check it out in the Southern market. We Shall Walk the Streets of Gold The quartet does a good job in this rapturous hymn showing off their fine blend and smooth phrasing.	82--83--80--83		

FLYING OP Pilots Plane To Answer Route Calls

PEORIA, Ill., April 12—Les Montooth, president of the Central States Phonograph Operators' Association, is not one to dally when he gets a service call from one of his outlying locations in this area. He merely drives out to the Peoria airport, climbs into his Piper Clipper plane and a few minutes later alights near the trouble spot.

Montooth's emphasis on speed in flying to answer such calls is not based solely on good business procedure—he also gets a tremendous kick out of just plain flying. However that may be, Montooth's plane has proved a handy adjunct to servicing his route and he particularly has found it useful in two ways: getting to a distant location and in getting something to his servicemen out on the route.

Montooth has been flying for more than 10 years now and holds a private pilot's license. Because the Piper plane is so small, he has found it possible to land in fields near locations having juke box trouble. Of one thing Montooth is sure, it's a grand way of doing business.

Wurlitzer Jukes

Phoenix, Ariz., by Maestro Music, Inc. Wurlitzer distributors here, for Arizona, New Mexico and Western Texas.

Because the firm's territory covers such large distances and many operators were unable to attend, Don Harrington, sales representative, said two more one-day shows were held. The first of these was held Wednesday (9) in El Paso, Tex., and the second Friday (11) in Albuquerque, N. M.

At each of the shows, samples of the new 1500, 1550 and the older 1400 were displayed plus the new \$204 wall box and 5100 speaker.

Ops Flood United Show

MILWAUKEE.—Operators by the hundreds jammed the showing of the new Wurlitzer juke box thruout the two-day affair held by United, Inc., Wurlitzer distributors for Wisconsin and Upper Michigan. H. Jacobs Jr., president, said many who were unable to attend the official showing came in thruout the week.

The operators, their wives, friends and servicemen, came from all parts of the State. A lunch and refreshments helped to make the event a social as well as a business affair. Jacobs and other members of the United staff hosted and explained details of the new phonograph.

Several disk jockeys and record stars also were guests at the showing.

Rock-Ola Exec

will save material costs to offset the rise in labor costs. The auction was the first part of this program.

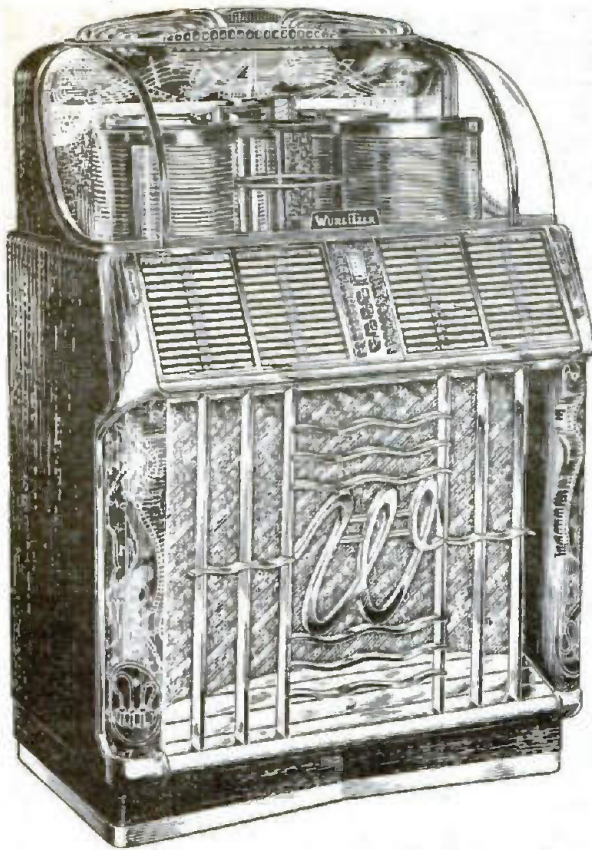
It was occasioned when the Gulbransen Piano Company moved from the Rock-Ola plant to a new building. Dies, lumber, equipment and some surplus coin machine parts were put on the block.

Now, Bacon said, Rock-Ola will take over some of the space formerly used by Gulbransen and that a new tenant would take over the remainder later this month. The new tenant will not be involved in woodworking and that is why it was necessary to auction off this equipment owned by Rock-Ola, Bacon said.

When the consolidation program is completed some time this fall, Rock-Ola will occupy the first three floors of the building. The remaining three floors, as stated in the advertisement, will be available for rental.

Altho the firm will occupy more than 200,000 square feet, a space somewhat smaller than it currently uses, materials entering the plant will flow thru a continuous U-shaped pattern until they leave as finished products.

Previously, Bacon said, materials entering the plant went from the first floor to the basement, up to the fifth and sixth floors and then down to the first floor. Now this flow will be more economically directed with a resulting saving.



**THE WURLITZER
FIFTEEN HUNDRED**

**SAVES YOU THE PRICE OF
AN ADDITIONAL PHONOGRAPH**

**ENABLES YOU TO USE YOUR
ENTIRE RECORD LIBRARY**

**HELPS YOU REGAIN CONTROL
OF YOUR BUSINESS**

**The Rudolph Wurlitzer Co.,
North Tonawanda,
New York**

**104
TUNES
.....
and
4578
RPM RECORDS
INTERMIXED**

**Why Buy
Two When
ONE
Will Do?**

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Agents-Distributors

DISTRIBUTORS

WANTED NEW FIELD FOR COIN OPERATORS

Revolutionary new coin operated Radio bedside mounting underpillow speaker...

Business Opportunities

Coloration; new type consulting; write for full particulars and prices...

Help Wanted

Mechanic wanted-experienced on games and phonographs, located at Barstow, Calif...

Read Salesman-Coin operated Equipment-Amusement, Vending and Music...

2 VENDING MACHINE SALESMEN

Opportunity for 2 top-notch men to handle cigarette and candy machines...

Parts, Supplies & Services

Attention, Bull Vendors-See Vee Boston behind beans, red hot, rainbow patterns...

Coin Machine Stands-All iron with heavy, durable base...

Old National slug rejecters worth \$8.05; trade them in on brand new rejecters...

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery...

Routes For Sale

For Sale-Money making phonograph and coin machine route; in continuous operation...

\$325 to \$400 per week income; 50 machines; 34 postwar, rest prewar...

Used Coin-Operated Equipment

All Bargains: Cigarette and Candy Vending Machines, all makes and models...

Bargains-Remanufactured Silver Kings; 1st or 5th models, \$6.50 each...

Cashomatic Changes, gives nickels for quarters and dimes...

Coney Island: \$440; Leader, \$400; B-A-S, \$275; A-B-C, \$250...

For Sale-Mills, Jennings, Pace, Wetting Bells; beautifully reconditioned...

For Sale-Perfect conditioned Coney Island; \$475; Leaders, \$400; Bright Lites, \$350...

Genco Screwball, \$32.50; United Agatecra, \$42.50; coin-operated Pool Table, \$50...

Howard Metal Tops, reworked, operate like new, \$124.50; Photo Booth, double film...

Many worth-while Arcade Machines for sale with preference to job-list buyers...

National Cigarette Vendors, all models on hand; factory reconditioned...

National nine-column electric Cigarette Vendors cost \$3.95; factory reconditioned...

Postmaster-3 column Postage Stamp Vendors, using rolls; original cost, \$100...

Best low prices-U-Select-It Candy Machines, 72 bar size, \$27.50 each...

Special closure-A.B.T. electric Skill Guns, very good condition, \$29.50 ea...

Stater Cookie Vendors, 6 or 9 columns; perfect condition, bargain make offer...

WHLI Trade Turf Kings (like new) for Music, Cigarette or any other coin machine equipment...

4 Panoram, peak fronts, A-1 condition, \$250 each, El Paso Arcade, 405 S. El Paso...

Want to Buy

King Jo, Breath Piller Machines, any quantity for cash...

Want to Buy-All late model phonographs for cash; state quantity, condition and price...

Want Money Sorter and Electric Counting Machine; write stating price, make and model...

Wanted-Counter Amusement Games, Vending Machines; send list, description and lowest price wanted...

Wanted-Single column 25¢ Advance made vendors, any quantity if priced right...

Wanted: Victor Toppers, Skill Thrill Tilt Test, Microscope Movie, Kicker and Calcher...

1 Ballly Uniflex Reader Score Game "Archie" with new \$15 B.C.I. Amusement, 1522 Rogers, Fort Smith, Ark.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues of indicated below...

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine name, issue of April 12, issue of April 5, issue of March 29, and issue of March 22. Lists various machines like ABC (United), ABC (Universal), Advance Ball, etc.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

Form with two columns of instructions. Column 1: First, print or type your message here, figuring five words to the line... Column 2: Then check here to be whether you want it to be a 'regular classified' or the special, outstanding 'display classified' advertisement...

Form with four numbered steps: 1. Now check off the classification you want your advertisement to appear under... 2. And last-complete this authorization blank and rush your advertisement into the very next issue of The Billboard... 3. Gentlemen: Run this in your 'Market Place' as indicated below... 4. Name, Company, Address, City, Zone, State, Signed.

ADVERTISING RATES ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 7, ILL.

REGULAR CLASSIFIED and DISPLAY CLASSIFIED rates. Usual want ad strip, one per cent, no display. First line set in 6 pt. bold, balance 8 pt. light. 1 or more CONSECUTIVE or 36 insertions, per word .10. 62 CONSECUTIVE insertions, per word .16. Minimum \$3.

DAVIS Guarantee

Mechanism overhauled
Worn parts replaced
Amplifier reconditioned
Speaker inspected
Tonehead renewed
Cabinet professionally refinished

BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE SEEBURG

148 ML	\$179
147-M	179
146-M	219
W148M Wideaway	179
W146M Wideaway	179
W146M Wideaway	159

WURLITZER

1010	\$179
1015	179
1017 Wideaway	159

AIREON

500 Coronet	\$129
-------------	-------	-------

ROCK-OLA

1426	\$159
------	-------	-------

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis & Pelist Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1041 R.C. Special.....	750.....	1422.....
Laney.....	780.....	Commander.....
Highland.....	950.....	MILLS
Colonel.....	450.....	951 Constellation.....
Major.....	49.....	AIREON
Clemie.....	49.....	Deluxe 160.....
Regal.....	49.....	600K.....
Com.....	44.....	600R.....
Mayfair.....	44.....	Victory.....

WALL BOX SPECIALS

Seeburg W1-LS6, 5s, Wireless, Refinished.....	\$12.50
Seeburg 3W2-LS6, 5s, 3 Wires, Refinished.....	15.00
Seeburg W4-LS6, 5s, 10s, 25s, Wireless, Refinished.....	37.00
Seeburg 3W5-LS6, 5s, 10s, 25s, 3 Wires, Refinished.....	37.50
Wurlitzer 3020, 5s, 10s, 25s, Reconditioned.....	11.95
Wurlitzer 3031, 5s, Refinished.....	9.95
Packard Plz-Mor, 3d, Reconditioned.....	9.95
Wurlitzer 219, Stepper.....	23.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-S194

BRANCHES IN BUFFALO • ROCHESTER • ALBANY

Shafter Specials In Better Quality Buys

AMI

Model "C".....	\$499.50
Model "B".....	399.50
Model "A".....	299.50
Wideaway.....	349.50

WURLITZER

"1250".....	\$419.50
"1217" Wideaway.....	349.50
"1015".....	169.50
"1080".....	149.50

SEEBURG

148-ML.....	\$299.50
147-M.....	179.50
146-M.....	149.50

WALL BOXES

Seeburg W4-LS6.....	\$29.50
Seeburg 3W5-LS6.....	34.50
Seeburg 3W2-LS6.....	19.50
AMI 5/10.....	29.50

Seeburg Shoot the Bear \$299.50
National Elec. Cig. Machine 124.50

Write for Complete List of Late Model Phonographs
Terms: 30% Deposit, Balance C.O.D.

SHAFER MUSIC CO.

COLUMBUS, OHIO 606 S. High St. MAin 5563
CINCINNATI, OHIO 2333 Gilbert Ave. Capital 1433
INDIANAPOLIS, IND. 1327 Capital Ave. Lincoln 3573

CLEARANCE SALE
A-1 CONDITION—READY FOR LOCATION

Accordeon.....	8.25	Freddie.....	78.50	Harvard.....	8.99
All Bells.....	29.50	Georgia.....	119.50	Phonola.....	29.50
Barbecue Bell.....	39.50	Jim Humby.....	49.50	Pinkie.....	119.50
Bandshell (C.O.).....	79.50	Harvey.....	149.50	Rio Sandler.....	74.50
Collage Data.....	29.50	Jack & Jill.....	29.50	Round-Up.....	69.50
Dallas.....	49.50	King Arthur.....	99.50	Telecard.....	39.50
Derice.....	69.50	King Cole.....	29.50	Three Musketiers.....	99.50
Fighting Plane.....	39.50	Mel Tuscum.....	39.50	Tucson.....	69.50

Terms: One third with order, balance C.O.D. or will trade for cigarette machines.

STAN HARRIS AMUSEMENTS
1827 KENSINGTON AVE. PHILADELPHIA, PA.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 12	Issue of April 5	Issue of March 29	Issue of March 22
Ace Bomber (Waterproof).....	\$95.00	\$95.00	\$95.00	\$95.00
Air Raider (Keener).....	95.00	95.00	95.00	95.00
All Stars (Williams).....	109.50	109.50	109.50	109.50
All Star Baseball.....	49.50	49.50	49.50	49.50
Alpine Bomber.....			225.00	
Chief (Mutoscope).....			75.00	
Big Ball 3.....			175.00	225.00
Big Ball Score (Evans).....	225.00	225.00	175.00	225.00
Big Ball Practice (SawWf).....	75.00	75.00	75.00	75.00
Big Ball (Eckhart).....	185.00	185.00	185.00	185.00
Big League (Williams).....	89.50			
Billboard (Supreme).....	100.00	100.00	100.00	100.00
Brooming (Amusement Corp).....	45.00	45.00	45.00	45.00
Burr-O-Matic (Urb).....	23.50	19.50	29.50	15.00
Challenger (ABT).....			29.50	
Champion Hockey.....	39.50			
Chicago Sam (Chester).....	75.00	105.00	75.00	105.00
Chinaman (Urb).....	109.50	109.50	109.50	109.50
Coiner Grip (Mercury).....	49.95	49.50	49.50	49.50
Cole's Gun (Eckhart).....	75.00(2)	84.50	75.00(2)	84.50
	85.00(2)	85.00(2)	85.00(2)	85.00(2)
Defender (Bally).....	95.00		95.00	95.00
Delta Athletic (Mercury).....	69.00	69.50		
Dynamite (Mutoscope).....	150.00	150.00	150.00	150.00
Duck Hunters (Silver King).....	17.50	17.50	17.50	17.50
Flaming Wolf (Mutoscope).....	125.00	125.00	125.00	125.00
Flash Hockey (Chester).....	75.00	75.00	75.00	75.00
Genie (Chicago Colad).....	69.50	95.00	69.50	95.00
Genie (Chicago Colad).....	95.50	125.00	95.50	125.00
Gris Tester (Gottlieb).....	19.50			
Gun Patrol (Eckhart).....	225.00	249.50	225.00(2)	225.00(2)
	49.50	55.00	49.50(2)	55.00
	69.50(2)	19.50	75.00	69.50(2)
Hills-Ringer.....	75.00	75.00	75.00	75.00
Hockey (Chicago Colad).....	75.00			
Jack Rabbit (Amusement Corp).....	95.00	109.50	95.00	109.50
Jet Gun.....	225.00	279.50		
Light-Lite (Eckhart).....			45.00	
Line-Buster (Bally).....	100.00	100.00	100.00	100.00
Magic Pee.....	100.00		325.00	
Metal Type (Standard).....	185.00	229.50	185.00	229.50
Model Six Ball (Chi Colad).....			30.00	
Model F (ABT).....			150.00	
Night Bomber (Kirk).....	295.00	295.00	295.00	295.00
Panoram Wins Post.....	195.00		195.00	
Photomatic (Waterproof).....	350.00(early)	550.00(early)	350.00(early)	550.00(early)
	650.00(early)	650.00(early)	650.00(early)	650.00(early)
Pistol Pete (Chicago Colad).....	89.50	100.00	149.50	75.00
	149.50		149.50	149.50
Patch Eye & Bat Em (Gottlieb).....	185.00	185.00	85.00	125.00
Peter & John.....	55.00	55.00	55.00	55.00
Pezzer (Gottlieb).....	99.50	99.50	99.50	99.50
Pow Express (Eckhart).....	375.00	395.00	375.00	395.00
			395.00(2)	395.00(2)
Poor Table (Eckhart).....	75.00		75.00	75.00
Pop Up (Marvel).....	79.00	89.50	79.00	89.50
Quizzer.....	100.00	100.00	100.00	100.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Records (Chicago Colad).....	150.00	150.00	150.00	150.00
Shipman Art Show.....	49.50	49.50	49.50	49.50
Shooter (Acme).....	239.00	264.50	229.50	299.50
Shoot the Bear (Seeburg).....	275.00	299.50	294.50(2)	325.00
	325.00(2)	325.00	349.50	369.50
	349.50	349.50	356.00	360.00(2)
Shoot Your Way to Tokyo.....	150.00	150.00	100.00	150.00
Silver Ball (Eckhart).....	149.50	170.00	150.00	165.00
	195.00(2)	195.00(2)	195.00(2)	195.00(2)
Six Shooter (Eckhart).....	150.00	150.00	150.00	150.00
Skull Gun (ABT).....	29.50	29.50	29.50	29.50
Skull Test (Gottlieb).....	69.50	69.50	48.00	69.50
Sky Fighter.....			85.00	
Sports Props (Williams).....			110.00	
Solar Horoscope.....	89.50	95.00	89.50	100.00
Star Series (Williams).....	100.00	139.50	139.50	100.00
Sea Gun (Keener).....			125.00	
Seaside (Keener).....	100.00	100.00	100.00	100.00
Super Bomber (Civier).....	100.00	100.00	100.00	100.00
Tarpet Skill (Silver King).....	79.50	110.00	79.50	110.00
Ten Pin Hockey (Urb).....	129.00	139.50	129.00	139.50
Tickets.....	65.00	75.00	65.00	75.00
Ten Sinner (Evans).....			18.50	
Ten Sinner (Evans).....	85.00	95.00	85.00	95.00
Three-Way Grapes (Gottlieb).....	395.00	525.00	395.00	525.00
Undersea Raider (Bally).....	85.00	85.00	85.00	85.00
Voice-a-Graph (Mutoscope).....			85.00	
Western Baseball.....	85.00			
Whizzer (Genie).....			25.00	

ARCADE & LOCATION EQUIPMENT

Sensational New Machines For Big 1952 Earnings

British TWIN ROTATION WIND Mutoscope 1952 PHOTO-Write
William DELUXE WORLD SERIES
CAL Coin 4-PLAYER Write
DEBTS Write
SHY SHOT New Suburban Write
Munves Exclusive Write

Exhibit BROMCO.....	\$697.50
Exhibit JET GUN, new.....	548.00
Exhibit SHOOT THE BEAR.....	300.00
Exhibit SUBMARINE.....	150.00
Exhibit DALE GUN.....	115.00
Exhibit RAPID FIRE.....	100.00
Exhibit SHOOT YOUR WAY TO TOKYO.....	95.00
Exhibit STAR STRIKE.....	95.00
STAR SERIES.....	135.00
ALL STAR.....	135.00
CHI. COIN HOCKEY.....	75.00
CHI. COIN GOALIE.....	110.00
FLASH HOCKEY.....	75.00
QUizzer with film.....	95.00
FOOT VITALIZER.....	75.00
MERCURY GRIP, new.....	75.00

CHICKEN SAM, and following:
CHICKEN SAM CONVERSIONS—NOTES, LAWS
KILL THE WOLF, JAIL BIRD, BALL-THE-BEAT, etc. Each..... \$110.00

COUNTER GAMES

Bally LINA-BASKET.....	\$45.00
POP UP.....	49.50
TEXAS LEAGUER.....	50.00
MERCURY COUNTER GRIP.....	50.00
Shipman ART SHOW.....	49.50
SOLDIER TELESCOPE.....	50.00
TEN STRIKE.....	75.00
POKER JOKER.....	65.00
KICKER-CATCHER, used.....	75.00
KICKER-CATCHER, new.....	75.00
CHALLENGER, new.....	50.00
CHALLENGER, used.....	50.00
GREENHORN BILL TEST.....	40.00
HIT-HOMER.....	50.00
TOUCHDOWN.....	55.00
A.B.T. TOTAL SCORE.....	55.00
A.B.T. MODEL P, new.....	55.00
WHIRL-A-BALL.....	33.50

ALL OUR USED MACHINES ARE FACTORY RECONDITIONED. MUNVES WAY—LOOK AND WORK LIKE NEW.

ORDER NOW! THE RIFLE SPORT 3 or 4 GUN SHOOTING GALLERY

Complete Line of Arcade Machines, Parts and Supplies for Your Every Need Illustrated in Our Catalog—Free Upon Request.

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New York 16, N. Y. BR 2447

FOR SALE

Following equipment is guaranteed to be absolutely clean and ready to place on location:

2 Turf Kings, each.....	\$215.00
1 Dale Gun.....	50.00
1 Rock-Ola Shuffle Jungle.....	75.00

Fururity—new—Write

CHAS. A. MAYNARD
BOX 348 FRANKFORT, KY.
Phone: 3-1032

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COBRA CARTRIDGES

Repacked and Re-surfaced. 78¢ each. ORIGINAL PERFORMANCE GUARANTEED in Derr's Service "A" Air Mail.

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811 N. 1st St. Phoenix, Arizona

GIVE TO THE RUNYON CANCER FUND

ONE BALLS (Reconditioned)

Turf Kings.....	\$189.50
Citations.....	39.50
Jackey Specials.....	34.50
Special Entries.....	29.50

5 BALL GAMES

King Pin (used) 3 weeks.....	\$275.50
Sea lockeys 1003 3 weeks.....	319.50

MISC

Wurlitzer 1015.....	\$169.50
Wurlitzer 1110.....	310.00

1/3 deposit on all orders.

PARWAY MACHINE CORP.
715 Ennor St. Baltimore 2, Md.

BADGER BARGAINS

Rock-Ola Rachel 50-51.....	\$495.00
Wurlitzer 1100's.....	245.00
Wurlitzer Model 1918.....	185.00
AMI Model B.....	395.00
AMI Model A's.....	249.50
Seeburg 144.....	249.50
Packard Wall Boxes.....	6.75
Williams Music Belle.....	99.50
Keener Baseball Game.....	100.00
Seeburg 190 Select-a-Music.....	595.00
Bally Broadway.....	548.00
Gance Exhibit Gun Patrol.....	195.00
Keener 4-Way League Bomber.....	195.00
Williams Double Dealer.....	95.50
United All-Weather.....	99.50

BADGER SALES CO.
2281 WEST PICO BLVD. LOS ANGELES, CALIF.

Bally Turf Kings.....	\$175.00
Quizzer With Films.....	89.50
Bally (Action).....	89.50
Bally FunRites (New).....	Write
Bally Star-Lite.....	225.00
Bally Champion.....	149.50
Williams Hargreaves.....	225.00
Exhibit Cowey Island.....	595.00
Seeburg Bear Gun.....	199.50
Munves Way.....	195.00
Munves Voice-a-Graph.....	395.00
Munves Panoram Post.....	225.00
Munves Phantom.....	195.00
Williams Deluxe World Series.....	Write
New Gun Patrol.....	195.00
Exhibit Jet Gun.....	548.00
Exhibit Star-Lite.....	225.00

BADGER NOVELTY CO.
2544 N. 20TH ST. MILWAUKEE, WIS.

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 item 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 both readers, 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	Issue of	Issue of	Issue of	Issue of
April 12	April 5	March 29	March 22	March 15
ABC Bowler (Keeney).....	39.50	39.50	39.50	60.00
Acc Bowler (Chicago Cole).....	95.00	95.00	95.00	
Bowlart (Bally).....	75.00 89.50	89.50	89.50	73.00 89.50
Big League Bowler (Keeney).....	225.00/9 255.00 265.00	255.00 265.00	255.00 265.00	265.00
Bowl-a-Line (General).....	24.00 29.50	24.50 29.50	24.50 29.50	40.00 45.00 50.00
Bowling Alley (Chicago Cole).....	35.00 45.00 49.50(2) 79.50/9	40.00 45.00 49.50	45.00(2) 49.50	45.00 59.00
Bowling Alley Rebound (Chicago Cole).....	99.50 109.50	99.50 109.50	95.00 99.50	99.50 109.50
Bowling Champ (Keeney).....	89.00 135.00	89.00 135.00	89.00 135.00	89.00 135.00
Bowling Classic (Chicago Cole).....	75.00 85.00 129.50 139.00	85.00 139.00	85.00 139.00	115.00 139.00
Bowling League (General).....	20.00 24.50 25.00	20.00 24.50	20.00 24.50	24.50 45.00
Deluxe Bowler (Williams).....	45.00 49.50	45.00 49.50	45.00 49.50	49.50
Double Bowler (Keeney).....	75.00 110.00	110.00(2) 125.00	75.00 110.00(2)	110.00 125.00
Double Bowler Rebound (Keeney).....	84.50			
Double Header (Williams).....	59.50 75.00(2) 79.50 99.00 99.50(3) 100.00	49.50 59.50 75.00(2) 89.50 100.00	49.50 59.50 65.00 75.00(2) 89.50 99.50 99.50 100.00	49.50 59.50 59.50 75.00 89.50 99.50 99.50 100.00
Double Shuffle Alley (United).....	50.00 79.50	50.00 79.50	50.00 79.50	75.00 79.50
Double Shuffle Alley Express Rebound (United).....	139.50	159.50	159.50	159.50
Duck Plan (Keeney).....	95.00	95.00	95.00	95.00
Five Player Shuffle Alley (United).....	229.50 255.00	275.00(2) 290.00 295.00	275.00(2) 285.00 295.00	275.00(2) 290.00 295.00
Five Player Shuffle Rebound (United).....	285.00 290.00	285.00	285.00	285.00
Four Player Shuffle Alley Rebound (United).....	255.00	255.00	255.00	255.00
Four Player Shuffle Alley (United).....	240.00 249.50 250.00 265.00 290.00 29.50	250.00 265.00 275.00(2) 290.00 29.50	250.00 265.00 275.00(2) 290.00 29.50	250.00 265.00 275.00(2) 290.00 29.50
Giant (General).....	30.00 39.50	29.50 30.00 39.50	29.50 30.00 39.50	30.00 39.50
Hi Score Bowler (Universal).....	125.00 158.00	185.00 195.00	125.00 158.00	145.00 150.00
Hook Bowler (Bally).....	135.00 175.00 209.50 215.00 225.00	185.00 195.00 215.00 225.00 250.00	185.00 195.00 215.00 225.00 250.00	195.00 195.00 215.00 225.00 250.00
Home Shows (Chicago Cole).....	129.50 149.50	129.50 149.50	149.50	50.00 124.50 149.50
King Pin (Keeney).....	50.00	50.00	55.00	95.00
League Bowler (Keeney).....	195.00/9 210.00 225.00(3) 229.50 235.00	210.00 225.00 225.00(3) 229.50 235.00	210.00 225.00 225.00(3) 229.50 235.00	200.00 210.00 219.50 219.50 229.00
League Bowler, 4 Player (Keeney).....	219.50	219.50	219.50	250.00
Lady Scote (Keeney).....	35.00	35.00	35.00	35.00
March Bowler, 4 Player (Keeney).....	225.00 295.00	295.00	295.00	295.00
March League Bowler, 4 Player (Keeney).....	250.00	250.00	250.00	250.00
Pin Boy (Keeney).....	24.50	24.50	24.50 35.00	24.50 35.00 39.50
Pin Lite Bowler (Chicago Cole).....	125.00 149.50	125.00 149.50	149.50	149.50
Shuffle Alley (United).....	24.50 29.50(2) 29.50(3) 34.50/9 39.00/9 49.50/9	24.50 29.50 29.50(2) 34.50/9 39.00/9 49.50/9	29.00 29.50(2) 29.50(2) 34.50/9 39.00/9 49.50/9	24.50 29.50 29.50(2) 34.50/9 39.00/9 49.50/9 55.00/9
Shuffle Alley Express 2 Player (United).....	75.00 139.50 169.50	75.00 139.50 169.50	125.00 139.50 169.50	125.00 139.50 169.50
Shuffle Alley, 6 Player (General).....	325.00	325.00	325.00	325.00
Shuffle Alley Express Rebound, 2 Player (United).....	159.50	159.50	159.50	159.50
Shuffle Alley, 8 Player (General).....	249.50	275.00	175.00 275.00	
Shuffle Alley, 6 Player Rebound (United).....	325.00	325.00	325.00	325.00
Shuffle Alley Express (United).....	40.00 45.00(2) 49.00 49.50 59.50 129.50	40.00 45.00 49.00 49.50 59.50 129.50	40.00 45.00 49.00 49.50 59.50 129.50	39.50 45.00 49.50 55.00 59.50 129.50
Shuffle Alley & Player (United).....	285.00 309.50 310.00 320.00 335.00(2)	310.00 319.50 335.00(2) 339.50	300.00 310.00 319.50 325.00 335.00(2) 339.50	310.00 325.00 335.00 339.50
Shuffle Baseball (Chicago Cole).....	55.00 69.50	55.00	55.00 95.00	95.00
Shuffle Bowler (Bally).....	29.50(2) 33.00 49.50/9	24.50 29.50 49.50/9	24.50 29.50 35.00(2) 49.50/9	24.50 29.50 35.00(2) 49.50/9
Shufflecade (United).....	145.00 179.50	145.00 179.50	179.50	179.50
Shuffle Champ (Bally).....	59.50 75.00(2) 79.50	75.00 79.50	45.00 75.00	
Shuffle Jungle (Rock-Ola).....	59.50	59.50	59.50	59.50
Shuffle Lane (Rock-Ola).....	30.00	30.00	30.00	30.00
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Lim (Bally).....	175.00 179.50	175.00 179.50	175.00	175.00
Shuffle Snapper (United).....	95.00(2) 129.50	95.00(2) 129.50	129.50 129.50	95.00 99.50
Shuffle Target (General).....	99.50 105.00 139.50	150.00 175.00 179.50 199.50	149.50 150.00 179.50 185.00 199.50	149.50 150.00 179.50 185.00 199.50
Shuffle Tee Shots (Eram).....	175.00 199.50	175.00 199.50	175.00 199.50	35.00
Single Shuffle Alley Rebound (United).....	75.00 89.00 89.50	75.00 89.00 89.50	89.00 89.50	89.50 95.00
Six Player Shuffle Alley (Keeney).....	275.00	275.00	275.00	275.00
Speed Bowler (Bally).....	25.00 35.00 39.50 49.50(3) 55.00	49.50(2) 55.00 69.50	49.50(2) 55.00 69.50	49.50(2) 55.00 69.50
Strike (Eshbi).....	45.00 75.00 89.50	75.00 89.50	45.00 95.00	95.00
Super Shuffle Alley (United).....	34.50 39.50	39.50	39.50 45.00	39.50 45.00
Super Twin Bowler (Universal).....	75.00 79.50 95.00 99.50(2) 109.50	95.00(2) 99.50 99.50 119.50	95.00(2) 99.50 99.50 119.50	99.00 99.50 100.00 119.50

(Continued on page 94)

Coinmen You Know

Continued from page 91

tributes the Evans music line in Illinois and Indiana, has already accounted for several sales and will complete arrangements for additional ones as soon as the Jubilees are delivered. Shay also is enthusiastic about the Evans Century which will not be formally debuted for a few weeks.

Interest in United's new Six Player is making all hands at the factory extra busy. Sales Manager Billy Deselm says the operator features in the Scoreboard were so obvious that distributors started placing heavy orders right off the bat—some sight unseen. Johnny Casola, ace road staffer, is over that brutal cold that kept him below par most of last week. Herb Ottlinger had several important conferences with distributors during the week.

Centime's combination fortune telling—napkin dispenser unit should prove a good location opener for operators here and around the country, according to local coinmen. Col. Lou Lewis, Merit Industries, reports repair and service has been stepped up and reports several compliments from South Side and Northern Indiana operators. Shuffle games continue to be the lead items at Merit.

Sam Stern, vice-president at Williams Manufacturing Company, reports continued strong acceptance of the Sluggfest game. He looks for even more interest now that the baseball season has arrived. Paul Huesch, Keeney sales manager, has received notes and phone calls from distributors who are coming in for the firm's celebration April 21-24. He adds that the TV line is progressing at a good pace and production is going up all the time. Roy McGinnis, president, will be back at his office about May 1. Sideline by a persistent virus ailment early in the winter McGinnis is completing his recuperation under sunny skies down Miami way. He caught a big sailfish during the week, aided by plenty of encouragement from Florida operators and distributors.

At the Bally plant, action was proceeding on several fronts. Firm made first shipment on its mechanical horse, the Champion, and also made heavy deliveries on At-

(Continued on page 94)

TRY WORLD WIDE FOR THE FINEST YOUR MONEY CAN BUY!

Sensational Values in SHUFFLE GAMES

UNITED	WRITE	CHICAGO COIN	
DE LUXE 6 PLAYER.....	375.00	BOWLING CLASSIC.....	75.00
SIX PLAYER.....	275.00	BOWLING ALLEY.....	35.00
FIVE PLAYER.....	225.00	WILLIAMS	
FOUR PLAYER.....	225.00	DOUBLE HEADER.....	75.00
SHUFFLE EXPRESS.....	45.00	KEENEY	
BALLY		SIX PLAYER.....	275.00
HOOK BOWLER.....	135.00	LEAGUE BOWLER.....	219.00
SPEED BOWLER.....	35.00	WITH L.B. SHOOT PIN.....	219.00
SHUFFLE CHAMP.....	45.00	LEAGUE BOWLER.....	219.00
UNIVERSAL		PLAYER WITH 8 1/2 AWAY PINS.....	165.00
HI-SCORE BOWLER.....	1125.00	DOUBLE BOWLER.....	75.00

No Claims—
No Double Talk—
The one and only

GENUINE FORMICA

Accept no substitutes. New Formica with silk screened top eliminates costly breakouts, repairing and waxing. Available in all 12500 shuffle games, pin games, and Chl Coin and Universal.

8' Size, \$29.50
9' Size, \$34.50

ONE BALL FREE PLAY GAMES

BALLY

PUTABILITY.....
TUNE KING.....\$195.00
CHAMPION..... 85.00
CITATION..... 65.00
GOLD CUP..... 39.50
BMTV..... 39.50
SPECIAL..... 79.50
BMTV..... 79.50

TERMS: 1/3 deposit, balance eight days.

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BUY WITH
CONFIDENCE

Our qualifications guarantee the finest packing, shipping process, available anywhere on any equipment, regardless of price. Our years of experience with satisfied foreign buyers assure you of complete satisfaction. We have the largest stock of all type games available anywhere. Prices start at \$39.50. Our references—All Coin Machine Manufacturers.

BINGO SPECIALS

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SPOT.....
Bally CONEY.....445
ISLAND.....
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NOW DELIVERING NEW GAMES

DAILY ATLANTIC CITY
United SUPER SIX
EIGHT SHOOTERS
Gottlieb MIT 'N' RUN
Chl Coin NEWZ KIDS
Wm. SHOOT THE
MOON.....\$199
WATER GAZES
FEATHERS.....395
WIND SWEEP.....395
STAKE.....105
Gance DOUBLE
ACTION.....125
Gance SPRING
TIME.....WRITES

MISCELLANEOUS

Banish SIX.....\$995
SHOOTER.....
EIGHT SILVER
BULLETS.....145
Chl Coin PISTOL.....95
Keeney BULL DOG
CHAMP COIN.....75
VERSION.....
E-SHIRT DALE.....75
GUN.....75

WILLIAMS NEW MUSIC MITE

Superb new modern
music line in 85 pin
recorder, selector, re-
jector, built-in camera
and volume control.
New \$4 ea. \$495
New \$5. 164.
757.....\$175



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FOR SALE

Coin Machine Refurb. in Southern Arizona. Over 250 pieces: 38 Phonographs, 28 Pins, 24 One Ball, 10 Shuffleboards, 30 Bowling Games, 14 Pinball, 3 Six-Shooter, 1 Jet Gun. Also 500 Wall Boxes, 64 Speakers Record Shop. Very large store and work shop. Completely equipped office. Approximately \$13,000 in parts and supplies. Route established many years. Very little competition. Owner retiring. Guaranteed \$800 to \$1,000 week net profit. \$50,000 cash required. Balance can be arranged for reliable party. None other need apply.
BOX D-175, c/o THE BILLBOARD, CINCINNATI 21, O.

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UNITED'S 6-PLAYER SUPER SHUFFLE ALLEY

Write for price

UNITED'S STEEPLECHASE

New fast replay game • Write for price.

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Great competitive 2-Player Game.
Price \$125.00 ea. New original crates.

UNIVERSAL'S JUMBO PIN GAME ACROSS THE BOARD

Write for price

UNIVERSAL'S JUMBO PIN GAME WINNER

Price \$295.00 ea. New original crates.

UNIVERSAL'S SHUFFLE TOURNAMENT

Conversion for Shuffleboards.

Price \$125.00 ea. New original crates

For Immediate Delivery
In This Territory

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DAVE SIMON

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SIMON SALES, INC.

627 TENTH AVE., NEW YORK 18, N.Y., PHONE PLAZA 7-5660

Chicago Coin's 4-PLAYER DERBY



1-2-3
OR
4
CAN PLAY
AT SAME
TIME

3 DIMENSIONAL HORSES
MOVE AS GAME IS PLAYED!

- ★ 4 TIMES THE EARNING POWER OF A SINGLE PLAYER GAME
- ★ 4 COINS IN ABOUT ONE MINUTE
- ★ 60% OF PLAY BY 4 PLAYERS
- ★ 4 PLAYER COMPETITION

SEE YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE COMPANY

1735 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson Bl., Cincinnati 22, Ohio

**OUR PRICES ARE
LOW... LOWER... LOWEST!**

All Machines Thoroughly Reconditioned

Bowler Champ	\$ 69.50	Bally Turf Kings	\$199.50
● BAKO	24.50	Bally Champions	89.50
Stop & Go	109.50	● BALLY GOLD CUP	29.50
Tumbleweed	84.50	Bally Citations	69.50
Buccaner	39.50		
Fighting Irish	99.50	SHUFFLE GAMES	
Humpty-Dumpty	29.50	Wms. Double Header	\$ 49.50
1-2-3	39.50	● BALLY BASEBALL	49.50
Wisconsin	29.50	Bally Shuffle Champ.	74.50
Knockout	99.50	Bally Shuffle Line	129.50
Thing	79.50	Bally Hook Bowler	179.50
Tri-Score	79.50	● UNIV. SUPER TWIN BOWLER	69.50
Cyclone	149.50		
Caravan	69.50	PHONOGRAPHS	
Canasta	69.50	● WURLITZER 85D	\$ 35.00
All Baba	29.50	Wurlitzer 80D	69.50
● ROCKETTES	134.50	Wurlitzer 750E	89.50
4 Horsemen	114.50	Wurlitzer 125D	479.50
Double Shuffle	79.50	Wurlitzer 1015	169.50
3 Musketeers	49.50	Wurlitzer 1100	299.50
Sunny	24.50	Packard 400 Hidesway	64.50
Barnacle Bill	49.50	● ROCK-OLA 1432 (51-50)	449.50
Sharpshooter	79.50	● SEEBURG 146	110.00
Pinch Hitter	29.50		

One-Stop Service—Records—Parts—Premiums

COVEN distributing company
3181 Elston Chicago 18 Ill.
Independence 3-2210

The Finest Names in Coin Machines. Exclusive
With Bally Products and Wurlitzer Phonographs.

Coinmen You Know

Continued from page 93

lantic City. Meanwhile, Paul Eckstein, head of the Lion TV division, was working out some key plans on the firm's new receiver line.

Ted Rubenstein, Marvel president, states he was pleased with the patience of operators with shuffleboard scoreboards orders held up by the recent Marvel fire. Now delivering the new type overhead units, Rubenstein will soon ship a wall model.

Charlie Piert and Clayton Nemeroff, Monarch coin, continue to do volume business in late model used games. Dud Rutenberg, director of Coin Machine Institute, finally found that apartment he has been hunting. His main concern was to get the apartment before his first baby arrives, a few months from now.

At Exhibit Supply, Frank Mercuri was having a good week with both Big Broncos and Twin Rotation. Since the underwriters' laboratories put its stamp of approval on the Broncos, business on the horses has stepped up sharply. Meanwhile, output on the Rotation game has been increased as a result of operator showings in different parts of the country.

News from Chicago Coin indicates Whiz Kids, the basketball game with animated features, is going well. Ed Levin and Sam Lewis have been getting a lot of repeat business—and in volume, too.

Bernard J. Kiley Jr., head of Airport Vending Service, has pushed 7-cent coffee vending up to the point where it now is in effect in about 90 per cent of his java units. During the past month, Kiley bought out a six-machine coffee route which included stops in new car dealer service departments.

Richard Cole, vice-president of Cole Products Corporation, has been on the go constantly over the past few weeks, so much so that he became a stranger to Chicago headquarters. Harold Burt, president of Silver King Corporation, is readying his new coffee vander at a faster pace and expects to have it available for market in the not too distant future if the materials situation holds up.

Diek Adair, head of R. H. Adair & Company, in suburban Oak Park, is pushing the new chlorophyll gum for venders. Herbert Stramer, vice-president of Mechanical Merchants, Inc., is making a bid for bigger ice cream business thru firm's el and subway locations this summer.

Indianapolis

George Wagner, formerly in charge of the service department at Cain-Cailhouette, Inc., Wurlitzer distributors, has joined the service department of Calderon Distributing Company, Rock-Ola distributors.

Calderon Brothers Cigarette Machine Vendors moved their headquarters to 448 West Washington Street. The company had occupied part of the Calderon Distributing Company headquarters, but in an expansion program moved the cigarette vending machine business to new quarters. Calderon Distributing has started showings of Bally's horse, The Champion.

Slicking Company reported Chicago Coin's Whiz Kids, a five-ball game, was well received by operators. Business, states Mrs. Lottie Berman, firm head, is improved.

Operators of juke boxes here are taking advantage of the one stop service at the James Record Shop. Reports indicate business has made a gain since the service was started in January. More operators are buying 45 r.p.m. records, and business from out of the city operators is solid.

Clarence (Dutch) Homan, of the James Music Shop, attended the American Bowling Congress Tournament in Milwaukee last week.

Milwaukee

One of the largest operator groups in years turned out to greet the debut of the new Wurlitzer juke box in this area at the show rooms of United, Inc.

Those attending included Oliver Williams and Stanley Williams, Baileys Harbor; Harry Kososki, Niagara; Clem Weinandt, Menasha; Albert Sprecher, Prairie du Sac; George Brixius and L. A. Rank, Manitowoc; C. G. Bookmeier, A. L. Durand and Adolph J. Germain, Green Bay; Frank Szymanski, Marinette; Gordon Conrad, Wausau; Ralph Klask, Beaver Dam, and Frank L. Berca, Kenosha.

One operator, Orville Adams, came from L'Anse, Mich. Others included Karl Kuchelmeister and H. W. Ristau, Kaukauna; Nelson C. Tompkins, Two Rivers; B. D. Groshak, Stevens Point; Stanley Gerlach, Palmyra; F. and Ray DeRusha, Fond du Lac; C. S. Pierce, Brodhead; Charles Miller and Ralph Hinton, Racine, and John D. Farrell, Cuba City.

The group from Milwaukee, of course, proved to be the largest. They included Carl Klein, Max Mathusak, David Jakubowski, Edward R. Erickson, John Gordon, Harvey S. Lockwood, Milton Wudike, Bert G. Liesch, Edwin Walker and Banaco Music Company representatives.

Others were Leonard G. Caspar, Bud Wagner, of South Milwaukee; Danny Cisco, Erv Forberg, Charles V. Opitz, Pete Stolz, Roy Michaels, Joseph Pallegriano, Donald Zak, Arnold Jost, Ken Kulow, Wick Daquisto, R. H. Pieper, Ray Jordan, Matt Scheeler, Harry Gialler, William Zajc, Otto R. Hadrian, Edwin Puzia, Richard Manhardt, Kewpie Novelty Company; Charles Macomber, Ed Tarman, Doug Opitz, Pete Richard, R. H. Richman, Leslie Reder, Jerome J. Jacomet, Casper Reda, Edward

E. Pankonen; Ervin, Edward and Stanley J. Beck and George Schroeder Jr.

Cincinnati

Showing of the new Wurlitzer by the T & L Distributing Company here was described as outstandingly successful. The event received a big boost from the weather which turned cold but dry.

Local operators attending included Elmer Meyer, Frank Julia, Norton Robinson, Phil Ostland, Maurice Bernstein, Jerry Levy, Abe Villenay, Harry Hester, Harry Ginnell, Charles Kanter, Ray Bigner, Mel Kahn, Phillip Rose, Paul Pusateri, Elwood Crawford, Bill Strassel, Tony Kayata, Bernard Stillmaker, Dave Tavel and Winston Brown.

Out-of-town guests were R. Harper, Bill Blankenship, Julian Hamilton, M. Patrick, Ed Walters, Bob Wilson, Walter Ullmer, R. C. Walters, Ralph Studay, Walter Hutchinson and Wolf Marcus, of Mutual Service—all from Dayton.

Other out-of-towners were Roy Stewart and B. J. Dilree, Ironton; R. E. and H. E. Knittel, Portsmouth; Berice Ferguson, Brookville; M. L. Lerson, Doug Roberts and Bernie Robinson, Hamilton, and Ray Wilbur, Middletown. Kentucky visitors were Herb Donaldson, Covington; Bob Thurmer, Newport, and Bill Harris, Dayton.

Shuffle Games

Continued from page 93

	Issue of April 12	Issue of April 5	Issue of March 29	Issue of March 22
Fun Pits (Keweenaw).....	22.50 24.50		24.50 45.00	24.50 45.00
Trophy Bowl (Chicago Coin) ..	85.00 140.00	74.50 65.00	74.50 65.00	74.50 114.00
Twin Bowler (Universal).....	49.50 59.50	49.50(2) 65.00	49.50(2) 65.00	115.00 140.00
				49.50(2) 65.00(2)
Twin Bowler Deluxe (Bally) ..		65.00		150.00(2)
Twin Bowler Rebound				235.00
Twin Bowler (Chicago)			235.00	235.00
Twin Shuffle Alley (United)	185.00	185.00	185.00	185.00
Twin Shuffle Alley Rebound	195.00 199.50			
		195.00(2)	195.00(2)	215.00 219.50
Twin Shuffle (Williams).....	24.50 25.00	215.00 219.50	215.00 219.50	24.50 35.00
	29.50 35.00		35.00	
Twin Shuffle-Cade (United) ..	199.50 240.00	199.50 250.00	239.00 250.00	239.00 250.00

UNIVERSAL BOWLOMATICS

18 Ft. Automatic Bowling Alleys—Coin Operated

NEW \$695.00 USED \$495.00

PIN GAMES

Bally Turf Kings	\$199.00
Bally Champions	60.00
Universal Old Milltop	250.00
Spark Plug	125.00
Gottlieb Hager Co Lucky	149.00
Gottlieb Rockette	135.00
De-Lux	90.00

ARCADE AND BINGO GAMES

Shoot the Bear (like new)	\$325.00
Exhibit Six Shooter	175.00
Exhibit Jet Gun	295.00
Bright Spots	450.00
Universal A.B.C.	275.00
Bally Coney Island	450.00
Chicago King Pin	225.00
Williams Super World Series	250.00

One-third deposit with order, balance C.O.D. or S/D

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MECHANIC WANTED

Steady employment. Must be thoroughly familiar with music, pin games and cigarette machines. Only top man, non-drinker and reliable need apply. Give full details, references and salary expected. Must be willing to live in central New York State. Address
P. O. Box 158, Ithaca, N. Y.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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240 Jefferson St., Lexington 2, Ky. 3011 E. Mumme Ave., Ft. Wayne 4, Ind.
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Ore. Operators Study Supreme Court Decision

PORTLAND, Ore., April 12.—A State Supreme Court decision affecting price fixing was viewed with interest this week by Oregon music operators who have been pondering the possibility of getting their industry under the State's fair trades laws as California operators have done.

Operators in 48 Northern California counties came under that State's Fair Trade and Unfair Trade Practices Act in August, 1950. It represented years of effort and proved that anyone doing business at less than cost is liable to prosecution.

The California standard of a minimum cost of operation was determined by an extensive survey among operators. By preventing operators in the 48 counties from doing business at less than this standard, the practice of granting rebates or special privileges was wiped out.

The Oregon high court's decision affecting price fixing declared unconstitutional a 1945 law

First Expands TV Division

CHICAGO, April 12.—First Distributors, factory representative for Keeney products, announced this week it has expanded its television, radio and record player division and named Ben Michaels as its head.

In addition to handling the Keeney TV line, the firm is handling both TV and radio receivers made by General Electric, RCA, Emerson, Arvin and Jewel. Michaels was formerly assistant to Mal Finke, manager of First's premium division.

setting minimum fees for barbering. However, the decision allowed to and defended another State law which allows minimum prices for milk.

According to the ruling, the barbering law failed to affect the welfare of an industry and the health and welfare of persons as the milk law does.

The reasoning behind the court's decision provided broad evidence of the type of thinking which must go into any law affecting Oregon operators. Oregon operators have been eager for such a law and one that would withstand the test of the courts.

"NEXT TO A NEW GAME...."

Our TOP-NOTCH games are best! Mechanically checked, carefully cleaned, salt varnished, and location tested before packing. High in quality and low in price.

Chicago Coin	Exhibit	United
Punchy..... \$79.50	Be-Bo..... \$49.50	ABC..... \$239.00
Golden Gloves..... 79.50	Campana..... 59.50	Tampico..... 64.50
Fighting Irish..... 69.50	Turnbulward..... 72.50	Caroline..... 92.00
Thump..... 54.50	Circus..... 30.00	Asquada..... 93.50
Champion..... 59.50		Arizona..... 49.50
Football..... 49.50		
Tahiti..... 64.50		
Sally..... 24.50		
	Gottlieb	Williams
	Madison Sq. Garden..... \$129.50	Navyburner..... \$239.50
	Joker..... 119.50	Control Tower..... 119.50
	Knock Out..... 109.50	Pinky..... 99.50
	Four Horsemen..... 99.50	Sweetheart..... 99.50
	Double Feature..... 99.50	Star Series..... 79.50
	Double Header..... 99.50	Decker..... 79.50
	Three Musketeers..... 79.50	President..... 99.50
	College Date..... 74.50	Tucson..... 99.50
	Bank Ball..... 74.50	Lucky Innings..... 59.50
	K. C. Jones..... 74.50	Gizm..... 59.50
	Old Fashioned..... 74.50	Dallas (conversion)..... 49.50
	Telecard..... 50.00	Dingee Bonus..... 119.00
	Self-Attack..... 49.50	
	Buffalo Bill..... 49.50	
	Buttons & Bows..... 49.50	
	Murray Dumpty..... 49.50	
	Bank A Ball..... 49.50	
	South Pacific..... 49.50	
	Hits & Runs..... 49.50	

Terms: 1/3 certified deposit, balance C.O.D.

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Reconditioned Alley Games	FORMICA TOPS	SPECIALS!
TWIN SHUFFLE ALLEY REBOUND..... \$135	Shift Available for CHICAGO..... \$15	Williams DOUBLE HEADER BASEBALL only \$39
4 PLAYER..... 240	Lots of..... \$15	Genco SHUFFLE TARGET Now only \$85
5 PLAYER..... 260	UNIVERSAL..... \$19	United SHIT ALLEY Now only \$49
UNIVERSAL TWIN SHUFFLE..... \$39	Lots of..... \$19	
SUPER "WIN"..... \$4	Williams BASEBALL Lots of..... \$19	
KEENEY DOUBLE BOWLER..... \$39		
4-WAY BOWLER..... 185		
5 BALL BINGO GAMES		
Bally CONEY Island 4000..... 360		
United LEADER..... 360		
Bally BB GMY SPOT..... 375		

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WANTED: USED 5-BALLS

4 Horsemen	Joker	Gottlieb Basketball
Madison Sq. Garden	Minstrel Man	Dochettes
Control Tower	Mermaid	Triplets
Dreamy	Wifey	Mayburners
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UNITED TWIN REBOUND SHUFFLE ALLEYS—Completely Reconditioned, \$165

RECONDITIONED PHONOGRAPHS	WANTED: ARCADE EQUIPMENT
Wurlitzer 1015's..... \$170	Exhibit Six Shooter..... \$100
Seaburg 1070..... 150	Exhibit Silver Bullet..... 75
Seaburg 1075..... 175	Exhibit 3-Player..... 110
Seaburg 1072..... 175	Seaburg Baby Gun..... 110
A.M.I. Model A..... 210	Exhibit Gun Patrol..... 85
A.M.I. Model B..... 210	

NATIONAL COIN MACHINE EXCHANGE
 1411-13 OVERSEY BLVD (Phone: Buckingham 1-6466) CHICAGO 14

SPECIAL PANORAMS—GUARANTEED RECONDITIONED—WRITE!

NEW EQUIPMENT	RECONDITIONED EQUIPMENT
C.C. 4-Player Derby	Bright Spot..... \$475
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C.C. Wins Kids	United 4-Player..... 318
Exhibit Big Broncho	C.C. Hit Parade..... 105
Keeney Super Deluxe	Bally Hook Bowler..... 195
League Bowler	Williams Double Header..... 85

Write for Complete List All Types New and Reconditioned Equipment.

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SHUFFLE GAMES
 UNITED 3-PLAYER SUPER SHUFFLE ALLEY

Formica Top: Installed on United and Chicago Shuffle Games—\$25.00 extra.

United & Player..... \$320.00
 Star Bowler, 19' 2 player wood balls..... 350.00
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UNITED TWIN REBOUND..... 215.00
 United Twin Shuffleboard..... 210.00
 Un. Double SA Express Rebound..... 210.00
 United Shuffle Bowler..... 175.00
 United Shuffle Alley..... 175.00
 Un. 3-Player SA Express..... 175.00
 United Single SA Rebound..... 89.50
 United SA Express..... 175.00
 Un. Double Shuffle Alley..... 79.50

UNITED SHUFFLE ALLEY EXPRESS..... 59.50
 United Super Shuttle Alley..... 39.50
 United Shuffle Alley..... 39.50
 W/Disa. Pin Conv..... 39.50
 Un. High Score Bowler..... 175.00
 Un. Super Twin Bowler..... 175.00
 Chicago Shuffle Match Shoot..... 145.50
 Chicago Pin Like Bowler..... 145.50
 Chicago Bowling Alley..... 125.00
 Chicago Bowling Classed..... 125.00
 Chicago Trophy Bowl..... 140.00
 Bally Hook Bowler..... 175.00
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BALLY SHUFFLE BOWLER, 9 1/2"..... 29.50
 Bally Super Bowler, 9 1/2"..... 29.50
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EXH. BIG BRONCHO

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GOALEE..... 99.50
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SMOKESHOP #12..... \$145.00
ACORN VENDOR
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 Bally Turf King
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 Turf King..... \$205.00
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Unit 5 Star..... \$295
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EVANS CENTURY
 100 w/elec. 45 RPM

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 40 w/elec. 45 or 78

CHICAGO BAND BOX
 Wurlitzer 1180 395.00
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Large Licensed Pin Conv. for Chl. & Univ. \$ 24.50
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Factor's 8c, 5c, 1 King King Col. Unedonak, Mod 500, 7 Col. \$132.00
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 Rose Royal, 10 Col. \$140.00
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 Minimum Order—5 Tops

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 Center Overhead Electric Scoreboards \$125.00

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Newest and Best Coin-Operated Mechanical Horse

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Keeney 4-Player Super **DELUXE LEAGUE BOWLER**

Keeney 6-Player **LEAGUE BOWLER**

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Grand Slam Baseball Action—
Play-Stimulating—
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HOME RUN BALL TRAPS—Score Home Runs... Light up Thumper Bumpers and all Base Ball Overs to increase High Score "Batting Average" Points!

SPECIAL SCORING—When Bottom Roll Over is lighted by faking all 3 Ball Traps... when all 5 Lanes are lighted by 1 to 8 Number Sequencial

**SINGLES—
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HOME RUNS!**

REPLAYS FOR RUNS AND HIGH "BATTING AVERAGE" SCORE!

A DELUXE GAME with COSTLY, EXCLUSIVE FEATURES AT THE REGULAR 5-BALL PRICE!

SEE-BUY SLUGFEST AT YOUR DISTRIBUTOR NOW!



4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

Find Good Biz in Exports

Continued from page 84

as quickly open should the countries' revenues increase due to the selling of a sugar crop, a jump in the coffee market or a similar reason.

Mexican Problems

Mexico poses an interesting example of the type of problem faced in the export field by manufacturers and distributors. Importation into Mexico of fully assembled juke boxes is prohibited. No cabinets are allowed to enter the country. Such prohibitions are the result of Mexico's policy against allowing imports of materials and equipment representing work which local labor and industry might supply.

The same policies often hold in other countries. As a consequence, manufacturers or export firms shipping to Mexico have been forced to line up assembly arrangements with local distributors. In some instances manufacturers even have built their own assembly plants abroad.

Scare buying, such as that occurring early in 1951 because of the Korean conflict, also can cause a profitable boost. According to experts, this was a result of foreign buyers not wanting to get caught short as they were during World War II.

Historical Markets

Almost all manufacturers and export firms reported that the "historical" markets in South America, Central America, the Caribbean area and Canada continued to dominate the export field. However, exports are going to Europe, South America and the Near and Far East and should conditions in some of these countries improve, they might rise considerably in importance.

The individual problems found

by some firms also highlight some of the peculiarities found in dealing overseas. The American Steel Export Company, exporters for Seeburg, have found that their activities are pegged to the availability abroad of 45 r.p.m. records. W. S. Van Der Hoef, who handles the American Steel Seeburg account, said considerable initial resistance had to be overcome early in 1951 when the firm switched to 45's. To meet the problem, American Steel and its outlets were forced to go into the record business. Some Latin American distributors were stocked with as much as \$5,000 to \$10,000 worth of 45 platters.

Trans-World

Joe Calderon, of Trans-World Trading Company, exporter for Ristaurat, Inc. and other makes of juke boxes, finds that knowing how to handle his individual accounts is most important. Some firms, he reported, pay in a reasonable time; others are slow in picking up their shipments and do not pay until they have done so.

Ken Ostman, export manager for O. O. Mulligan, A.M.I. Inc., exporter, feels import controls are probably one of the most troublesome factors.

However, despite the difficulties encountered overseas, all manufacturers and firms dealing in exports expressed enthusiasm over the growing value of foreign markets.

The consensus seemed to be that conditions abroad probably will become normal or stabilized in the coming year with a resulting slight decrease in sales but a much more steady income. As spokesman for Rock-Ola and Wurlitzer phrased it, the export business should progress nicely in the future.



The CHALLENGER Always a PROFIT Producer

The "Challenger", with its real army type pistol, has drawing power in any location. Write today!

A.B.T. Manufacturing Corp. 715-723 N. Kedzie Ave., Chicago 12, Ill.

PURVEYORS' SPRING BARGAINS

KEENEY LEAGUE BOWLER 4 Player \$219.50	ROCK-OLA SHUFFLEBOARDS 18-20 ft. SPECIALS WRITE in Excellent Condition
Twin Pokerino \$185.00 Rock-Ola Shuffleboard \$20.00 Shuffleboard Mechanic \$169.50	SHUFFLEBOARD SUPPLIES Shuffle Game Wax, Case (12) \$ 3.00 Fast Wax, Case (12) \$ 4.50 Pucks (Set of 8) \$ 14.00 Score Sheets, 10 Pads \$ 7.50 Fluorescent Lights, 23.50 Used Rock-Ola Shuffleboard Lites, Pr. \$ 12.50 Adjusters \$ 18.50
MERCURY 22 FT. SHUFFLEBOARD New National Shuffleboards 22 ft. \$249.50	BINGO SPECIALS NEW 1 STARS Life Model \$255.00 Used 5 Stars \$139.00 Lita Model Lite \$115.00 Coney Island \$100.00
CIGARETTE MACHINES 25c Slots NATIONAL 950 \$85.00 National 750 \$85.00 DuGraner, W \$69.50	UNIVERSAL SUPER TWIN BOWLER \$309.50
UNIVERSAL SUPER TWIN BOWLER \$309.50	UNIVERSAL SUPER TWIN BOWLER \$309.50

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

ATTENTION ALL FOREIGN BUYERS

Joe Ash

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for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

A. S. Squire	75.00	E. C. Jones	75.00
Baby Face	22.00	Chariot	80.00
Camel Cigarette	49.50	Champion (Bally)	90.00
Thrill	27.50	Mit & Bun	107.50
Tahiti	85.00	Golden Gloves	100.00
Catalina	25.00	Punchy	145.00
Monterrey	25.00	Winner	145.00
Campanella	25.00	Wendy-Ling	200.00
Champion (CC)	75.00	A.B.C.	275.00

BOWLING GAMES
KEENEY LEAGUE BOWLER—\$725.00 • KEENEY KING PIN—\$30.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT
KEENEY DELUXE 4-WAY BOWLER KEENEY ELECTRIC CIGARETTE VENDOR
KEENEY REFRIGERATED SANDWICH VENDOR
KEENEY TELEVISION

ATLANTIC CITY—QUARTETTE—SLUGFEST—MIT & BUN

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 16, MD. PHONE: BELMONT 1800

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa.
Phone: FRANK 7-8495

"You can always depend on Active—ALL WAYS"

All the news of your industry every week in The Billboard...
SUBSCRIBE TODAY... see page 3 for rates

GOOD GUARANTEED GAMES

FIVE BALLS

Football	\$ 75.00	Beaton	\$ 85.00	Utah	\$ 85.00
Oklahoma	75.00	Madison	85.00	King Arthur	90.00
Three Feathers	65.00	Buffalo Bill	70.00	Demmy	90.00
Champion	70.00	Bright Lights	310.00	Harvest Moon	60.00
Tampico	75.00	Spot Light	65.00	Carolina	45.00
Bowling Champ	65.00	Telecard	65.00	Saratoga	35.00
Showboat	60.00	Bank-A-Ball	180.00	Georgia	110.00
St. Louis	65.00	Knock Out	110.00	Broadway	185.00
Canard	60.00	Four Horses	95.00	Coney Island	365.00

ONE BALLS

Turf King	\$200.00	Photo Finish	\$80.00	Gold Cup	\$85.00
Citation	80.00	Champion	80.00		

All games are clean, mechanically good.

CROWN NOVELTY CO., INC.
920 HOWARD AVENUE NEW ORLEANS 13, LA.

4TH IN SERIES

Cohen Paints 'Discouraging' Juke Picture

The Billboard recently asked officers of juke box operator associations what chief problems face the industry in the coming year. Following is the fourth in a series of comments in answer to the question.

CHICAGO, April 12. — Jack Cohen, president of the Phonograph Merchants' Association of Cleveland, paints what he calls a "discouraging" picture of the problems facing the music machine industry in the coming year.

Generally, the comments by Cohen centered on the boosted costs of all phases of juke box operation while the price-per-play has remained the same.

In Cohen's words, "the operators' chief problem today is overhead: the high cost of equipment, records, labor, parts, etc., and the decrease in revenue in a good many locations due to television."

Cohen pointed out that "in 1941 the list price on a phonograph was a little over \$300. The wholesale price of records was from 21 to 30 cents. The average serviceman or mechanic was paid \$40 to \$50 per week. The mounting inflationary tendencies loosened by the World War II and the Korean conflict combined to shove all these costs upward.

"Today," Cohen says, "the average price of a phonograph is \$1,000. The wholesale price of records is 57 cents; wages have more than doubled; parts have more than doubled; trucking fees have risen from \$1.50 to \$5." The crux of the matter, according to Cohen, is that the average operator's "income today is no more than it was in 1941." It is for this reason, Cohen calls the current picture "one of discouragement." He says, "we (the operators) are faced with the problem of lowering this overhead, or of attempting to increase our income."

Blocking a rise in the operators' income are price stabilization regulations. "The only way to increase our income seems to be to convert to dime play and OPS has rejected a request from this industry to raise prices," Cohen concluded in summing up the situation.

Hoboken Game Law Illegal

HOBOKEN, N. J., April 12. — Municipal Magistrate Albert Shea Thursday (10) declared illegal this city's ordinance outlawing pinball machines. Law, adopted last September, was declared unconstitutional by Magistrate Shea who said that the ordinance does not give the city the right to seize property without due process of law.

Ruling was made in dismissing complaints against four local storekeepers who were charged with having pinball machines in their establishments. Confiscation of the machines were termed a violation of the United States Constitution.

City contended the pinball machines were games of chance. Attorneys representing the shop owners held the devices were games of skill, with no pay off either in cash, merchandise or free games. Magistrate Shea ruled the games were for entertainment and not for gambling.

DISTRIBUTORS! OPERATORS!

Do you need top-notch mechanic or Route Man? Do you need a reliable Salesman? Try The Billboard's New MARQUEE PLACE for COIN MEN for fast, result-producing ads. See Page 90 for information.

SPECIALS

- 3 Bright Lights \$315.00
 - 3 Coney Islands 400.00
 - 3 Bright Spots 400.00
 - 1 Turf Kings 148.00
 - 1 Harvest Time 25.00
- Clean and Mechanically Perfect
1/3 deposit - Balance C.O.D.
Southern Amusement Co.
1932 South Wright Place
New Orleans 13, La.

Empire Shows Twin Rotation

CHICAGO, April 12.—Empire Coin Machine Exchange started first operator showings of Exhibit Supply Company's Twin Rotation game Tuesday (8). The distributor handles the new type shuffle game in Northern Illinois and Wisconsin.

Twin Rotation utilizes the pool theme in shuffle play. It introduces a new amusement game principle in which the balls appear on the playfield as illusions. Empire Coin is headed by Gil Kitt.

Lun-A-Ride Clicks in Trial Run at Philly

PHILADELPHIA, April 12. — Roc-A-Ride Sales, national distributor of Lun-A-Ride Rocket Patrol, has just finished its first test week of the miniature space-ship ride. Lun-A-Ride was placed in a main store of the Sun-Ray Drug chain here, grossing \$147.80 in its first week of 10-cent ride operation, according to Sam Kohn, general manager.

Merry-Go-Round Sales, the manufacturer, is now in production on Lun-A-Ride and accepting orders for delivery.

**WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?**

Find out every week in
The Billboard

Order NOW at LOW Subscription Rates
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
 Please send me The Billboard for one year at \$10.
 Check here for trial subscription—12 weeks at \$3.
 Foreign rates upon request. 934

Name

Address

City

Occupation

THIS IS THE HORSE!



THESE ARE THE DISTRIBUTORS

CONAT SALES CO., INC.
631 10th Ave., New York 19, N. Y.

New England States, New York, New Jersey, Texas, Nebraska, Missouri, Kentucky, Alabama, Georgia, Illinois, Indiana, Michigan, Pennsylvania, Hawaiian Isles, Alaska and European export.

Jim Waken Dist. Co.
173 S. Grand Ave.
Evan, Okla.
Oklahoma

Carousel Industries
184 Chelsea Ave.
Memphis, Tenn.
Tenn., Ark., La., Miss.

Stanley Amuse. Co.
5125 S. Tacoma Way
Tacoma, Wash.
Wash., Ore., Mont., Idaho

All Coin Amusement Co.
206 Mangrove
1173 N. Bayshore Dr.
Miami, Fla.

Florida
Export to Southern Hemisphere

Automatic, Inc.
Andrew Grant
1500 Kensington St.
Minneapolis, Minn.
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Ruby Specialty Co.
783 Notre Dame St. W.
Montreal, Canada
Quebec

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Calif., Ark., Utah, Nev.

Eastern Vending Sales
R. Co. Inc.
946 Linden Ave.
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Wash., D. C., W. Va., Va., Del., Md.

Anderson Amusement
4807 W. 17th St.
Tulsa, Okla.
Kansas

P. B. Marks Sales
33 Burle St.
Winnipeg, Man., Can.
Manitoba

T. B. Holliday Co.
737 Main Street
Columbus 3, S. C.
N. C. & S. C.

Columbus Automatic Music Co.
100 N. Grant Ave.
Columbus 15, Ohio
Ohio

BUY IT! Roc-A-Ride Sales

EXCLUSIVE FACTORY DISTRIBUTORS

1507 N. 33rd Street, Philadelphia 21, Pa. Phone STeventon 4-8580 or STeventon 4-B640

Manufactured by Merry-Go-Round Sales Philadelphia, Pa.

Bigger Profits are a Breeze with Bally®

atlantic city

NEWEST 3-CARD 5-BALL REPLAY HIT



Operators everywhere are earning fat profits with ATLANTIC CITY. Order from your Bally distributor today.

NEW DOUBLE-SCORE
FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL
ATTRACTS EXTRA COINS EVERY GAME

POPULAR "CORNERS" IDEA
PROMOTES PLENTY EXTRA-COIN PLAY

EXTRA BALLS FEATURE
WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO, 18, ILLINOIS

We are distributors for AMI—Williams—Exhibit—Genco—Keeney—Victor—Marvel—Woxola—and the

New Sensational AMERICAN BANK SHOT

We carry the largest stock of Used Pin Games, Music, Scales, Scoreboards and Shuffleboards in Michigan.

USED GAMES

Bally Hook Bowler.....	\$225.00	Pokerino Junior.....	\$95.00
Keeney Double Bowler.....	125.00	Exhibit Dale Guns.....	65.00
Exhibit Jet Guns.....	215.00	Williams Quarterback.....	69.50
Bally Heavy Hitter.....	45.00	Ambassador Conversion for 1015 Wurlitzer.....	49.50

MICHIGAN'S LARGEST AND MOST PROGRESSIVE DISTRIBUTORS
TWO offices to serve YOU

MILLER-NEWMARK DISTRIBUTING COMPANY

BILL MILLER
42 Fairbanks, N. W.
Grand Rapids 2, Mich.
Phone: DL 6-6807

TONY SANDERS
2743 Grand River Ave.
Detroit 8, Mich.
Phone: TV 8-2230

NEW MODEL ELECTRIC SCOREBOARDS!

Marcellar Overhead (115-21-53 Pts.)
Marvel Score Overhead (115-21 Pts.)
Each \$125.00

United 6-Player.....	\$318.00
Keeney Double Bowler.....	118.00
United 6-Player.....	275.00
Keeney Loop, Bowler.....	210.00
Genco Shuf. Target.....	148.50
Chicago Horseshoes.....	109.50
Marks 3-Col. Carp. Vender.....	39.50
Kwik Shoe Shine, Green and Black.....	49.50
Seales.....	49.50
9" Jumbo Line-Up Pin Conv. for E.C. Bowl A.....	19.50

SUPPLIES
Pucks 100 of \$1.10-50
Double Pucks Puck: \$1.20
Wax: Doz. \$3.50

MID STATE COMPANY

2269 Milwaukee Ave., Chicago 47, Ill.
Tel: 3 Dickens 2-1444

WANTED

SEEBURG 100—45-78 RPM
WURLITZER 1250-1400-1450
AMI C & D LATE WALL BOXES
ONE BALLS, FIVE BALL GAMES

Not more than one year old. State quantity, condition, price first letter.

ST. THOMAS COIN SALES LIMITED
St. Thomas, Canada.
Phone 2648

4 BALLY TURF KINGS... @ \$175.00
1 BALLY CHAMPION... @ 60.00
4 BALLY CITATIONS... @ 40.00

All machines just off location and in top class condition. Write, Phone, Wire. 1/3 deposit with order.

Nastasi Dist. Co.

1010 Poydras St. New Orleans, La.
Magnolia 6196

LOOK AT THESE BUYS!

2 Wurlitzer 1000, Each..... \$164.50
1 Wurlitzer 800, Each..... 49.50
2 Williams All Stars, Each..... 84.50
1 Keeney 6 player Bowling..... 175.00
1 Keeney 3 player Bowler..... 75.00
2 Dale Guns, custom 1950, Each..... 48.00
1 Chicago Pistol..... 69.50
1 Bally Shuffle Champ..... 27.50

MUSIC CLEARANCE

35 Wurlitzer 1015, completely reconditioned.....	\$175
6 Wurlitzer 1100, reconditioned—ready for location.....	\$350
51 Wurlitzer 3020 Wallboxes, very clean, Ea.....	\$ 35
4 Wurlitzer 1017 Hideaways, shopped—ready for location.....	\$195
3 Wurlitzer 1080, clean—ready for location.....	\$175
6 Seeburg 146 Hideaways, completely shopped.....	\$150

SPECIAL

50 SEEBURG 3W2L56 5c 3-Wire WALLBOXES

Covers repainted—like new. Lots of 10 or more only \$ 15 ea.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



40 WALTHAM STREET
BOSTON 18, MASS.

MUSIC-ARCADE

WURLITZER 1250's, 1100's, 1015's, 1080's, 1217's.....	WRITE or CALL
NEW ATOMIC BOMBER.....	\$275.00
NEW FLYING SAUCER.....	175.00
NEW AUTO STUDIO.....	WRITE or CALL
NEW PEEP SHOW.....	WRITE or CALL
POKERINO JR.....	\$85.00
NEW RELAXALATOR.....	WRITE or CALL
FUTURITY—New.....	WRITE or CALL
TURF KING.....	WRITE or CALL
JOCKEY SPECIAL.....	\$ 35.00
HOOK BOWLER.....	\$155.00
BALLY BASEBALL.....	75.00
SHUFFLE GADE.....	145.00
GOTTLIEB BOWLETTE.....	35.00
UNIVERSAL HI SCORE.....	95.00

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040
In Mass., R. I., N. H., Vt. and Me.

RIDE 'M COWBOY!

Designed by
World Famous Manufacturer of
Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teen-age desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at reasonable prices. Write today for full information.

KING AMUSEMENT CO.
Mr. Clemens, Mich.

CLOSEOUT KING PIN

(New)

\$274.50

1/3 With Order, Est. C.O.B.
WRITE - WIRE - PHONE

DAVID ROSEN
Exclusive A.M.T. Dist. Est. Pa.
155 N. Broad Street Philadelphia 23, Pa.
Phone: STEVENSON 7-3907

L-O-O-K!!!

WHAT DO YOU HAVE TO TRADE?

We have 85 Five Ball Pin Games, original Flippers, and 15 One Ball Free Play Games to sell at the very low average Billboard listing or trade for Arcade Machines, Cigarette Vendors or Penny Scales.

DIXIE AMUSEMENT COMPANY
DRAWER 1397 Dothan, Ala.

CORRECTION!

In a recent issue the following items were priced incorrectly:

ADJUSTERS
Shows at \$18.20
Should Have Been \$18.50

SCORE SHEETS
Shows at \$1.50 for 10 Pads
Should Have Been \$7.50

PURVEYOR SHUFFLEBOARD CO.
4122 N. Western Ave., Chicago 18, Ill.

FOR SALE

New Daval Post Master Stamp Machine, \$49.50; New Master Penny-Nickel Nut Vendors, \$12.50; New Columbia Ball-Gum Vendors, \$5.00; New 14 Silver King Peanut Vendors, \$10.00; New A.B.T. Electric Target Ball Gun, \$45.00; Grand Solitaire Master Entertainer, \$149.50; Solitaire Solitaire Wall Flowers, \$17.50; large selection used Pin Games and Phonographs.

B. D. Lazar Company
1635 Fifth Avenue Pittsburgh 17, Pa.
G 6 ent 1-7818

BALLY'S SPOT-LIGHTS WRITE

SIX (6) BALLY'S TURF KINGS
@ \$175.00 EACH

C. & M. SPECIALTY CO.
832 CAMP ST., NEW ORLEANS, LA.

WRITE for PRICES!

Hit & Run Snooks
Slugfest Hay Burners
Jet Guns Deluze World
King Pin Series

Lehigh Specialty Co.
624 N. Broad St., Philadelphia 30, Pa.

IT'S KEENEY AGAIN!

NEW

KEENEY'S SUPER DELUXE LEAGUE BOWLER

NOTHING LIKE IT BEFORE!
UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES
WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"

MEETS EVERY LOCATION REQUIREMENT WITH "MATCH THIS SCORE" EITHER PREDETERMINED WITH FIRST COIN INSERTED OR ON "MYSTERY" BASIS WHEN LAST SHOT IS MADE. SCORE OF 140 TO 259 MUST BE MATCHED EXACTLY BY 1-2-3 OR 4 PLAYERS, A REAL ATTRACTION!

NEW

- ★ KEENEY LITE-UP PINS
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game
- ★ Plastic EVER-SLICK Silent Playfield

Install KEENEY'S SUPER DELUXE LEAGUE BOWLER TODAY!

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. KeeneY & CO. INC.
3400 W. NORTHWEST STREET, CHICAGO 27, ILLINOIS

NEW

Remember "MATCH THIS SCORE" TAKES IN MORE!

A NEW EVANS' PROFIT STIMULATING COUNTER GAME!

JUMBO SWEEPSTAKES

- NOT COIN OPERATED
- TAX FREE
- NO LICENSE REQUIRED
- SIZE: 30" x 18" x 24"

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate.

Write for descriptive literature.

H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois
SEE EVANS' JUBILEE PHONOGRAPH AD, PAGE 87

NEW United & Player Del. World Series Player Derby Stevie Cheese King Pin KeeneY Super League Bowler	Wurlitzer 1015 675 Wurlitzer 1100 875 A.M.T. Model A 335 A.M.T. Model C 495 Seaburg 115 (Grand) 375 Rock-Ola 1422 145 Rock-Ola 1474 175 Rock-Ola 1476 (Blonde) 375	NEW Wms. Steffel Wms. Sporthman Springtime Quartette Allergic City Solara Patriotic Big Broncho
--	---	--

Reconditioned - Refinished
Terms: 1/3 Deposit, Balance C.O.D.

KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY
COMPLETE STOCK OF ALL
USED PHONOGRAPHS—RECONDITIONED

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS. Phone: ARmstrong 6-5005

CHLOROPHYLL 1c BALL GUM

Something entirely new, now adding a terrific new field for profit making in such locations as Taverns, B & O or B & W Stations, Banks, Office Bldgs., Public Places, Supermarkets, Chain Stores, Industrial Plants, Restaurants, Parks, Resorts, Hotels, etc. No need to give charts or other inducements to create sales — it has public demand and acceptance. We are making a special introductory offer in lot of 25 USD 1c Ball Gum Vendors, either Columbus or Northwestern, complete with CHLOROPHYLL ball gum, enough to bring you \$12.50 — your complete set including bin, gum and machines \$20.00. Or — our lots of 25 BRAND NEW Deluxe Plastic Glass Topper, 1c plus CHLOROPHYLL ball gum to bring returns of \$12.50 — your complete set for both machines and gum \$27.50. The rest for these machines will then net you \$5.00 per machine.

LEADERS. R.I.P. THE BEST HARVEST—ORDER NOW.

Terms: 1/3 deposit with all orders, balance C.O.D.

ARCAD E Q U I P M E N T

Acc Gumber	1 95.00	Metro. Photo, early	250.00
Boomerang	45.00	Metz. Dinterphoto	150.00
Bally Big Game	115.00	Metz. Photo	150.00
Bally Defender	95.00	Pop Bag	25.00
New Heavy Sifter	100.00	Pop Bag	100.00
Bally Rapid Play	125.00	Pitch 'n' Baffle	100.00
Chi. C. Hockey	75.00	Quicker & Pinner	190.00
Chi. C. Pistol	100.00	Sir's Strip Up	15.00
Chicken Sam	105.00	Shoot Your Way	100.00
Chi. C. Backer Ball	100.00	Tanya	100.00
Champ	75.00	Silver Bullets	150.00
Chi. C. Goals	100.00	Seaburg Bear Gun	225.00
Date Gun	75.00	Six Shooter	200.00
Edice Pool Table	25.00	Superme Solitaire	100.00
Ev. Super Sifter	100.00	Texas League	50.00
KeeneY 100 Gun	Write	Ten Stripes	75.00
Pat. Big Game	New 97.50	Under the Balcony	75.00
Mexary Athletic	75.00	Waco Gov. Records	150.00
Scale	75.00	Wurlitzer Baseball	150.00
Shooting Range	100.00	Western Baseball	15.00

A. B. T. RIFLE RANGE

2 or 4-Gun Range; new available. Write for prices for air forced delivery.

COUNTER GAMES

S.K. Quiz Monitor, \$12.00
Kicker & Catcher, \$2.50
New Shocker, \$4.50
Shimmer's Peak, \$4.50
Overs, Three-Way, \$5.00
Gappers, used, \$2.50

SHUFFLE ALLEYS

Garrett's Strike, \$75.00
Genco Gilder, \$50.00
United Chair, \$40.00
United Express, \$40.00
United Single Ball, \$40.00
Express, \$40.00
United Single Ball, \$40.00
Univ. Twin Bowler, \$45.00
Wm. Twin Shutter, \$45.00
Wm. Twin, \$45.00

JUMBO PIN GAMES

Craton, \$40.00
Winners, \$40.00
Gold Cup, \$40.00
Special Bonus, \$40.00
Photo Finish, \$40.00
Jacky Special, \$40.00
Crating 510 extra, \$40.00

AMI Distributors for Northern Ohio
NOW DELIVERING MODEL D

Cleveland Coin Machine Exchange, Inc.
2021-2025 Prospect Ave., Cleveland 13, Ohio
All Phones: Tower 1-6715

WANT TO BUY

New **Kwik-Koin Changers**
State denominations, quantity, price
BOX D-178
c/o The Billboard Cincinnati 31, O.

WANTED TO BUY

MUTOSCOPE
VOICE-O-GRAPH
METAL CABINET
Best Condition and Lowest Price.
Play in a 4 minute machine
750 W. 125th St., New York 37, N. Y.
MONUMENT 2-7373

Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally®

FOR BIGGEST COIN-HORSE PROFITS

REALISTIC WESTERN PONY

SPEED-CONTROL LOW SPEED START
PULL REINS FOR DESIRED GAIT
MEDIUM OR FAST TROT—LIVELY GALLOP

STRONG AS STEEL
REINFORCED PLASTIC HORSE
BEAUTIFUL, DURABLE FINISH

OPERATES ON
1 DIME
OR
2 NICKELS
•
NATIONAL SLUG REJECTOR

REAL SADDLE
RICHLY ORNAMENTED
BOX-TYPE STIRRUP WITH
EXTRA LEATHER LOOP
FOR SHORT RIDERS

SIMPLE, STURDY MECHANISM
EASILY ACCESSIBLE
FROM ALL 4 SIDES

LIFE-LIKE ACTION

FLOOR SPACE ONLY
22 IN.
BY
49 IN.

Factory-tested for 500 lbs., in the saddle, with steel-reinforced body to withstand wear and abuse. The CHAMPION has been carefully designed for proper weight distribution to insure smooth operation. The base is of genuine 1 1/4" laminated maple, equipped with rubber pads to eliminate creeping, and to protect floors. Factory adjusted for average rider, two simple adjustments will change the gait and the speed. Powered by a heavy-duty 1/2 H.P., A.C. motor. Simply plug into any ordinary 110 volt outlet.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



Take the Lead—IN PLAY...
IN EARNINGS with

HIT 'N' RUN

GOTTLIEB'S
NEW

ACTUAL PROOF!
109 TEST REPORTS...

covering a period of 54 days continuous operation of 15 test machines in 15 different cities... *prove conclusively* that Hit 'n' Run presents more player appeal and earning power than *any* machine in its price class!

DELIVERY NOW FROM YOUR
DISTRIBUTOR!

**ORDER
TODAY!**

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There Is No Substitute for Quality!"

**THE WISE OPERATOR KNOWS
LONDON**
for QUALITY at LOW PRICES!

<p>Take Your Choice</p> <p>Top Pin \$24.50 Shuffle Alley Bowling League Squirt Lane Pin Boy Squirt Bowler Bowling Twin Shuffle</p> <p>EACH</p>	<p>SHUFFLE GAMES</p> <p>Shuffle Express \$49.50 Chicago Coin Bowling Atlay Universal Twin Bowler Deluxe Bowler Speed Bowler</p> <p>EACH</p>
--	---

USED
Date Gun \$47.50
All Star Baseball \$49.50

NEW GAME SPECIALS: Tri-Score... Stop 'n' Go... WRITE

NEW LOW PRICES!	FIVE-BALLS	NEW LOW PRICES!
Cinderella \$29.50	Montevoy \$39.50	Camel Caravan \$49.50
Black Gold \$1.50	Summertime 29.50	Three Partners 49.50
Sarsuela 41.50	Virginia 29.50	Rising Power 49.50
Wisconsin 29.50	Tennessee 29.50	Champion 49.50
Triple Action 29.50	Dallas 49.50	Semite 49.50
Merry Widow 29.50	Maryland 49.50	Morocco 49.50
Screw Ball 29.50	Lucky Lining 49.50	Serena 49.50
Texas Winds 29.50	Rendezvous 49.50	Alma in Wonder 49.50
Jack Ball 29.50	Major League Baseball 49.50	Lone 29.50
Crash Ball 29.50	Ball 29.50	Lady Robin Hood 29.50
Catalina 29.50	Moon Glow 29.50	Mumsey Dumpty 29.50
Starry 29.50	Avacade 49.50	Telecard 49.50
Dev-We-Only 29.50	El Paso 49.50	HR Parade 29.50

TERMS: 1/3 Deposit, Balance C.O.D.
Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. Londen Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

Brand New!
Buckley CRISS-CROSS JACKPOT BELLS
5c-10c-25c-50c-\$1.00
Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES 5c or 10c Play

BUCKLEY WALL AND BAR MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

GIVE TO DAMON RUNYON CANCER FUND

7 Great Machines
for **Greater profits**

- UNITED — **Super Six Player Bolero**
- THE NEW — **Auto Photo... Picture Machine**
- EXHIBIT — **Big Bronco**
- **Jet Gun**
- AMI — **Music... Pittsburgh Territory**

BANNER — Match-A-Score

SO GOOD THAT OLD-TIME MANUFACTURERS ARE NOW IMITATING IT

Descriptive MATCH-A-SCORE Literature on Request

BANNER SPECIALTY COMPANY

Endorsing Only The Very Best Since 1917
199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700
1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

FOR SALE

A combined wholesale Candy and Music machine business. For further information write

BOX D-185
The Billboard Cincinnati 22, O.

FOR SALE

Coin Machine Route in Western Michigan, established 80 years. Consists of approximately 400 pieces; about 150 phones, 150 pin, balance shuffleboards and bowlers. This is a profitable operation. Owner wishes to retire. Requires at least \$50,000.00 cash down. All particulars furnished to party showing he is able to handle. He seriously seekers need apply. This is a one in a hundred opportunity. Owner will stay 30 days to teach business. Only experienced coin machine man can handle this.

BOX D-184, The Billboard, Cincinnati 22, O.

BUY WITH CONFIDENCE!

“BIG BRONCO”

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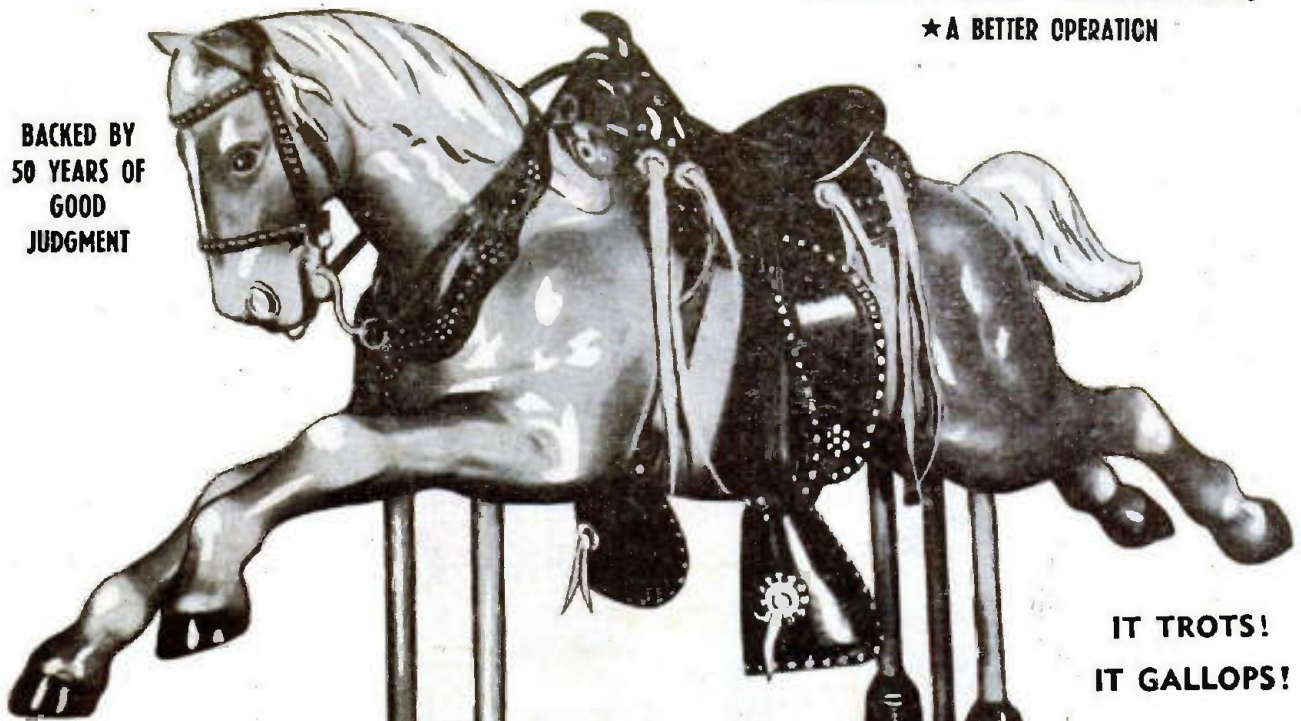
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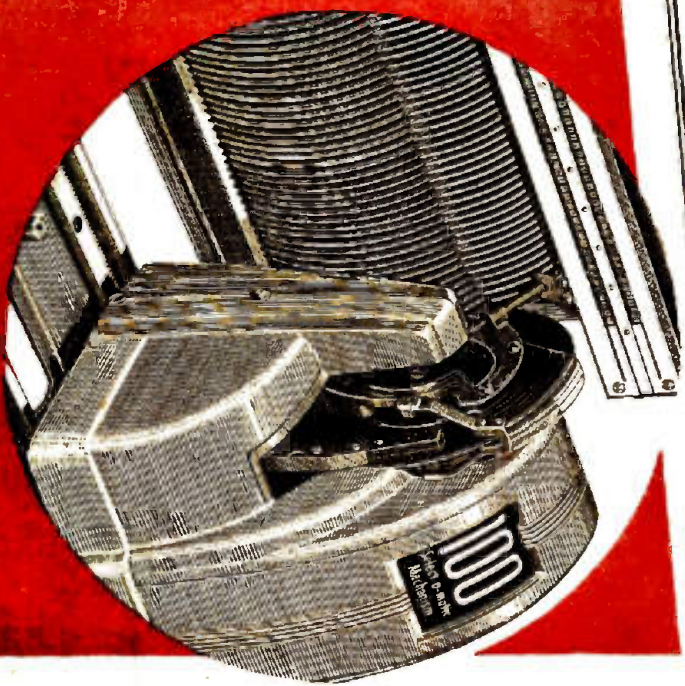
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