



The Billboard

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High Fidelity Record Firms' Magic Phrase

Decca, Col. & M-G-M Latest to Utilize Insignia on Disks

By BOB ROLONTZ
NEW YORK, March 20.—The increasing preoccupation of record makers with the magic word, "hi-fi" was news again this week when Columbia Records, Decca Records and M-G-M Records all decided to identify some or all of their LP releases with a hi-fi insignia. Other diskeries, such as RCA Victor, Capitol, London, Westminster, Vox, and even minute indie lines, have been using either a hi-fi insignia or variations thereof concerning superior sound for the past year or more.

Columbia Records does not intend to identify all of its LP releases in the future as hi-fi records. As far as the firm is concerned, it feels that all of its LP disks are hi-fi platters, using the word in its matter-of-fact dictionary definition.

The firm intends to select certain releases, both past and future, which are outstanding according to the material, the recording conditions and the frequency range, and identify these as "High-Fidelity Plus." The cover will have a seal with the words "High-Fidelity Plus," and the liner notes on the back will explain, in 100 words or so, the special qualities of the recording.

Under Pressure
Columbia has taken the move into the hi-fi world with reluctance, under pressure from dealers and distributors who have found the word hi-fi to be a most important selling hype on disks. Tho the firm's conservatism concerning hi-fi labeling has given way under the stress of advertising hype by other diskeries, the company does not intend to use its hi-fi seal indiscriminately.

Decca Records, too, has been slow about labeling its platters hi-fi. However, here, too, the pres-

Senate Due to Drop Tax on 60c Tabs

WASHINGTON, March 20.—Chairman Eugene D. Millikan (R., Colo.), of the Senate Finance Committee, will press for Senate action early next week on legislation approved by his committee yesterday (19) wiping out the federal admission tax where tickets are less than 60 cents and cutting in half the 20 per cent federal tax on all other admissions, with the exception of admissions to horse and dog races.

If the Senate approves the Millikan committee's bill, the legislation will go to a joint Senate-House conference committee because the Senate Finance Committee's provisions go considerably beyond the House-passed bill. The chief departure from the House-approved measure is the tax exemption for 60 cents or less admissions. This is hailed as a boon for the show world.

Another important change in the Senate bill, which will be of particular relief to outdoor amusements as well as movie theaters, is a Senate provision specifying that the admissions tax will be "1 cent for each 10 cents or major fraction

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BUYS GONDOLAS, PLUS GONDOLIER

ROME, March 20.—Two authentic Venetian gondolas were shipped from Venice to the United States this week, to become part of Papa Bouche's "Villa Venice" night club in Northbrook, Ill., just outside Chicago. Furnishings that go along with the gondolas, acquired last year by Papa Bouche, include an authentic gondolier—27-year-old Ennio Fenza. Special permission to ship the gondolas had to be obtained because they are considered "works of art."

Aussies Hunt U. S. Names

SYDNEY, March 20.—The oil boom has finally reached show business here. David Martin, managing director of the Tivoli chain of theaters, has requested large American talent agencies to submit their name attractions. Prices, said Martin, could be arranged if the names were suitable.

The major demand is for names, among them Jane Russell, Doris Day, Peggy Lee, Frankie Laine.

The major obstacle to Americans working here in the past has been their inability to convert pounds to dollars. Certain taxes levied on foreign performers also made dates here unprofitable unless long term engagements were arranged.

OPEN DOOR FOR EUROPE JOBS

Combo Army-Civilian Tours Hypo Activity for U. S. Acts

By BILL SMITH
NEW YORK, March 20.—The European market for American acts is expected to expand rapidly starting mid-April as a result of an arrangement entered into Tuesday (16) by the U. S. Armed

Services with Nat Abramson. Under the plan the USO Camp Shows, which formerly sent units abroad will be by-passed.

The important part of the plan is that acts will not be limited to playing service installations. After they work one month for the Armed Services, they will be picked up by civilian agents abroad and routed thru England, Norway, Sweden, Germany, Belgium, France, Spain and Italy. Performers will be guaranteed a minimum of three months' work abroad.

The Lew and Leslie Grade Agency, represented here by Eddie Elkort, will sit in on auditions. Other agents with European connections will also be tied into the deal. Acts chosen will sign contracts for three months with two months' options. Abramson will guarantee all salaries. He ex-

pects to advance about \$7,000 before he sees any return.

The salaries, okayed by the American Federation of Musicians and the American Guild of Variety Artists will call for \$145 for

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Night TV Alternate Sponsor Project to Lure Mag Clients

'Major-Minor' Plan Makes Strong Progress for Fall; 35 Ready to Go

NEW YORK, March 20.—Night time video's battle to lure magazine advertisers into TV gives indications of making strong progress for next fall via emphasis on the so-called "major-minor" alternate sponsorship plan. Ironically, this plan, a development of the alternate week sponsorship principle, is itself a direct descendant of a time-honored magazine space-selling technique.

The fact is that at this writing 35 advertisers are chomping at the bit, ready to spend their hard-earned cash to buy alternate week shows. Tho a few of them are ready to buy every-week sponsorship, the overwhelming majority of them want alternate week buys which employ the "major-minor" plan.

Even the few that have sufficient funds for regular weekly sponsorship now lean toward buying into half of two shows instead of staying with the same program each week. Only those clients which have more than one major product to sell want only one show, because, naturally, they can rotate products on that program.

Sponsors who have a sufficient advertising budget and who heretofore have confined themselves

to participations in big-budget shows also are swinging into the "major-minor" trend. This was especially noticeable from reactions of bankrollers this week at the Spring meeting of the Association of National Advertisers at Hot Springs, Va. (See other story this issue.)

The list of clients ready to go includes Procter & Gamble, (which wants more TV), Parliament cigarettes, Schick, Block Drugs, Paper-mate Pens, Texaco, Brown & Williamson Tobacco, Owens-Corning, Dow Chemical, Purex and Ronson lighters.

Block Drug only recently went to the "major-minor" principle when it induced Nash Motors to become co-sponsor of "Danger" on CBS-TV. Now it is trying to get Nash to become its partner on another video property.

The "major-minor" principle, of course, gives two clients every week coverage, the sponsor getting two minutes of commercial time one week and one minute on the next. In magazines, clients who buy a page of color advertising one week insert a 56-line rate holder in black and white the next week.

The comparison between TV and the magazines is so obvious

that it is being employed as a potent sales weapon by the selling staffs of the networks. In pitching at advertisers now in magazines, the point is made that TV offers a better deal: the equivalent of a full page one week and a half page the following.

The prime shooting target is those advertisers who are currently on video every week regularly. Web sales execs argue that advertisers can increase their ex-

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Ringling Bros. Returns to Old Goliath Size

NEW YORK, March 20.—Ringling Bros. and Barnum & Bailey Circus will add 10 stock and flat cars next year for a total of 80 in an apparent move to return to its undisputed goliath size and to end the slicing of physical equipment that began after the 1947 season when it moved on a 108-car train.

Reasons now for increasing the size of the train next year are tied in with plans to add 10 elephants and to relieve the jam-packed 70 cars that it now travels on to make its under-canvas dates.

Accomplishing these two purposes would still leave an estimated surplus of perhaps six or seven cars and just what John Ringling North, Big Show prexy, will load on them is still a matter of conjecture—perhaps even within the circus hierarchy.

Separate Menagerie?
Train space was saved and cars cut by cutting down the menag-

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CBS-TV FLASHES 85G EASTER EGG

NEW YORK, March 20.—CBS-TV this week was flashing an \$85,000 Easter program egg before the hungry mouths of potential TV sponsors. Titled "Once Upon an Easter Time," the star-studded extravaganza will feature such names as Bobby Clark, Doretta Morrow, Gwen Verdon, Eugene Loring and Victor Young and his ork in a book musical comedy fairy tale.

Producing this opus, which will be presented on April 13, is Leon Leonidoff, the production head of the Radio City Music Hall.

FILMS VS. LIVE TV

New Series, Re-Runs Smack Web Ratings

By LEON MORSE
NEW YORK, March 20.—Evidence piled up this week that syndicated film, both new series and reruns, are beginning to make tremendous rating inroads against network competition.

American Research Bureau ratings, of "Badge 714," primarily for February, conclusively demonstrate in the most convincing way that reruns pay off in audiences.

Pulse ratings for about the same period hammer home the point that, in market after market, vidfilms rack up giant audiences, in most cases without the benefit of the huge sums spent for promotion and publicity by the networks and sponsors.

The "Badge 714" story as told by ARB, is that in 23 out of 34 markets the film series tops all competition. The syndicated film story, as told by Pulse, is that in 16 out of 37 markets, vidfilm series rank among the top 15 shows. The same rating service further shows that, in two additional markets, syndicated films rank

among the top 10 multi-weekly shows.

Market List
The sensational showing of "Badge 714" on ARB was made in markets such as Chicago, Denver, Kansas City, Los Angeles, Minneapolis-St. Paul, Providence, San Francisco, Seattle-Tacoma, and Washington. Syndicated film

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Night TV 'Major-Minor' Plan Aimed to Lure Mags' Clients

Alternate Sponsor Pitch Makes Big Headway for Fall; 35 Ready to Go

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posure by getting an entirely different viewing public by buying another show at the same total cost. Such sponsors as Armstrong, Campbell Soups, Electric Autolite and several others who bankroll a single show are being given the full treatment from these network sales execs.

But many sponsors and their agencies do not have to be given sales pitches. They are sufficiently aware of the value of the "major-minor" plan to go out and do their own selling, in many cases even without the knowledge of the network. This was done by Block Drug on its deal with Nash for "Danger."

The next likely step is for the networks to accede crossing the traditional web lines in this merging of two bankrollers on a property. Thus, if an NBC sponsor and a CBS sponsor jointly decide to blend their interests and go partners in a "major-minor" deal on both time periods, the webs give evidence of going along with it.

Such a policy in the long run will be beneficial to the advertisers and consequently to the networks. The probability that such switching may start next season is very great. The success of the "major-minor" plan this season has been so impressive that it cannot but continue to be employed in ever increasing variations.

Philco Buys McNeill, AM-TV

CHICAGO, March 20.—ABC has broken the ice in sponsorship for the simulcast of Don McNeill's Breakfast Club. Philco, which sponsors the final 15 minutes of the radio show five days a week, on April 12 will begin a Monday, Wednesday, Friday sponsorship of both radio and TV ends of the final quarter-hour. Philco will drop the Tuesday and Thursday radio segments.

Philco's move also solved the dilemma of what to do about the TV show during McNeill's two-week stay in Miami starting March 29. Philco will pick up the final quarter-hour on both radio and TV for the two weeks in Miami. The net has decided to pick up the tab for the other 45 minutes, all from Miami.

CBS-TV Will Ease Burden on Godfrey

NEW YORK, March 20.—CBS-TV this week agreed to relax the burden of work on Arthur Godfrey by chopping down his daytime video show sometime in June by at least a quarter hour, and probably by half an hour. In the latter case, the Godfrey daytime TV show will be programmed for an hour Monday thru Thursdays this summer and next season. Godfrey, however, will continue to maintain his daytime radio schedule for an hour and a half across the board without any change. And Godfrey's other TV chores, at night, will be unaffected.

The decision by the web to reduce the Godfrey daytime show half an hour Monday thru Thursday can be attributed to the fact that the personality, now passing his 50th birthday, has not fully recovered from his operation.

He is currently carrying one of the most formidable performing schedules in the medium, one that would break the back of many an entertainer in much better shape. It is felt by web execs that lightening his load will be to the benefit of all parties involved.

ABC-TV's policy on Major-Minor sponsorship, as outlined this week by the net, permits a Major sponsor on a half-hour show a 10-second opening billboard spot and a total of two minutes commercial time during the program. The Minor sponsor is allowed a one minute commercial during the program.

Each of them gets 10 seconds at the end of the show, with the only limitation being that "mention is made of the fact that tonight's show was brought to the viewer by the Major sponsor of the current week and that next week's show will be brought to the viewer by the Minor sponsor of the current week."

In the case of hour-length and half-hour length programs on ABC-TV, the opening and closing billboard arrangements remain the same as they are for half-hour

shows. On hour shows, however, the Major sponsor gets a total of five minutes of commercial time during the show, while the Minor sponsor is allowed one minute at the end.

On quarter-hour stanzas, the Major sponsor gets one and a half minutes during the show, and the Minor is permitted one minute at the end.

The ABC-TV policy outlined above, while for programs that are aired on Class A time, is also applicable to shows seen on Class B and C time. In the case of B and C time shows, however, the network permits advertisers a greater amount of commercial time during the body of the show.

On quarter-hour shows, for instance, a total of three minutes of commercial time is permitted; on half-hour shows, the figure is four and a quarter minutes; while on hour shows, it is seven minutes.

DISCUSSIONS AT ANA MEET

Participating Clients Eye Shift To 'Major-Minor' Bankrolling

HOT SPRINGS, Va., March 20.—A change seems to be taking place in many sponsors' attitude toward participation bankrolling on TV. A considerable number of sponsors, here for the 45th spring meeting of the Association of National Advertisers, seem to be switching their emphasis from buying participations in big multi-sponsor shows, to entering the "major-minor" alternate week bankrolling principle. (See other story this issue.)

Last year at the meeting here, there was general acknowledgment that, except for the blue chip boys, participation was the thing to do for the moderate-budget company. One of last year's leading exponents of this theory today expressed the opinion that there now is a "serious question" as to their true value.

The same fellow invited anyone to run down the list of sponsors of leading participation shows to see how many of them there had been and how many had come back for more. He had sunk a wad on one, he said, and he'd had it, brother.

As for rates, another advertiser

wanted to know how the networks could justify higher charges in cities which are now getting two or more stations than they did when there was only one station in those cities. The increase in the number of sets in those cities, he said, is negligible as against the fact that the audience is now being split two or three ways.

Leonard Colson, advertising manager of Mennen Company, said his company has a sizable budget, but still not enough for a network show. A network show, he said, takes up too much budget and spreads it out too thinly. The Mennen money is going into one-minute spots in class C time. In most cities, he said, you can't get a one-minute spot in class A time, only 20 seconds.

Colson put in a good word for film, both for commercials and for shows. He said it gives a sponsor a lot more freedom of movement and eliminates mistakes. You can use animations, special backgrounds, the actors like it, and once it's in the can you can pick your spots. He also noted the growth of film syndication and the success of second runs which had given film use a big push. He attributed this, in part, to the improved methods of reproduction. It's also more attractive to actors, because it frees them for other jobs.

Casual Plugs

The trend in commercials, he said, is to take out the gimmicks and to make them more casual and conversational. That approach, he said, seems to sell better than beating the viewer over

2 Are Named By Du Mont

NEW YORK, March 20.—Du Mont this week named two new account execs and made three promotions in the sales service department. Richard Hubbell, most recently manager of WGLV, Easton, Pa., and Howard Kiser, formerly of Hearst's American Weekly, joined the sales department.

James F. O'Grady, an area supervisor in the station relations department, was named manager of the sales service department. Charles Hilton, a co-ordinator in the traffic department, replaces O'Grady, and Louis J. Rossillo replaces Hilton in traffic.

Hubbell is a veteran TV producer and has written two books on TV. He has served as consultant to Life magazine N. W. Ayer & Son and WLW, Cincinnati.

JESSEL OUSTED BY OWN BOARD

NEW YORK, March 20.—The big question in banquet circles this week is what's going to happen to George Jessel's status as an industrialist, following cancellation by Rol-Rite Pens of alternate week sponsorship in his TV show. Jessel acquired stock in RR and reportedly became a board member of the firm as part of the deal when they picked up a piece of his 6:30 Sunday ABC-TV opus.

FCC Issues 2 TV Grants

WASHINGTON, March 20.—The Federal Communications Commission this week issued two TV grants, bringing total authorizations to 663, of which 555 are post-freeze grants, including 29 non-commercial, educational grants. With 57 grants canceled, outstanding authorizations now number 606.

This week's grants went to the Trinity Broadcasting Corporation, Channel 13, El Paso, Tex., and to Louis Wasmer, Channel 2, Spokane.

4 PACKAGES

Gleason May Stay in East, Be Producer

NEW YORK, March 20.—Indications this week were that the departure of Jackie Gleason and his troupe to the Coast would be stalled, if not entirely prevented, by several new developments in his life. Gleason has the bug to become a video producer and is working on four packages at the same time.

He has a half-hour dramatic series about psychic phenomena under wraps, has a kids' show, and is working on a summer replacement for his own CBS-TV program which will feature the Dorsey Brothers. Gleason also has another half-hour show in the works, none of the details of which are known.

NBC-TV Wants 'Comedy Hour' For 52 Weeks

NEW YORK, March 20.—NBC-TV this week was trying to convince Colgate it should continue its "Comedy Hour" on a 52-week basis. The network feels that by programing a different kind of show during the summer, the sponsor loses ground to "Toast of the Town." It is the network's recommendation that Colgate continue to stay with comedy, perhaps with lesser-name personalities and new talent, but that comedy be the theme.

Otherwise, however, negotiations have not been completed on the "Comedy Hour" for next season. Word is that the top comics of this season will remain and a few others be added. Also to be accentuated is the writing of plots for the comedians to tie their shows together.

media a big hand for their help in public service campaigns. "Without your co-operation," he said, "the government agencies and private organizations would find it virtually impossible to get done voluntarily those things that need doing."

To Study AM, TV, Film Effect on Delinquency

WASHINGTON, March 20.—An effort to determine the effect of radio, TV and movies on juvenile delinquency will be among objectives of the Senate Juvenile Delinquency Subcommittee in hearings to be held in Washington and other major centers during the next several months, the Senate Juvenile Delinquency Subcommittee declared in an interim report this week. The subcommittee said it will take a look too at "interstate traffic aimed at children and youth" in pornographic phono disks, movies and comics.

The subcommittee, as anticipated (The Billboard, February 20, March 13), gave only passing attention to TV, radio and movies in this week's report, devoting only half a page out of the 73-page document to this topic. The subcommittee indicated in that brief treatment, however, that it was not satisfied with some of the fare programed by those media.

The subcommittee stated as follows:

"Thru TV, radio, movies and comics, children are fed a heavy diet of violence and crime. Although it is generally pointed out that law and order eventually prevail in these presentations, the life of the underworld is frequently glamorized in the process. Lawlessness and evil are overcome only by brute force. Opinion thus far received is varied relative to effects of such programs upon the

behavior of youth. That it has some influence is manifest in the play and garb of children.

"The old Western tradition of checking your gun at the door is now literally carried on in the elementary classroom. The subcommittee has had called to its attention instances in which youngsters are required to leave their play "shooting irons" outside the classroom, indicating the effect of mass media Western programs have upon such children. Whether or not such programs also influence a child's attitude toward the standards of society and his sense of right and wrong is a matter to be explored by the subcommittee in its future work."

The subcommittee, which recently got a year's extension and an additional appropriation, indicated it will stage hearings in such major centers as New York, Chicago, Los Angeles and Detroit. Whether TV and radio industry people will be invited to testify has not been determined. TV, radio and movies aren't likely to come in for heavier treatment than any of the other areas of interest. The Senate group expects to examine comic books, magazine literature and newsstand novels, among a wide range of topics which include dope peddling, drug traffic, interstate compacts dealing with juvenile delinquents, white slave traffic and police methods.

WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, March 20.—UHF's battle for survival in VHF cities will come in for discussion at a closed-door meeting of the Senate Interstate and Foreign Commerce Committee Wednesday (24), but don't look for anything conclusive from that session. Fireworks on the long-smouldering issue will flare out later at a public hearing which the committee will schedule for Sen. Edwin C. Johnson's (D., Colo.) TV multiple-ownership bill (The Billboard, March 6, 13, 20). It's likely that the public airing will be staged within a month. If Senator Johnson has his way (and he usually does), major networks will be invited to testify on their relationships with affiliated VHF stations in cities where UHF-ers are on the air.

SOLONS STILL HOLLER "WE WANT COLOR" . . .

Judging from a lot of the questions tossed at FCC members by a House Appropriations Subcommittee at a closed hearing on the agency's outlays, it looks like the solons are in a dither to turn in their black-white TV sets for color. FCC Chairman Rosel Hyde patiently recounted to the congressmen what major sets manufacturers have been advising the Commission—namely, that there won't be more than 75,000 color sets on the market by this year's end and most of those sets will probably go into promotional use rather than homes. Hyde emphasized that stations aren't likely to begin continuous color programming for a while because of additional costs, and he added pointedly:

"It is quite possible that color will be introduced by degrees. It is also likely, it seems to me, that the manufacturers of black-and-white sets will attempt to give such a good black-and-white set, which, after all, carries the news and program material, that it will be a question of judgment and interest whether you spend the extra money for color. You may find that you get your money's worth out of a black-and-white set."

IT'S ROUND TWO IN FEES FIGHT . . .

This week's Hill hearing on the Federal Communications Commission's proposed schedule of license fees for TV and radio broadcasters left it more certain than ever that the Senate Interstate and Foreign Commerce Committee will insist on drastically toned-down rates. By the time this week's hearing was recessed (there'll be a resumption in a couple of weeks), the Commission was loaded down with questions demanding to

know why its proposed fees are so high, how the rates were arrived at, why the fees shouldn't be nominal if they're to be charged at all. The Commission will be expected to file the answers before the Senate group resumes the hearing. Of course, the FCC would be within its legal rights if it makes final its proposed new schedule before the Senate committee has a chance to conclude the hearing. Committee members are aware of that even if they're not saying so publicly. However, the FCC will dutifully wait for the committee to wind up its deliberations.

L. A. 2d in TV Market

HOLLYWOOD, March 20.—Los Angeles is now the second largest TV market in the country. This status was attained during February when the number of sets-in-use in the seven-county area increased to 1,793,763. February's increase totaled 17,745 in the signal area consisting of the counties of Los Angeles, Kern, Orange, Riverside, San Bernardino, Santa

'HEART OF NEWS'

NBC Radio Preps Fresh News Show

NEW YORK, March 20.—NBC Radio has hopes its "Heart of the News" quarter-hour strip news show will bring something fresh to radio listeners. The group journalism show is a presentation of news in depth, examined from every angle. It will feature experts from the NBC news staff commenting on their specialties, outside experts to perform the same function.

Once the show gets underway, NBC Radio expects to program a sixth show based on the strip which will read letters from listeners. The show soon starts in the 10:15-10:30 p.m. time slot. The network has also set "The Affairs of Peter Chambers" in the Tuesday night, 9:30-10 p.m. time period, after "Dragnet." The mystery show will replace "Rocky Fortune."

Barbara and Ventura, according to the survey reported by the Electric League of Los Angeles.

ARTHUR MURRAY SUES

Scribes Accused of Planting TV Plugs

NEW YORK, March 20.—Charging that two writers planted four brand-name plugs for other products in a four-and-a-half-minute skit written for his 15-minute NBC-TV show, Arthur Murray has filed a \$101,750 suit against video scribes Mort Green and George Foster. The suit is an answering action to three filed previously (both separately and together) against Murray by the two writers, who charged the dance empire exec with breach of contract.

Murray hired the writers last fall for six shows, with an option for six more. He paid them for three scripts—including one which wasn't used because the show took a hiatus—but refused to use or pay for one, because he termed it unacceptable.

Payment on the other two is being withheld by Murray pending outcome of the suit. The dance king has entered an action

to combine all four suits (the writers' three and his one) which will come up at the end of this month.

December 21 Seg

Most of the charges center about a script Green and Foster wrote for Murray's December 21 show last year. Murray is asking \$1,750 for the cost of the script, which he alleges was of inferior quality, but was submitted so close to the date of the show that there was no time for a rewrite. In addition, Murray charges the defendants wrote in plugs for other firms, for which they were paid, thus "cheaping" the show and "cheating" him and the two co-sponsors of the show, Liquinet and 5 Day Deodorant Pads.

As a result, claims Murray, the show's Nielsen rating dropped five points that week, from 19 to 15. The alleged pay-off plugs were made for Arpege Perfume, Old Grand-Dad Whiskey, Hudson-Hornet Autos and Dr. Scholl's Foot Pads. The four-and-a-half-minute skit, which was written while Murray was in Florida, featured Mrs. Kathryn Murray and Jack Norton, a character comic whose specialty is drunks. While Norton pursued Mrs. Murray in pantomime, writer Mort Green, doubling as narrator, described the action.

When Norton lurched on, Green hailed him as "maybe an old grad—more likely Old Grand-Dad." Mrs. Murray's reaction to Norton's alcoholic scent drew "Just got a whiff of perfume—Arpege it ain't." At the close she took refuge under a table and Green noted, "For anybody who's going to try this, I suggest knee pads and Dr. Scholl's Food Pads." Then as the lady shuffled off stage—still under the table—Green called after her: "Good-bye, Kathryn. Hello Hudson-Hornet!"

MULTICASTING VIA TV

FCC's Proposed New Rules for FM Could Stimulate U. S. TV Film Biz

WASHINGTON, March 20.—Multicasting via TV may be the next major step if the Federal Communications Commission's proposed new rules for FM multicasting are made final. Separate rules for TV multicasting will have to be set up, but engineers say the technique has already proved workable in experiments.

Multicasting via TV could open new market potentials for U. S.-made TV film in foreign markets, and might also create new possibilities for development of foreign language audiences in populous U. S. cities. TV multicasting would enable producers to sell films with sound tracks in two languages, according to engineers who have developed the new technique. Multicasting adds three audio channels to broadcasting over FM, and thereby would have the effect of giving viewers a choice of sound tracks, since TV sound is also broadcast over FM.

Thus a film with the original sound track in English could be sold with an additional track recorded on magnetic tape in another language. Listeners with TV sets adapted for multicasting would be able to select the foreign language sound track by pressing a button. The additional sound track could be sponsored or sold on the air on a fee basis, with viewers paying to hear the sound track of their choice.

This is seen as opening important new possibilities for TV stations in large cities where there is a heavy foreign language population. Foreign language

sound tracks could be dubbed in ordinary TV film via multicasting.

William S. Halstead, president of the Multiplex Development Corporation of New York, whose firm has done considerable pioneering in the new technique, cited experiments in offering two languages with a film presentation in Japan. The English sound track of a travelog was transmitted with the regular TV program, while a sound track in Japanese was multiplexed.

Enthusiasts of multicasting are hopeful that the new technique will be spurred by the FCC's an-

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Vol. 66 No. 13

'Knowledge' Theme Wins Columbia U. Air Time Bonanza

NEW YORK, March 20.—Columbia University has been getting a promotional bonanza on radio and TV here for the current celebration of its bicentennial. The event has had coverage on over 150 shows, local and network, since November 13 when the campaign began. Leon Levine, former CBS public affairs producer, who is heading the radio-TV effort for Columbia, said the pay-off has resulted from his stressing of the celebration's theme, "Man's Right to Knowledge and the Free Use Thereof," rather than the anniversary itself. He said he never approaches a producer unless he has a specific program idea for him.

The university has received over 10,000 requests for reprints of the talks given on the current CBS-Radio series, "Man's Right to Knowledge." The reprints go for \$1. Beginning April 4, "Invitation to Learning" on CBS-Radio Sunday mornings, will begin a 13-week series on the theme "Free Use of Knowledge," and Levine is getting at least one Columbia prof on each of those segments.

BMI CLINIC

Watch Canned Propaganda, Warns Howe

RICHMOND, Va., March 20.—"What every broadcaster needs is a greater sense of responsibility for the information that is passed over his radio facilities," said James L. Howe, prexy and general manager of WIRA, Fort Pierce, Fla., in a speech before a Broadcast Music, Inc., program clinic here yesterday (19).

Howe urged that broadcasters "carefully survey the material we receive, such as Facts Forum and other canned propaganda. If we are going to use it and not have it appear on our air as all-in material. If we are going to allow a commentator of known bias to use out facilities," he added, "then we should compensate for him so that our audience at least has an opportunity to hear both sides of the issue."

Other speakers addressing the group of 90 radio men and women, included Robert H. Smith, WCYB, Bristol, Va.; Ken Sparnon, BMI field representative and clinic chairman; Barbara Zimmerman, WMVA, Martinsville, Va.; F. Ernest Lackey, WHOP, Hopkinsville, Ky.; Glenn Dolberg, BMI veepee; Dick Campbell, WDVA, Danville, Va., and Herbert E. Evans, Peoples Broadcasting Company, Columbus, O.

A BMI program clinic was also held in Portland, Ore., yesterday (19), with nearly 100 broadcasters and their staffs in attendance. Speakers included BMI prexy Carl Haverlin; De. Roy McCall, University of Oregon; Paul E. Walden, KODL, The Dallas, Ore.; Jim Cox, BMI field representative and clinic chairman; Ben Slack, Hoover, KTIL, Tillamook, Ore.; Eugene Halliday, KSL, Salt Lake City; Kay West, KEX, Portland, Ore., and Elmo Ellis, WSB, Atlanta.


anticipated action on FM multiplexing. The commission is in the throes of final rule-making on multiplexing over the FM broadcast band. Such rule-making could set a precedent for rulings on TV multiplexing, as well as opening the door to consideration of fee TV and subscription radio. It is generally felt that authorization of fee broadcasts is necessary before multicasting can pay its way.

the people SEE
WDEL-TV
Wilmington, Delaware
Channel 12

the people BUY
WDEL-TV advertised products
Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM
Steinman Station

Sales Representative
MEEKER
New York • Chicago • Los Angeles • San Francisco



"For a number of years I have watched with interest your coverage of radio. Today I believe you offer the best all-around weekly report available!"

Peter Bohan
Program Director, WNAB
Bridgeport, Conn.

SUBSCRIBE TODAY

The Billboard
2160 Patterson Street Cincinnati 22, Ohio
Please enter my Billboard subscription for one year at \$10. Payment is enclosed. 858
(Foreign rate, one year, \$20)

Name

Address

City..... Zone .. State.....

Occupation



'THE MORNING SHOW'

CBS Eye-Opener
Is Literally That

NEW YORK, March 20.—CBS-TV can take credit for a major programming effort on its "Morning Show." The two-hour (7-9) combination of news, film features, weather, interviews, music and puppetry is well-conceived and well-presented. It also offers two strong personalities in Walter Cronkite and Charles Collingwood.

Cronkite, on whose broad shoulders the success of the program rests, is especially outstanding. He has a clean, unaffected, casual manner before the cameras; he looks good and should build a large following in a short while. He could, however, be a little more mobile and not stay anchored behind a desk as he does. Collingwood is the news commentator, and his delivery and appearance are both highly satisfactory.

The puppet wizardry as displayed by Bil and Cora Baird should do a great deal to please the youngsters. Charlemagne the Lion, their major puppet character, will be unusually attractive to them. He could use a few more cute characteristics, but is okay as he is now. The idea of having puppets dance to music is a good one, and it offers a chance to program music for a change of pace.

Carol Reed's weather tips on an animated map is another good feature. It doesn't run too long and is informative.

There were two interviews on the show caught, with Ivy Baker Priest, the Treasurer of the United States, and with Stephen Mitchell, chairman of the Democratic Party. Both were good and of interest to many people.

The special news features were well worth watching. Among the noteworthy ones were those that showed blind people being taught dancing, a convention of witch doctors in Africa and a slalom race held by one-legged skiers in Germany. *Leon Morse.*

2 Cancel on
CBS Radio

NEW YORK, March 20.—Two cancellations which CBS Radio had been hoping to prevent this week came to pass. Cream of Wheat canceled its "Theater of Today" in the Saturday 12:05-12:30 time period. General Foods has given up on its thrice-weekly sponsorship "Beulah," 7:15-7:30 across the board.

Neither show will be sustained unless immediate sponsorship interest is discerned.

Campbell Eyes
'Lassie' Series

NEW YORK, March 20.—Campbell Soups this week was evincing considerable interest in "Lassie," the film series which is being produced by Robert Maxwell. The soup advertiser wants the show for an early evening time period on the weekend.

It is still looking for a night time show to replace its "Soundstage" on NBC-TV.

Batten, Barton, Durstine & Osborn is the agency.

'THE MORE THE MERRIER'
WE ALWAYS SAY...

WBNS-TV takes great pride in its fast growing group of national promotion awards. Last year WBNS-TV received the Billboard, duPont and Sigma Delta Chi plaques.

So far this year 4 more have been added!

Namely:

- ★ *Billboard's* Film Service Poll awards (one first place, two second places, one third place and one specific mention)
- ★ *Billboard's* Audience Promotion award.
- ★ *Billboard's* Merchandising Promotion
- ★ *Zenith Television* award (for public service programming, received by WBNS-TV's Fern Sharp for her "Sharp Comments" series)

WBNS-TV accepts these honors as a responsibility. The high standard of operation which made possible these awards will continue to provide top ranking service and programming on both national and local levels.

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — Affiliated with Columbus Dispatch and WBNS-AM • Central Sales Office: 33 North High St.
REPRESENTED BY BLAIR TV

NARTB Radio
Board Reports
On Election

WASHINGTON, March 20.—Results of the National Association of Radio and Television Broadcasters' radio board of directors election were announced yesterday (19) by C. E. Arney Jr., secretary-treasurer of the association, as follows:

District 2: E. R. Vadeboncoeur, WSYR, WSYR-FM, Syracuse, N. Y., re-elected; District 4: James H. Moore, WSLs, WSLs-FM, Roanoke, Va., succeeding Harold Essex, WSJS, Winston-Salem, N. C.; District 6: Henry B. Clay, KWKH, KWKH-FM, Shreveport, La., re-elected; District 8: Robert B. McConnell, WISH, Indianapolis, succeeding Stanley R. Pratt, WSOO, Sault Ste. Marie, Mich., who did not stand for re-election; District 10: K. S. Gordon, KDTH, Dubuque, Ia., succeeding E. K. Hartenbower, KCMO, Kansas City, Mo.; District 14: Walter E. Wagstaff, KIDO, Boise, Idaho, succeeding William C. Grove, KFBC, Cheyenne, Wyo., who was not eligible to serve again, having served two successive terms; District 16: Albert D. Johnson, KOY, Phoenix, Ariz., re-elected.

Large stations, Martin B. Campbell, WFAA, Dallas, succeeding Paul W. Morency, WTIC, Hartford, Conn.; medium stations, J. Frank Jarman, WDNC, Durham, N. C., succeeding A. D. Willard Jr., WGAC, Augusta, Ga., who was ineligible, having served two successive terms; small stations, Lester L. Gould, WJNC, Jacksonville, N. C., succeeding the late Lee W. Jacobs, KBBR, Baker, Ore.; H. Quenton Cox, KGW-FM, Portland, Ore., succeeding Michael R. Hanna, WHCU-FM, Ithaca, N. Y.

API Would
Share Berle

NEW YORK, March 20.—Associated Products, Inc., (Five-Day Deodorant Pads) is negotiating with NBC-TV to take over half of Milton Berle's Tuesday night time slot from 8:30 to 9 p.m. this summer. If the deal jells, there's a strong possibility, Associated will fill the spot with Arthur Murray's new book show for his wife, Kathryn.

Associated is currently co-sponsoring (with Liquinet) Mrs. Murray's 15-minute variety show over NBC-TV on Monday nights at 7:30 p.m. Meanwhile, the dance tycoon is scouting around for a top "situation" writer for the new half-hour ailer.

Restless People,
Revolving Doors

Virgil M. Graham succeeds Ralph R. Batcher as director of the engineering department of the Radio-Electronics-Television Manufacturers' Association. The Senate this week confirmed President Eisenhower's nomination of Justin Miller as a member of the U. S. Advisory Commission on Information. Miller, whose new term on the Commission will expire in 1956, is also chairman

'CHARLEMANE, LION'

CBS and Toy Maker
Co-Operate on Puppet

NEW YORK, March 20.—Exceptional co-operation was manifested this month between the CBS-TV merchandising operation and a toy manufacturer who leased a puppet character from the network. "Charlemagne, the Lion," the puppet created by Bil and Cora Baird and which is now featured on "The Morning Show" on the web, was introduced at the Toy Show here seven days before the show even started on TV.

The result was that the toy version of the puppet was one of the hits of the Toy Show. The manufacturer, of course, got the advantage of a strong promotion drive for the TV show, which placed full-page ads in 79 newspapers in 51 cities carrying the program for several days before the program teed-off.

"Operation Quietly Efficient," as the CBS-TV merchandising set-up is known, has been active in many fields, including clothing, book publishing, amateur theatricals, toys, games, moving pictures, and newspaper syndication.

Show Promotion

Its primary aim is the promotion of the show for the sponsor; secondarily, it aims at making revenue for the network. It has found that, in most cases, a heavy advance royalty payment is not necessary from the lessee. Perhaps more important is getting the right firm to push the item, and not hampering the manufacturer by taking cash which otherwise might be spent in building the new product.

Just as important, perhaps, is the co-operation of the sponsor in getting the item started. Sylvania was very helpful, for example, in promoting a "Beat the Clock" game that is now on the market, and many other CBS-TV sponsors have helped just as much.

Perhaps the two fields that have been most interested in

RCA Develops
New T'mitter

CAMDEN, N. J., March 20.—The Radio Corporation of America this week announced the development of the first high-power UHF TV transmitter to use conventional type tubes thruout. According to RCA, the new transmitter cuts power and tube costs and makes UHF station operation as simple and reliable as that of standard TV broadcast transmitters.

Designed for color as well as black and white, the transmitter will be ready for initial delivery in May and will be sold as a complete transmitter package. RCA estimates the lower power consumption of the new UHF transmitter offers a station savings up to \$34,000 on a 10-year operation.

of the Broadcast Advisory Committee for the USIA's Voice of America.

ONLY 10,000 JAP TV SETS

Ain't No Yen for Video in Tokyo;
1,000,000 (\$2,770) Loss Daily

By RALPH J. KRYZYK

TOKYO, March 20.—Six months after Japan successfully started its TV broadcast operations, the stations now operating find themselves losing approximately one million yen (\$2,770) per day. The main problem is the skimpy number of television sets in Japan at the present time.

On February 1, there were 10,000 registered sets. TV-NHK, which charges 200 yen (56 cents) per month per television set as a listening tax, grosses two million yen from the 10,000 "aristocratic" TV owners.

This figure is no more than enough for two days' operating expenses, and the loss of approximately 28 million yen is borne by the nation's 12 million radio listeners, who pay the license fee of 50 yen (approx. 13 cents) a month.

The Nihon TV Network, which is the sole commercial television company operating at the present time, grosses approximately 1.5 million yen daily against the minimum operating expenses of two million yen each day. The company airs some 25 programs daily, of which only five or six have sponsors. Each program normally lasts 15 minutes and cost the sponsor 100,000 yen (\$277). In addition, there are spot announcements sponsored by some 10 companies which gross a total of 100,000 yen (\$250) more.

Wrestling Bouts

The most sought after TV stanza is Japanese traditional Sumo wrestling, staged twice yearly, which last only three hours and nets the TV company a half-million yen per hour. It is not difficult to find a sponsor for these programs.

leasing CBS-TV shows and characters have been toys and clothing. Just on the market is a new doll based on Dagmar of "Mama." There is also a set of party clothing created from "Mr. Lookit," the station-break character that the network uses. One of the more successful of the CBS-TV merchandising projects was the kids' book that was published by Simon & Schuster based on the "Whistling Wizard."

'Winky Dink'

Now in the works is a similar book for youngsters which features "Winky Dink," the character featured on a Saturday morning show. "Rod Brown" space guns and holsters are now being sold, and Columbia Records, the disk subsidiary of CBS, Inc., is readying a "Rod Brown" marching song which is now being recorded for distribution. Also in the works is a newspaper syndication feature which is based on a quiz show currently on the network.

CBS-TV makes it a policy not to expressly create characters or tamper with a show because it is to advantage of a manufacturer who has a leasing agreement with the web. It also makes it a policy not to compete with any of its clients when it merchandises any of its properties. The network believes that its merchandising operation is valuable to it because it is getting the benefit of indirect promotion thru the sale of products. Monies for such promotion would otherwise have to be appropriated by the webs.

NBC-TV Sets
'Sat. Revue'

NEW YORK, March 20.—Once again, NBC-TV will program a "Saturday Night Revue" this summer in the 9-10:30 time. The show however, will not return with Hoagy Carmichael as the emcee.

If Eddie Albert can work himself free from a movie deal, he will take over as emcee of the show.

The network is also signing up personalities for guest appearances. Already contracted are Ben Blue and Alan Young.

WGN-TV Show Geared
To Peddle New Homes

CHICAGO, March 20.—WGN-TV will introduce a new type of sponsorship next week when it presents a directory of homes for sale. The idea is to show as well as describe various properties for the convenience of buyers planning Sunday house-shopping excursions.

Time will go at the rate of \$40 per minute for both sight and sound, with the realtor furnishing a 150-word description of the house, landscaping, etc. Included in the \$40 fee are slides and announcers' fees.

NTV officials estimate it could make both ends meet if it has ten 15-minute sponsors daily, and it looks forward to the day when there will be 50,000 TV sets in the country. Then it may be out of the red. Japanese TV manufacturers are now working at top speed, producing approximately 1,000 sets per month. It is expected that Japanese TV operation will reach 20,000 sets by the end of autumn.

NTV has a close tie-up with American capital and techniques. There are now TV stations in Osaka and Nagoya, and the second TV station is scheduled to open in Osaka by the end of this year.

NHK has completed the construction of five micro-wave relay stations between Tokyo and Osaka. The micro-wave will be used for multi-purpose airings, including military work.

NBC Assurance on Agency Pacts Seen

4-Ply Deal Changes Raise Questions; Pat, Bob Pledge to \$20 Mil for Lead

By SAM CHASE
NEW YORK, March 20. — The repeated intention of NBC-TV's leadership team of Pat Weaver and Bob Sarnoff to attain network dominance this fall at any cost was causing some ruffled feelings along Agency Row this week. The Pat and Bob tandem has been beating the agency bushes, telling key execs that they're prepared to spend as much as \$10,000,000 to \$20,000,000 to insure NBC's topping the crowd.

However, NBC now faces an indoctrination problem in selling the agency men on Weaver's own conviction that the moves are meant to benefit both client and network.

The key to the entire situation is Weaver's determination that he and Bob Sarnoff will do anything they deem necessary to cut into the strongest nights of their key antagonist, CBS-TV, with Monday nights the starting point. In so doing, Weaver intends that the network shall have full and complete control over the programing aired on its facilities, so that it can program the most potent possible way.

New Developments

The new developments, stemming from that conviction, which had Madison Avenue buzzing this week, included:

1. A clause, written into contracts of sponsors whose time is subject for pre-emption for the upcoming NBC color spectacles, spelling out the dates on which they may lose their time. This states specifically that 12 of a sponsor's 52 weeks are subject to pre-emption by the web.

2. Full intention to knock off the schedule any programs the web considers to be "weak sisters" on evenings being re-scheduled, regardless of sentimental or emotional feelings about the shows or sponsors.

3. Putting into full practice Weaver's conviction that the programing and commercials aspects of web broadcasting must be separated in the same manner a magazine separates editorial from advertising content. Sponsors are sought on the basis of buying into programing material controlled by the web; sponsor or agency produced or controlled shows are deemed on the way out.

4. Full enforcement in the future of the mutual cancellation clause which frequently has been winked at in the past. This clause permits the networks as well as the agency to serve notice of cancellation 60 days prior to the end of any 13-week cycle. Altho this has been a part of the web's contract for over three years, many agencies have simply crossed it out in returning their contracts in the past. The web now insists it be a part of any agreement, and it will enforce it whenever deemed desirable.

Dominant Fear

Altho only a limited number of sponsors and agencies are affected by these moves thus far, discussion on them, pro and con, are sweeping advertising circles. The dominant fear among those yet unaffected seems to be that a precedent is being established which may ultimately reach them.

On the whole, NBC's approach has been that it is in the interest of both clients and network that better caliber programing be inserted into certain time slots. The point is made that the sponsors as well as the web are after the

same objective: increased circulation.

With that general approach, no agency or sponsor has voiced objection. But, as one agency exec said, "It's a question of in whose opinion a time period can be called weak, or a show labelled a trouble area." He said the main reason for the disquiet is the feeling that the network intends to exert sole jurisdiction over such cases.

Weaver and Sarnoff, altho not reachable for direct comment, nevertheless are understood to be well aware of the reactions and to be planning further explanations to reassure NBC clients and agencies.

Mutual to Study Listening Habits Effect on Sales

NEW YORK, March 20. — A two-pronged research study, designed to pinpoint the role that out-of-home radios play in the listening habits of the American public and the extent to which they sell advertised merchandise, is being undertaken by the Mutual Broadcasting System.

The nation-wide study, still in the formative stages, will be handled by the J. A. Ward research organization.

The radio nets, in their pitch to advertisers, have often maintained that out-of-home radio listening, which is not covered by the rating services, is an important factor in the radio picture. Out-of-home radios include those in automobiles, business establishments and portables.

CRIME BUSTER

TV's Role in Spotlighting Drive in Chi

CHICAGO, March 20.—The use of television as medium to arouse public interest and spur officials into action was dramatically portrayed here this week by Alderman Merriam, crime buster member of the city council from the Fifth Ward.

Merriam has a half-hour show over WGN-TV each Sunday at 7 p.m. titled "Spotlight on Chicago." Two weeks ago, on the premiere program, Merriam aired a tape recording by "Policeman X," who related his knowledge of graft and a political-crime set-up. Since that show, the Chicago police force has been trying to find "X." He was finally identified and the en-

Report Shore Seg Canceled

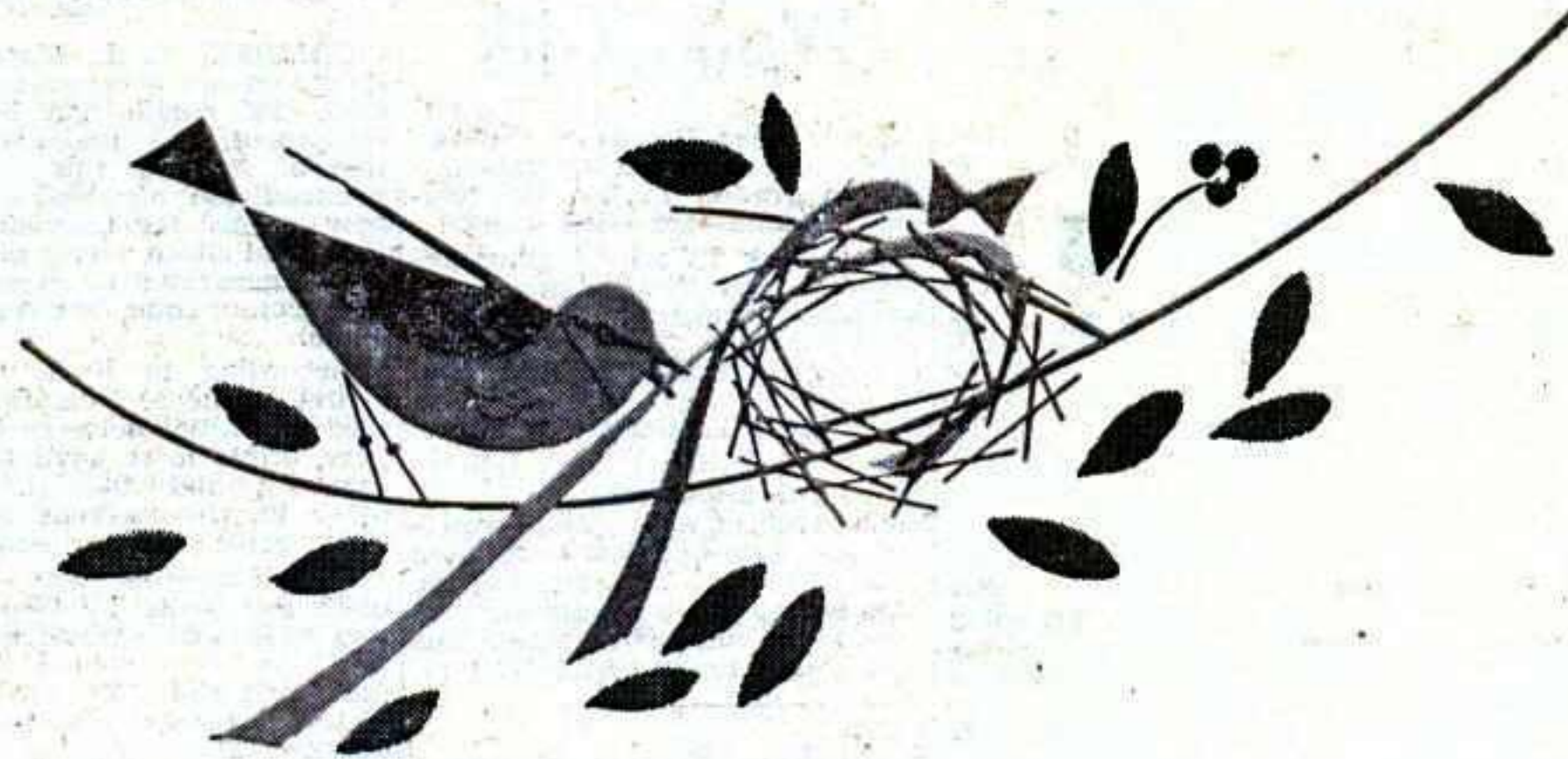
NEW YORK, March 20.—NBC Radio this week reportedly received a cancellation notice from Chevrolet for its Dinah Shore show.

The musical stanza is on Tuesdays, 8-8:15 p.m.

Campbell-Ewald is the Chevrolet agency.

tire fracas is in the hands of the grand jury.

Last Sunday (13) Merriam aired a tape recording of a city employee as he tried to bribe a Chicago landlord for a favor. In the tape it was recorded that this employee could grant a passover of normal requirements if the landlord came across. The airing of the tape resulted in the arrest of the employee.



nothing Works Like Wantmanship

Putting the yearn on everyone to want something more, new or better. That's **Wantmanship**, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. **Wantmanship** explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

the CROSLY GROUP

WLW	Radio
WLW-A	Atlanta
WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati



Exclusive Sales Offices:
New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago, Hollywood

© 1954, The Crosley Broadcasting Corporation

WASHINGTON, March 20.—The television industry's observances of religious and moral principles was praised this week by the board of the National Council of Churches in a resolution giving the Council's endorsement to the TV code of the National Association of Radio and Television Broadcasters. The Council represents 35 million members of protestant and orthodox churches in America.

Time Salesmen for MIDWEST TV STATION
In 1/2 million pop. area, 2-Station Market. Has opening for two aggressive time salesmen. Prefer Central States men with radio sales background. Guarantee; commission.
Write or wire **Box 714**
c/o The Billboard
188 W. Randolph St., Chicago 1, Ill.



Ratings of Syndicated Films Vs. Web Competition Rising

New Series, Reruns Get Audiences, ARB Says; 'Badge 714' Top Runner

Continued from page 1

hit the top 15 in such places as Charlotte, N. C. ("City Detective"); Columbus, Ga. ("Linkletter and the Kids"); Columbus, O. ("Death Valley Days"); Fort Worth ("Cisco Kid," "Annie Oakley" and "Racket Squad"); Houston ("Amos 'n' Andy"); Milwaukee (Liberace); Miami and Norfolk (both with "Foreign Intrigue"); Oklahoma City ("Cisco Kid"); Pittsburgh ("I Led Three Lives" and "Captured"); Portland, Ore. ("Chevron Theater"); Providence ("Favorite Story"); Seattle ("Badge 714," Abbott and Costello, "Douglas Fairbanks Presents" and "Captured"); Spokane ("Amos 'n' Andy," "Cisco Kid," "Death Valley Days" and "Chevron Theater"); San Diego, Calif. ("Range Rider" and "China Smith"), and San Francisco ("Badge 714").

Some of the more spectacular achievements of the Jack Webb series ("Dragnet" in its network run via NBC-TV) on ARB include the Seattle-Tacoma market, where the show got a 41.5 against the 16.2 for "Campbell Soundstage," 3.4 for "Our Miss Brooks," and 2.6 for "Movietime"; San Francisco, where "Badge" got a 36.2, "Kraft Theater" a 22.6 and "Chevron Theater" an 8.1, and Chicago where it hit a 32.1 and its competition, "Fireside Theater," "Make Room for Daddy," and "This Is Showbusiness," rated 16.3, 14.6 and 5.8 respectively.

"Badge," in the same ratings, took the measure of such expensive network properties as the "Buick-Berle Show," "Godfrey and His Friends," "Life of Riley," "Studio One," "TV Playhouse," the Paul Winchell Show and "My Favorite Husband."

Top 10

Pulse reports indicate that shows in their second, third and fourth runs crash into the top 10 multi-weekly. In Chicago, where

Gene Autry is now in its third run, it ranks among the top 10 multi-weekly. "Ramar of the Jungle," which is now in its fourth run in Los Angeles, is also in the top 10 multi-weekly. Gene Autry is clocking ratings 86 per cent higher than NBC-TV's "Hall of Fame" in Los Angeles, during its fourth run there.

These facts bear out the contention of the trade that good syndicated film will find an audience regardless of network competi-

tion. It also shows that reruns of strong shows will do a job for both station and advertiser, a fact which is becoming more and more apparent to agency and clients whose sales resistance is steadily being chopped down by rating records.

INNOVATION

Filmack Bows Slides That Walk, Talk

CHICAGO, March 20.—The Filmack Trailer Company, Chicago, announced this week a revolutionary innovation in the TV commercial field—animated slides.

Don Mack, TV sales director, announced that these slides would probably change the slide habits of the nation. "These new slides can walk and talk," he said, "and are not much more expensive than the present inanimate TV slide."

The new slide is also said to be able to afford such special effects as zooms, wipes, spins, crawlers, and back-ups, just to mention a few. The New York office of the firm is also set to handle the production of the new slides. The firm is promising 24 hour delivery.

London Reps Atlas TV on West Coast

HOLLYWOOD, March 20.—The Atlas Television Corporation this week named Jack London, formerly of Harriscop, Inc., as its West Coast sales director. He will head up sales in the 11 Western States.

Atlas' other regional sales reps are Jack Dube in the East, Pete Rodgers in the Midwest and Bill Dubensky thru the South.

HOPPY ENTERS CORRAL OF LC

WASHINGTON, March 20.—Even the sedate Library of Congress isn't immune to an invasion by TV cowboy Hopalong Cassidy. Don't expect singin' and guitar strummin' in the Library halls, tho. Hopalong will be represented by a typescript of "Hopalong Cassidy Returns" in the Library's new exhibition on "the wild and wooly West" scheduled to stay until June 30.

FPA to Shoot Color Test Commercials

NEW YORK, March 20.—On the heels of its closed-circuit screening of color film last week, the Film Producers Association is now making definite arrangements to shoot color test commercials. It will shoot about 3,000 feet each of three-strip Technicolor, Eastman Negative and Kodachrome, each with the same scenes. David Pincus, president of FPA, wrote to the heads of top ad agencies this week asking them to contribute product packages for the tests. In addition to the packages, the test footage will include live models, in order to appraise flesh-tone values.

The shooting will take place April 2, 5 and 6 at member studios. The production is expected to cost FPA about \$8,000. As soon as the film is processed, NBC-TV is expected to stage another closed-circuit airing for FPA.

Traffickers Expand To Handle TV Film

NEW YORK, March 20.—The continuing growth of the TV film industry has produced marked signs of expansion in the three major shipping and trafficking firms over the past week.

Modern Talking Picture Service was set to move its TV division to triple its present space and is instituting a training program. Bonded Film Storage also formed a separate company for TV known as Bonded TV Film Service and is opening a new warehouse for TV film on the West Coast on Monday (22).

Modern picked up two more ad agency clients on the West Coast last week. They are Rhodes & Davis, Los Angeles, for whom it will ship Starkist Tuna spots nationally, and M. E. Harlan, San Francisco, for whom it will ship Kobe Coffee spots. Modern's TV headquarters will occupy the entire eighth floor of 219 East 44th Street here as of April 1.

Bonded's new West Coast plant will be located at 904 North La Cienega Blvd., Los Angeles. Manny Kandel, vice-president in charge of Bonded's TV operation, claims the new plant will be equipped to handle 50,000 film shipments monthly and will be the largest plant for TV film handling in the country.

Third Major Firm

The third major shipping firm, Comprehensive Service, has also continued to expand its client roster steadily. Comprehensive originated in the equipment field and expanded into trafficking service four years ago. It claims to have the only film rejuvenation plant in the country. Al di Pietro is head of its TV department.

Bonded has been in motion picture shipping for over 25 years and got into TV film handling about six years ago.

Modern was set up as an independent operation in 1937 for the non-theatrical distribution of sponsored films. Its TV division distributes about 50 sponsored films (parent company has over 250) to stations. In the past 18 months it has obtained over 2,000 TV bookings of these films.

Modern is believed to handle the greatest bulk of spot booked programs. It resigned the distributor accounts it had last year, but is understood to be about to move into this area anew. Head of Modern's TV division is Dick Ritenour.

RKO Features Seen Blocked To TV, But the ? Is Hughes

NEW YORK, March 20.—TV film distributors this week were watching the changing fortunes of RKO Pictures Corporation with wonder. But generally they feel that new developments block any possibility of RKO's 700-odd pictures getting into immediate TV distribution.

The one unknown quantity in the whole situation was still Howard Hughes himself, who now appeared to have a clear path toward becoming sole owner of the picture company on April 2. Altho James Grainger, president of RKO, recently denied that the firm would put any of its product into TV, trade observers here felt that, actually, there was really no telling what Hughes might do next.

A meeting of stockholders held in Dover, Del., on Thursday (18)

voted overwhelming in favor of accepting Hughes' offer to buy the outstanding stock in RKO for \$6 per share. The only possible stumbling block now is a minority stockholders' suit still pending in Chancery Court, Wilmington. The trial wound up last Thursday (11) before Chancellor Collins Seitz. Opposing attorneys in the action filed their original briefs on Tuesday (16) and are filing their reply briefs today.

The plaintiffs, Louis Schiff and Jacob Sack, charge that the value of RKO assets is greater than the \$23,489,478 that Hughes has placed on it.

The plaintiffs brought in the testimony of a number of TV film distributors in their attempt to prove that the value of the pictures in RKO vaults exceeds the \$1 that Hughes has pegged them at in the company's books.

Top Ten Network Film Shows

and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly findings of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	February ARB Rating
1.	1.	I Love Lucy	CBS	63.0
2.	2.	Dragnet	NBC	59.6
3.	3.	You Bet Your Life	NBC	52.5
4.	5.	Ford Theater	NBC	48.1
5.	8.	Life of Riley	NBC	43.5
6.	15.	Our Miss Brooks	CBS	37.9
7.	19.	Burns and Allen	CBS	35.5
8.	21.	Fireside Theater	NBC	34.8
9.	*	I Married Joan	NBC	32.6
10.	*	My Little Margie	NBC	32.0

RCA Has New Camera for Televising Color Films, Slides

CAMDEN, N. J., March 20.—Rounding out a complete line of color TV studio and broadcast equipment, the Radio Corporation of America this week announced the development of a new camera for televising color films and slides, and a new color signal generator to expedite installation of color receivers in the home.

According to RCA, the 3-V (Three Vidicon) camera scheduled for initial delivery late this year, offers more advantages for economy and flexibility than other known methods for televising color films and slides.

It will operate with existing black and white TV film projectors "with only minor modification"; and it permits instantaneous switching among three picture sources with a single camera. The 3-V also permits optional use of 16-mm. or 35-mm. film.

Check Reception

RCA's new color signal generator will enable service technicians to check color set reception during normal servicing hours, without waiting for specially scheduled color signals. The RCA

signal (a narrow yellow-green bar) is visible at the extreme edge of color sets, but is practically unnoticeable on black and white receivers.

The generator can be installed at low cost by stations already equipped to carry network color shows, or it can be installed at the time other stations modify equipment to permit transmission of color programs.

Phil Williams Upped by Ziv

NEW YORK, March 20.—Phil Williams, who has been covering North Texas and Oklahoma for Ziv-TV for the past year, was this week upped to the position of spot sales manager for the Central Division. In his new post, Williams will serve as a roving aid to Central Division Sales Manager Ed Broman.

Before joining Ziv-TV Williams was sales chief of 20th Century-Fox TV Productions. Before that he was with the March of Time.

25 Bankrollers in 65 Areas in on 'D.A.' Bow

HOLLYWOOD, March 20.—"Mr. District Attorney," newest in the Ziv Television Programs' series, tees off the week of April 1 in 65 major markets thruout the country, with 25 sponsors purchasing the David Brian starrer which was sold by Ziv on a syndicated basis.

Largest purchasers of the show are Samsonite Luggage and Carter Products' Rise and Arrid, which have contracted for the show on an alternating basis in Philadelphia, Los Angeles, Chicago, Detroit, Cleveland, San Francisco, Baltimore, Washington, Cincinnati, Minneapolis, St. Paul, Kansas City, Dallas, Houston, Seattle, San Antonio, Toledo; Huntington,

W. Va.; New Haven, Conn.; Louisville, New Orleans, Denver; Dayton, O.; Atlanta; Columbus, O.; Oklahoma City; Ames, Ia.; Des Moines, Memphis and Milwaukee.

In addition, Samsonite will solo sponsor "Mr. District Attorney" in Birmingham and Omaha, and alternate sponsorship with Golden Grain Macaroni in Salt Lake City. Carter Products has bought the show on an exclusive basis in Binghamton, N. Y.; Grand Rapids, Mich., and Johnstown, Pa., and alternates with Krueger Beer in New York.

Other purchasers and their markets in which they have bought "Mr. D. A." are Safeway Stores in Albuquerque, N. M.; Capitol Stores, Baton Rouge, La.; Westinghouse in Boise, Idaho; Woodrums, Charleston, W. Va.; Southern Biscuit in Greenville, S. C.; Raub Supply and England-Packard in Harrisburg, Pa.; Westinghouse and Standard Optical in Idaho Falls, Idaho; Wiedemann Brewing, Indianapolis; Little Rock Packing Company, Little Rock, and Pine Bluff, Ark.; Ford dealers and H. Hill Lumber, Monroe, La.; White Way Laundry, Nashville; Arizona Public Service, Phoenix and Yuma, Ariz.; Manischewitz Wine and Ray Company in Pittsburgh; Southern Colorado Power Company, Pueblo; Payne Packing, Roswell, N. M.; Bank of St. Louis in St. Louis, and Valley Electric, San Luis Obispo, Calif.

Cities where the show has been purchased by the local station are Amarillo, Tex.; Augusta, Ga.; Boston; Cedar Rapids, Ia.; Las Vegas, Nev.; Lawton, Okla.; Hannibal-Quincy, Ill.; South Bend, Ind., and Wilkes-Barre, Pa.

John Sinn, president of Ziv-TV, producers and distributors of "Mr. D. A.," indicated that within 90 days an additional 100 markets will be tied up.

Film Trend Fulfills Sponsor Objectives

By MILTON GORDON
President, Television Programs of America, Inc.

The stepped-up utilization of film syndication by national advertisers is today a definite and decisive trend. Previously live TV on a network scale satisfied the aspirations of giant national advertisers and manufacturers and had a tendency to muscle out the regional and local industries, which are the heart and core of American free enterprise. But the very same problems confront the large advertisers as beset the smaller ones. National sponsors are finding that they can meet their objectives of saturation selling only by availing themselves of syndicated film distribution.

Television uniquely fulfills two divergent facets of American activity: the demands of the mass market and the appetite for home entertainment. In its inception, TV utilized makeshift techniques borrowed from printed advertising, and blended accepted variety entertainment standards. Live TV was the most accessible and, at the time, the most practical instrument serving this aim.

Jet Propelled

But today the pressures of decentralized regional and local businesses demand a more mobile, flexible and adaptable technique. Live network TV is fast becoming the "milk train," while syndicated film is recognized as "jet propelled," providing the most benefits for the greatest number of advertisers.

It is specious to compare live TV with film syndication from the narrow viewpoint of which is at present superior artistically. The only realistic comparison must include: (1) the economics, (2) the availability to the mass market, (3) the accommodation to time and cost factors, (4) the adaptability to the sales and programming of the sponsor and station, and (5) the identification with the product.

Prime Factors

The economics: The making of a film does not cost less than the making of a live show. And yet, when all the factors are summed up and an over-all production cost is reached, there is no question that the technique of filming a 26 or 52-week program provides a lower per unit cost and a substantially lower per series cost than live TV.

Availability: Film syndication is the exclusive form of telecasting which accommodates large markets and small and which is available to station and advertisers at the hour preferred and for the audience aimed at.

Accommodation: Stations get higher revenues in scheduling film because they are not con-

trolled by a restraining cost factor which cuts into their sales of station time.

Adaptability: The fluid character of film syndication corresponds to the fluid currents in the rise of regional and local enterprise.

Product identification: Film syndication in each area provides an exclusivity in programming and a specific exclusivity in identification with the sponsor's product. The advertiser in Oshkosh or White River Junction gets the same quality program as the giant corporation and is able to offer this program exclusively identified in his region with the wares he has to sell.

Peter Paul Buys 'Palooka' Series

NEW YORK, March 20.—Peter Paul Mounds this week signed to pick up the tab on "The Joe Palooka Story" on WABD here. The station made the sale thru Dancer-Fitzgerald-Sample after carrying the show sustaining for one week. This is Palooka's first candy sponsor. Guild Films has sold the show in some 30 markets so far.

APRIL PREEM SEEN

Gen. Tele.'s Film Distrib Bid To Be Backed by 5 Series

NEW YORK, March 20.—General Teleradio's forthcoming entry into the TV film distributing business will be backed up by at least five major first-run syndicated film series, in addition to the 30 top-drawer feature films it has acquired from the Bank of America.

The five properties, two of which are already in the can or in the process of being shot, are: "Counterspy," "We, the People," "Gangbusters," "Greatest Drama" and a 13-episode series composed of scripts drawn from the "Gangbuster" files but which will be turned into a newly-titled series.

According to Dwight Martin, vice-president of General Teleradio, the new firm, which may or may not take the name of General Telecasting, will begin its early stages of operation by the middle of April. Talks have already been held with several sales execs interested in taking over the job of putting General Teleradio's new subsidiary on its feet. It is expected that announcement of the new TV firm's sales head will be made within the next few weeks. Martin, him-

PLENTY FREE BALLYHOO AS WHALE MOVES

NEW YORK, March 20.—Cameramen galore covered the moving Tuesday (16) of Mrs. Haroy, the whale brought in last April by Leif Soegaard, to its exhibit space at 69th Street and Broadway. As was hoped, there was heavy coverage with the resultant free publicity. Represented were CBS, NBC, Tele-News, Pathe and Paramount. The Dave Garroway video show Wednesday morning (17) pictured the moving of the mammal on its huge flat-car and trailer.

WGN-TV Buys T-P Products

CHICAGO, March 20.—WGN-TV has signed a contract with Tele-Pictures Inc., of Beverly Hills, Calif., for 22 feature pictures which will be available starting in January next year.

The station believes it is the first to sign for American-produced feature movies released to television concurrently or prior to theater exhibition. The movies are being produced this year, and will include stars such as Eva Bartok, Dane Clark, Joan Leslie, Marie Windsor, Sterling Hayden, and Scott Brady.

FOREIGN FEATURES

Fortune's Success Opens New Market

NEW YORK, March 20.—Sales of Fortune Features' package of 30 Italian feature films continued to mount steadily this week, as other distributors began scrambling for suitable European pictures to dub into English for TV.

Fortune is now sold into a total of 33 markets, including the Canadian Broadcasting Corporation. The only major U. S. markets still unsold are New York and San Francisco. Even so the package is figured to be more than two-thirds toward its break-even point.

Audience re-action to the dubbed pictures was reported to be good in several markets. KING-TV, Seattle, wrote Fortune, "We have been very pleased with the acceptance of our audience to the series." WGLV, Easton, Pa., wrote, "Your films are pulling a large and interested audience here in the Lehigh Valley."

Others Interested

The success of the Fortune venture is being watched with interest by a number of other distributors. Danish, French and other Italian films are known to be under consideration at this moment. The interest, of course,

springs from the fact that while known sources of first-run U. S. pictures are now virtually dried up, an enormous supply of European pictures is available. The crucial question still remains: will the TV public take to them?

It is widely recognized that the Fortune package has a lot of flash in such stars as Jean-Pierre Aumont, Maria Montez and Anna Magnani, who are known to a wide segment of the U. S. public; also the locales and story material in the Fortune films provide good action and color. Hence, if the Fortune pictures click it would not necessarily mean that televiewers would sit still for a flood of dubbed films.

\$500,000 In Sales

Fortune claims to have grossed in the neighborhood of \$500,000 on its sales so far. The basic cost of the package is estimated to be \$20,000 per picture at the most.

When Jules Weill, president of Fortune, made his deal with Italian Film Export last spring, he announced that he was paying \$1,000,000 for the rights to slightly over 100 pictures. That would mean \$10,000 per title, plus \$10,000 at most for dubbing. A few of the pictures in the present package were already dubbed when Weill took them over. Add to this 20 per cent distribution costs, and the break-even point on these 30 films is an estimated \$750,000.

The most recent buyers of the series are: WHEN-TV, Syracuse; WICS, Springfield, Ill.; WBTV, Charlotte, N. C.; WTVR, Richmond; KBT, Denver. In recent weeks Fortune also sold Buffalo and Boston.

Weill has been in Europe for the past month, primarily for the purpose of selecting titles to be included in the next package of 26, which the firm is due to begin distributing next October.

1-A-DAY PLUS

That's Sales Record for 'Waterfront'

HOLLYWOOD, March 20.—A phenomenally successful sales record—more than one sale per working day since it was made available for purchase—and an equally imposing initial audience rating here have been chalked up by "Waterfront," Preston Foster starring telefilm series.

Sales this week have taken the Roland Reed Productions' series into 50 major markets—representing more than one sale a day since United Television Programs, Inc., started peddling the property in early February. Coincident with this were results of the first American Research Bureau rating of the program showing it out-classed all other Tuesday night programs in the Los Angeles area with its 24.3.

Major sales revealed this week by UTP's national sales manager, Wynn Nathan, were to Falstaff Beer for sponsorship in St. Louis and three other major cities; Standard Brewing for Rochester, N. Y.; Sears, Roebuck & Company in Houston; Schaeffer Beer in Boston and Schenectady, N. Y.; Cudahy Packing Company for Omaha; three stations in Kansas City, Mo., Dallas and Denver, and to Annhauser-Busch Brewery for Budweiser Beer in Cleveland.

These sales give "Waterfront" a total of 18 sponsors in the 54 markets.

Salkow Series to Roll

HOLLYWOOD, March 20.—A new series of 52 telefilms, "International Story Theater," has been set for production by Lester Salkow and starring Raymond Burr, for filming outside the U. S. First filming is slated for late fall, with 26 pictures due to be shot in the Philippines, 13 in Japan and 13 in India. Norman Sichel has been inked to write the format which calls for Burr to star in a different role in a different story each week.

New Export Firm Will Produce in Puerto Rico

NEW YORK, March 20.—The vertical type of organization, embodying both production and distribution, developed at the export end of the TV film business with the formation this month of International Radio & TV Programs. The new firm is headed by Adrienne Douglass, who formerly ran the TV department of Editors Press Service, world-wide news feature syndicate.

Editors Press has stepped out of the TV field. Its TV operation has been absorbed by Mrs. Douglass' new firm.

The main reason for EPS's bow-out appeared to be that its agents were found to be unfamiliar with the specific problems of selling TV film. At the same time, Mrs. Douglass has decided that distribution alone does not pay enough to sustain the operation. Following the pattern of the U. S. TV film industry, Mrs. Douglass is now making arrangements for the production of TV film suitable for export.

Her partner in International is Juan Viguie, president of Viguie Films, Inc., of Puerto Rico. For the past five years Viguie has been the sole producer of Puerto

self, will remain with the parent company, General Teleradio.

No Time Wasted

Altho organizational blueprints are still in the formative stage, Martin this past week has been reported huddling with TV film buyers, indicating that little time is being wasted.

The new outfit will set up sales staffs thruout the country and will market its shows for network, national spot, local and regional sponsorship. General distribution policy will be "first-come-first-served."

According to Martin, the firm is working on the acquisition of additional TV film packages and is willing to take over straight distribution of properties that it does not own. It also may finance outside producers and/or set up production units of its own.

"Greatest Drama"

The "Greatest Drama" property, which was produced by 20th Century Fox Movietone News in partnership with General Teleradio's subsidiary, General Telecasting, is currently spot booked by General Tire and Rubber in over 45 markets and by

Howard Johnson in one market, Boston. The property, while still being officially distributed by Fox, will probably be turned over in the near future to General Teleradio's new TV film firm for sale in markets in which it has not yet been shown.

The 13-episode untitled series, based on "Gangbusters" scripts, currently consists of three films already completed, four currently in the process of being shot, and six more to be lensed in the near future. Except for the feature films and "Greatest Drama," the four other packages disclosed so far are all half-hour shows based on the Phillips H. Lord properties which General Teleradio bought several months ago.

Denmark Producing TV Shorts for U. S.

COPENHAGEN, Denmark, March 20.—Columbia Pictures, Inc., has acquired two athletic shorts for video distribution in the United States. One is titled "Gymnastic Champions" and was shot at the Ollerup High School gymnasium. The other, "Feminine Rhythm," features the athletic prowess of Danish girls.

A juvenile short, "Palle Alone in the World," has also been sold for TV in America by its producers, Astrid and Bjerne Henning-Jensen, who are currently producing three TV shorts for "Omnibus," via CBS-TV.

firm now has nine agents around the globe. Mrs. Douglass plans to institute a bicycling set up for distribution to the government-owned European stations by 1955.

International recently made the first sale of U. S. film to French TV. It was a one-reel cartoon titled "Undersea Wedding," owned by Fleetwood Films. International is the only firm currently selling Japanese TV, aside from the newfilm companies.

Because of the tight currency restriction on Japanese sales, International is now working out a barter deal. Japan's TV allotment for the current quarter is \$30,000, which is consumed to a great extent by the newfilm. Mrs. Douglass recently sold Winik Films' "Madison Square Garden" to Japan's commercial station, NTV. In return, the International Motion Picture Company of Japan is making a series of color shorts for Winik.

TV Film Guest of the Week



MILTON GORDON

Milton Gordon is one of the outstanding financial brains in the film business. Last fall he left active supervision of the Walter E. Heller Company, Chicago bankers, to take part in the organization of Television Programs of America, Inc., of which he is president. Among his financial feats was the reorganization of United Artists. In connection with UA, Gordon effected the first split hemisphere film financing deal between a U. S. banking firm and English investors to produce "African Queen." In 1946 Gordon practically single-handedly pulled the frozen food business out of the red. He also instituted a new program for the Capehart-Farnsworth organization and midwifed its merger with International Telephone & Telegraph.

EDITORIAL

Won't Benefit Pa. Ops

It isn't exactly a secret that the Pennsylvania agents were behind the move to put new teeth in that State's laws which demand that out-of-State agents obtain licenses and maintain offices in order to do business in that State.

Increased competition among the smaller independent agents, and between them and the big offices, probably accounted for part of the move. The State theoretically has no interest in the competition, but has an interest in the added license fees it could get. We sympathize with the agents who have offices to maintain and find making expenses harder than ever today. But we doubt that forcing the big offices into a mold will benefit the small Pennsylvania independents.

It's almost a foregone conclusion that the big offices will not open Pennsylvania branches unless they feel they'll be profitable. But should they do so, they would have to justify the additional expense by aggressive selling drives.

The business the independent Pennsylvania agent has now would almost certainly be endangered. No independent agent could stand up very long against a salesman with an MCA, William Morris or GAC list.

Pa. License Ruling Hits Talent Agencies

Three Majors, Smaller Offices Must Obtain Licenses or Be Subject to Fines, Jail

NEW YORK, March 20.—The three major talent agencies, plus the smaller offices, were hit by a Pennsylvania directive ordering them to have offices in that State to do business there, and obtain licenses, or be subject to fines and/or prison sentences.

The Music Corporation of America, William Morris and the General Artists Corporation received their letters early this week signed by Walter Boehn, head of the Pennsylvania Department of Labor and Industry. The letter, in effect, warned that starting Monday (15), out-of-State talent agencies would no longer be permitted to book talent in Pennsylvania. "In the past we have permitted you to have contracts stamped by Pennsylvania agents or thru power of attorney vested in such agents..."

The law providing that all talent agencies booking talent in Pennsylvania be licensed by that State and be subject to its laws has been on the books for some time. It provides, among other things, that only such State-licensed agents can do business in Pennsylvania.

Common Practice
It has become a common practice, however, for out-of-State agents to use a Pennsylvania li-

cense holder to book thru. The latter usually stamps a contract with his own name for a previously determined fee (usually \$5 a contract), thereby fulfilling the letter of the law.

Insiders claim that the new clampdown by Pennsylvania was the direct result of Pennsylvania agents putting pressure on the State to protect home industry against out-of-State agents.

The Big Three, MCA, Morris and GAC attorneys plan a meeting here next week to discuss policies to meet the new law. One agency attorney said he felt the rule was illegal and "we intend to fight it." Another agency lawyer said, "The whole thing is a tempest in a teapot. Every time a new man comes in, he feels he has to start issuing new orders."

"No Intention"
An agency official said, "We have no intention of opening an office in Pennsylvania. We have offices in areas where we do business. If we followed the Pennsylvania law, we would also have to open offices in 30 other States that have similar regulations."

The consensus is that if the Pennsylvania law is really put into effect, then the big offices simply won't book their name talent in the State.

CLUBS CAST A WARY EYE

Braves May Help Milwaukee Ops Out of Current Slump

By **BENN OLLMAN**
MILWAUKEE, March 20.—With the opening of the baseball season just a few weeks off, local nitery operators are readying for their second year in the big leagues.

The outlook, however, is not as optimistic as last summer's expectations of big things when the Braves first came to town. Last year's expected bistro boom never materialized. Record crowds jammed the County Stadium but very few of them visited night clubs following the games.

The only spots to gain business from the baseball invasion were several eateries and beer parlors near the ball park. Downtown and suburban night spots were conspicuously bare of patrons during night games while local ball fans kept their ears glued to radios.

Night club business has fallen off considerably in Milwaukee during this winter. Al Tusa's Tic-Toc Club reports a big lull. Tusa is attempting to stir up some action by converting part of the room into a separate intimate area with a bar and a piano, which in turn will mean budget outlay for the main room. Across the street, the Schroeder Hotel Empire Room's policy has been booking semi-name bands with apparent plans for a change in policy.

Towne Room
Jerry Grossman's Towne Room dropped record acts several months back and plans to continue as a dine and dance spot

featuring a local combo, on an indefinite basis.

Virtually the only major room showing signs of life is Jimmy Fazio's Supper Club on the outskirts of town. Currently in a

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NEW PLAN OPENS DOOR WIDE FOR EUROPE JOBS

Combo of Army-Civilian Tours Boon to U. S. Acts; Trips Free

Continued from page 1

band leaders who will pay their own room and board and \$100 a week for actors.

All fares (round trip airplane—first class) will be paid by the Armed Services. Performers will also get their room and board free.

The advantage to performers and talent buyers abroad is that the fares, frequently an obstacle (unless the act is in demand), will be taken care of. Many performers would like to work abroad but can't make a deal on account of the transportation. Foreign impresarios seldom pay fares. Single round-trip fares are about \$500, an item which few small acts can ignore. If the act has more than one person, the fare increases proportionately.

Under the Abramson program, the Armed Services have agreed to a delayed transportation plan. That means that acts can stay abroad as long as they get work and still have their free transportation back to the United States.

After their one-month work for the Armed Services, entire troupes may be picked up and routed thru cafes, theaters and officers' clubs in the various countries. It is possible that entirely new troupes will be made up abroad of the performers sent by

Abramson. It is also part of the plan to use names, already abroad, who wish to do some extra weeks, to front units made up of these Abramson units.

The price each buyer will pay for entire troupes or individuals will depend on the give and take bargaining. As the owner of the units, Abramson will set a price that he hopes will bring back his original (\$7,000) investment plus a profit. Outside agents will get their full commissions, and Abramson will pay the performers.

The type of performers in demand will have to meet Armed Forces requirements plus those of

civilian talent buyers. Flexibility may be almost a necessity. Blue material or questionable routines will be out for the Armed Forces, but are considered okay for civilians.

Basically the performers to be picked will be those who will overcome the objections of armed personnel who have frequently

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AGVA Wins in N. J., Threatens Catskill Inns

Union Gets Order Vacating Resort Owners' Injunction

NEW YORK, March 20.—Lakewood, N. J., resort owners lost their case against the American Guild of Variety Artists in Trenton Friday (19) when Superior Court Judge Theodore Schettino ruled that the original temporary injunction obtained by them be vacated and a plea for a permanent injunction be denied.

With this ruling in its hands, AGVA indicated it can now discipline agents who booked acts into Lakewood, and can take action against members who accepted jobs in violation of the union's directives.

The case began some weeks ago when Alphonse La Porte, attorney for the resort owners (he's also the attorney for the Statler chain with which AGVA is now in conflict), obtained a restraining order in New Jersey which prevented AGVA from stopping acts from working in Lakewood and en-

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Roberts, Chi Booker, Dies

CHICAGO, March 20.—Sam Roberts, 67, agent and booker in the Middle West for close to 40 years, died here Sunday (7) following a lingering illness. Funeral services and burial was in New York.

Roberts started in show business at an early age when he teamed up with his brother, Irving, in a comedy act. He was later part of Roth and Roberts and Bernard and Roberts. He entered the agency business some 40 years ago and during that time supplied acts for most of the major vaude circuits in the Midwest. For years he was house booker for the Palace Theater in Rockford, Ill., and was a partner in an Indianapolis theater.

Roberts was president of the Entertainment Managers' Association of the Middle West in 1953 and had been a long-time member of the Showmen's League of America.

He is survived by his widow, Sadie, and four brothers.

PIXIES LOUSE UP MARTHAS

NEW YORK, March 20.—A couple of leprechauns named "Martha" crept into our typewriter last week and generally confused things. When we reviewed Miss Martha Wright at the Waldorf-Astoria's Empire Room, we knew it was Martha Wright. We have long admired Miss Wright from a discreet distance; so there could not have a mistake.

Yet, when we sat down to write the notice, Miss Wright's name dissolved by some strange fashion, and Martha Stewart, a charming lady with whom we enjoy a slight nodding acquaintance, crept into the review to take her place. (We are sure that Dr. Freud could have a field day explaining all this).

But to compound the omission and the commission, our copy readers, proof readers, etc., went along on the same road. They too must have felt the leprechauns pixy touch.

We are sorry Miss Wright. We are sorry Miss Stewart. That figure you see groveling in the dust is this abject reporter.

U. S. ACT DEMAND ABROAD

Shifts in Scandia Agency Set-Ups Affect Hiring of American Acts

COPENHAGEN, Denmark, March 20.—In recent months there has been an unusual amount of shifting around the booking set-ups of Scandinavia and the Northern half of Europe, affecting all fields of show business. The present set-up is still a bit wobbly and subject to change, but American novelty, comedy and dance acts, now in demand, should be well informed on the booking situation before coming over.

Of particular interest to American talent of all categories, with a desire to try Europe, is the effort of the Lew & Leslie Grade office (London) to expand its activity in Scandinavia and Continental Europe. The latest addition to the Grade list was the Royal, in Brussels, for which the Grade office had the exclusive

booking for a January-February circus season.

This tied in nicely with its exclusive deal for the winter indoor season of Cirque Medrano, in Paris.

The Royal apparently failed to do satisfactory business; so it ran only two months instead of the scheduled three. The Royal is owned by the city of Brussels but operated as a concession. Cirque Medrano, in Paris, showed an upswing in attendance, and its bills were uniformly good.

Last summer the Grade office had contracts with the operators of the China Theater, in Stockholm, to book big-time vaude bills, from May to September, into that house and an affiliated house in Oslo, Norway. This deal did not please Scandinavian agents or the managements of competitive spots such as Lise-

berg park in Gothenburg, Sweden.

Rooms in the Nordic lands using big-time vaude and outdoor acts during the summer season and booking agents handling these spots in Denmark, Norway, Sweden and Finland had developed a system of co-operation which resulted in excellent bills.

Brian Roxbury, who handles the Scandinavian affairs of the Grade office, was able to place Grade acts under that set-up but at present is being given the cold shoulder by several agents and theater managers. This affects principally high salaried acts which under the former set-up could be assured of three months' work, but now may only get one.

In Denmark there has been considerable shuffling of booking deals, mainly due to last year's

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set to kick off with Easter shows, even on a spot basis, it leaves Loew's with only the New York Capitol, among its big houses, still operating on a straight picture grind policy. There is a possibility that the Capitol may also use live attractions according to chain booker Leo Cohen, but so far there are none available.

The William Morris office, which handles Betty Hutton, will put probably the same show around her she had with her at the Palace. That would mean Dick Shawn and perhaps the Piero Brothers.

The Paramount chain is also looking for what it calls "middle" attractions. This refers to performers who have name value but are not strong enough to do big business in large cities. A few weeks ago the chain used Mickey Rooney at the Olympia, Miami. Boy did such good business that Paramount re-opened its Palace Theater, Jacksonville, for him. Booker Harry Levine admits he would also like to reopen other houses, one in Atlanta and the smaller house in Minneapolis, but hasn't found anything that was suitable.

CHRISTOPHER MAGIC SET FOR B'WAY...

NEW YORK — Milbourne Christopher will be the first magician to play a one-man show in a Broadway theater in recent years when he opens his show, "Now You Can See It," April 19, at the Longacre. Dante did a one-man show on Broadway 14 years

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Cap Sales Volume Near \$17 Mil Mark

Figure an All-Time High; Net Profit Of 690G 38% Above Earnings for 1952

HOLLYWOOD, March 20.—Sales of Capitol records during 1953 reached a volume of \$16,941,230, racking up a new all-time high for the plattery.

In his annual report to stockholders, Glenn E. Wallichs, president of the firm, declared that earnings for the year showed a 38 per cent increase over 1952, with sales up 15 per cent over the preceding year. In 1952 the company's sales amounted to \$14,738,341.

The 1953 net income was \$690,154, equal after preferred dividends to \$1.43 a share on the 476,230 shares of common stock outstanding. This compared with \$500,998, or \$1.01 a share on the same number of shares in 1952. Profits in 1953 were equal to 4.1 per cent of net sales and 16 per cent of the total net worth at the beginning of the year.

Firm also showed a new high in its working capital at the close of 1953 in \$3,819,207, compared with \$3,362,939 in 1952. Cash, government securities and accounts receivable exceeded total liabilities at the 1953 year-end by 72 per cent.

During 1953 Capitol purchased and retired \$100,000 par value of its preferred stock at a cost of \$80,707, thereby adding 4.1 cents a share to the book value of the common stock.

DJ's Get Decca Subscription

NEW YORK, March 20.—Decca Records has expanded its disk jockey service by making available a subscription plan to radio stations not on its regular distribution list for free wax. Started this month, there are already more than 100 stations which have signed up for the new plan.

The subscription plan will not supersede automatic distribution of new wax to stations on the company's several jockey lists. Decca's "A" list currently numbers about 18,000 platter spinners, the smaller lists are used for all but top-potential disks.

Stations can sign up for the new plan according to their platter requirements. For all pop records released by the label, the charge is \$8 a month. The fee for all country and Western disks is \$4 monthly, the fee also charged for all rhythm and blues output. Combining pop with either c.o.w or r.&b. costs \$10 a month, while the charge for all three services combined is \$12 a month.

The unbreakable records will be shipped to stations twice each month from the company's Richmond, Ind., plant. Similar subscription services are provided by other manufacturers.

Westminster's LP's for Japan

NEW YORK, March 20.—Westminster records this week signed an agreement licensing the Kokusai Radio Center, of Tokyo, to release its LP's in Japan. The pact, which runs for several years, was inked by James Grayson, Westminster president, and Koki Naganuma, head of the Japanese firm and a former vice-minister of finance in his country.

The first disks bearing the Westminster label are expected to appear in Japan in the middle of this year. The full catalog will eventually be issued there, including the company's "Curtain Time" series and light pops, in addition to the basic classical repertoire. A Kokusai representative is due to arrive here later this month to familiarize himself with the latest American techniques of processing LP vinyl.

Westminster's Japanese ar-

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NEW PUB FIRM IS HIS ANSWER

HOLLYWOOD, March 20.—Most every publisher in the music biz has at one time or another experienced the anxiety of having a recorded song sit on the shelf waiting for release.

Coast publisher Mickey Goldsen may have the answer, tho. With records by Les Paul-Mary Ford, Tony Martin, Nat Cole, the Mills Brothers and Jo Stafford already cut on a number of songs, Goldsen has organized a firm he'll call Shelf Music. "At least," says Mickey, "they'll be in the right catalog."

Faith-Bennett Tour Starts In Baltimore

NEW YORK, March 20.—The Percy Faith-Tony Bennett road package will tee off the first date of its three-week road trek on March 26 at the Lyric Theater, Baltimore.

After that the package plays Washington on March 27, then Hartford, Conn., (28); Providence, R. I. (29); Boston, (30); Scranton, Pa., (31); Pittsburgh, (April 1); Philadelphia, (2); Norfolk, (3); Richmond, Va., (4); Charleston, West Va., (5); Detroit, (6); Beloit, Wis., (7); Toledo, O., (8); La Fayette, O., (9); Cincinnati, (10), and Cleveland, (11).

There will be another week of bookings after a week's lay-off. Willard Alexander is booking the dates.

Sam Fox Firm Gets Rights To 'Wanderer'

NEW YORK, March 20.—The Sam Fox publishing firm has snagged the American and Canadian publishing rights to "The Happy Wanderer," one of England's top selling ditties. Tune was penned by Antonia Ridge and Friedrich Mooler. It started in Germany and was first performed in the U.K. at the Welsh choral concert last summer. Tune was waxed by the Oberkirchen

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Decca Seeks OK on More Stock Shares

Would Issue Additional Million to Finance Expansion; Directors Up for Re-Election

NEW YORK, March 20.—Decca Records is asking its stockholders to authorize an additional 1,000,000 shares of capital stock to finance further expansion and diversification. The company now has 1,500,000 shares outstanding.

The request is made in a proxy statement mailed this week to Decca's 5,200 stockholders. The corporation will hold its annual meeting here April 13. Management is putting up a slate of all present directors for re-election to the board. George Lawrence Lloyd, ousted board member who has launched a proxy fight to gain control of company management, is expected to petition shareholders for proxies next week.

Milton R. Rackmil, Decca president, meanwhile, declared in the company's annual report that the move toward diversification was gathering speed. In the report, released Tuesday (16), he noted that the Decca holdings of about 60 per cent in Universal Pictures at the end of 1953 has increased to 67 per cent.

One Division

"It seems fair to say," said Rackmil, "that Decca is no longer a recording company alone, but rather that its recording interests

now constitute one division of its activities, and its motion picture interests another and equally important division."

Net income in 1953, including Decca's share in undistributed Universal earnings, was \$1,862,266. Net income, including Universal dividends but not undistributed earnings, totaled \$1,240,438. Rackmil predicted earnings will be greater in 1954.

Decca Records' operating profit alone in 1953 amounted to \$1,109,006, before taxes, compared with \$1,195,413 in 1952, the report declared. Decca's net sales in 1953 totaled \$17,990,176, compared with \$18,231,134 the year before.

Stability Continues

"The stability in the record division's sales and earnings, which we noted in our last annual report," declared Rackmil, "contin-

(Continued on page 41)

Rancho Seeks AFM Aid Vs. Paul & Ford

HOLLYWOOD, March 20.—Beldon Kattleman, owner-operator of the El Rancho Vegas, this week demanded an American Federation of Musicians arbitration over what the night spot claims is a contractual default by Les Paul and Mary Ford, currently appearing at the Vegas night spot.

Kattleman declared that the famed duo are not presenting their act in its entirety, claiming that patrons have been disappointed with the Paul-Ford act because of the absence of off-stage guitarist Carol Kamin. Latter, says Kattleman, is heard on the Paul-Ford phono records, a sound which customers have become accustomed to and which the team is not displaying in its current stint.

Grey Gordon, personal manager for Les Paul-Mary Ford, pointed to the fact that the team had been booked as a "two-act," with their GAC pact specifically stating that only two persons would play the spot. Moreso, Gordon declared, Paul and Ford haven't been using a third off-stage person in their act in some time.

Col. Tries EP Disk Inventory

NEW YORK, March 20.—A complete inventory control system for EP's as well as cellophane envelopes to protect them is now available to dealers from Columbia Record distributors as part of the firm's current EP drive. The inventory control system consists of 48 stiff cardboard separators in all colors, containing either artists' names in large type with all of their EP's released to date listed on it, or else indexed under category. The categories include children's, Broadway shows, Christmas music, ballet, etc.

These separators are slightly

(Continued on page 37)

Global Copyright Treaty Okay in Offing; to Update U. S. Code, Too

WASHINGTON, March 20.—Administration leaders have given a go signal for Senate ratification this summer of the long-pending Global Copyright Treaty and congressional enactment at the same time for legislation to bring the U. S. Copyright Code into conformity with the treaty. Adopted at Geneva last year by the United Nations Educational, Scientific and Cultural Organization, the projected Global Copyright Pact calls for changes affecting music and the rest of the creative arts.

In a sudden burst of steam, the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks is preparing to stage a joint hearing soon with a subcommittee of the Senate Foreign Relations Committee on the UNESCO copyright pact, as well as on the Langer Bill to bring the copyright law into conformity with the treaty. The House Judiciary Subcommittee on Copyrights, Patents and Trademarks, heard from a big array of witnesses at hearings this week on the implementing legislation and hopes to conclude the hearings soon at about the same time when the Joint Senate subcommittees will be holding hearings.

The legislation, which conforms

to the proposed UNESCO treaty, seeks to change the present law regarding performance rights for recordings granted to alien authors. Under the present law, citizens of countries which grant American authors performance rights for recordings may be granted American rights on public performances for profit of their recorded work. American performance rights are granted by presidential proclamation. The new legislation would eliminate the requirement for a reciprocal guarantee to American authors and would grant American performance rights to citizens of all copyright pact member nations.

At this week's hearings before the House Judiciary Subcommittee, headed by Rep. Kenneth B. Keating (R., N. Y.), the legislation to implement the treaty got strong backing from the following who testified: Sidney M. Kay, general counsel, Broadcast Music, Inc., and a member of the U. S. delegation to the 1953 Geneva Copyright Intergovernmental Conference; Herman Finkelstein, general attorney, American Society of Composers, Authors and Publishers; Sam Tannenbaum, president of the Copyright Society; Jennings Bailey, American Bar Association; Carl

F. Oeschle, deputy assistant secretary of commerce for domestic affairs; Thorsten C. Kalijarvi, acting assistant secretary of state for economic affairs; George E. Frost, patent and copyright attorney of Chicago; Verner W. Clapp, acting librarian of Congress; Robert W. Frase, economic consultant, American Book Publishers Council, and Frederick Melcher, Publishers' Weekly. At least another day of hearings will be scheduled.

Finkelstein and Kaye argued that the legislation and the pact will "reduce artificial barriers to cultural interchange" while "preserving the American concept of a notice of copyright as a condition precedent to the enjoyment of copyright protection." Finkelstein said the legislation will "assure the protection abroad of the works of our authors, not as a matter of grace (which is the present situation), but as a matter of right." Kaye, urging immediate enactment of implementing legislation, said "our country should take its rightful place in the Universal Copyright Convention, not only for the protection of the rights of our own citizens, but as a measure required by the dignity and standing of our nation."

This issue of The Billboard inaugurates a special department within the music section devoted to high fidelity and embracing disk and all general phonograph news of particular interest to dealers. Developments in the packaged records field and coverage of equipment and accessories will be included in this section, as will Dealer Doings, a column heretofore carried in Music proper. Turn to page 37.

Disney Flick Music Penned By Lee, Burke

NEW YORK, March 20.—Peggy Lee and Sonny Burke have penned the songs for the forthcoming Walt Disney cartoon flick, "The Lady and the Tramp." The flick concerns dogs; "the lady" is a thoroughbred and "the tramp" is a mongrel. The studio has tied up with the American Society for the Prevention of Cruelty to Animals to exploit the cartoon movie.

Abe Gasler, head of Walt Disney Music, arrived in town Sunday (14) to visit with a.a.r. men to set disks on the tunes from the movie. After he finishes his work here, Gasler will spend a week at the Music Educator's Conference in Chicago and then head back to his main office in California.

Ballrooms' Biz Good in Denver

DENVER, March 20.—Local ballrooms report good business, with name bands pulling full houses and local orks doing well between times. Joe Leher, owner of the Rainbow Ballroom had to turn away several hundred people last week-end who tried to get in to hear the music of Buddy Morrow and his aggregation.

Leher reports good advance sale for Les Brown and his ork

(Continued on page 41)

HERMAN 'THIRD HERD' TO PLAY HITS OF 20 YEARS

NEW YORK, March 20. — A complete musical cavalcade of Herman hits of the last two decades will constitute the program of Woody Herman and the Third Herd in their upcoming 30-day tour of Europe. The tour begins its concert dates April 2 in Oslo for British promoter Harold Davison.

The 15-man band, plus singer Dolly Houston and featured instrumentalist Ralph Burns, will present a concert library that goes all the way back to "Blue Flame," "Woodchoppers' Ball," "Amen" and "Golden Wedding." A selection of the tunes made

famous by the first Herman Herd is scheduled in the program. These include "Wildroot," by Woody and trumpeter Neal Hefti; "Northwest Passage" and "Bijou," by Ralph Burns; "Laura," "Panacea," "Caledonia," "Apple Honey" (a Herman composition), and "Your Father's Mustache" (written by Woody and Bill Harris).

Burns is to be featured in his own composition, "Summer Sequence." Herman will sing "Laura," which Ralph Burns arranged and which was one of the big vocal records of the last 15 years, earning Woody his first gold record.

From the '47-'48 era—the Second Herd — Woody will present "Four Brothers," the Jimmy Guiffre original "Early Autumn," by Ralph Burns; "The Good and I," "Not Really the Blues," "Lemon Drop," and "Tenderly."

Tunes identified with the Third Herd that will be featured in the concerts include "Perdido," "Motel Swing," "Stompin' at the Savoy," "Blue Lou," "Sorry 'Bout the Whole Darn Thing," "Buck Dance," "Leo the Lion," "Four Others," "Celestial Blues," a Herman original; "Mother Goose Jumps," by Woody and Ralph Burns, and "More Moon."

GIMMICK PUTS MERC INTO ART

CHICAGO, March 20. — A gimmick used recently to promote the sale of an extended-playing 45 r.p.m. album by Georgia Gibbs has put the Mercury Record Corporation in the art business.

The album, "Under Paris Skies," was illustrated with a reproduction of painting by the contemporary Parisian artist, Gregory Racoff. The liner also noted that a matted reproduction of the painting could be had by sending 25 cents in coin to Mercury Records.

Death Claims Lou Lipstone

HOLLYWOOD, March 20. — Louis R. Lipstone, 61, for the past 15 years head of Paramount Pictures music department, died here Thursday (18) of a virus condition.

A well-known figure in the music business, Lipstone is credited with organizing Paramount's music staff, and its publishing firms, Famous and Paramount Music.

Lipstone is survived by his widow, Ruth, his mother, a sister and two sons, Ronald and Howard.

Furtwangler Sues Urania on Recording

Hassle May Clarify Artists' Rights Vs. Mfg. and Bear on Tapes From East Germany

NEW YORK, March 20. — Orchestra conductor Wilhelm Furtwangler this week brought suit in New York Supreme Court to halt the sale of a Urania recording bearing his name as conductor. The legal hassle may result in a new clarification of the rights of artist vs. record manufacturer and bear directly on the future of recordings made from tapes acquired from the Eastern zone of Germany.

The recording involved in the controversy is a reading of the Beethoven Third Symphony, promoted by Urania as a performance by Furtwangler and the Vienna Philharmonic. This was apparently performed for radio use in 1944 and acquired by Urania after World War II from East German sources.

RCA Victor has also released an LP featuring the same composition, conductor and orchestra, which it acquired under terms of a reciprocal contract with Electric and Musical Industries, the British firm now holding Furtwangler under exclusive contract.

They both hit the market here late last year.

Similar Case
In a similar case last December against a French distributor of the disputed recording, Furtwangler succeeded in having his
(Continued on page 37)

Yma Sumac to Make Tour of Italian Cities

ROME, March 20.—Italians are finally getting a chance to see and hear the Peruvian songbird, Yma Sumac, in person. Miss Sumac was scheduled to make a p.-a. tour of Italy two years ago and again last year, but prior commitments prevented any of the tour from materializing. Her records are consistently among the top best-sellers in this country.

Theatrical impresario Remigio Paone has now signed Miss Sumac to a quick concert tour of Italy which will include such large cities as Milan, Prato, Turin, Bologna, Palermo and Rome. Miss Sumac was skedded to arrive in Milan from New York by air on March 19, accompanied by her husband, orchestra director Carlos Moises Vivanco.

Her itinerary, as announced by producer Paone's Ereppi booking offices in Milan, is as follows:

Nuovo Theater in Milan on March 22 and 23; Community Theater in Prato on March 24; Nuovo Theater in Turin on March 25, and Eleanora Duse Theater in Bologna on March 26. Miss Sumac is supposed to rest Saturday (27) and Sunday (28), but it is quite likely that she will appear in one of the many cities which are clamoring to hear her.

On Monday (29) she will appear in Palermo, Sicily, and then she is set to conclude her tour with three concerts at Rome's Four Fountains Theater the following Wednesday, Thursday and Friday (31, April 1 and 2).

British Band Leader Plans Petrillo Visit

LONDON, March 20.—British band leader Lou Preager flies to the States on April 25 for a three-fold mission which he hopes will have far-reaching effects. Jumping ahead of the mob, Preager will be making tie-ups with various American companies to ship packaged entertainment here for the coming advent of commercial TV. Another of his interests is the Golden Bell Recording Company here for which he will be talent-scouting.

The third and most important leg of the mission will be a visit to James C. Petrillo, on behalf of other British band leaders, to see whether he cannot untangle some of the knots currently snarling the interchange of bands between the two countries. Preager will return to this country on May 16.

Decca-Universal Cross Plugging Gains Steam

NEW YORK, March 20.—Cross plugging of artists by Decca Records and Universal Pictures is gathering new steam under a master plan calling for the use of both media to promote and capitalize on artist acceptance. Decca now owns 67 per cent of Universal stock and Milton R. Rackmil is president of both firms.

Latest example of the close collaboration is a musical short shot last week by Universal and featuring the Four Aces and Karen Chandler, the latter pacted to Decca's subsidiary label, Coral. The film is being rushed out, since in it the artists sing ditties currently on wax.

And this week, Decca released a record of Universal actor Jeff Chandler making his singing debut with the tunes "More Than

Anyone" "I Should Care." The platter has stirred good initial reaction, and the actor's fan clubs have already mobilized behind
(Continued on page 41)

RCA to Wax 'Under Sea'

HOLLYWOOD, March 20. — RCA Victor has made arrangements with the Walt Disney studios to make a story-book record album of the Disney flick "20,000 Leagues Under the Sea," which is skedded for release next year.

The flick is based upon the Jules Verne novel and is now in production. The flick uses live actors, with James Maso featured in the lead.

NEWS REVIEW

Satchmo Does NY Club Date, 1st Since '49

NEW YORK, March 20.—Louis Armstrong, in his first appearance in New York in five years, is playing to exceptionally strong business at Basin Street, jazz bistro which is now on a policy of top names. With Armstrong are a group of noted instrumentalists and vocalist Thelma Middleton. The ensemble includes Barney Bigard on clarinet; Trummy Young on trombone; Billy Kyle, piano; Kenny Johns, drums; Milt Henton, bass. Suffice to say, it is an aggregation calculated to charm and entrance jazz aficionados.

When caught Tuesday, the show attracted not only a strong crowd of younger fans, but also a sophisticated group of show business personalities and execs. Spotted around the tables were Faye Emerson, Henry Morgan, Joe Delaney, Lee Eastman, etc.

Satchmo was never better. His golden trumpet performances, his individualistic vocalizing — both in solo and in duets with Miss Middleton — were sparkling. And adding zest to it all were the elements of wit and showmanship implicit in Satchmo's performance — his asides to his men, and his drollery with the audience.

Ralph Watkins, under whose banner Louis played in New York five years ago, has redone the room. It is larger and more comfortable.

Louis opened Friday (12). He is in the spot for at least four weeks, and probably five or six. Scheduled to follow him are Gene Krupa, Gerry Mulligan (in his Eastern debut), Woody Herman and Lionel Hampton.

Paul Ackerman.

ALBERT HEADS CAST

Ist Kapp Album Release, Set For Early April, Is 'One God'

NEW YORK, March 20.—Dave Kapp, who in recent months has been slowly blueprinting plans for the production of a quality line of albums, this week announced that his first release would be forthcoming early in April. The chief of Kapp Records is now setting his distribution pattern, and it is likely that shipments will start about April 8.

The first album is titled "One God — the Ways We Worship Him," and is based upon the book of that name by Florence Mary Fitch. The cast is headed by Ed-

die Albert and includes the Gramercy Players, the University Interfaith Chorale, and a chorus of 50 voices. Dr. Harry Robert Wilson, music professor at Teachers College and well-known in the field of choral arrangements, directed the choir.

The production includes a song, "One God," especially written by
(Continued on page 37)

New Pact for Chacksfield

LONDON, March 20. — After several weeks' detailed negotiation British Decca announced it has signed Frank Chacksfield to one of the best contracts a company has ever given an artist here. The contract is due to run for a number of years and cover world-wide distribution of 78 and LP disks waxed by Chacksfield and his team of 40 musicians.

A special clause gives Chacksfield the right to choose his own titles — an almost unheard-of privilege here. The agreement will operate from April 1, and Decca's publicity team is stoking up a nation-wide campaign boosting Chacksfield to run from that date.

The deal was negotiated by Chacksfield's personal manager, Edward Sommerfield.

Moon," and the Richard Hayman Mercury disk, "Huckleberry Finn."

VESTA IS PUBBER OF 'MAN UPSTAIRS'

The tune, "The Man Upstairs," the new release by Kay Starr on Capitol Records, is published by Vesta Music, not Kelly-Stool as erroneously reported last week. The tune was penned by Hal Stanley, Gary Manners and Dorinda Morgan.

REDD EVANS GETS DATES ON TV

Redd Evans, now a performer on records as well as a publisher and cleffer, has received a number of invitations to appear on TV shows as a result of his waxing of "Trapped" on the Redd-E label. He will appear on the following programs in the near future, Don McCloud's show in Detroit, the Ed Hurst-Joe Grady show in Philadelphia and the Joe Dean TV show in Pittsburgh.

New York

Eliise Rhodes returned to town this week after a week at the Moose Club, Erie, Pa. . . . Stan Kavan, general merchandise manager for Columbia Records, has moved from his Bridgeport, Conn., office and will work out of the firm's executive offices here.

Andy Wiswell has been appointed recording director for Prom Records. . . . Sammy Kaye is lining up a fall promotion campaign to pick the top high school

Capitol Works On European Disk Release

ROME, March 20. — Capitol Records' European representative, Bob Weiss, passed thru Rome last week on his first tour of the Continent since he broke his knee last winter in Germany. During his three-day stay in Rome, Weiss consulted with Italian disk distributors, officials of the Italian radio network, music publishers and film producers.

In addition to his routine duties, Weiss is currently on a hunt for new songs and music, including Italian motion picture background musical themes.

While in Rome, Weiss disclosed that Capitol is working out an arrangement whereby its records will be released in Europe, especially in Italy, in co-ordination with distribution and publication in the United States. In other words, the scope of the new plan is to try and issue the same disks on as nearly the same dates as possible both in the United States and in Europe.

Weiss is scheduled to return to Italy next May to exhibit Capitol's famous movie short, "How a Record Is Made," to distributors in Turin, Milan, Florence, Bologna, Rome and other cities.

Coolley Exits Santa Monica

HOLLYWOOD, March 20. — After eight successful years at the Santa Monica Ballroom here, Western band leader Spade Cooley this week turned over the beach spot to orkster Al Donahue for an undisclosed sum.

Cooley originally had a 10-year lease on the ballroom, operating on a Saturday only policy since 1948, when he started his string of TV remotes via Station KTLA.

Cooley will continue with his teleshow, operating at various ballrooms and theaters in this area.



Miss Teresa Brewer

sings

JILTED

LE GRAND TOUR DE L'AMOUR



Coral 61152 (78 RPM) and 9-61152 (45 RPM)



CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS INC.)

MUSIC AS WRITTEN

Continued from page 13

Falcon Theater Lounge, Detroit, starting March 31, a week at the Sahara Lounge, East St. Louis, Ill., starting April 13, and then four weeks at the Sahara in Las Vegas, Nev., starting April 20. Shaw has dropped the vibes in his combo and has taken on guitarist **Joe Puma** as a replacement for **Tal Farlowe**. . . . **Don Pablo** and his ork have been held over indefinitely at the Book Casino Room of the Sheraton Cadillac Hotel, Detroit. . . . **Les Elgart** and **Larry Elgart**, ork leaders with Columbia and Decca Records respectively, returned from a deejay trip to Philadelphia and other Eastern cities with manager **Bill Simon** this week.

Ben Rosner, advertising services manager for RCA Victor, married **Julie Reily**, formerly with the diskery, recently. . . . **Joe Carlton**, RCA Victor a.&r. head, leaves for the Coast Tuesday (23) to record **Dinah Shore** and other artists. . . . **Howard Letts**, assistant general manager of RCA Victor goes to Indianapolis, Monday (22) for a two-day stay. . . . **Lennie Wolf**, Audivox Record exec, is now in St. Louis pushing the latest **Dorothy Collins** cutting of "Crazy Rhythm." . . . District and branch managers of Capitol Records from all sections of the country were in town this week to attend sales powwows held by Capitol execs **Bill Fowler**, **Hal Cook**, **Bud Fraser** and **Dick Linke**. . . . **Fred Darian**, new singer on the Allied label, will be featured on the "Colgate Comedy Hour" over NBC-TV, Sunday (21).

Jesse Schneider has been named to head the RCA Victor record department at the Perry Shankle Company, San Antonio, which has been named local RCA Victor products dealer. Schneider was formerly a sales representative.

James E. Devoe, sponsor with his wife of various musical events in San Antonio for 20 years, was reported critically ill this week at the Santa Rosa Hospital. He suffered a stroke. The Devoes headed the Friends of Music Society.

Hildegarde and **Johnny Johnston** opened Monday (15) at the Hotel Statler Terrace Room, Detroit, in the chanteuse's first Motor City appearance since she opened the Terrace Room, especially decorated for her, about five years ago.

Chicago

Gene Krupa's Trio headlines the Chicago Theater for the next two weeks. . . . **Muggsy Spanier** and his band will open the new Blue Note Friday, April 2. **Max Cooper** and associates will handle publicity for the house. . . . Opening at the Regal Theater Friday, April 16, is blues singer **Ruth Brown**, who shares the bill with **Sugar Ray Robinson**. . . . **Frankie Laine** opens at the Chicago Theater April 16, along with **Ella Fitzgerald** and **Illinois Jacquet**. . . . **Dolores Hawkins**, recording star, opened at the Chez Patee Friday (19).

Line-up for Oh Henry Ballroom to August 1 includes **Don Reid** and his orchestra from April 14 thru May 9, **Russ Carlyle** from May 10 thru May 16, **Ray Pearl** from May 19 thru June 27 and **Tommy Carlyn** from June 30 thru August 1. . . . **Pee Wee Hunt** starts one-nighters April 11, heading west until he opens at Angelo's in Omaha on April 23 for one week.

Hollywood

Vic Damone etched a pair at M-G-M for his forthcoming pic, "Athena." Sides were "Faster Than Sound" and "Venezia," with **George Stoll** conducting. . . . Release date of M-G-M's "Rose Marie" album is set for March 26, with the plattery and picture company teaming on promotion. . . . Songscribes **Jimmy MacDonald** and **Jack Hoffman** combined on "Arizona," which won the Arizona State song contest, worth \$1,000. . . . Calcord Records, new indie label, bowed last week with sides by **Bill Hamilton**, **Bea Jay** and **Nick Thomas**. . . . **Frank Loesser's** pub firm covering the nation's d.j.'s with bottles of Dubonnet wine hyping **Dean Martin's** latest, "Hey, Brother, Pour the Wine." . . . **Doris Day** completed disk salutations to the nation's disk jockeys last week as a "thank you" for spinning wax from her "Calamity Jane" pic. . . . Vito Records has added **Milt Salstone** as distrib in Chicago, replacing the **Jimmy Martin** firm. . . . **Jack Hayes**, director and musical ar-

ranger for **Roy Rogers**, preemed his "Rhapsody for Two Pianos" at a concert at the West Hollywood Aud Sunday (21). . . . **George Shearing** into the Mayfair, Kansas City, following his stand at the Tiffany here. . . . **King Four** dickering with a major plattery for a wax pact during their stand at the Rag Doll here. . . . **Jay Livingston** and **Ray Evans** penning a new act for **Joey Gray** which **Nick Castle** will stage. . . . Score for the upcoming "No Business Like Show Business" at 20th Century-Fox will contain five new **Irving Berlin** songs. . . . **Mindy Carson** due for pic tests during her stand at the Coconut Grove.

Denver

Buddy Morrow and his ork packed **Joe Leher's Rainbow** last week-end during their two-day stay. Leher reported phenomenal success with name orks in the Rocky Mountain regions. Last month hundreds were turned away from **Stan Kenton's** "Jazz Review" and had excellent advance sale on **Les Brown**. Other bands to hit here this spring include **Jan Garber**; **Sauter-Finegan**, back for a repeat performance, and **Sammy Kaye**, all playing at the Rainbow within eight weeks. **Bobby Beers**, former **Lawrence Welk** singer added **Jimmy Smith** on drums and **Jim Romaine** on berrypHONE to his ork which plays the Rainbow between name dates. Beer's packed the Glenn Miller Memorial Ballroom at Colorado University earlier this month when the combined university military units held their annual dance. **Dell Clayton** was back in town for a two-day stay last fortnight, with thrush **Kay Canfield** replacing Denverite **Glenna Frasier**. **Judy Canova** pulled good crowds into the Top of the Park Lane Hotel during her week's stay ending last night. **Eileen Farrell** won the lion's share of the applause for her appearance with the Denver Symphony conducted by **Saul Caston**. Nearly 10,000 people poured thru the turnstiles at the Denver Auditorium last Saturday night to listen to a concert of **Sigmund Romberg** music featuring **Irra Pettina**, **Lanny Ross**, **Lillian Shelby**, **Hugh Thompson** and the piano team of **Sherman Frank** and **George Lee Berger**.

The **Geo Cee** trio went into the new El Toro Room, Denver's newest dinery and only club in Northeast Denver with live talent. The trio brought excellent rave notices from the Whittier Hotel, Detroit, and New York City's Hickory House. Early indications point to a like success here.

Cincinnati

Harry Carlton, personal manager of **Dick Noel**, Decca baritone, returns to his office here this week after a fortnight's vacation at Fort Lauderdale, Fla., accompanied by his wife, **Louise**. . . . **Edward Saphier**, who has been dabbling in music with his own firm, Westwood Music, has signed with **Al Newton's** Azalea City Record Company, Mobile, Ala., to handle the promotion on the firm's disks in the Eastern territory. His initial effort is in behalf of two of Newton's own ditties, "I Put My Last Nickel in a Nickelodeon" and "Some Sweet Tomorrow," as waxed by the **Dave Kennedy** ork. Azalea holds a BMI license. . . . Set for **Milt Magel's** Castle Farm here are **Will Hauser**, March 27; **Lionel Hampton**, April 3; **Tony Bennett** and **Percy Faith**, 10; **Ray Anthony**, 17; **Four Aces**, 24, and the **Hilltoppers**, May 15.

SCA Would Check Facts

SAN ANTONIO, March 20. — Steps to protect the rights of San Antonio's troubadours in recordings and sheet music will be taken by the recently-formed Spanish Composers' Association. The group at its meeting here discussed ways of checking contracts before they are signed by the guitarists and singers. In the past, some musicians have received no more than an initial payment of \$25 for recordings that have proved to be hits and sold as many as 50,000 recordings, according to **Peter Cantu**, president of the organization. Without investigating, they had signed contracts that prevented them from collecting any royalties, according to Cantu. Another meeting of the organization is scheduled to be held Sunday (28).

10 ♠
Frank Weir
THE HAPPY WANDERER
 backed by FROM YOUR LIPS
 1448 45-1448

J ♠
Lita Roza
JUST A DREAM OR TWO AGO
 backed by I WAS A FOOL IN LOVE
 1429 45-1429

Q ♠
Lee Lawrence
THE LITTLE MUSTARD SEED
 backed by MY LOVE FOR YOU
 1428 45-1428

K ♠
Vera Lynn
IF YOU LOVE ME
 backed by CEST LA VIE
 1412 45-1412

A ♠
Johnston Bros.
CRYSTAL BALL
 backed by THE CREEP
 1423 45-1423

LONDON RECORDS

...The Great **GEORGIA GIBBS** At Her Greatest!

'**MY SIN**'

coupled with "I'LL ALWAYS BE HAPPY WITH YOU"

MERCURY 70339 • 70339X45

TOP SELLING POPS!

"Cross Over The Bridge"

PATTI PAGE

MERCURY 70302 • 70302X45

COMING UP FAST!

"Melancholy Baby"

RUSTY DRAPER

MERCURY 70327 • 70327X45

JUST RELEASED!

"Stomp and Whistle"

DAVID CARROLL

MERCURY 70335 • 70335X45

**"From The Vine
Came The Grape"**

THE GAYLORDS

MERCURY 70296 • 70296X45

**"Big Noise From
Winnetka"**

RALPH MARGERIE

MERCURY 70328 • 70328X45

"Until Sunrise"

AND

"Such A Night"

Dinah WASHINGTON

MERCURY 70336 • 70336X45

"Cuddle Me"

RONNIE GAYLORD

MERCURY 70285 • 70285X45

"The Sparrow Sings"

VIC DAMONE

MERCURY 70326 • 70326X45

**"Crazy 'Bout
You Baby"**

THE CREWCUTS

MERCURY 70341 • 70341X45

"Melancholy Me"

EDDY HOWARD

MERCURY 70304 • 70304X45

"Somersault"

AND

"Huckleberry Finn"

RICHARD HAYMAN

MERCURY 70333 • 70333X45

"Padre"

LOLA DEE

MERCURY 70342 • 70342X45



RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Young at Heart.....	2	5
2. Secret Love.....	1	13
3. Cross Over the Bridge.....	8	4
4. Make Love to Me.....	6	7
5. Wanted.....	9	3
6. Changing Partners.....	7	17
7. Heart of My Heart.....	3	14
7. Oh, Mein Papa (Oh, My Papa).....	5	15
9. I Get So Lonely.....	11	3
10. Answer Me, My Love.....	1	1
11. Somebody Bad Stole De Wedding Bell.....	14	3
12. Stranger in Paradise.....	4	17
13. From the Vine Came the Grape.....	12	6
14. Y'All Come.....	—	1
15. That's Amore.....	13	15

Tunes with Greatest Radio and Television Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- Amor (R)—Southern—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Bimbo (R)—Fairway—BMI
- Breeze and I (R)—E. B. Marks—BMI
- Changing Partners—Porgie—BMI
- Cross Over the Bridge (R)—Valando—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Went Out of My Way (R)—Broadcast—BMI
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Marie (R)—Berlin—ASCAP
- My Restless Lover (R)—Chappell—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Pine Tree, Pine Over Me (R)—Miller—ASCAP
- Ridin' to Tennessee (R)—Johnstone-Montel—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- South (R)—Peer—BMI
- That's Amore (R) (F)—Paramount—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Until You Said Goodbye (R)—Blackstone—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

Television

- Anema E Core (R)—Leeds—ASCAP
- Changing Partners—Porgie—BMI
- Dream, Dream, Dream (R)—Feist—ASCAP
- Eh! Cumpari (R)—Rosarch—BMI
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Hi Lili Hi Lo (R) (F)—Miller—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- If Your Irish You Sing (R)—Montaug—BMI
- Make Love to Me (R)—Melrose—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Pine Tree, Pine Over Me (R)—Miller—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending March 17

This Week	Last Week	Weeks on Chart
1. Make Love to Me	2	8
2. Secret Love	1	12
3. I Get So Lonely	4	8
4. Young at Heart	6	6
5. Wanted	9	4
6. Cross Over the Bridge	8	4
7. Oh, Mein Papa (Oh, My Papa)	3	16
8. Stranger in Paradise	5	17
9. Changing Partners	7	17
10. From the Vine Came the Grape	11	8

Second Ten

11. HEART OF MY HEART.....	12	18
12. THAT'S AMORE.....	9	20
13. TILL WE TWO ARE ONE.....	13	9
14. ANSWER ME, MY LOVE.....	15	4
15. SOMEBODY BAD STOLE DE WEDDING BELL.....	17	7
16. DARKTOWN STRUTTERS' BALL.....	14	5
17. TILL THEN.....	15	8
18. MAN WITH THE BANJO.....	—	1
19. THERE'LL BE NO TEARDROPS TONIGHT.....	20	2
20. WOMAN.....	—	11

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and Permission will be immediately granted.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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The Music Corner

At this time of year, with the weather turning warmer and the leaves budding on the privet hedges, the thoughts of many members of the music fraternity in New York, Chicago and Los Angeles, which includes publishers, contact men and recording chiefs, turn to the ancient game of golf. What this means, in effect, is that more and more executives start to sneak out to the golf course, and as the days grow longer this occurs with increasing frequency, until publishers and contact men find that they can see recording heads more easily on the golf course than in their offices.

In addition, there is growing anticipation concerning the various music business golf tournaments that are held by artists each year. The Fred Waring golf day, which means a full and enjoyable day at Waring's Pennsylvania country club, for Eastern execs and publishers, has already been set for June 8. The fact that we and many others have been informed about the Waring date a scant three months in advance, surely means that spring is here psychologically as well as chronologically.

Also, the next few weeks should bring news to New Yorkers of the Perry Como shindig and the Eddie Fisher clambake, as well as the Music Publishers' Contact Men's annual outing. In other cities there are many other music golf meets. So in spite of the pressure on the part of the publishers to get a tune on a record, and on the part of the recording men to make every record a hit, there are some pleasurable, as well as working days ahead during the next few months. Now if only there was a tune about golf.

The record business, which has been in a slump pop-wise for a while, is finally starting to show signs of improvement. According to our dealer checks, the pop market is reviving due to some powerful new hits. There isn't any such pick-ups in the c.&w. field yet, with only a few records getting the calls. But rhythm and blues records, which have been off seriously as against the same period last year, are now slowly picking up again. And spiritual disks are continuing to sell well in this market, especially some of the newer spiritual hits.

Probably the brightest spot in the market is the packaged goods market. Packages, which really moved during the Columbia, RCA Victor and Mercury sales during March, have maintained a brisk pace during the second and third week of March. In fact, some dealers have said their package sales have helped considerably in offsetting the slump in single record sales over the past 10 weeks. The steady sales in the package market will probably convince many diskeries to concentrate even more heavily on album releases in the future.

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- I See the Moon—Feldman (Plymouth)
- Happy Wanderer—Bosworth (Boosey & Hawkes)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Changing Partners—Robert Mellin (Porgie)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (*)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- Swedish Rhapsody—Connelly (Dartmouth)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- That's Amore—Victoria (Paramount)
- Cloud Lucky Seven—Robbins (Robbins)
- Rags to Riches—Chappell (Saunders)
- The Book—Kassner (Kassner)
- Ebb Tide—Robbins (Robbins)
- If You Love Me—World Wide (Peer)
- Answer Me—Bourne (Bourne)
- Luxembourg Polka—Dash (*)
- Blowing Wild—Harms, Connelly (Witmark)
- From Here to Eternity—Dash (Barton)
- The Jones Boy—Bradbury Wood (Pincus)
- Golden Tango—Lawrence Wright (Mills)

The Man Upstairs



B/W

IF YOU LOVE ME

Capitol Record No. 2769



What a team!

What a tune!

"BILL and SAM"



Billy MAY

wrote it!

Sam DONAHUE

plays it!



with **BILLY MAY'S** orchestra

on Capitol Record No. 2759

Published by **MOONLIGHT MUSIC CO.** 1733 Broadway • New York 19, New York



Buyboard

TOP SELLERS—

POPULAR

Listed Alphabetically

AND STILL I LOVE YOU I'M AVAILABLE	T. Leonoffi	2716
ANSWER ME, MY LOVE WHY	H. Cole	2687
THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427
DOGGONE IT, BABY, I'M IN LOVE RIDIN' TO TENNESSEE	G. MacKenzie	2743
DOUCHKA IF YOU WERE MINE	L. Baxter	2748
GEE TOO LITTLE TIME	J. Hutton & A. Stordahl	2727
I'D CRY LIKE A BABY HEY, BROTHER, POUR THE WINE	D. Martin	2749
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
I REALLY DON'T WANT TO KNOW SOUTH	L. Paul & M. Ford	2735
SEEMS LIKE OLD TIMES CRAZY BONES	The Four Freshmen	2745
SIGN POST AIR EXPRESS	R. Anthony	2728
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
THREE'S A CROWD COW BELL STRUT	P. Hunt	2750
UNTIL SUNRISE HUMORESQUE	J. Carr	2730
WAY, PAESANO MELANCHOLY SERENADE	A. Martino	2737
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	A. Griffith	2693
YOUNG-AT-HEART TAKE A CHANCE	F. Sinatra	2703

LATEST RELEASE

No. 413

ROSE MARIE BILL AND SAM	Billy May	2759
BACKWARD, TURN BACKWARD FACE TO FACE	Gordon MacRae	2760
YOU DON'T LIKE IT—NOT MUCH TAKE ME BACK	Vicki Young	2761
HOMETOWN POLKA JAMMIN' WITH JIMMY	Jimmy Bryant & Speedy West	2762
I'M A PILGRIM AND A STRANGER ONE DAY WHEN I WAS WALKING	The Ever-Ready Singers	2763
MONEY POLLY, PRETTY POLLY	Mel Blanc	2764
THE MAN UPSTAIRS IF YOU LOVE ME (REALLY LOVE ME)	Kay Starr	2769

BEST SELLING "EPS"

LISTED ALPHABETICALLY

ANY REQUESTS!—Stan Freberg 45 rpm "EP" No. EAP-1-496	SONGS BY NAT (KING) COLE— Nat (King) Cole 45 rpm "EP" No. EAP-1-500
THE FOUR FRESHMEN—The Four Freshmen 45 rpm "EP" No. EAP-1-433	SUNNY ITALY—Dean Martin 45 rpm "EP" No. EAP-1-481
THE FOUR KNIGHTS SING— The Four Knights 45 rpm "EP" No. EAP-1-414	TODAY'S TOP HITS, VOLUME XI— Top Artists 45 rpm "EP" No. EAP-1-9116 & EAP-2-9116
HITS FROM CAN-CAN—Top Artists 45 rpm "EP" No. EAP-1-482	VAYA CON DIOS—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-495
I GET SO LONELY—The Four Knights 45 rpm "EP" No. EAP-1-506	WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET—Andy Griffith 45 rpm "EP" No. EAP-1-498
PIANO RAGS—Joe (Fingers) Carr 45 rpm "EP" No. EAP-1-497	YOUNG-AT-HEART—Frank Sinatra 45 rpm "EP" No. EAP-1-510

**TOP SELLER
of the week!**
Based Upon Actual Sales

**"I Get
So Lonely"**
with
THE FOUR KNIGHTS
Record No. 2654

BEST SELLING—

**"Specialized"
HIGH-FIDELITY
ALBUMS**
Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study In High Fidelity 33 1/3 rpm No. SAL-9020	HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists 33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists 33 1/3 rpm No. LAL-9022	HIGH FIDELITY POPULAR VOCALS IN FULL DIMEN- SIONAL SOUND—Top Artists 33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva 33 1/3 rpm No. LAL-486	

BEST SELLING—

**POPULAR
ALBUMS**
Listed Alphabetically

THE EDDIE CANTOR STORY—Eddie Cantor 78 rpm No. DDH-467 45 rpm "EP" No. FBF-467 33 1/3 rpm No. L-467	THE HIT MAKERS!—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-416 & EAP-2-416 33 1/3 rpm No. H-416
"I REMEMBER GLENN MILLER"—Ray Anthony 45 rpm "EP" No. EBF-476 33 1/3 rpm No. H-476	LOVE SONGS ITALIANE—Tony Romano 45 rpm "EP" No. EAP-1-478 & EAP-2-478 33 1/3 rpm No. H-478
MUSIC FOR LOVERS ONLY—Jackie Gleason 45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352	MUSIC TO MAKE YOU MISTY—Jackie Gleason 45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE— Nat (King) Cole 45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420	NAUGHTY OPERETTA!—Billy May 45 rpm "EP" No. EBF-487 33 1/3 rpm No. H-487
SOFT LIGHTS AND BOBBY HACKETT— Bobby Hackett 45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458	SONGS FOR YOUNG LOVERS—Frank Sinatra 45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488
TAWNY—Jackie Gleason 45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471	THINKING OF YOU—Les Baxter 45 rpm "EP" No. EBF-474 33 1/3 rpm No. H-474
THIS MODERN WORLD—Stan Kenton 45 rpm No. KCF-460 33 1/3 rpm No. H-460	

TOP SELLERS—

**COUNTRY
& HILLBILLY**
Listed Alphabetically

A FOOLER, A FAKER BREAKIN' THE RULES H. Thompson	2758
BEAVER MAN TURN AROUND, BOY T. Riffer	2756
ELI, THE CAMEL SOMEBODY LIED F. Huskey	2746
THE GLASS THAT STAMPS BESIDE YOU LET'S KISS AND TRY AGAIN J. Shepard & F. Huskey	2706
THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE M. Moore	2574
HURRY BACK HOOTCHY KOOTCHY HENRY H. Henson	2732
LAZARUS BYE AND BYE M. Carson	2740
RELEASE ME JUST TO BE WITH YOU J. Hoop & P. Williams	2518
WAKE UP, IRENE GO CRY YOUR HEART OUT H. Thompson	2646
YOU BETTER NOT DO THAT HIGH ON A HILLTOP T. Collins	2701

BEST SELLING—

"1600" SERIES
Listed Alphabetically

EARLY AUTUMN LEMON DROP W. Herman	1637
HARLEM NOCTURNE WHAT IS THIS THING CALLED LOVE R. Anthony	1664
HOW HIGH THE MOON JOSEPHINE L. Paul & M. Ford	1675
I'LL REMEMBER APRIL GET HAPPY J. Christy	1647
LOVER BRAZIL L. Paul	1600
NOLA JEALOUS L. Paul & M. Ford	1621
ONCE IN A WHILE BRAZIL The Dinning Sisters	1653
SEPTEMBER SONG LAURA S. Kenton	1680
SLIPPING AROUND WEDDING BELLS M. Whiting & J. Wakely	1634
SOUTH I WANT TO LINGER P. Daily	1624
TENDERLY AUTUMN NOCTURNE R. Anthony	1654
TENNESSEE WALTZ MOCKIN' BIRD HILL L. Paul & M. Ford	1676
TOO YOUNG FOR SENTIMENTAL REASONS N. Cole	1674

**"You Don't Like It
--Not Much"
and
"Take Me Back"**

**TWO
SWINGIN'
SIDES**

VICKI YOUNG

by
with
Dave Cavanaugh
and his Orchestra
Capitol Record No. 2761

**"A Fooler,
A Faker"
and
"Breakin'
The Rules"**

Another
Great
Record by

**HANK
THOMPSON**
and THE BRAZOS VALLEY BOYS
Capitol Record No. 2758

The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending March 17

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'MAKE LOVE TO ME' by J. Stafford, 'SECRET LOVE' by Doris Day, 'I GET SO LONELY' by Four Knights.

Most Played in Juke Boxes

For survey week ending March 17

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'MAKE LOVE TO ME' by J. Stafford, 'SECRET LOVE' by Doris Day, 'I GET SO LONELY' by Four Knights.

Most Played by Jockeys

For survey week ending March 17

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'SECRET LOVE' by Doris Day, 'MAKE LOVE TO ME' by J. Stafford, 'YOUNG AT HEART' by F. Sinatra.

Territorial Best Sellers

For survey week ending March 17

Listings are based on late reports secured from top dealers in each of the markets listed.

Table listing best sellers in various cities: Atlanta, Cleveland, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Philadelphia, New York, Los Angeles, Milwaukee, New Orleans, Pittsburgh, St. Louis, San Francisco, Seattle, Balti.-Wash.

This Week's Best Buys

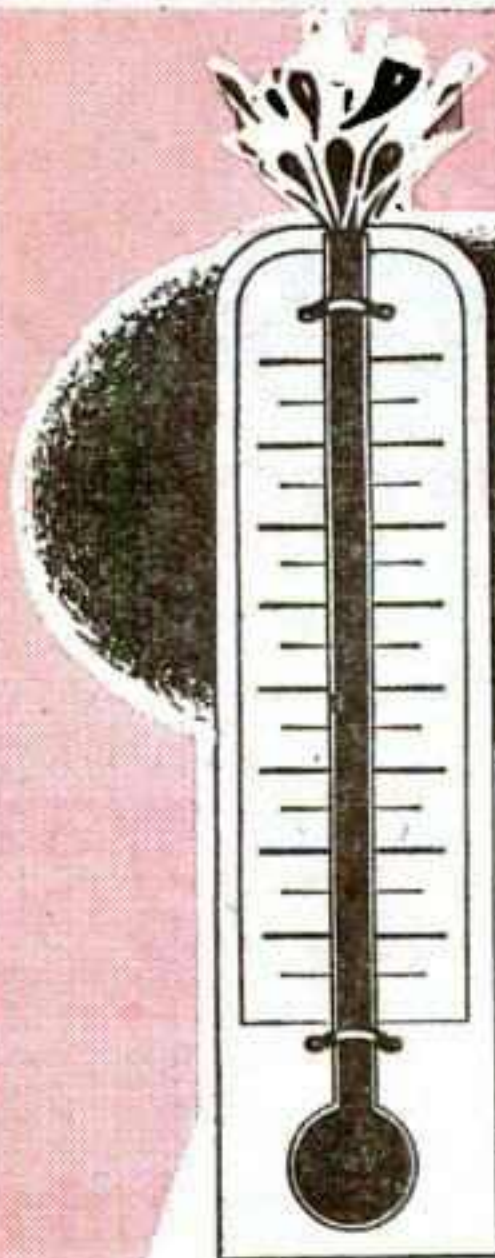
According to sales reports in key markets, the following recent releases are recommended for extra profits:

JILTED (Sheldon, BMI) - Teresa Brewer - Coral 85613. Showing impressive form, the singer's latest release is taking off with a bang throughout the country.

LITTLE THINGS MEAN A LOT (Feist, ASCAP). I DON'T THINK YOU LOVE ME ANYMORE (Bregman, Vocco & Conn, ASCAP) - Kitty Kallen - Decca 29037.

Subscription form for The Billboard magazine. Includes fields for name, title, company, address, city, and payment options.





A SMASH IN ALL FIELDS

RUSTY BRYANT
and His Orchestra

ALL NIGHT LONG

CASTLE ROCK

DOT
15134



DOT'S HOT PARADE

FROM THE VINE CAME THE GRAPE
THE HILLTOPPERS

15127

JOSEPHINE B/W JOHNNY'S DOOGIE BLUES
JOHNNY MADDOX AND HIS RHYTHMASTERS

15142

ALL NIGHT LONG B/W CASTLE ROCK
WITH RUSTY BRYANT AND HIS ORCHESTRA

15134

TILL THEN
THE HILLTOPPERS

15132

THE BASKETBALL GAME
(Parts 1 and 2)
CUZZIN ALMER

15135

AIN'T SHE SWEET B/W FIVE FOOT TWO, EYES OF BLUE
WITH MARVIN HUGHES

15136

BRAZN B/W MAKE BELIEVE
WITH HANK GARLAND

15137

IN THE MOOD
JOHNNY MADDOX AND HIS RHYTHMASTERS

15043

EIGHT BEAT BOOGIE
JOHNNY MADDOX AND HIS RHYTHMASTERS

15090

NEW RELEASES

POOR BUTTERFLY B/W WRAPPED UP IN A DREAM

15156

TREASURE ISLAND B/W I DON'T WANT TO SET THE WORLD ON FIRE
DOTTIE DILLARD

15138

WAGON WHEELS B/W SMOKE GETS IN YOUR EYES
KENNY ROBERTS

15140

THE TOUCH OF YOUR LIPS B/W THESE FOOLISH THINGS
BOBBY COLTON

15139

RED HOT R&B

B-I-G DARLING DEAR
THE COUNTS

1188

ALL NIGHT LONG B/W CASTLE ROCK
RUSTY BRYANT

15134

C & W

I HAVEN'T GOT THE RIGHT TO LOVE YOU B/W LITTLE HOME IN TENNESSEE
MACK WISEMAN

1194

CRY, CRY, DARLING B/W YOU DIDN'T HAVE TO GO
JIMMY NEWMAN

1195

LET ME BE THE ONE (#2) B/W WILD OATS
LONZO AND OSCAR

1196

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS



Their

THE

featuring

WRAPPED
UP IN A
DREAM

and

Dot RECORDS ● ● ● GALLATIN, TENNESSEE ● ● ● PHONE: 1600
 THE NATION'S BEST SELLING RECORDS

Greatest! 

HILLTOPPERS

the great voice of **JIMMY SACCA**

singing

POOR BUTTERFLY



DOT 15156

Dot RECORDS ● ● ● GALLATIN, TENNESSEE ● ● ● PHONE: 1600
THE NATION'S BEST SELLING RECORDS

SOMETHING TO SING ABOUT (M-G-M HITS)

JONI JAMES
AM I IN LOVE ||| **MAYBE NEXT TIME**
 MGM-11696 78 rpm • K-11696 45 rpm

WINNER!
 Jerry Marshall's WNEW POLL

BILLY ECKSTINE
 Sings **LOST IN LOVELINESS**
 DON'T GET AROUND MUCH ANYMORE
 MGM 11694 78 rpm • K 11694 45 rpm

BOB STEWART
I WENT OUT OF MY WAY
 and THE STEPS OF SAINT MARIE
 MGM-11699 78 rpm • K-11699 45 rpm

RECEIVED HIGHEST RATING NBC BIG PREVIEW SHOW

ALAN DEAN **POSITIVELY A HIT!**
POSITIVELY NO DANCING and **HOLD ME CLOSE**
 MGM-11683 78 rpm • K-11683 45 rpm

HANK WILLIAMS
 THE ORIGINAL By HANK HIMSELF
THERE'LL BE NO TEAR-DROPS TONIGHT
 MIND YOUR OWN BUSINESS
 MCM-10461 78 rpm • K-10461 45 rpm

DEAN PARKER
 LET ME TELL YOU 'BOUT LOUISA ||| BE MINE, BELOVED
 MCM-11705 78 rpm • K-11705 45 rpm

THE NOCTURNES
 SING IT, PAISAN ||| I SAW A STRANGER
 MGM-11700 78 rpm • K-11700 45 rpm

THE DeMARCO SISTERS
 OH! WHAT IT SEEMED TO BE ||| THE LITTLE MAN WITH THE BIG SOMBRERO
 MCM-11689 78 rpm • K-11689 45 rpm

JIMMY LEYDEN'S SERENADERS
 DISILLUSIONED ||| YOUR FIRST DAY IN HEAVEN
 MCM-11692 78 rpm • K-11692 45 rpm

LEW DOUGLAS and His Orchestra
TURN AROUND, BOY
 CAESAR'S BOOGIE
 MCM-11654 78 rpm • K-11654 45 rpm

WILFRID BURNS and His Orchestra
 THE THEME FROM "THE BROKEN HORSESHOE" ||| THERE WAS A YOUNG LADY
 MCM-30844 78 rpm • K-30844 45 rpm

ROBERT MAXWELL
SOLFEGGIO
 THE DOLL DANCE
 MCM-11671 78 rpm • K-11671 45 rpm

IVORY JOE HUNTER
 I HAVE A SECRET ||| I FEEL SO GOOD
 MCM-11702 78 rpm • K-11702 45 rpm

KEN REMO
QUANTO ABOVE THE SUN
 MCM-11698 78 rpm • K-11698 45 rpm

PAT O'DAY
TELL ME UNTIL YOU CAME TO ME
 MCM-11686 78 rpm • K-11686 45 rpm

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

MAKE FRIENDS WITH RECORDS

Vox Jox

By CHARLOTTE SUMMERS

Fan Clubs

"I always enjoy and look forward to reading 'Vox Jox' and I know others must too, so a good word for The Crew Cuts would really be swell. Honestly these kids have a lot of talent and really deserve the good breaks," writes Christine Hudak, Crew Cut fan club prexy. Miss Hudak tells us that The Crew Cuts is a group of singers from Toronto, who recently cut a new record for Mercury titled, "Crazy 'Bout You, Baby," backed by "Angela Mia." The young lady closes her pink-scented letter with this wish, "Here's hoping you'll be hearing a lot from The Crew Cuts and perhaps mention them in your column."

Another fan club letter bearing the signature of "The Bird," representing the Robbin ("Bobbin With Robbin") Seymour fan club, WKMH, Dearborn, Mich., tells us about the good work they did at the Childrens' Hospital: "Just like to tell you that on March 6 we went to the Childrens' Hospital and had Robin Seymour's birthday party there. We had 60 gifts, 86 pies, short cakes and cookies and gave nine records to the hospital. Had lots of fun too."

Surface Noises

Dick Painter, chief announcer and deejay at KVGB, Great Bend, Kan., sounds off on "record service" gripes: "This beef against record companies on free service is getting a little tiresome. In the first place it seems not illogical that record companies simply can't afford to service every radio station in the country and still stay solvent. They must have a budget, too, fellas. And in the second place, it really doesn't cost a mint to furnish a library with a good assortment of records. And I don't mean buy everything the wax factories grind out. If a station can't afford to buy a dozen or so recordings a week, the budget is too small or the station is going broke. We have been treated good and bad by different companies, insofar as free service is concerned, but we feel they have their problems, too. We also feel nobody owes us a living. In closing here is an aside to James R. Errhard at KAWT, Douglas, Ariz., How about giving the record companies a kick-back on the time you sell on your disk shows? After all, the music is bringing in your listeners. I will now cover my head and await the storm."

Sunday School Week

April 12 thru 18 is being celebrated as the 10th annual observance of National Sunday School Week, a non-sectarian campaign sponsored by the Laymen's National Committee, disk jockeys and record shops around the country who are volunteering in an all out effort to tie in with the cause. Both RCA Victor and Capitol have suitable tunes-for-tots

Change of Theme

Gene Emerald, KRNT, Des Moines, has discontinued radio work to free lance in the TV field and concentrate on hotel and supper club dates. ... Several weeks ago we mentioned that Dick Thomas, former deejay at WOND, Pleasantville, N. J., had moved to WNNJ, Newton, N. J. However, thru a typo in our paper, the State was listed as N. H. rather than N. J. Please note his new address. ... Chuck Thompson, and his rooster, Elmer, left Jackson, Miss., for Mobile Ala., and are now heard mornings on WALA, Mobile. ... Raymond E. Spencer, has taken over the early ayem spot on KORK, Las Vegas, Nev. ... Ed Lake, former instructor in radio-TV at the University of Alabama, takes over the morning slot at WSGN, Birmingham. ... Art Ford, WNEW, New York, has started an interview show on WOR-TV, New York, across the board. ... The Bill Garr show, KWKW, Pasadena, Calif., has moved to a late afternoon slot. ... Ken Scott, WPEO, Peoria, Ill., has given up the "1020 Club" to Tommy Dunn and is concentrating on his own show at WPEO.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- MARCH 25, 1944:
- Besame Mucho
 - Mairzy Doats
 - Holiday for Strings
 - Shoo-Shoo Baby (Andrews Sisters)
 - Poinciana
 - Speak Low
 - I Couldn't Sleep a Wink Last Night
 - My Heart Tells Me
 - Shoo-Shoo Baby (Morse)
 - Star Eyes
- MARCH 26, 1949:
- Cruising Down the River
 - Far Away Places
 - Galway Bay
 - Powder Your Face With Sunshine
 - Red Roses for a Blue Lady
 - Sunflower
 - I've Got My Love to Keep Me Warm
 - So Tired
 - Lavender Blue
 - Careless Hands

This 'n' That

Ed Paulin, WMRN, Marion, O., believes that "I Love You," recorded by Jimmy Wakely on the Coral label, has the basic necessities to be even bigger than "You, You, You." ... Dick Gilbert, KTYL and KTYL-FM, Phoenix, Ariz., has been named by the Arizona State Fair Commission as manager of the Miss Arizona pageant for the third consecutive year. ... Ned Butler, WOZK, Ozark, Ala., reports that "Deadwood Stage" is breaking big in his area. ... Chuck Balding, WOAY, Oakhill, W. Va., tells us that he picked "I Get So Lonely" as the No. 1 song on his show recently and as a result had to have help in reading the requests for the disk that followed. ... Joe Happel, WLOW, Portsmouth, Va., is very excited about the new Shaw and Dorsey Brothers' Bell record. ... Don Stewart, KWJB, Globe, Ariz., is also very excited about the new 10-inch Bell disks and the Shaw and Dorsey Brothers' record. ... Ken Warren, KERG, Eugene, Ore., tells us that the "big interest is now in schmaltzy works like Paul Weston, Percy Faith, Victor Young, etc." ... Jack Brooks, news editor and deejay at WCCC, Hartford, Conn., has been elected to the East Hartford Advisory Board of the Family Service Society. The committee's job is to acquaint the community with the help that Family Service can offer.

Polls

Two popularity poll results reached this desk this past week—one from WNEW jockey, reports a barrage of mail never before equalled which put Joni James, Tony Bennett, Ray Anthony and the Hilltoppers in the No. 1 spot as American's favorite disk entertainers. "Every category also showed new entries to the top 10, reports Marshall, including Julius LaRosa, June Valli, Eartha Kitt; the orchestras of Frank Chacksfield and Richard Hayman and the Mariners and the Ink Spots vocal groups."

Gary Lesters, WVNJ, reports that the big surprise was in the male vocalist department where Alan Dale collected 2,000 more votes than his closest rival, Eddie Fisher. A tie prevailed in the girl vocalist department, with Joni James and Teresa Brewer gathering enough votes the last week to overcome Patti Page's commanding lead. The Four Lads took top honors in the vocal group, and Ray Anthony ran away with banjo honors, winding up with 5,000 more votes than his nearest rival, Guy Lombardo.

Davis Distrib Opens Salt Lake City Office

HOLLYWOOD, March 20.—Davis Sales Company, vet indie distrib with headquarters in Denver, last week opened an additional branch in Salt Lake City. Jerry Josephson has been named to helm the Utah branch. Firm will cover Utah and Idaho as its sales territory.

Truly GREAT!



Gill Corey's

SHOULD
IT TELL

b/w

"A GOODNIGHT KISS IS A GOODNIGHT'S WORK"

Columbia 40188



The Billboard Music Popularity Charts
POPULAR RECORDS

• **Reviews of New Pop Records**

3 Great Decca Hits!



PEGGY LEE

with VICTOR YOUNG and the Singing Strings

AUTUMN IN ROME

from the Vittorio DeSica Film, "Indiscretion of an American Wife"

Released by Columbia Pictures

b/w Johnny Guitar

Decca Record 29076



GEORGIE SHAW

with JIMMY LEYDEN orchestra

THERE MUST BE SOME MISTAKE

b/w A Fool In The Ways Of Love

Decca Record 29078



JANE TURZY

with JACK PLEIS orchestra

IT'S YOU, IT'S YOU I LOVE!

b/w Such A Night

Decca Record 29087

KAY STARR

The Man Upstairs87
CAPITOL 2769 — Kay Starr proves here that she can sing any type of material, as she sells this rhythmic new sacred effort in her own inimitable style, socking over every line. She even duets with herself on it with "dub-ins." The backing is solid, and the disk is really exciting. This one could be big.

If You Love Me....85
The canary sings this big ballad with plenty of heart and feeling, while a chorus and ork back her with much spirit. She turns the tune into a mighty salable disking via a great vocal. Both sides have it.

THE BOB TROW QUARTET

Soft Squeeze Baby84
Zodiac 108 — Gimmick production raises this novelty entry into the money class. Ditty, waxed earlier by Arthur Godfrey, will pull lots of laughs in this funny treatment, full of gags and tricks. A natural for morning deejays, with good juke action also likely. (Erwin-Howard, ASCAP)

I Went Along for the Ride....68
Poor contrast to flip. It's all on the other side.

GEORGIA GIBBS

My Sin82
MERCURY 70339 — Here's a first-rate vocal by Her Nibs on the oldie, all freshened up by a most appealing new arrangement which really sparkles. This side has a chance to break thru, and it should be a real coin-grabber on the boxes. Watch this one. (De Sylva, Brown & Henderson, ASCAP)

I'll Always Be Happy With You....78
A melodic waltz effort receives a beautiful reading from the petite thrush, with lovely support from the ork. The tune is good; her vocal is excellent and the side has possibilities. (Hill & Range, BMI)

THE MULCAYS

Alabama Bound80
CARDINAL 1014 — The harmonica group that did so well on its last release, "My Happiness," has come out with another powerful release here. Imitating the sound and rhythm of a train in motion, the group builds up an exciting pace which will sweep many customers off their feet. (Shapiro-Bernstein, ASCAP)

It's Been a Long, Long Time....79
The distinctive sound of the electric harmonicas seems especially attractive in this lovely evergreen. The group renders it with unusual taste and feeling. (E. H. Morris, ASCAP)

LOLA DEE

Takin' the Trains Out80
MERCURY 70342 — This bright and happy novelty effort has a chance. The tune has an infectious melody, and the thrush, with the help of a male vocal group, hands it a sock reading. The backing, full of gimmicky sounds, is very attractive. With exposure this could break thru. (Commercial, ASCAP)

Padre....70
The thrush asks the Lord to keep her love safe and sound while he is away from her. Listenable cutting. (Bramdom, ASCAP)

LOU MONTE

Somewhere There Is Someone.....78
V (45) 47-5691—Monte, closely supported by a vocal group, turns in an appealing rendition of a fresh and appealing new love ballad. Should win good exposure as a follow-up to his "Darktown Strutters' Ball." (Sheldon, BMI)

Won't You Forgive Me?....74
Reminiscent ballad is warbled full voice by Monte. Another good effort. (Roncom, ASCAP)

GORDON MACRAE

Backward, Turn Backward78
CAPITOL 2760—This is a simple and retentive waltz ballad with good lyrics and melody. The appeal should be general, with this tasteful waxing awarded plenty of spins. Could pull sales. (Sheldon, BMI)

Face to Face....74
Single extract from the Capitol album, "Three Sailors and a Girl," is a mighty pretty ballad. And it's sung with the familiar MacRae resonance and warmth. (Witmark, ASCAP)

CREW CUTS

Angelia Mia77
MERCURY 70341 — Oldie currently undergoing revival via the Crown Records cuttings, receives a pleasant rendition here from The Crew Cuts, with an arrangement similar to the original record. If the tune breaks, this version will share some of the loot. (Crawford, ASCAP)

Crazy 'Bout You Baby....77
The Crew Cuts, new vocal group on the label, turn in another good performance here with a bright, snappy rendition of a slick novelty item. The boys sell it in bubbly fashion, and the side has possibilities with exposure. (Sunbeam, BMI)

THE VOICES OF DOROTHY COLLINS

Crazy Rhythm76
AUDIVOX 107 — This could have been a sock disk had it started with

the Rose Murphy-ish sounds that the thrush attains halfway thru the disk and repeats at the end. As it stands it's a very listenable side, featuring spirited vocalizing by the thrush and bright guitar backing. Jocks will flip. (Harms, ASCAP)

Mountain High, Valley Low....60
With the use of multiple taping, thrush Dorothy Collins sings the lovely melody from "Lute Song" with many, many voices. It could be called an engineering and artistic triumph but very weak commercially. (Goldsen, ASCAP)

JOHNNY DESMOND

Would You Let Me Hold Your Heart?76
CORAL 61153 — Happy romantic ballad is warbled resonantly by Desmond. Bouncy support by the ork helps sell the effort. Should win moderate air exposure. (Studio, BMI)

The Zoo....75
Humorous semi-calypto is pleasantly chanted. This one will pull smiles from many. (Midway, ASCAP)

GUY LOMBARDO ORK

Bimbo76
DECCA 29074 — Lombardo's many followers will be pleased with this fine version of the tune which is still a hit in the country field. Kenny Gardner and the trio handle the vocal neatly. Good wax. (Fairway, BMI)

Slowly....75
This is also a hit in the country field, in fact at the top of the heap. It is played stylishly by the Lombardo crew, with Gardner again on the vocal. (Cedarwood, BMI)

JOHN GORDY ORK

Makin' Whoopee75
V (45) 47-5688—There's lots of tasteful corn in this small combo reading of the venerable oldie. Played with sparkle and a lilt, it can be counted to capitalize some on the backwash of the hoopla generated by the "Eddie Cantor Story." (Bregman, Vocco & Conn, ASCAP)

If You Knew Susie Like I Know Susie....75
Same here on another great old item associated with Cantor. (Shapiro-Bernstein, ASCAP)

JEFF CHANDLER

More Than Anyone.....75
DECCA 29004—Tasteful side. Chandler sings the ballad with nice phrasing, to the sophisticated, lush backing of Victor Young's ork. (Hub, ASCAP)

I Should Care....68
Here's a passionate ballad. Chandler belts it out okay, with fine backing by Victor Young and his strings. (Dorsey, ASCAP)

BILL (MR. INK SPOTS) KENNY

The Rose of Roses74
DECCA 29070 — Bill Kenny has a smart rhythm ditty here. The side has an excellent sound, stemming from Sy Oliver's distinctive arrangement for chorus and ork. This disk should get attention. (Laurel, ASCAP)

Vows....69
Bill Kenny gives this ballad his distinctive rendition. Good ork backing is conducted by Sy Oliver. (Regent, BMI)

ROBERTA LEE

Ridin' to Tennessee74
DECCA 29073 — The bright ditty receives a lively performance from the thrush, backed with a lilt by the ork and with some sharp work by a vocal group. If the tune breaks, this version could catch some of the coin. (Johnstone-Montel, BMI)

I'll Be There If You Ever Want Me....72
Tune now moving up in the country field is handed a good warble by the thrush over good ork support. A slightly less country-ish vocal would have helped make the disking a stronger one for the pop field. (Tubb, BMI)

LES ELGART ORK

Roo Roo Kangaroo74
COLUMBIA 40202—Les Elgart's ork has a smart arrangement of this catchy novelty. There's sound and drive to this side. Could get spins. (Milber, BMI)

Flat Foot Floogee....73
The oldie gets a newfangled treatment here. The instrumental arrangement against a slowly chanted vocal is quite modern in character. Jockeys will like this side as a bit of unusual programing. (Allied, ASCAP)

DAN BELLOC ORK

My Love Is With Me74
M-G-M 11714—The Dan Belloc crew performs the pretty melody nicely, while thrush Ginny Patton contributes a good vocal. Listenable wax. The Belloc ork plays in the Miller manner. Boston Bonnce....70

The kids will find this slight riff effort satisfactory for dancing, via the band's pleasant rendition of the tune.

BILLY MAY

Rose Marie74
CAPITOL 2759 — May fans will get some kicks of this bright instrumental version of the evergreen, which is taken out of the May ork's latest

(Continued on page 30)

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80- 89, Excellent
- 70- 79, Good
- 60- 69, Satisfactory
- 50- 59, Limited
- 0- 50, Poor

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(I Won't Be Happy)

TILL I KISS YOU AT THE ALTAR

Vocal by the Kaydets and Jeffrey Clay

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The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 28

album set, "Naughty Operetta." With the flick "Rose Marie" soon to open, this side could get spins. (Harms, ASCAP)

BILL and SAM...69
A cute riff effort by the ork featuring tenorman Sam Donohue. Jazz jocks will give it some whirrs. (Moonlight, BMI)

REMO BIONDI ORK
Tennessee Whistlin' Man...73
CHANCE 3016—A driving version of this fine novelty is in the groove here. Plenty of pace and life in Jerry Tyfer's vocal and the solid accompaniment of Remo Biondi. (Studio, BMI)

Pizza-Cat-Oh...65
Side has merit as a novelty instrumental. Some deejay exposure indicated. (Studio, BMI)

Ken Remo's reading of this pretty lyric. There's melody too, and a tasteful backing by Lew Douglas. Deejays will like this.

Quanto?...69
Latin-flavored tune, with tango beat, belted out in showy fashion by Ken Remo. Good ork backing by Lew Douglas.

BILL STEGMEYER ORK
571 Vous Plait...73
BENIDA 2027—Bill Stegmeyer's ork delivers a lush, full sound on this pretty waltz, adapted from Delibes. There's an engaging vocal by Jose Duval. (Emperor, BMI)

Banjos and Bongos...69
This novelty instrumental is a change of pace from the flip. Ditty is smartly arranged and performed. (Sanford, BMI)

mental here. The rapid-tempo item is replete with brilliant string work and good sound. A cinch to get deejay exposure. (Love, BMI)

Fiddles and Bows...72
This side's a mate to the flip. The same virtuosity in the strings and the same bright arrangement. (Love, BMI)

AL TRACE
Everything Depends on You...72
M-G-M 11703—A smart arrangement, a cute ditty and fine performance by Al Trace produce an attractive side. There's beat and novelty.

My Home Town...69
This side matches the beat of the flip and is a good novelty effort. Dwight Stokes does the vocal.

More of the same here. The lyric is done with passion and elan, to the accompaniment of quivering strings. (Hubert, ASCAP)

JERRY GRAY ORK
Stop That Dancing...70
DECCA 29038—Slow, rhythm novelty, with a vocal chorus by Linda Lee. Lots of beat here, plus a sophisticated arrangement. (Love, BMI)

Coronado Cruise...68
This side's an instrumental with a modern arrangement. Catches a mood. (Albert, ASCAP)

TEDDY PHILLIPS ORK
Please Unlock the Door...68
KING 1333—Happy novelty effort could get spins in some areas. The story concerns a young lass who is locked in by her mother who doesn't approve of her boyfriend. Arrangement features a gang vocal and thrush Lynn Hoyt. (Brandom, ASCAP)

The Laughing Saxophone...68
Phillips has a ball with his laughing saxophone on this hokey effort, while Lynn Hoyt does as well as can be expected with the vocal. Okay wax from the novelty ork. (Arnel, ASCAP)

• Other Pop Records Released This Week

Cross Over the Bridge: I Get So Lonely—Betty Johnson—Three Beaus and a Peep, Bell 1031

Hometown Shout; John Peel Rag — The Duchess at the Keyboard, London 1420

Madonna; Waltz of the Stars—Stanley Black Ork, London 1414

Pino Pantaloni; Hearts Win, You Lose—Frank Petty Trio, M-G-M 11711

Secret Love; Young at Heart — Helen Forrest, Bell 1030

Strange But True; Tantalizin' Polka—Tom Montgomery, C. L. W. Hoffman 21373

There Was a Young Lady; The Theme From the Broken Horseshoe—Wilfrid Burns Ork, M-G-M 30844

Turli-Turli-Turli; Do I Worry — Bob Anthony Ork, Eagle 107

Window in Heaven; I Want a Girl—Martin Walker, Camm 135

3 BIG-UNS

MOON MULLICAN
GOOD DEAL, LUCILLE
WANTED
KING 1337

THE ROYALS
WORK WITH ME ANNIE
UNTIL I DIE
FEDERAL 12169

EARL BOSTIC
CRACKED ICE
MY HEART AT THY SWEET VOICE
KING 4699

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DON CHERRY-CAMARATA ORK
You Didn't Have to Tell Me...73
DECCA 29005—Cherry has some unusually fine material to work with here. The tune, written by Walter Donaldson, is a melodious one, with a melancholy, bittersweet flavor that sticks in the mind. Cherry captures the mood very nicely. (Bregman, Voceo & Conn, ASCAP)

Im Thru With Love...72
Cherry gives the oldie a competent reading, bringing out the emotion of this material with convincing style. (Robbins, ASCAP)

THE CORONET ORK
Desire...72
M-G-M 30845—The English ork plays this tango with great style, showing off the virtuosity of its strings and other sections nicely. The rich orchestral fabric of this material makes it ideal for background music as well as for dancing. (Lowell, BMI)

Cares...71
A pretty and tricky rhumba which lifts you up off your feet. Two excellent instrumentals that many deejays will find ideal programming. (Mecca, ASCAP)

JERI SOUTHERN
Autumn in My Heart...72
DECCA 29042 — Poetic ballad is much concerned with the seasons and love. Jeri Southern sings it nicely, with fancy backing by Tutti Camarata. (Bregman, Voceo & Conn, ASCAP)

That Ole Devil Called Love...71
There's a throb in Miss Southern's voice as she tells of that sly, old devil love. (Pickwick, ASCAP)

MILTON DELUGG ORK
Polka-Dot...72
M-G-M 11710—Novelty polka has lots of bounce, and it's delivered with infectious energy by the ork and chorus. Dancers will like.

Crying Polka...70
Another hopper for polka fans, also with cute lyrics.

VAN LYNN ORK
Polka for Strings...72
DECCA 29028—Van Lynn's ork has knocked off a very bright instru-

BROTHER LEE ROY
Indian Giver...71
EPIC 9027—The clean, modern sound of this band, its solid beat and distinctive style make it a good new crew in the band world. The ork plays the instrumental brightly. (Glenwood, BMI)

Rollin' Rock...69
This material has a slightly bluesy touch and an easy-going manner which is quite impressive. This group ought soon to have a real following. (Moonlight, BMI)

CONNIE BOSWELL
Call Me Darling...71
DECCA 29051—Miss Boswell belts this well-known ballad out with spirit and persuasive charm. Her way with a song is still impressive enough to hold long-time admirers and intrigue new ones. (Joy, ASCAP)

The Philadelphia Waltz...66
Another listenable side, conceived in a simple, unpretentious style. Miss Boswell just lets the pretty melody and relaxing three-quarter rhythm sell themselves. A little old-fashioned but nice. (Supreme, ASCAP)

SHIRLEY HARMER
I Could Make You Care...71
M-G-M 11713—The thrush turns in a good reading of the oldie with fine ork support. Good filler material for jock programming.

I'm Playing With Fire...69
Same comment.

LOUIS JORDAN
Fat Sam From Birmingham...71
DECCA 28983 — Jordan is almost without a peer in this type of comic patter. Here he describes a friend of his who can fix you up with everything from chicks to easy dough. A bright item with a hectic beat. (Lynn, BMI)

The Soon's Baby...70
Jordan delivers this blues in a style which lies somewhere between the pop and traditional r.&b. idioms, and will probably appeal to fans in both markets. (Popular, ASCAP)

LEE LAWRENCE
The Little Mustard Seed...70
LONDON 1428—Warbler sells this new tune as well as he can, but the material is rather difficult to put over on wax. Tune concerns faith in the future with a mustard seed as the symbol.

My Love for You...69
Lawrence hands the ballad a rather night club-ish reading, over big backing by the full ork and chorus. The chanter's style is somewhat similar to Tony Martin's.

ANN GILBERT
When You Walked By...68
CHANCE 3014—Attractive piece of material has fetching tempo, and gets the benefit of a smart vocal by Ann Gilbert. Good novelty programming. (Southern, ASCAP)

Our Favorite Waltz...60
Sentimental three-beat melody gets a fair vocal by Miss Gilbert, backed with a schmaltz fiddle and chorus. (Windy City, ASCAP)

BOB ANTHONY
Turli-Turli-Turli...67
EAGLE 10-107—Pretty new tune receives a smooth rendition from Anthony, who has warbled with a number of top orks. Jocks could spin. (Songland, BMI)

Do I Worry?...65
The fine oldie is sung pleasantly by Anthony, former band warbler now on his own as a single. (Melody Lane, BMI)

JOHNNY CONQUET SEXTET
The Lady Is a Tramp...66
EPIC 9028—Vibes handle most of the melody in this attractive rendition of the evergreen by the small combo. Good program wax which should have some interest for the jazz collector. (Chappell, ASCAP)

Venus De Milo...64
A mighty listenable instrumental treatment of the pretty tune in bolero-mambo rhythm. (Jefferson, ASCAP)

DEAN PARKER
Let Me Tell You 'bout Louisiana...65
M-G-M 11705—Pleasant ballad gets a fair reading. Mitchell Ayres' ork backing is lush.

Be Mine, Beloved...60
Sugary ballad has routine effect.

BOB SANTA MARIA
Farewell, Farewell...65
M-G-M 11715—Santa Maria sings this new ballad in lack-luster style, while a large chorus and full ork add support.


Tsuzumenn...62
A watered-down Hebraic melody is sung routinely by the chanter. Again he is aided by a chorus. Disking is undistinguished.

RICK JOHNSON
Wheel of Chance...64
FEATURE 1085—Love is likened to a wheel of chance in this rural love tune. It's a good, commercial idea, and Rick Johnson renders it creditably.

I Cried...60
She married another. This weeper is worth a fair trial by deejays.

'LOVE'S LIKE THAT'

Capitol #2736



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STEVE LAWRENCE
I Need...70
KING 1325 — Sentimental, dreamy ballad gets the full romantic treatment. Steve Lawrence belts out the lyric with assurance, to the accompaniment of lush strings in Glenn Osser's ork. (Pickwick, ASCAP)

Liechen...68

RATINGS—COMMERCIAL POTENTIAL

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50- 59, Limited
0- 50, Poor

• Review Spotlight on . . .

RECORDS

THE HILLTOPPERS
Poor Butterfly (Harms, ASCAP)
Wrapped Up in a Dream (Leeds, ASCAP)—Dot 15156
—The group, one of the hottest in the country, should remain so with this new slicing. "Butterfly" is sung with a beat and excitement, and the ballad is in the Hilltopper's groove. Two fine juke sides.

TALENT

JILL COREY
Should I Tell (Acuff-Rose, BMI)—Columbia 40188—
Thrush Jill Corey, relatively new to the label, makes a strong bid for the big time via a top-flight performance on a wonderful new tune. With enough push this could put the gal over. Flip is "A Goodnight Kiss Is a Good Night's Work" (E. H. Morris, ASCAP).

TUNES

LIKE PAPA AND ME
Ruth Wallis—Monarch 3006—A new ballad loaded with sentiment and poignancy is handed a good rendition by thrush Ruth Wallis. The tune may be strong enough to give this new release much exposure. Flip is a parody "Kiss-A-Me-Slow."

CAL CALA Sings

"If There's Something Wrong"
"How Do You Find True Love"
"You Don't Have To Tell Me"
"The Worry Song"

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WITH **4** GREAT NEW RELEASES-



THE FOUR TUNES

"SUGAR LUMP"

"I UNDERSTAND"

JUBILEE-5132

Still Going Strong
 "DO DO DO DO
 DO DO DO
 IT AGAIN"
 Jubilee #5135

and
 "MARIE"
 Jubilee #5128



THE ORIOLES

A Smash In Pop And R&B

"DON'T GO TO STRANGERS"

Jubilee #5137



BETTE McLAURIN

Singing with orchestra conducted by Hy Oliver

"I'M ALONE BECAUSE I LOVE YOU"

b/w

"PLEASE DON'T LEAVE ME"

Jubilee #5139



SANDY SOLO

A Must for the Machines

"COME ON AND TAKE ME"

b/w

"OUT OF MY MIND OUT OF MY MIND"

Jubilee #6061



DICK THOMAS

Great Pop-Hillbilly

"WHEN UNCLE JOE PLAYS THE RAG ON HIS OLD BANJO"

b/w

"I'M GOIN'"

Jubilee #9003

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N.Y.

Available in Canada on QUALITY label

SECOND IN SERIES ON MUSIC POP CHARTS

Review, Spotlight Opinions Aid Record Users to Determine Disks' Potentials

As pointed out last week, one of the basic business problems facing record dealers, juke box operators, disk jockeys and program directors is that of attempting to determine which new records each week are most likely to receive favorable public reaction.

The weekly Billboard reviews and "spotlight" feature in all categories of records are designed and operated specifically to assist in the process of evaluating new records.

NEW RECORDS: An average of over 100 popular, country and western, and rhythm and blues records are released every week in the year. The Billboard estimates that manufacturers release 3,000 pop singles, 1,000 country and western singles and 1,500 rhythm and blues singles each year. Add popular and classical albums and children's records to those 5,500 singles and the job of evaluating records each week is evident.

It must be borne in mind that manufacturers have a substantial investment in every record. For the most part so do the writers and publishers of the song as well as the recording talent. Every record is released because the manufacturer believes that it will sell in sufficient volume to make a profit all the way down the line. And yet public reaction is of such nature that less than 10 per cent of single records are successful and profitable; far less than that reach the "hit" status.

Thus the problem of determining which of the new records are going to "make the grade" is a very real one. To dealers and operators it can mean the difference between profit and loss. If they fail to spot the most likely records, the dealer loses business due to lack of inventory, and the operator loses the dollar volume those records would have pulled. If they make too many "bad buys," both are caught

RATINGS—COMMERCIAL POTENTIAL	
Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.	80-100, Tops 60-89, Excellent 70-79, Good 60-69, Satisfactory 50-59, Limited 0-49, Poor

with inventory that will not move or make money. The disk jockey's problem is equally difficult since he is restricted on air time and must choose records which are most likely to develop a responsive and pleased audience.

BILLBOARD REVIEWS, RATINGS AND SPOTLIGHT: Much of The Billboard's Music Pop Chart operation is entirely impersonal and objective. In this category would fall the tremendous mass of survey information gathered from dealers, operators and jockeys—all of it tabulated by machines and all of it representing a truly national cross-section of record sales and programing.

Another segment of the over-all chart structure lies in the area of opinion. Even here, the objectivity quotient is very high, for the very nature of the operation provides a series of checks whereby virtually every record is listened to three times. Too, no record

is heard by only one man; rather, six men contribute to the final assaying of a disk's potential.

A glance at the mechanics of this "opinion" segment of the charts will make the reader more aware of its relation to the over-all chart structure, and will enable the dealer, operator and disk jockey to understand more thoroly how much hard fact, knowledge, authority and experience make up what is loosely termed "opinion."

THE MEN WHO ARE RESPONSIBLE: Records shipped to The Billboard from hundreds of labels all over the country receive their first hearing at a session held each Thursday night. Five men attend, including Paul Ackerman, whose experience encompasses all phases of indoor show business, and who has edited the Music department the past six years; Joe Martin, whose experience includes a stint as promotion manager of The Record Industry Association of America, advertising and sales promotion manager at London Records, editor of Song Hits and other music magazines; Bob Rolontz, who has owned his own record firm and has held executive posts with other labels; Is Horowitz, former Juilliard student whose knowledge includes a wide experience in the coin-operated music machine field; Gary Kramer, musicologist who also acts as liaison with The Billboard's vast pool of statistical information.

These men, with fresh, up-to-date information at hand, much of it obtained from their daily reportorial rounds, hear each disk in concert and discuss its potential. Entering into their collective "opinion" are such factors as current strength of artist, capacity of the publisher to aid in the exposure of the disk and suitability of the disk for certain segments of the market. These segments of the market may be geographical, as Deep South for certain types of disks, Midwest for polkas, etc.

Similarly a disk's suitability would be considered from the standpoints of deejay programing, operator programing or general, over the counter sale. Together with all these factors of market, promotion power and category, there is also the factor of artistic excellence within the confines of what is considered "commercial."

THURSDAY SESSION: The Thursday session, then, considers a great many single disks covering pop, country and western, rhythm and blues, spiritual and sacred fields. Those which are considered as meriting "Spotlight" consideration are set aside, with final judgment scheduled at the very end of the week, so that last minute information may be obtained.

Spotlight (formerly titled Records to Watch) has been broadened. Generally records are spotlighted. But in special cases, an outstanding new artist or a compelling piece of material may be especially called to the attention of the trade.

There is much more to the mechanics of the Review-Spotlight operation. The great number of records heard in concert Thursday night are divided among the aforementioned men and reviewed at home over the week-end. This is the second hearing which is given a record. The reviewer writes his formal review on the basis of his two hearings, and he has at his command all the relevant knowledge which his colleagues volunteered at the first hearing Thursday.

On this second hearing, some disks may strongly impress the reviewer. In the event these were not already set aside for Spotlight consideration, the reviewer brings them back to The Billboard. Here, on Tuesday, is held a "bring-back session."

THE TUESDAY "BRING-BACK": At this hearing—which is the third for many records—the entire staff again assembles and considers the record for Spotlight consideration by bringing to the discussion all pertinent information.

So, one man checks another; each man's information is at the disposal of all; factors which include the artistic but which range far beyond that enter into the appraisal. And it is this which we loosely term "opinion"; but which is, obviously, the distilled thought of experienced men who have access to much information.

ANOTHER FACTOR: Overlaying the entire Review-Spotlight procedure is yet another factor, subtle, tho extremely forceful, in its pressures. This factor is professional pride—the pride of the individual music staffer, and of the Music department collectively—in maintaining a high standard in the Review-Spotlight operation. Any employee of The Billboard is quickly inculcated with the utter necessity of bringing to bear on the appraisal of records every resource—to the exclusion of the pressures of friendship and personal taste.

The Billboard staffers and The Billboard itself cannot afford to jeopardize the prestige of the chart structure—developed at great expense over many

Review Spotlight on...

POPULAR RECORDS

COUNTRY & WESTERN

RHYTHM & BLUES

RECORDS

TERESA BREWER
Le Grande Tour de L'Amour (Weiss and Barry, BMD)
Jilted (Sheldon, BMD) — Coral 85613 — The diminutive thrush should stay on top of the heap with this bright new waxing. "Le Grande Tour" is a bouncy hunk of special material describing the lass' trek overseas with the flip in the country vein of "Ricochet." She sings them both with a lilt.

KAY STARR
The Man Who Sings (Kelly-Stool, BMD)

TALENT

THE MULCAYS
Alabama Bound (Shapiro-Bernstein, ASCAP)
It's Been a Long, Long Time (E. H. Morris, ASCAP)
Cardinal 1014—The Mulcays, a fine harmonics group have a chance for the big time with this new release. They inject life and spirit into their performances the two standards. Fine for the boxes.

TUNES

ROO ROO KANGAROO (Milber)
Jimmy Roma Ork—Rainbow 240—Here's a powerful piece of instrumental material that should set a lot of feet to tapping. It's played in rhythmic style here by the Roma ork, which consists of a group of top-flight jazzmen. Flip is "Roma Rhythm" (Milber).

years—by lending an ear to myriad blandishments. Similarly, it cannot jeopardize the charts by bowing to the wrath of "injured" artists, publishers or record companies.

LIMITATIONS: As we have pointed out many times The Billboard's Reviews, Ratings and Spotlight features are **OPINION**. And, regardless of the application of experience, knowledge and conscientiousness, opinion in a business can be wrong. In applying opinion to predicting the public's reaction to records is a most precarious one principally (if for no other reason) because such a very small percentage of records are successful ones.

The Billboard Reviews have been wrong at times and will undoubtedly continue to be so on occasion. If anyone ever discovers an infallible formula for "picking" records before they are made and exposed to the public, that person is going to make fortunes.

In considering reviews in The Billboard many things must be borne in mind by the dealer, the operator and the jockey. He can approach them knowing that The Billboard's staffers have no angles to shoot in behalf of any label, artist or publisher. He can assume correctly that the review and rating are honest opinion. He also can be assured that The Billboard staffers are experienced music men that know their business and apply this knowledge conscientiously.

However, the dealer, operator or disk jockey must apply his own opinion on top of The Billboard's. We could cite cases of very high Billboard review ratings on records which in certain areas did not "make it." And also cases of low Billboard ratings on records which in some areas were quite successful.

Local conditions and local public tastes are very important factors to apply to The Billboard's opinion. Many manufacturers have asked us not to review their records unless we could give them a 60 or better rating. We don't agree with them. In our opinion, we have to rate them as we see them in order to carry out the job we have set for ourselves in the interests of dealers, operators and jockeys.

But we also honestly believe that "exposure" of records thru The Billboard's reviews is important for the manufacturer, even if they receive relatively low ratings. Let dealers, operators and disk jockeys apply their own opinion on top of ours.

PERFORMANCE RATING ON SPOTLIGHT: As nearly as we can determine, the Spotlight feature is roughly 50 per cent dependable. This is a high figure for opinion about records before they reach the public. Almost every successful record has been a Spotlight record; we don't seem to miss too many of those that are going to sell. However, we must admit that we do Spotlight a number of records that do not "make it."

Thru manufacturer co-operation we were able to check this feature against actual national sales of pop records during a 37-week period last year. According to these figures, about 140 pop records sold better than 100,000 nationally. Spotlight (then called New Records to Watch) had listed 92 of them; 65 per cent accurate, but we failed to list 48 records that did sell better than 100,000. Furthermore we listed some 80 records that did not sell 100,000.

Thus it becomes reasonably reliable to assume that when The Billboard "Spotlights" a record, it stands a 50-50 chance of becoming successful and profitable. When a tune is "Spotlighted," we recommend that the trade watch for other recorded versions. And when an artist is "Spotlighted" (especially a new artist), we recommend that the trade watch for further releases by that artist.

We are not reluctant to point out the limitations in The Billboard's Reviews, Ratings and Spotlight. We do so to emphasize the difficulties in "picking" records before they get public exposure. We know we do as thoro and as honest and as competent a job of it as is possible to do, and we are proud of the relatively high efficiency of this operation.

We recognize that opinion is certainly fallible, but believe that dealers, operators and disk jockeys rate The Billboard opinion—by reason of its experience and honesty in the music-record field—considerably above average.

Best Buys is a horse of another color. This is factual.

(More about Best Buys next week.)

Reviews of New Pop Records

NAT KING COLE
Alone Too Long (Capitol) 275—Astrucious new tune from the forthcoming musical, "By the Beautiful Sea," receives a very smooth reading from Nat Cole, over a lovely ork arrangement. This side is a potent one, and could move out fast. (E. H. Morris, ASCAP)
It Happens to Be Me... 86
Nat Cole could come thru solidly with this fine new etching. The tune is a

Reviews and Ratings of New Popular Albums

THE FRESHMAN-SOPHOMORE PROBLEMS
Bob Fitzgerald Ork (1-107) 78
LPM 319

THE GREAT ONES
La Roy Holmes Ork (1-107) 78
M-G-A 235

Reviews and Ratings of New Classical Releases

SYMPHONY
BRAHMS: SYMPHONY NO. 3 IN D MAJOR (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4827 80
With this release, Ormandy opens his series of recordings of the Brahms symphonies.

Reviews of New C & W Records

BOB ARNOLD
Second Fling (Decca) 275—Arnold has come up with what is a perfectly like box offering.

Reviews of New R & B Records

Continued from page 42

THE SPARROWS
JAY-DEE 790—Okay Rhythmic again led by the BMD

find this sincere effort effective. Spins and sales are the prospect here. (Shelby)
The Most Wonderful Way to Be... 65

work, briskly negotiated, and good support by the ork make this a listenable instrumental. (Accardo)
Back Around the Clock... 65

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending March 17

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 best sellers in stores.

Most Played in Juke Boxes

For survey week ending March 17

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 most played in juke boxes.

Most Played by Jockeys

For survey week ending March 17

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 most played by jockeys.

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Don Grashey and Jim Amadeo have penned "The Life of Jimmie Rodgers" in tribute to the famed folk king. Song is being published by Peer-International, with good possibility of a flock of recordings due out in time for the Jimmie Rodgers Memorial Day ceremonies in May. . . . Mickey McGuire and his Sunset Ramblers into the Zanzibar, Denver, replacing Jerry Osborne and his group, who are doing a series of one-nighters. . . . "Rocky Moun-

tain Barn Dance," via KOA-TV, Denver, recently voted the most popular live TV show in the area. The hour-long show features a variety of western entertainers, musicians, comedians and square dancers. Show is emceed by Uncle Ira Kelly. . . . Dallas planning a big welcome home for Dub Dickerson on May 1, with Dub slated to guest on the "Big D Jamboree" and a special party after same. . . . J. Fred Coats publishing Cowboy Howard Vokes' "A Babe, a Star, a Manger." . . . Ken Grant, KNUZ, Houston, doing a whale of a job on the widely heralded "Grand Prize Houston Jamboree." Show premed last week and met with whopping success, we learn. Guesting in the first line-up were Hank Locklin, Arlie Duff, Sonny Burns, Jerry Jericho, Smokey Stover, Patsy Elshire, George Jones, Betty Jo Moore, Bill Potter, Mary Jo Chellette and the Chellette Sisters, and the Hayes Brothers. . . . Rex Allen slicing two sides for Decca Records.

Jim Wilson, WHOO, Orlando, Fla., setting plans for the "Grand Ole Opry" show there on March 31, featuring Carl Smith and the Carlisles. . . . Bob Nash guested on the Sammy Lillibridge show, KFRO, Longview, Tex. . . . Bill Ring headlines at the Chase Hotel, St. Louis, along with Tennessee Ernie. New "Radiozark" show by Ernie scheduled to be released nationally come April 1. . . . Paul Mitchell, former pianist and arranger with the Tommy Dorsey band years ago, now airing via KYTV, Springfield, Mo. . . . Deacon Andy Griffith pulled 2,500 payees at the Buckhead Theater, Atlanta, recently. Bill Lowery, WGST, promoted the show. . . . Jimmy Skinner follows Goldie Hill into the Circle Theater's "Jamboree," Cleveland. Jack Gale, who emceed the bill, has added a Saturday afternoon c.&w. show via WRSR. . . . Tex Robarge and his Ranch Boys now touring Central New York and have recently been signed to record for the Robin label. . . . The Circle 15 square dancers of Bloomington, Ill., guested at the WLS Nation Barn Dance, Chicago, last week. . . . Billy Hayes, a Brooklyn lad, along with d.j. Rosalie Allen of WOV, New York, penned Hank Locklin's latest 4-Star release, "Tomorrow's Just Another Day to Cry." . . . Buster Fellers and his Country Gentlemen working the bandstand at Half-A-Hill, Springfield, Mo., night spot. . . . Johnny Bond sliced a brace of sides at Columbia Records last week, while the firm's a.&r. director, Don Law, was in Hollywood. . . . Hank Snow, after being exceptionally well received at the MOA convention in Chicago, skies to Miami where he opens at the Olympia Theater along with RCA Victor artist Joyce Moore.

Sunshine Ruby scheduled for a slew of dates in Texas first part of May. . . . Red Garrett just completed a tour of Florida with his band and Milton Estes. . . . Johnnie and Jack due for a tour

C & W Territorial Best Sellers

For survey week ending March 17

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

- 1. Slowly, W. Pierce, Dec.
2. Release Me, J. Heap, Cap.
3. I'll Be There, R. Price, Col.
4. I Need a Little Help, Carlisles, Mer.
5. I Really Don't Want to Know, E. Arnold, V.
6. Secret Love, S. Whitman, Imp.
7. Good Deal Lucille, A. Terry, Hic.
8. You Better Not Do That, T. Collins, Cap.
9. Tight Wad, York Brothers, Kng.
10. Coffee Blues, Herb & Kay Adams, Kng.

Dallas-Ft. Worth

- 1. Slowly, W. Pierce, Dec.
2. Bimbo, J. Reeves, Abb.
3. My Isle of Golden Dreams, M. Robbins, Col.
4. As Far as I'm Concerned, R. Foley, Dec.
5. Release Me, J. Heap, Cap.
6. You All Come, A. Duff, Sdy.
7. Secret Love, S. Whitman, Imp.
8. I Really Don't Want to Know, E. Arnold, V.
9. I'll Be There, R. Price, Col.

Houston

- 1. You Better Not Do That, T. Collins, Cap.
2. I'll Be There, R. Price, Col.
3. Slowly, W. Pierce, Dec.
4. As Far as I'm Concerned, R. Foley, Dec.
5. My Isle of Golden Dreams

Memphis

- 1. I'll Be There, R. Price, Col.
2. Secret Love, S. Whitman, Imp.
3. Slowly, W. Pierce, Dec.
4. I Really Don't Want to Know, E. Arnold, V.
5. Bimbo, J. Reeves, Abb.
6. I Love You, G. Wright-J. Reeves, Fab.
7. You Better Not Do That, T. Collins, Cap.
8. My Everything, E. Arnold, V.
9. There Stands the Glass, W. Pierce, Dec.

Nashville

- 1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. You Better Not Do That, T. Collins, Cap.
4. I Really Don't Want to Know, E. Arnold, V.
5. You All Come, A. Duff, Sdy.
6. Secret Love, S. Whitman, Imp.
7. My Isle of Golden Dreams, M. Robbins, Col.

New Orleans

- 1. Slowly, W. Pierce, Dec.
2. You Better Not Do That, T. Collins, Cap.
3. I'll Be There, R. Price, Col.
4. Good Deal Lucille, A. Terry, Hic.
5. I Really Don't Want to Know, E. Arnold, V.
6. Release Me, J. Heap, Cap.
7. Say a Prayer, A. Terry, Hic.

ATTENTION

Dee-Jays and Program Directors of Stations Big and Small . . .

If you are not on Abbott and Faber Records mailing list and would do us the honor of spinning our releases, write us on your station letterhead and we will be happy to rush you copies.

Fabor Robinson

- 'BIMBO' Jim Reeves
'MEXICO GAL' T. Tommy Cutrer
'MUCHO GUSTO' Smiley Burnette
'WHAT'S THE MATTER WITH ME' Billy Barton
'EDGAR THE EASTER BUNNY' Mitchell Torok
'IF IT AIN'T MY BABY' Rudy Grayzell
'ECHO BONITA' Jim Reeves
'I LOVE YOU' Ginny Wright
'I'M IN HEAVEN' Tom Bearden and Ginny Wright
'WAIT' Jerry Rowley
'DRINKING TEQUILA' Billy Dee

ABBOTT & FABOR RECORDS

6636 Hollywood Blvd. Hollywood 28, Calif.

Liberace Sets Trek Abroad

HOLLYWOOD, March 20.—Concert pianist Liberace, currently the subject of much public attention, is scheduled to turn his talent to tour conducting this summer, when he will head a group to Europe for approximately one month. Tour kicks off from New York June 1, following Liberace's New York date at Madison Square Garden. The Liberace entourage, which will be restricted to a total of 50 persons, will tour the Continent in a fleet of Cadillacs, and will cover Paris, Nice, Rome, Salzburg, Vienna, Lucerne, Geneva and London.

HEAR-YE!!! HEAR-YE!!!

WE HAVEN'T HAD A BIG-HIT-YET BUT NOTHING CAN STOP RUSTY NEWBY'S

NEWEST B.M.I. RELEASES

WORLD OF HONOR

B/W

MUSICIANS' BLUES

WHEN YOU WALKED OUT ON ME

B/W

DON'T BLAME ME, CARELESS DARLIN'

OPERATORS, DISTRIBUTORS, WRITE OR WIRE FOR TERRITORIES STILL AVAILABLE



ACADEMY RECORDS 3040 TULARE FRESNO, CALIF.

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

A FOOLER, A FAKER (Texoma, ASCAP)
BREAKIN' THE RULES (Texoma, ASCAP)—Hank Thompson—Capitol 2758

The singer, who has been a familiar figure on the charts, is breaking this new release with the kind of push that could make it again this time. Strong reports were received from Richmond, Atlanta, Nashville and Memphis. The disk was also reported good in Eastern Pennsylvania, Upstate New York, the Carolinas and Houston. "Fooler, Faker" has a slight lead in side preference. A previous Billboard "Spotlight" disk.

I GET SO LONELY (Melrose, ASCAP)—Johnnie and Jack—RCA Victor 20-5681

A fast mover, this disk has garnered strong sales reports from Richmond, Atlanta, Chicago, Houston and New Orleans. The duo is also doing nicely in Durham, St. Louis, Los Angeles and Nashville. Flip is "You're Just What the Doctor Ordered" (Cedarwood, BMI). A previous Billboard "Spotlight" disk.

• Reviews of New C & W Records

JIM REEVES

Echo Bonita87
ABBOTT 160 — This Latin-flavored ditty gets a standout performance by Jim Reeves. It's a sock matting of material and artist, and there's no doubt of its getting heavy play by deejays and mucho dinero. (Fairway, BMI)
Then I'll Stop Loving You....84
 A strong lyric idea is given an affecting reading by Jim Reeves. Deejays will like the country ballad, and this could grab much loot, too. (American, BMI)

HANK THOMPSON

Breakin' the Rules86
CAPITOL 2758 — Hank Thompson's fans won't be disappointed with this side. In his individual style he warbles a tale of sad, sinful love. Merits plenty of spins. (Texoma, ASCAP)
A Fooler, a Faker....85
 Thompson essays a smart country novelty here; it's a change of pace, and a cute side. Deejays will surely like this bit of programing. Two fine sides. (Texoma, ASCAP)

JOHNNIE AND JACK

I Get So Lonely86
V 20-5681—With this tune riding high on the pop charts, the duo has come up with a top-notch country version which could be very successful. It is an ideal juke box offering with its catchy rhythm and smooth interpretation. (Melrose, ASCAP)

You're Just What the Doctor Ordered....80

A warm ballad which also has a lot of commercial potential. The material is tailored-made for the duo and sold to the hilt. The beat is bouncy and infectious. (Cedarwood, BMI)

HOMER AND JETHRO

Crazy Mixed Up Song85
V 20-5708—Cute novelty couldn't be more appropriate for Homer and Jethro if it had been written to order. Performance is bright and could do pop business as well as country. Lots of spins and good sales seem in store. (Trinity, BMI)
That Tired Run Down Feeling....76
 The lassitude most experience in the springtime is the topic here. A good tonic is the cure, we are told, and this reading will help. Another cute side. (Valley, BMI)

ARLIE DUFF

Let Me Be Your Salty Dog.....82
STARDAY (45) 132 — Rhythmically infectious, this country item bounces gleefully from start to finish. Duff reads it with spirit. Side could do mighty well on the air, in juke and over the counter. (Starrite, BMI)
Back to the Country....80
 Rural bucoer has cute lyrics and Duff gives it his all. This side has a good chance for loot. (Starrite, BMI)

BILLY DEE

Drinking Tequila78
FABOR 104—Here's a good piece of

material, and Billy Dee gives it a fine performance. It's a natural for heavy play on the boxes and by deejays. The side has melody, beat and novelty appeal. (Dandelion, BMI)
Falling Star Waltz....72
 Billy Dee Sings a weeper on this side. It's a slow-paced item, and a change of pace from the flip. (Dandelion, BMI)

RUDY GRAYZELL

It Ain't My Baby77
ABBOTT 157 — There's a solid beat here, a lively refrain and plenty of comedy and novelty appeal. It's done with strong impact by Rudy Grayzell and the Louisiana Hayride band. (Trinity, BMI)
Ocean Paradise....72
 Grayzell belts out a ranchero, backed with lively accompaniment. It's representative of the type. (American, BMI)

YORK BROTHERS

Mister Midnight76
KING 1324—The York Brothers get an authentic sound on this bluesy, slow-paced item. Two good sides by the boys. (Lois, BMI)
I Get the Blues in the Springtime....76
 Whistling and bird calls accompany this bucolic ditty. It's a pretty tune, nicely done. Leslie York does the vocal. (Lois, BMI)

GOLDIE HILL

Make Love to Me76
DECCA 29069 — Miss Hill belts out an infectious version of the pretty oldie. The side has beat and plenty of life. Should attract pop sales, but it runs the risk of all hybrid sides. (Melrose, ASCAP)
Young at Heart....75
 Another pop side for the thrush. Her performance is fine. Same hybrid risk as above. (Sunbeam, BMI)

Coming Up!



JIMMIE LOGSDON sings
MIDNIGHT BOOGIE
 composed by Jimmie Logsdon
 b/w Good Deal, Lucille
 on DECCA RECORDS
 MELODY TRAILS

• Review Spotlight on... RECORDS

CARL SMITH

If You Tried As Hard to Love Me (Acuff-Rose, BMI)
Back Up Buddy (Tannen, BMI)—Columbia 21226—Two fine tunes are handed most persuasive warbles by the country singer. "If You Tried..." is an intriguing weeper and "Back Up Buddy" is a bright, lively rhythm tune. Both can make it.

HOMER AND JETHRO

Crazy Mixed Up Song (Trinity, BMI)—RCA Victor 20-5708—The comic pair have a very bright tune here, one that is now getting some attention pop-wise, and they handle it with much spirit. Should get operator attention. Flip is "That Tired Run Down Feeling."

BOB WILLS

Fallen Angel76
M-G-M 11709—A touching weeper is sold neatly by Jay Roberts with some help, talk-wise, from Wills. Side is a good one and could get many spins. Tune has merit and could get attention in both country and western areas.
She's the Quarter Horse Type (Of a Gal)....75
 Wills' many fans in the West and Southwest will enjoy this cute novelty by the ork, sung pleasantly by Billy Jack Wills. The ork leader, of course, makes many comments on the disk.

JIMMY BRYANT-SPEEDY WEST

Jammin' With Jimmy76
CAPITOL 2762 — A bright, swingy novelty is played with spirit and sparkle by the guitar duo, backed by a rhythm group plus a hot fiddle solo by Bryant. The boxes can use this one. (Central, BMI)
Hometown Polka....75
 Same comment. (Central, BMI)

GRADY MARTIN ORK

My Window Faces the South76
DECCA 29059 — Red Foley obliges the Martin combo with two vocal choruses sandwiched in between some hot swingy instrumental music. Foley
 (Continued on page 36)

SENSATIONAL—DIFFERENT (Folk or Pop)

TEN THOUSAND COWS Novelty

Johnny Ragsdale's Columbia Record
 Red Ingle, Ted Weems Orch. (Watch Release)

Doug Coats sings on Shamrock Record
 SUGAR COATED LOVE PURE AND SIMPLE

Plenty of D.J. action around Texas

Ray Coats sings on Shamrock Record
 MY HEART AND I TEXAS BLUES

Action from D.J.'s really going great
 Watch: Bob Wills' release on these sides

SHAMROCK MUSIC PUB., Inc. Houston, Texas

2 NEW COLUMBIA HITS!

Cousin

JOE MAPHIS



"HEN HOUSE SERENADE"

COLUMBIA #18029

Little

JIMMY DICKENS



"YOU HAD BETTER NOT DO THAT"

COLUMBIA #21216

CENTRAL SONGS INC.

4527 SUNSET BLVD.

HOLLYWOOD, CALIFORNIA

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending March 17

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Records	Last Week	Weeks on Chart
1.	YOU'LL NEVER WALK ALONE —R. Hamilton. I'm Gonna Sit Right Down and Cry—Epic 9015—BMI	2	6
2.	THINGS THAT I USED TO DO —Guitar Slim. Well I Done Got Over—Specialty 482—BMI	1	11
3.	I DIDN'T WANT TO DO IT —Spiders. You're the One—Imperial 5265—BMI	3	6
4.	LOVEY DOVEY —Clovers. Little Mama—Atlantic 1022—BMI	6	2
5.	SUCH A NIGHT —C. McPhatter. Lucille—Atlantic 1019—BMI	7	3
6.	YOU'RE STILL MY BABY —C. Willis. What's Your Name?—Okeh—7015—BMI	4	8
7.	LUCILLE —C. McPhatter. Such a Night—Atlantic 1019—BMI	—	1
8.	I'M YOUR HOOTCHY KOOTCHY MAN —M. Waters. She's So Pretty—Chess 1560—BMI	8	2
9.	LITTLE MAMA —Clovers. Lovey Dovey—Atlantic 1022—BMI	—	1
10.	DARLING DEAR —Counts. I Need You Always—Dot 1188—BMI	—	1

• Most Played in Juke Boxes

For survey week ending March 17

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Records	Last Week	Weeks on Chart
1.	THINGS THAT I USED TO DO —Guitar Slim. Specialty 482—BMI	1	10
2.	I'LL BE TRUE —F. Adams. Herald 416—BMI	2	14
2.	SAVING MY LOVE FOR YOU —J. Ace. Duke 118—BMI	4	14
4.	YOU'LL NEVER WALK ALONE —R. Hamilton. Epic 9015—BMI	3	4
4.	MONEY HONEY —C. McPhatter. Atlantic 1006—BMI	5	20
6.	MARIE —Four Tunes. Jubilee 5128—BMI	6	13
6.	DARLING DEAR —Counts. Dot 1188—BMI	10	2
8.	I DIDN'T WANT TO DO IT —Spiders. Imperial 5265—BMI	7	4
8.	I'M YOUR HOOTCHY KOOTCHY MAN —M. Waters. Chess 1560—BMI	7	3
10.	LOVEY DOVEY —Clovers. Atlantic 1022—BMI	—	1

• R & B Territorial Best Sellers

For survey week ending March 17

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta	Charlotte
1. Things That I Used to Do Guitar Slim, Spe.	1. I Didn't Want to Do It, Spiders, Imp.
2. Lucille, C. McPhatter, Atl.	2. You'll Never Walk Alone R. Hamilton, Epi.
3. You're Still My Baby, C. Willis, Oke	3. Things That I Used to Do Guitar Slim, Spe.
4. Little Mama, Clovers, Atl.	4. Lovey Dovey, Clovers, Atl.
5. I Didn't Want to Do It, Spiders, Imp.	5. Little Mama, Clovers, Atl.
6. Lovey Dovey, Clovers, Atl.	6. Darling Dear, Counts, Dot
7. I'm Your Hootchy Kootchy Man M. Waters, Chs.	7. Lucille, C. McPhatter, Atl.
8. Such a Night, C. McPhatters, Atl.	8. Money Honey, C. McPhatter, Atl.
9. Saving My Love for You, J. Ace, Duk.	9. You're Still My Baby, C. Willis, Oke.
10. Honey Hush, J. Turner, Atl.	10. Saving My Love for You, J. Ace, Duk.

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

A THOUSAND STARS (Challenge, BMI)—The Rivileers—Baton 200
A real sleeper here. For two months, this record has been one of the bigger sellers in New York and Los Angeles, with spotty distribution preventing the disk from breaking nationally. While continuing to sell in New York and Los Angeles, the record has now begun to click in Pittsburgh, Cleveland, Chicago, Durham and in other Southern territories where it has been delivered. The proved success of the disk in every area where it has been received indicates that with thoro distribution, this record could snowball into a big hit.

Chicago

1. Money Honey, C. McPhatter, Atl.
2. Darling Dear, Counts, Dot
3. Things That I Used to Do
Guitar Slim, Spe.
4. Lovey Dovey, Clovers, Atl.
5. Love Contest, Ruth Brown, Atl.
6. You'll Never Walk Alone
R. Hamilton, Epi.
7. Watch Dog, L. Reed, Kng.

Cincinnati

1. You'll Never Walk Alone
R. Hamilton, Epi.
2. Lovey Dovey, Clovers, Atl.
3. I Didn't Want to Do It, Spiders, Imp.
4. You're Still My Baby, C. Willis, Oke.
5. Things That I Used to Do
Guitar Slim, Spe.
6. Honey Hush, J. Turner, Atl.
7. Saving My Love for You, J. Ace, Duk.

Detroit

1. You'll Never Walk Alone
R. Hamilton, Epi.
2. Such a Night, C. McPhatter, Atl.
3. Things That I Used to Do
Guitar Slim, Spe.
4. Lovey Dovey, Clovers, Atl.
5. Watch Dog, L. Reed, Kng.
6. You're Still My Baby, C. Willis, Oke.

Los Angeles

1. Things That I Used to Do
Guitar Slim, Spe.
2. You're the One, Spiders, Imp.
3. Darling Dear, Counts, Dot
4. It Should've Been Me, R. Charles, Atl.
5. I'll Be True, F. Adams, Her.
6. Gee, Crows, Rma.
7. I'm Just Your Fool, B. Johnson, Mer.
8. Lovey Dovey, Clovers, Atl.
9. I'm Your Hootchy Kootchy Man
M. Waters, Chs.
10. You'll Never Walk Alone
R. Hamilton, Epi.

New Orleans

1. I'm Your Hootchy Kootchy Man
M. Waters, Chs.
2. Blue Monday, S. Lewis, Imp.
3. Things That I Used to Do
Guitar Slim, Spe.
4. You'll Never Walk Alone
R. Hamilton, Epi.

• Rhythm and Blue Notes

By BOB ROLONTZ

Atlantic Records qualifies as one of the "hottest" of diskeries this week with four sides on the r.&b. best-selling charts. Both The Clovers and Clyde McPhatter have two disks on the charts. Incidentally, Atlantic Records is re-issuing a Ruth Brown disk, originally released three years ago, as a result of a lot of excitement on the platter in Houston. It seems that the firm had issued the waxing of "Sentimental Journey" by Ruth Brown back in 1950, but little had happened to it. A few weeks ago Steve Poncio, of United Distributors in Houston, gave out some dusty old copies of the disk to deejays in town, and after a few playings all heck broke loose. Wires crackled into Atlantic's New York office for the disk, and the firm, caught with its wax down, made new metal parts, new pressings and started shipping. The "Sentimental Journey" side is backed by "It's All in Your Mind" and the platter is now on special release.

In spite of r.&b. business being off, especially in such areas as Detroit, the spiritual business is holding steady. Those dealers who handle both r.&b. and spirituals find that the r.&b. slump has not affected spirituals at all.

For the information of many dealers, the three top-selling spirituals, according to one-stops, distributors and dealers are: "Too Close to Heaven" by Alex Bradford on Specialty; "He's My Friend Until the End," by the Soul Stirrers on Specialty, and "Jesus Is a Rock in a Weary Land," by the Five Blind Boys on Peacock. All of these disks received over 80 ratings when reviewed in The Billboard.

The Buddy Johnson ork, with Ella Johnson and Nolan Lewis, is now out on a one-nighter trek thru the South until April 20. . . . Illinois Jacquet starts at the Terrace Ballroom, St. Louis, on March 23 for a week. . . . Gene Ammons will be at the Crystal Lounge in Detroit for a week starting March 22. . . . Bull Moose Jackson does a week at Pep's in Philadelphia beginning March 22. . . . Sarah Vaughan is set for three weeks at Birdland, New York. The starting date is March 24.

Roy Hamilton, Epic Records' new singer, will play a week at Amerson's in Philadelphia, opening on March 22. . . . Savannah Churchill starts at the Flame in (Continued on page 36)



A whopping high 83 rating in Billboard's reviews for UNITED 173 makes Jimmy Farrest Ork doing "Flight 3-D" a cinch to break into the big leagues. Back side is "Sophisticated Lady," done in a real top style. Stock up on this one. A new sacred release on STATES 137, with the Caravans, has the promise of another solid seller. Top side features "Blessed and Brought Up by the Lord," with "Jesus Is a Rock" backing it. Bessie Griffin is soloist on both sides.

The 5 C's on United 172, doing "Whoee Baby" and "Tell Me," is beginning to catch on in the territories. Have you heard it yet?

Eugene Fox on CHECKER 792 does the neatest job of the year on "Sinners Dream" that rated him a good 77 in Billboard's reviews. Reports from Nashville point the way to a top seller here. Back side "Stay at Home." A new Little Walter hit is "Oh, Baby" and "Rocker" on CHECKER 793. Out less than a week, sales are already making this a member of the hit class. For top profits, these should be in stock right now.

"It's All My Fault" and "Women and Money," by John Lee Hooker, on Chess 1562, is a top number on many juke boxes. Disk jockey reports indicate a growing demand for it.

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

IT'S A REAL GONE TUNE
"CRAZY GIRL"
b/w "She Used To Be My Woman"
Duke #122
by DUKE'S NEWEST STAR
LONG JOHN
DUKE RECORDS
2809 Erastus St. Houston 26, Texas

Showing Up on the Charts!
Savoy #1124
"WHAT IF YOU"
LUTHER BOND
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

A Sure Fire Hit
FATS DOMINO
"YOU DONE ME WRONG"
b/w
"Little School Girl"
#5272
Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

A GREAT NEW STAR
DICKIE THOMPSON
Singing
"13 WOMEN AND ONLY 1 MAN"
b/w
"INNOCENT"
Herald
RECORDS
214 W. 55th St.
New York 19, N. Y.
Heading for the
Top of the Charts!
"LOVEY DOVEY"
CLOVERS
#1022
Atlantic RECORDING CORP.
324 WEST 54th STREET NEW YORK 19, N. Y.

Big Dave
has everybody spinning!
"ONE STOP"
Record No. 2742
ARDMORE MUSIC CORP.
1507 N. Vine St., Hollywood
1730 Broadway, New York City
Capitol

PRES-TEST

Needle Check Introed by Miller Firm

CHICAGO, March 20.—M. A. Miller Manufacturing Company, Libertyville, Ill., manufacturers of recording and playback needles, announced this week the introduction of a new method for checking the condition of a phonograph needle without removing it from the phonograph.

The test involves the Miller Pres-Test Card, which is a small disk with metallic paper mounted on the top. To test the needle, the owner places the test card on the phonograph turntable, puts the needle over the disk much the same as he would for the playing of a record. He then presses lightly to make a small impression on the disk.

The card is then to be sent to the Miller Company, where the disk is scientifically inspected by technicians. The card is eventually returned to the owner with a complete report on the condition of the needle, and whether replacement is required.

The test cards are available at dealers, or from the factory at no cost. However, a laboratory charge of 25 cents is made for the appraisal.

Philips Plans LP's for Eng.

LONDON, March 20.—Settling the rumors which have been sweeping music circles here, Philips Records came out this week with a definite statement that it will shortly be entering the LP field in England. The initial release list is as yet only tentative, but it will include Benny Goodman's 1938 Carnegie Hall concert and probably Duke Ellington's "Ellington Uptown" package, the three-volume "Bessie Smith Story" and sets by Muriel Smith, Erroll Garner and Percy Faith. Actual date for distribution is not yet fixed.

RCA Introduces New Loudspeaker

NEW YORK, March 20.—The Radio Corporation of America has introduced a newly-designed loudspeaker which converts RCA's portable push-button consumer tape recorder into a furniture-styled console for home or office use.

The unit is finished in polished mahogany and has a compartment into which the RCA tape recorder can be placed for use or storage. Suggested list price of the speaker unit (Model SL-7) is \$69.95.

It will be distributed thru RCA Victor home instrument distributors and dealers. The RCA portable push-button tape recorder, introduced last fall, carries a suggested list price of \$189.95.

Dealer Doings

By JOE MARTIN

J. C. Priest, of Crawford Priest Music Store, Shreveport, La., writes to express his appreciation for a new poster that Capitol Records is supplying. The sign starts out: "Please! Help Us-Take Care of the Records in This Store," and then has a paragraph about the proper care of disks. However, according to Priest, not enough customers read the sign, and he would be more than pleased if Capitol would make up stuffer concerning record care that could be sent out in the mail. Some dealers who are concerned about the care of disks may find it prudent to make up their own stuffer or folder illustrating proper disk care and handing them out in the store.

Please turn the page for
PACKAGED RECORDS CHARTS and PHONOGRAPH NEWS

Kapp Album Release Set For April

Continued from page 13

Ervin Drake and Jimmy Shirl, the writers of "I Believe." Jerome Lawrence and Robert Lee dramatized and directed the work, under Kapp's supervision.

\$5.95 List

The 12-inch LP will sell for \$5.95 retail, and, of course, considerable attention will be directed toward class outlets and educational areas.

The premise of the album is explained in a foreword. The general theme hinges on the idea that all mankind has one God. Done up with tasteful art work, the album contains explanations of the Protestant, Catholic and Jewish modes of worship.

Kapp does not intend to release singles as such. He plans 12 albums annually and will release singles in the event one in an album merits such action. In addition to the forthcoming "One God" release, Kapp has in varying stages of completion four additional albums of a standard nature.

Kapp's distribution set-up will be quite flexible. Much of his thinking in connection with albums lies in exploring the possibilities of creating a record literature of permanent importance. Accomplishment of this may require a custom-tailored distribution pattern for various of the album projects.

Decca Moves Into Hi-Fi Field With Hi-Fonic Set

NEW YORK, March 20.—Decca Records moves into the high fidelity equipment field next week when it begins shipping its new Hi-Fonic player to the trade. The unit will round out the Decca line of phonographs, which thus far has stressed portable and kiddie machines.

The Hi-Fonic will be sold to dealers thru regular Decca branches and distributors. In mahogany finish it will carry a suggested list of \$199.95 everywhere but in Dallas and the West Coast where the list will be \$219.95. For \$10 more per unit the player can also be ordered in a limed oak finish.

The full dealer discount of one-third will apply on both models, with all delivery charges prepaid by the diskery. Phonographs will be shipped from Chicago, where they are being produced

Hi-Fi Magic Word for Diskeries; Col., Decca, M-G-M Tag LP's

RCA, Capitol, London, Westminster, Vox and Small Indies Use Hi-Fi Emblem, Variation

Continued from page 1

sure from dealers and distributors has been too strong to resist. The firm will place on most LP releases the words "Especially Recommended for Hi-Fi Fans" with the word "hi-fi" in very large type. M-G-M Records, following the same philosophy as both Columbia and Decca, tho on a much broader scale, will use the tagline, "A High-Fidelity Recording," on all future LP releases.

In a sense, the better sound gimmick was started by London Records after the war. The slogan "ffrr," became an important trademark for a better-sounding record by means of a smart and effective advertising campaign. However, it is the spillover of the word hi-fi from the phonograph market that has caused the stead-

ily increasing commotion about hi-fi disks. Under the concentrated campaign of the phono and component parts manufacturers, the word hi-fi has become as important to record purchasers as the word detergent, three years ago, chlorophyll two years ago, and filter-tip cigarettes this year.

The Uninitiated

It is not the initiated customer, as a rule, who looks for the identifying words, hi-fi, or other words dealing with better sound on disks, as much as the uninitiated customer. A knowing hi-fi fan, by word-of-mouth or by listening on his own expensive equipment, can tell a good record from an ordinary one. But to the neophyte, with relatively inexpensive equipment, hi-fi is the

be-all and end-all of phonos and records. The word hi-fi on a platter simply means tops.

From slogans like Westminster's "Natural Balance" to Capitol's "Full Dimensional Sound," diskeries have graduated to such terms as Vox's "Ultra High-Frequency" and Urania's "50 to 50,000 Cycles." RCA Victor recently started to identify some disks of outstanding high-fidelity and also recently introduced "New Orthophonic" recordings, which deal with the recording curve but also signify a better recording.

But not only the classical firms have moved into the hi-fi picture. Vanguard's latest jazz releases are identified as high-fidelity, as are those issued by Contemporary Records, and many indie labels, from sacred to pop, call their 45's and 78's hi-fi disks. As yet, no r.&b. firms has labeled its disks thusly.

The fact is that hi-fi has become the El Dorado of the record as well as the phonograph business. There is hardly a manufacturer now alive who would be caught without some outstanding hi-fi recordings. And as long as the word sells, there will be hi-fi records, some really so and some not as much so.

Furtwangler Sues to Halt Urania Recording Sale

Continued from page 13

name removed from the label and jacket.

Here, the suit by the European conductor also names as defendants 19 local record dealers who have marketed the set, in addition to the manufacturer.

Urania President Rudolf Koppl denied here yesterday (19) that he secured the tapes of the performance illegally, and he asserted that his firm was entitled to release the recording.

\$4 a Minute

An exhibit attached to the Furtwangler brief contains an alleged agreement between Urania and the state broadcasting committee of Eastern Germany which was cited in the French trial. Under this pact, Urania is said to have contracted to purchase \$100,000 worth of East German tapes at the rate of \$4 per minute of music used. For the 40-odd minutes of the Beethoven Third, the charge, therefore, was about \$140.

The complaint also contains correspondence between the litigants, showing Furtwangler turned down an offer of royalties from Urania for use of the tape. The conductor then was under exclusive contract to EMI.

Furtwangler also claims that the Urania disk is not representative of his best effort. Under his EMI pact, the conductor must approve takes and receives 10 percent of the retail price in royalties.

Urania Statement

In a statement yesterday, Koppl claimed that his firm acquired the tapes "in competition with other... firms who would have released this same material if we had not. Because the United States and Germany were at war at the time the tapes were made, and Dr. Furtwangler an alien, the recordings could not be registered in any way that entitled him" to copyright protection. This fact also freed us from any obligation to pay Dr. Furtwangler any royalties. However, we offered to pay him the same royalties that he receives under his contract with EMI."

The legal firm representing Furtwangler is Dwight, Royall, Harris, Koegel & Casey.

Weiss, Wolfert and Foster Get Posts

NEW YORK, March 20.—Harry Weiss has been appointed supervisor of master control, and Dan Wolfert has been named supervisor of the disk mastering department of Audio-Video Recording Company. Robert Foster has rejoined the sales staff of the company.

A-V Tape Libraries, Inc., another division of Audio & Video Products Corporation, announced the appointment of Howard Lawrence as production assistant. John Beaumont, recently promoted to production manager, heads the production operation of A-V Tape Libraries, Inc.

Stations, DJ's to Get 'Rose Marie'

NEW YORK, March 20.—Fifteen hundred radio station librarians and an additional 200 key disk jockeys will be receiving a special single side from the forthcoming M-G-M Records' soundtrack album of the film "Rose Marie." The single disk will couple "Indian Love Call" with "Rose Marie."

The record company will also service stations, as usual, with complete albums of the film's sound track recording.

Anniversary Gets Results

DETROIT, March 20.—A store anniversary can be turned into a profitable event if it is given a little of the proper promotion. Mrs. Eva McKelvey, proprietor of the Classic Record Shop, demonstrated this when she celebrated the fourth anniversary of her taking over the store. Basic idea was the theme of offering something extra in the way of a gift to the customers—as prizes were given in musical merchandise.

Distributors co-operated eagerly when the idea was broached, and donated practically all the prizes. These were topped by a Columbia (\$29.95) 3-speed record player and a Beam (\$19.95) 3-speed player, followed by six selected albums or LP records. As follow-up prizes, there were 10 records selected at the winner's choice.

The event was not only advertised in the community newspaper, but given good air support by disk jockey Robin Seymour of WKMH, who found that the date coincided with his own sixth anniversary on the air and plugged it accordingly. The community paper gave it editorial treatment as a local event of interest.

Most significant was the response from winners themselves. The man who received the first prize was back to trade it in on a 3-speed \$89.50 player of the same make, for instance, and promptly became a good customer at the store. The entire event drew a very satisfactory increase in store traffic.

Million Tape Sales By '58, Says Marx

CHICAGO, March 20.—Howard Marx, vice-president of the Ampro Corporation, told a meeting of Master Photo Dealers and Finishers' Association at the Conrad Hilton Hotel here Thursday (18) the annual sales of tape recorders will reach one million by 1958.

"Few products have piqued man's ingenuity, imagination and vision as have tape recorders," he continued. "Since the introduction of tape recorders five years ago, sales have increased 1,000 per cent."

Marx estimated 1954 sales to be 300,000, and estimated that present market saturation of recorders is less than three-quarters of 1 per cent.

Col. Sets New Disk Index

Continued from page 12

larger than an EP envelope, and the artist name or category can be seen over the records. They are meant to be used in browser boxes, and there are a number of blank separators included that can be used by dealer for any miscellaneous category. By using these, the customer can locate the artist or category of music he desires on EP, and the dealer can use the cards for his inventory control. The cellophane envelopes offer protection against damaged covers.

Both the cards and the envelopes, plus a new cross-indexed Columbia EP catalog, will be made available at no cost to any dealer placing an order for 100 EP's up to April 5.

In addition to the EP inventory control kit and the new EP catalog, Columbia has a new group of racks and browser boxes ready for dealers. The browser boxes are available from distributors at \$1.70 each; wall racks at \$9.50; a floor rack display, with drawers to hold up to 300 EP's, for \$49.50, and a leaf rack at \$18.50.

(Continued on page 38)



watch
for
my
New
album...

Jackie Gleason



currently

MUSIC FOR LOVERS ONLY
45 rpm "EP" No. EBF-352
33 1/3 rpm No. H-352

LOVERS' RHAPSODY
45 rpm "EP" No. EAP-1-366
and EAP-2-366
33 1/3 rpm No. H-366

MUSIC TO MAKE YOU MISTY
45 rpm "EP" No. EBF-455
33 1/3 rpm No. H-455

TAWNY
45 rpm "EP" No. EBF-471
33 1/3 rpm No. H-471

on

The Billboard Music Popularity Charts

PACKAGED RECORDS

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. THE GLENN MILLER STORY—Sound Track ... Decca DL 5519
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" ... RCA Victor LPT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
4. TAWNY—Jackie Gleason ... Capitol H 471
5. SONGS FOR YOUNG LOVERS—Frank Sinatra ... Capitol H 488
6. CALAMITY JANE—Doris Day, Howard Keel ... Columbia CL 6273
7. KISMET—Original Cast ... Columbia ML 4850
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol H 455
9. THAT BAD EARTHA—Eartha Kitt ... RCA Victor LPM 3187
10. MAY I SING TO YOU?—Eddie Fisher ... RCA Victor LPM 3185

EP'S

1. THE GLENN MILLER STORY—Sound Track ... Decca ED 2124-5
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" ... RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol EBF 352
4. TAWNY—Jackie Gleason ... Capitol EBF 471
5. MAY I SING TO YOU?—Eddie Fisher ... RCA Victor EPB 3185
6. CALAMITY JANE—Doris Day, Howard Keel ... Columbia B 347
7. SONGS FOR YOUNG LOVERS—Frank Sinatra ... Capitol EBF 488
8. THAT BAD EARTHA—Eartha Kitt ... RCA Victor EPB 3187
9. I BELIEVE—Perry Como ... RCA Victor EPB 3188
10. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol EBF 455

• Reviews and Ratings of New Popular Albums

ROSE MARIE86
Ann Blyth, Howard Keel, Fernandos Lamas, Marjorie Main, Bert Lahr, (1-10")
M-G-M E229

There is little doubt that this sound track album from the forthcoming M-G-M flick will be a sock seller once the picture opens thruout the country. In addition to the familiar songs from the opus, such as "Indian Love Call," "Rose Marie" and "Mounties," Friml has penned some brand new tunes for the movie, some of which have a chance to step out on their own. Among these are "I Have the Love," and "Free to Be Free." The melodic score is sung with lushness and warmth by Howard Keel and Ann Blythe, with help from the other stars in the cast, especially comic Bert Lahr.

MEET THE MILLS BROTHERS80
(1-10")
Decca DL 550

Since the Mills Brothers have been on wax for over two decades now, it is doubtful if anyone will meet the boys here for the first time. Just in case there are some who do not yet know the Mills Brothers, they will certainly enjoy this new release, and so will their many fans. It contains such slicings as "Glow Worm," "Twice as Much," "Pretty Butterfly" and "Be My Life's Companion." A fine set.

INVITATION TO DINING75
(1-12")
Decca L D8057

A first-class collection of tuneful instrumentals that would be appropriate for any of the diversified purposes of background music. There are many old favorites, from "London-derry Air" and "The River Seine" to "Manhattap Serenade" and "Marguerite Waltz," all given light and fluffy treatment by the five orks represented in this collection.

SHOWTIME: HIGHLIGHTS FROM NAUGHTY MARIETTA AND THE FIREFLY74
Paul Britten Ork (1-12")
M-G-M E 3080

Pleasant, light listening here. Disk couples two great operetta composers—Victor Herbert and Rudolph Friml. The sides contain highlights from the scores, with vocal soloists and chorus enhancing the work of Paul Britten's orchestra.

HEART STRINGS73
Florian ZaBach (1-10")
Decca DL 5507

The master of the "hot" violin turns in a beguiling job on eight standards on this new set. ZaBach plays tunes, by such composers as Porter, Gershwin, Youmans and Richard Rodgers, simply and expressively. Set can be sold as background music or music for a mellow mood. A listenable album.

UNDER PARIS SKIES69
Odette (1-10")
M-G-M E 239

M-G-M introduces a new singing talent on this LP. Odette is a chanteuse who has appeared in many night clubs in this country and abroad, and who has been seen on various TV shows in the past few months. She has a deep, husky voice and a good style that oozes with Continental charm. The songs are American and French favorites, with lyrics re-

dered in both languages. Excellent backing by the Johnny Guarneri ork.

Jazz

KID ORY'S CREOLE JAZZ BAND 105380
(1-10")
Good Time Jazz L-21

The sound on this set, in two ways, is just wonderful. It's about as hi-fi as you can get with two-beat and it's about as good two-beat as you can get, with or without hi-fi. Ory fronts two different groups here in some excellent standard Dixieland items done up in traditional New Orleans style. And he even handles a couple of vocals. Two-beat collectors will just have to have it.

VIC DICKENSON SEPTET, Vols. 1 and 2; SIR CHARLES THOMPSON SEXTET; MEL POWELL SEPTET77
(4-10")
Vanguard VRS 8001-4

Vanguard has released four 10-inch LP's of its new jazz showcase series. They're something special, and dealers whose clients include jazz aficionados should by all means include this package of four in their inventory. Series was supervised by John Hammond, and includes the "Vic Dickenson Septet," Vols 1 and 2, the "Mel Powell Septet" and the "Sir Charles Thompson Sextet." The sides are notable for many reasons—but perhaps most noteworthy are their fine sound and the authentic rendering of the jazz idiom. Lend an ear.

BARNEY KESSEL75
(1-10")
Contemporary C-2508

Tho in jazz circles Barney Kessel can hardly be called a new star, he assumes new star stature reserved for the few with this, his first album with his own combo. In every way it's an utterly delightful package. The hi-fi sound is excellent, the material (original and standards) is carefully chosen, the sidemen are just fine. In all, the group with Kessel on guitar, Bud Shank on alto and flute, Arnold Ross on piano, Shelly Manne on drums and Harry Babsin on bass is just wonderful. The West Coast label has a winner here.

JIMMY YANCEY: A LOST RECORDING DATE70
Riverside RLP 1028

Considering how few recordings were ever made with this important pianist of the early Chicago school, this must be considered a real collectors' item. The masters of the eight selections presented here were presumed lost

• Continued from page 37
Dealer Doings

claim this bonus is the reason they shop at El Rey exclusively.

King and Folk Music, Port Angeles, Wash., are very happy with the new streamlined format in The Billboard, praising especially the new LP and EP best-selling charts. Hoffman's Music, Kenosha, Wis., tells us that its new self-service island located in the center of the record department, which lists the top hits and new releases, has encouraged customer purchases. It is the number one magnet for most buyers. John Scalis, formerly with Decca and Capitol Records, has joined Sanford Record Distributors, New York, as the Bronx representative. Sanford distributes M-G-M Records in New York City.

Detroit Chatter

Lou Nemes, of Music Systems, was host to Paul Lasky, who was escorted around to the one-stops by Russ Yerge, of Buhl Sons, the Columbia distributor, during his visit here last week to promote Frank Parker's newest album among local disk jockeys and music box distributors. He also stopped by at Angott Music on the brief tour arranged by Yerge. The latter tried to fit the one-stops into the schedule of Percy Faith, too, who was also in town for promotion of his latest single release, "Dream, Dream, Dream." But Faith's stay managed to include only the disk jockey round-up because of time limitation.

Wolfgang Named Jensen Superintendent

CHICAGO, March 20.—The appointment of Walter R. Wolfgang as factory superintendent for the Jensen Manufacturing Company, Chicago, was announced this week by Thomas A. White, president.

Wolfgang will take over all the diverse phases of the manufacturing operation of the plant which were formerly handled by T. L. Pierce. He is currently setting up production facilities outside the State to create additional capacity for the manufacture of Jensen loud-speakers.

until Riverside recently recovered them, bringing to light as fine examples as any extant of this master of the barrelhouse piano. It is an illuminating demonstration of the variety of expression and creative possibilities of the piano blues form.

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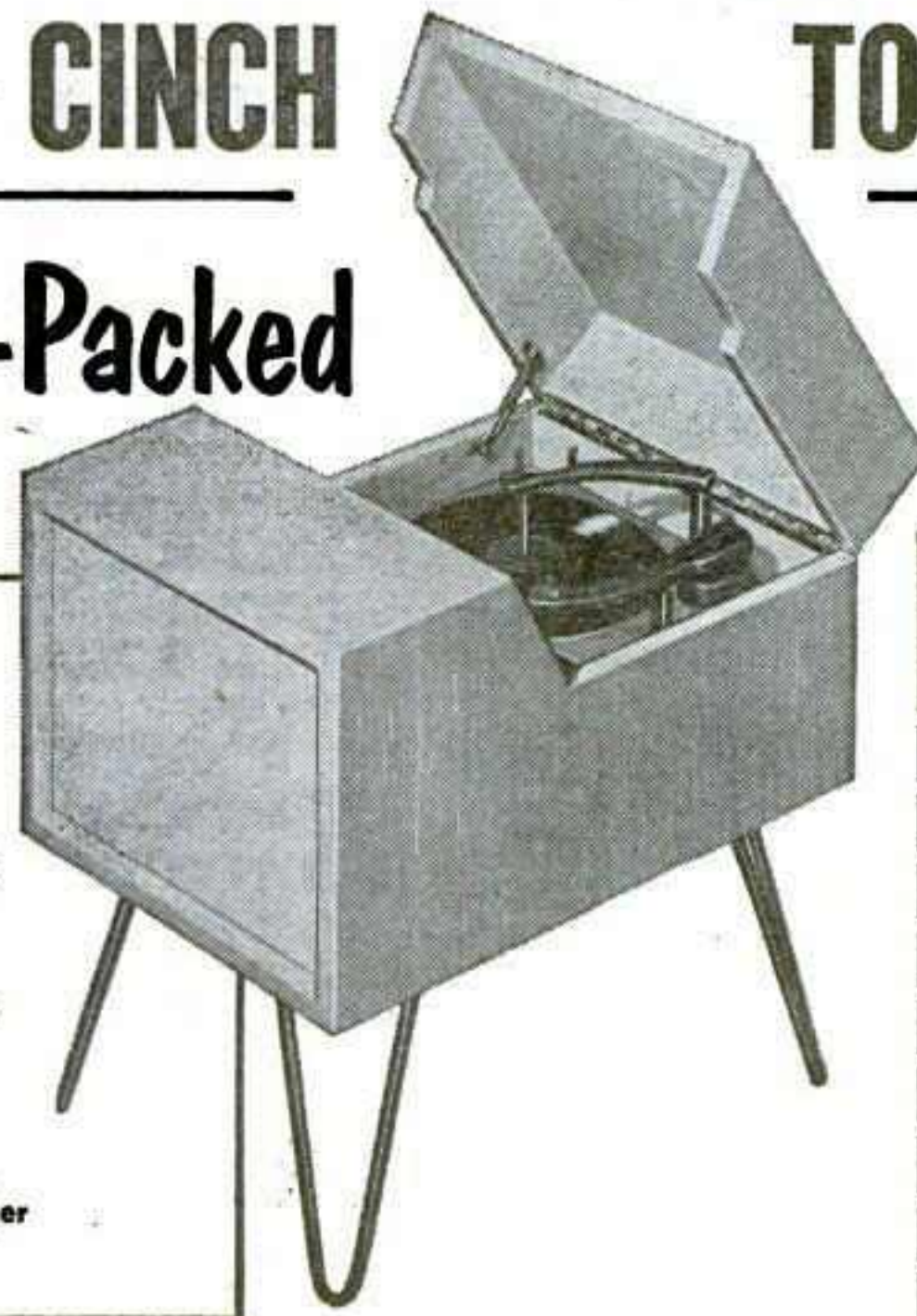
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The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Reviews and Ratings of New Classical Releases

SYMPHONY

BEETHOVEN: SYMPHONY NO. 6 (1-12")—Concertgebouw Orchestra of Amsterdam; Erich Kleiber, Cond. London LL 916 ... 78
Kleiber appears destined to become London's big conductorial gun, with the sights set at a heavy portion of the orchestral repertoire. And Eduard van Beinum's recent defection to another label can only speed up the process. In any case, Kleiber is a musician of attainments to conjure with. This remarkably secure reading of the "Pastorale" can only steer new attention his way. The general acclaim awarded his recently issued reading of the Beethoven "Fifth" will smooth the way for this set.

HAYDN: SYMPHONY NO. 85; K.P.E. BACH: CONCERTO IN D MAJOR FOR ORCHESTRA (1-12")—M-G-M Chamber Orchestra; Izler Solomon, Cond. M-G-M E 3109 ... 69
It's likely that a good many collectors seeking out these works will like the Solomon readings over others available. The small orchestral forces employed enhance their chamber quality. Coupling is appropriate and the sound captured is of a high order.

CONCERTO

SCHUMANN: CONCERTO IN A MINOR FOR CELLO AND ORCHESTRA; TCHAIKOVSKY: VARIATIONS ON A RO-COCO THEME, OP. 33 (1-12")—L'Orchestre de La Suisse Romande; Maurice Gerdron, Cello; Ernest Ansermet, Cond. London LL 947 ... 71
Cellist Gerdron turns in a first-rate performance on the Schumann, but he faces imposing catalog competition by names more familiar to American collectors. The coupling here, tho, is unique, and might add to the package's appeal.

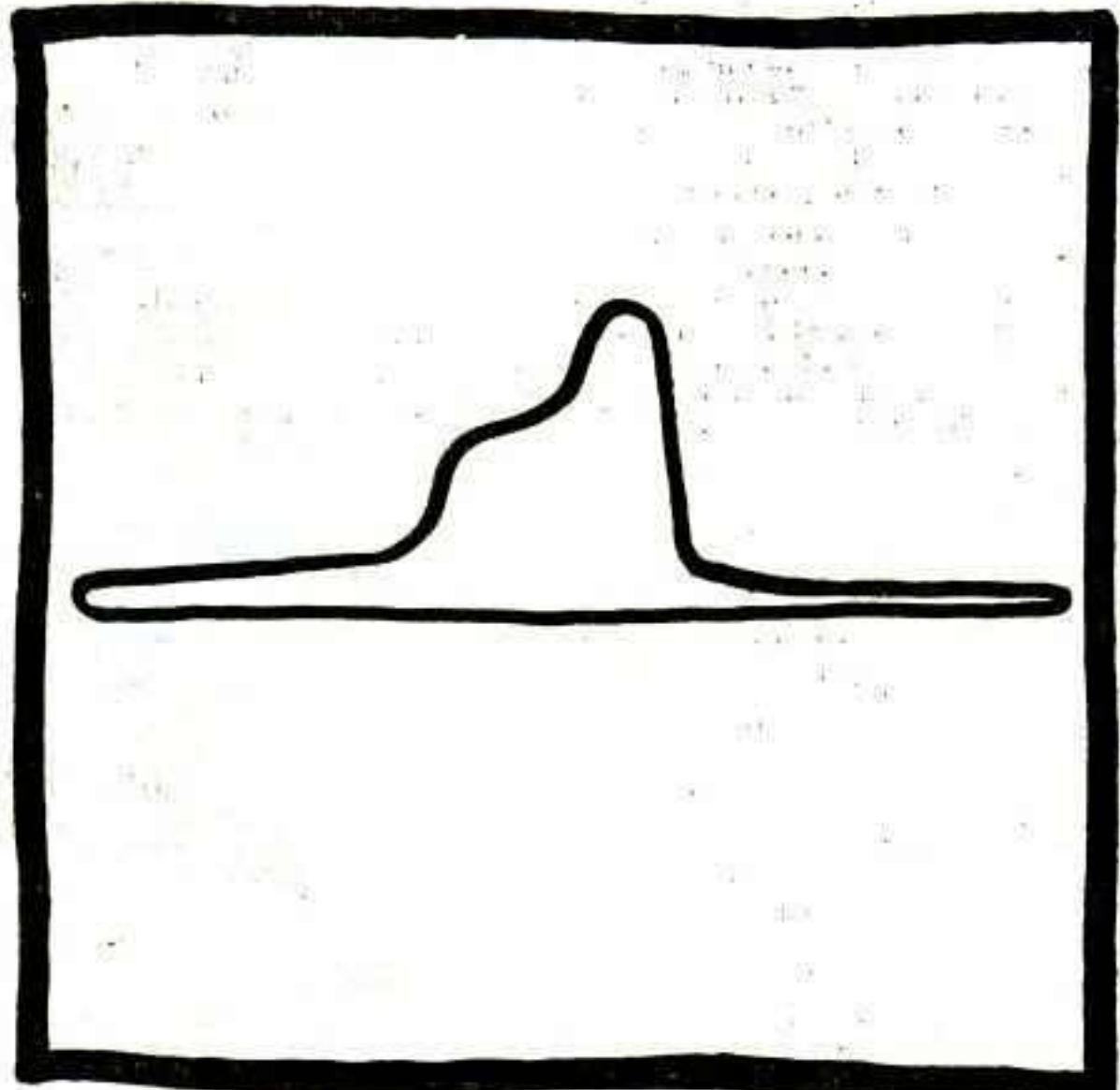
MOZART: FLUTE CONCERTOS NOS. 1 AND 2 (1-12")—Hubert Barwahser, Flute; Vienna Symphony Orchestra; John Pritchard, Cond. Epic LC 3033 ... 70
Coupling is so logical it has been done twice before on LP. But performances here are of a quality to attract some of the remaining potential. A distinct asset on this Epic entry are the informative program notes which could easily spur interest among shoppers.

OPERA AND CHORAL WORKS

WAGNER: LOHENGRIN (5-12")—Eleanor Steber, Wolfgang Windgassen, Astrid Varnay; Chorus and Orchestra of the Bayreuth Festival; Joseph Keilberth, Cond. London LLA 16 ... 76
This "Lohengrin" was recorded at an actual performance at the Bayreuth Festival in Germany last year, and is notable, in the first place, because it is the only unabridged version of the opera currently available on LP. The performances of three singers here are outstanding; those of the two Americans, Eleanor Steber as Elsa, and Astrid Varnay as Ortrud, and the German tenor, Wolfgang Windgassen, as Lohengrin. Major responsibility for the success of this performance goes to Joseph Keilberth, the conductor, whose lofty conception appears completely realized. In any event, the authenticity betokened by the Bayreuth stamp should prove incentive enough for Wagner followers who can afford the hefty nut.

ROSSINI: IL CAMBIA DELLA VAGLIA (1-12")—Soloists, Chorus and Orchestra of Societa del Quartetto, Rome; Giuseppe Morelli, Cond. Period SLP 595 ... 71
Opera fans will thoroughly enjoy this almost forgotten one-act comic opera by Rossini, composed when he was only 20 years of age. It is performed brightly on this new release by
(Continued on page 41)

EPICture No. 10 (A Roger Price "Doodle")



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LINER NOTES

By IS HOROWITZ

Surely not a trend, but symptomatic of the general concern with prices, are plans set by two small independent LP companies to adjust their lists come April 1. Bartok Records, with about 35 disks in its catalog, will jump its prices from \$5.95 to \$6.45, at the same time instituting several packaging improvements. And all of Caedmon's poetry line will move up to \$5.95. Some previously sold at a lower list. It will be recalled that Folkways upped its price to \$6.45 a month or so back.

FUTURES ...

Columbia is readying a new showcase album for the Philadelphia Orchestra, with the orchestra under Eugene Ormandy reading such popular items as "The Flight of the Bumble Bee" and "Capriccio Espagnol." Also due soon from Columbia is an LP lieder recital by William Warfield.

Decca will mark its formal bow in the hi-fi arena with three upcoming LP's featuring Alfred Wallenstein and the Los Angeles Philharmonic. These sets are "especially recommended for hi-fi fans," and will comprise the first of a series made to meet the highest technical standards. The company will launch an extensive promotion timed to coincide with the release of the records to celebrate the 25th anniversary of Wallenstein as a conductor. Dealers will be provided with appropriate display material and other selling aids.

Vox is holding sessions now on first LP recordings of the Stravinsky Mass and Les Noces. The Concert Choir is conducted by Margaret Hillis. ... A recording of the Bartok opera The Wooden Prince is due out in April. The label? Bartok Records, of course.

ARTISTS ...

Jussi Bjorling, suffering from a throat infection, has canceled his Metropolitan Opera and concert appearances for the rest of the season and has returned to Sweden. ... The First Piano Quartet has been signed by Twentieth Century-Fox for a group of short subjects in CinemaScope. ... Alfred Drake, now appearing in the Broadway production of "Kismet," has recorded the Rubaiyat of Omar Khayyam for Caedmon. ... The New York Philharmonic kicks off a 30-concert, 28-city tour in April, its first coast-to-coast junket since 1921. Dimitri Mitropoulos and Guido Cantelli will share podium duties. ... RCA Victor will hold a recording session with harpsichordist Wanda Landowska at her Connecticut home next week. ... Duke Ellington is writing an opera on the history of the Negro in America that may eventually find its way onto disks.

KID STUFF ...

Capitol Records has set a new promotion behind three of its standard children's albums, Sparky's Magic Piano, Rusty in Orchesterville and The Sorcerer's Apprentice. Success of these oldies has largely been responsible for the company's creation of the "Child's Library of Musical Masterpieces" series.

NEXT WEEK

- ★ SHORT ORCHESTRAL WORKS
- ★ VOCAL + NON OPERATIC +
- ★ ALL POP ALBUMS

Tiffany Skeds 8 Sides By Pat Scott, Cherney

CHICAGO, March 20.—Tiffany Records will cut eight sides the latter part of the month with four being done by Guy Cherney and four by Pat Scott. The sides are set for an early-April release date. Miss Scott will cut March 25, and will be backed on the session by Joseph Gallicchio, musical director of NBC here. Pat has her own radio shows on the CBS outlet here, WBBM. Cherney will cut the following day and will be backed on the session by Jacques Belasco. This is the first cutting session by the label since last November.

• Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini) ... RCA Victor LM 1221
- GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinski) ... Columbia ML 4026
- GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) ... RCA Victor LM 1004
- MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) ... Mercury MG 50000
- OFFENBACH: GAITE PARISIENNE (Boston Pops-Fiedler) ... RCA Victor LM 1001
- RAVEL: BOLERO; MOTHER GOOSE SUITE (Boston Symphony-Koussevitsky) ... RCA Victor LM 1012
- RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) ... Mercury MG 50020

CHAMBER MUSIC

(Listed Alphabetically)

- BACH: BRANDENBURG CONCERTI NOS. 1, 2 AND 3 (Prades Festival-Casals) ... Columbia ML 4345
- BEETHOVEN: QUARTETS NOS. 1 AND 2 (Paganini Quartet) ... RCA Victor LM 1729
- BEETHOVEN: QUARTET NO. 14 (Paganini Quartet) ... RCA Victor LM 1736
- DEBUSSY: QUARTET IN G; RAVEL: QUARTET IN F (Budapest Quartet) ... Columbia ML 4668
- ITALIAN BAROQUE MUSIC (Societa Corelli) ... RCA Victor LM 1767

• Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- COPLAND: EL SALON MEXICO; APPALACHIAN SPRING (Boston Symphony-Koussevitsky) ... RCA Victor LCT 1134
- HOLST: THE PLANETS (London Philharmonic-Boult) ... Westminster WL 5235
- KHATCHATURIAN: GAYNE BALLET SUITE; MASQUERADE SUITE (Indianapolis Symphony-Sevitsky) ... Capitol P 8223
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) ... Columbia ML 4700
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini) ... RCA Victor LM 1768
- STRAUSS, R.: DON QUIXOTE (Piatigorsky, Boston Symphony-Munch) ... RCA Victor LM 1781
- TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY (Philadelphia Orchestra-Ormandy) ... Columbia ML 4729
- TCHAIKOVSKY: NUTCRACKER SUITE; WALDTEUFEL; SKATER'S WALTZ; ROSSINI: WILLIAM TELL SELECTION (NBC Symphony-Toscanini) ... RCA Victor LRY 9000

CHAMBER MUSIC

(Listed Alphabetically)

- BACH: BRANDENBURG CONCERTI NOS. 3, 4 AND 5 (Danish State Radio Chamber Orchestra-Woldike) ... HMV 1048
- BEETHOVEN: COMPLETE SONATAS FOR VIOLIN AND PIANO (Heifetz, Bay) ... RCA Victor LM 6701
- BRAHMS: STRING QUINTET, OP. 111; SCHUMANN: PIANO QUINTET (Stern, Schneider, Katims, Thomas, Tortelier, Hess) ... Columbia ML 4711
- BRAHMS: PIANO TRIO, OP. 8 (Stern, Casals, Hess) ... Columbia ML 4719
- CORELLI: CONCERTI GROSSI (Societa Corelli) ... RCA Victor LM 1776
- GRIEG: VIOLIN SONATA IN C MINOR; SCHUBERT: VIOLIN SONATA IN A MAJOR (Kreisler, Rachmaninoff) ... RCA Victor LCT 1128
- SCHUBERT: STRING QUINTET, OP. 163 (Stern, Schneider, Katims, Casals, Tortelier) ... Columbia ML 4714

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Reviews and Ratings of New Classical Releases

Continued from page 40

a talented cast of singers. Those who do not know the work have a treat in store. It marks an LP first for the label. Set contains the complete Italian-English libretto.

ROSINI: MESSE SOLENELLE (1-12)—Soloists, Chorus and Orchestra Sinfonica Romana; Alberico Vitalini, Cond. Period SPL 588

Written long after he abandoned the operatic medium, this Rossini mass should exert moderate appeal for collectors. Performance is dedicated. Not complete, it is nevertheless the only version available on LP.

ORCHESTRAL WORKS

R. STRAUSS: DON JUAN; TILL EULENSPIEGEL; LISZT: LES PRELUDES (1-12)—Concertgebouw Orchestra of Amsterdam; Eugen Jochum, Cond. Epic LC 3032

There are now so many fine cuttings of the two familiar Strauss works available on LP that it will be difficult for this new release to create any undue excitement. Both are well-played by the Amsterdam Orchestra, under Eugen Jochum's leadership. Addition of the ever popular "Les Preludes" may help move the set to new collectors.

BRAHMS: ACADEMIC FESTIVAL AND TRAGIC OVERTURES; SCHUMANN: OVERTURE, SCHERZ AND FINALE (1-12)—London Symphony Orchestra; Lawrence Collingwood, Cond. M-G-M E 3102

A fine sounding disk. The two Brahms pieces have been extensively recorded by top flight orchestras on many labels. Scanty competitive vinyl on the Schumann, tho, sharpens the merchandising appeal of the package.

POULENC: LES BICHES; FAURE: DOLLY SUITE OP. 56 (1-12)—London Symphony Orchestra; Anatole Fistoulari, Cond. M-G-M E 3098

"Les Biches" is the music Poulenc wrote for a ballet in the early Twenties and reflects the light-hearted, carefree spirit of that era. It satirizes high society at a week-end house party and is a brilliant malicious comment on their life and manners. The "Dolly Suite" was dedicated by Faure to a little girl, Dolly Bardac and recreates the make-believe world of a child. Both are delightful listening. A good buy for those interested in the repertoire.

INSTRUMENTAL

CONCERT MUSIC FOR ORGAN AND CHIMES (1-12)—Richard Ellsasser, Organist. M-G-M E 3066

Ellsasser's organ following, which has been steadily expanding with each new M-G-M release, should continue to grow with this new set. It contains Alexander Russell's, "St. Lawrence Sketches"; Louis Vierne's, "Carillon de Westminster" and Ellsasser's, "Icarus." They are played very capably by the organist, on the instrument at the John H. Hammond Jr. Museum in Gloucester, Mass.

SCHUBERT: SONATA IN B FLAT MAJOR, OP. POSTH; SCHUMANN: BUNTE BLATTER, OP. 99 (1-12)—Clara Haskil, Piano. Epic LC 3031

Pianist Clara Haskil captures the lyricism of Schubert's "Sonata in B Flat Major," and the contrasting moods of Schumann's "Bunte Blatter." The latter occupy only the last band of three on the second side. Competitively, there is a dearth of vinyl on the "Bunte Blatter." The Schubert sonata appears elsewhere in several good versions.

SOLO VOCAL

BRAHMS: ALTO RHAPSODY; FOUR SONGS (1-12)—Kathleen Ferrier, Contralto; London Philharmonic Orchestra; Clemens Krauss, Cond. London LL 903

For the many to whom the untimely death of Miss Ferrier less than a year ago came as a shocking loss, this LP transfer of a 1949 reading of the "Alto Rhapsody" should be doubly welcome, both as a beautiful reading of a masterpiece in the literature and as a remembrance of a great artist. The four Brahms songs which fill out the set show Miss Ferrier's ability with more intimate material.

HINDEMITH: DAS MARIENLEBEN, OP. 27 (2-12)—Jennie Tourel, Mezzo-Soprano; Erich Itor Kahn, Piano. Columbia SL 196

There is one other version of the song cycle on the Virgin Mary extant on LP, but this will probably be "it" for any searching out the repertoire. There should be more than a few sales made also to Tourel fans, who know her only in more popular material. Many will be impressed at the ease with which she reads this outstandingly difficult work. Kahn is the perfect collaborator at the piano.

SCHUMANN: DICHTERLIEBE AND FOUR SONGS (1-12)—Gerard Souzay, Baritone. London LL 940

With this recording, Souzay replaces an earlier recording (London LL 535) of the Schumann song-cycle which he felt "was not representative of the way he presently interprets the work." This recording is a decided improvement and invites comparison with the best LP versions of this great song-cycle currently available. Potential is limited, tho.

CHAMBER MUSIC

BRAHMS: CELLO SONATAS NO. 1 IN E MINOR AND NO. 2 IN F MAJOR (1-12)—Janos Starker, Cello; Abba Bogin, Piano. Period SPL 593

Celloist Starker continues his survey of the literature with a disk that will require no "selling" to anyone familiar with his earlier efforts on Beethoven and Bach. Thoughtful and tonally beautiful performances, with the problems of balance between cello and piano solved effectively.

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-50, Poor

Decca Seeks OK

Continued from page 12

ued during 1953. Indications of a substantial increase in activity were observed toward the close of 1952. And since the end of December, the company has had more hit popular records than at any time within the previous 12 months.

The company's proxy statement to its stockholders stressed the earnings of Universal and their effect on Decca's present standing. The investment in Universal "has diversified business risk," it said, "by spreading the capital investment of the corporation into separate enterprises operating in different, tho related, fields. It

affords the corporation opportunity to benefit thru closely coordinating the production of hit record albums with the production of hit motion pictures, as in the case of "The Glenn Miller Story," and thru the joint use of talent" (see separate story).

The statement adds that "management believes it would be in the corporation's interest to be prepared to take advantage of other good opportunities for further diversification and expansion."

Up for re-election to the board are Rackmil, Leonard W. Schneider, Robert W. Lea, Harold I. Thorp and Samuel H. Vallance. Lloyd is expected to name his director slate next week in his move to gain control of the managerial reins.

Scholarship Fund Set Up by Local 12

HOLLYWOOD, March 20.—American Federation of Musicians, Local 12, Sacramento, this week announced the establishment of an annual program of music scholarships totaling \$300, and open to students in the five counties of the local's jurisdiction.

Two \$100 scholarships will be granted to high school students among the June graduating classes for further studies at Sacramento State and Junior colleges, or Placer Junior College, as they choose.

Another \$100 scholarship will be granted to the outstanding music student at Sacramento or Placer Junior College for further study at Sacramento State.

Rollie Barton, president of the local, declared the purpose of the scholarships is to provide additional incentive for young instrumentalists to continue their studies.

AGVA Wins in NJ

Continued from page 11

joined the union from taking action against any franchised agent for booking in that area. To make the order still stronger, La Porte obtained a federal injunction in ex parte proceedings, which restrained AGVA in the same terms but crossed State lines. AGVA was successful in getting the federal order wiped out. This week the New Jersey order was vacated.

On the heels of this victory, AGVA promptly called an emergency meeting of its members Wednesday (24) to lay plans for a drive against the Lakewood hotel men. AGVA had demanded that hotels recognize its members as employees, pay welfare fund contributions and sign basic agreements embodying these demands. Plans to picket hotels in Lakewood are now being made.

Attorneys claim that hotels can now sue AGVA for damages accrued thru any failure to obtain talent and other causes. But under the law it will take months before such suits can be tried in a court. AGVA said it was prepared to fight such suits.

Catskill Resorts

As a direct result of the rescinding of the New Jersey court order, AGVA has called a special membership meeting for Wednesday (24) to lay plans to start a drive against the Catskill Mountain resorts. Latter area spends more than \$3,000,000 for entertainment during the 10-week season.

Resort owners have consistently said they will not bargain individually with AGVA. Union must deal with them as an association. Hotels have also said they will not agree to the employee designation that AGVA seeks. Hotels have said they will throw out acts rather than give in to AGVA.

Fiery talks about the future in the mountains, and the livelihood of thousands of performers, is expected to dominate discussions from here on.

Ballroom's Biz

Continued from page 12

slated for the first week-end in April.

Down the street a dozen blocks at Cliff Mitchell's Band Box, Frank White, former Art Kastle pianist-arranger, fronting a small band, is pulling good crowds on Thursday, Friday and Saturday nights. Even better crowds of Western music lovers are passing thru the turnstile for Sunday evening Western music by Rocky Starr.

Bobby Beers with a 10-piece ork fill in between name bands at the Rainbow, and excellent publicity for Beers in the local press, as well as his own weekly TV show, helps build the former Lawrence Welk singer into a favorite "local Myer Davis."

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Europe Jobs

Continued from page 11

complained that shows sent abroad were monotonous and lacked enough American touch. The biggest demand will be for girl singers and dancers. Next will come novelties and musical acts. Straight talking acts, comedians, etc., will be routed thru the British Isles. The language barrier will make them unsuitable for non-English speaking countries.

The first unit to leave under the Abramson plan, April 16, will consist of 12 to 15 people. Each unit will carry its own key musician or musicians to be augmented abroad. Seventeen units are tentatively planned to start the ball rolling. A unit will leave every two or three weeks according to the present outline.

As a tribute to Abramson's work for the Armed Services (he's sent troupes at his own expense to do hospital shows all over the country), a testimonial dinner will be given him March 29 at the Astor Hotel, which will be attended by high service brass. At this dinner he will get a citation from Secretary of Defense Charles E. Wilson, in recognition of his services.

Sam Fox Firm

Continued from page 12

Choir on Parlophone in German and moved into the hit class quickly.

Four other records have been issued on the tune in England, one on English Decca, another on English Columbia, one on Philips and one by thrush Vivian Blaine on Parlophone. All of these are in English.

The Fox firm put an option on the tune March 1 and picked up the North American rights this week. A number of other American firms were after the tune. Money advanced was not disclosed except that the advance was "substantial" and royalty terms were "high."

Decca-Universal

Continued from page 13

the effort. Chandler will come East soon for a six-city disk jockey tour to help push the slicing.

Most elaborate combined effort, of course, has been on "The Glenn Miller Story" movie and soundtrack album. Tho the picture has not yet completed first-run bookings, the album already tops the pop best-selling charts.

Past examples of Decca or Coral artists appearing on Universal shorts include Tommy Dorsey, Jerry Gray and Don Cornell. Universal talent showcased on Decca wax in the past included Donald O'Connor and Robert Monet.

Liberty Now 100th Dealer For Camden

NEW YORK, March 20.—Liberty Music Shops, class retail disk outlet, this week became the 100th dealer signed to handle Camden Records, RCA's low-priced disk line. Liberty is the first outlet for the Camden label in Manhattan. Abraham & Straus handles the line in Brooklyn. Recent contracts set with Music City in Los Angeles and The Emporium in San Francisco provided the first West Coast representation for Camden. According to Dave Finn, the label's sales manager, it is intended that some 125 dealers handle the line.

National advertising scheduled for the label includes space in Saturday Evening Post, Look and The Saturday Review. Camden label has also been promoted via network television and radio time on "Your Show of Shows" and the Phil Harris-Alice Faye program. The label issues 45 EP disks at 69 cents and 12-inch LP records at \$1.89. Featured are original masters from the Victor vaults.

Westminster's

Continued from page 12

agement is patterned after deals previously set for other areas of the world. Licensing pacts are already in effect with Pye-Murphy, Ltd., for England and the British Commonwealth; with Ducretet-Thomson, for France and its colonies, and with Festival Records, Ltd., for Australia and New Zealand.



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Ringling to Add 10 Cars In '55 for Total of 80

Big One Reverses Equipment Cutting; New Bulls, Menagerie Are Planned

Continued from page 1

erie and jamming the remaining cage wagons and animals in one end of the show's big top. North is known to favor a separate menagerie and it is possible that next season the show's splendid collection of strange beasts—always one of its prime lures for the moppet trade in areas where first-rate zoos do not exist—will again be housed under a separate top.

Again, the showman, who has originated and adopted more circus innovations than all of his illustrious uncles who formed and nurtured the business, may have in mind special effects that call for more transporting units. There have been rumors of the possible addition of water displays to embellish the already elaborate performances. Such equipment, if it were adopted, would require special engineered mobility to keep up with the movement of the Big One.

The Big Show, which for years was geared for continuing growth, underwent systematic cutting after Robert Ringling lost control to North and the latter named Arthur M. Concello general manager. In 1948 the train was cut to 90 cars and remained at that size

thru 1949. In 1950 10 more cars were lopped off and in 1951 it was trimmed to its present size.

Nix More Cuts

A split between North and Concello who ended his term as general manager this winter was reportedly based, in part, on the latter's stumping to cut the train still further to 60 cars.

Although the appearance of the Big Show on a lot today is tremendous, just as it was when it traveled on many more cars, it is possible that it has not impressed the public as in the past. The show's early season under canvas dates last year were not good and, in some towns, it was re-

ported, the natives felt that not all of the show was brought in.

Apart from the cost of equipment and movement a prime consideration today is the availability of lots close to centers of population capable of harboring the Big One. Some 14 acres are now needed and the show's agents are drooling to play many a town that has had no suitable site for some years.

The cars will be new and the contract for the equipment has been let. The show's rolling stock is excellent with the personnel housed in made-over cars that once moved wounded military personnel.

EXCAVATING TO BEGIN

273,672 Sq. Feet for N. Y. Hall's 4 Levels

NEW YORK, March 20.—Excavation work for the mammoth New York Coliseum at Columbus Circle will begin April 1, Robert Moses said this week in revealing final plans for the development. Moses, who heads the Triborough Bridge & Tunnel Authority which is underwriting the project, reported that the Coliseum's exhibit area will contain 273,672 square feet on four levels, unhampered by columns.

There were many important aspects of the plans, including the following:

If need be, the vast exhibit area would be fitted out to provide temporary seating for up to 10,000 persons.

Four Exhibit Levels

The street level floor will have 65,000 square feet of exhibit space and will be 20 feet high; the main floor will have 88,000 square feet at the same height, surrounded by two balconies; the balcony providing the third level will have 76,672 square feet and the upper balcony will have 44,000 square feet.

There will be 13 meeting rooms along the mezzanines, as well as offices for visiting show managers and quarters for the press.

It is claimed that with the four levels available, it will be convenient for one big show to occupy all the display space, or for four separate events to be held simultaneously.

Truck ramps will permit trucks to drive directly on to the first

exhibition floor from both 58th and 60th streets. And off-street loading into two freight elevators will be provided from 58th Street, for the balcony levels. A third elevator will handle the largest tractor trailer allowed on the roads here.

There will be public parking at the basement and sub-basement levels for up to 850 vehicles, if attendant-parked, available by ramps from both 58th and 60th streets.

It was originally planned to combine a sports arena and convention hall with the exhibit space. The convention hall plan was dropped because very few require facilities for much more than 2,000 persons and the Coli-

(Continued on page 51)

'King and I' Set for Aud At Dallas Fair

DALLAS, March 20.—The Rodgers and Hammerstein musical, "The King and I," has been signed as the Auditorium show for the 1954 State Fair of Texas.

An extra performance will be added to the usual schedule for State fair shows. Dates of the fair are October 9-24 this year, but the show will open the night of October 8 to accommodate Texas-Oklahoma football fans arriving early for the Saturday game. This will give the fair 25 performances of "The King," and will have the effect of adding just one more sell-out performance. The auditorium is usually sold out for all performances on the big Texas-Oklahoma weekend.

Patricia Morison will head the national company that will appear in Dallas. She is currently appearing in the Broadway production which opened in 1950 with Gertrude Lawrence in the role.

"The King" will be the first musical show for the Dallas fair since "Guys and Dolls" in 1951. A revue with Martin and Lewis played the auditorium for the 1952 fair and Ethel Merman starred in a revue in 1953. "Guys and Dolls" and "South Pacific" in 1950 were top money winners for the fair. Shows have always pulled better than revues.

Fla. State Fair Inks B-C Show

TAMPA, March 20.—Barnes-Carruthers Theatrical Enterprises, Chicago, will again produce the night grandstand show at the 1955 edition of the Florida State Fair here. J. C. Huskisson, fair manager, announced. The Chicago agency produced the show at last month's fair here for the first time.

Mermaid Fete Dates Set

MISHAWAKA, Ind., March 20.—The ninth annual Mermaid Festival at North Webster, Ind., will be held June 28-July 3. The event is sponsored by the Lions' Club. George H. Prough, Mishawaka, is handling concessions.

Press Results Good for R-B In First Round

NEW YORK, March 20.—The Ringling press corps scored well in its first assault on the metropolitan press rooms. First editions of all but one daily devoted goodly-sized and well-played space to the Big One yesterday, after the boys made the rounds on Thursday (18). These were yesterday's results:

Times: Amusement page feature with picture of Ed Knoblauch, new publicity director.

Mirror: Page 6 story plus centerfold photo showing clowns Will and Harry Hanlon.

News: Centerfold photo showing billposter at work.

Post: A blank.

World Telegram & Sun: Page 3 five-column headline over story and a photo of tiger Leaping Lucifer.

Journal-American: Page 12 story with photo showing clown Charles Bell, Peanuts the dog, and LaBella Carmen.

Herald-Tribune: Page 18 story with photo of Mrs. Gargantua.

Drop of 60c Admission Tax a Boon to Showbiz

Continued from page 1

Washington

of 10 cents." The House-passed bill, which provided no exemptions on general admissions, had set the tax at "1 cent for every 10 cents or fraction of 10 cents" to replace the present rate of "1 cent for every 5 cents or major fraction of 5 cents." The House version in omitting the word "major" would have imposed a steeper tax on certain classes of admissions. This omission, a Senate Finance Committee spokesman said, was apparently inadvertent, and House Ways and Means Committee members probably won't raise any objections to the Senate change.

While most other provisions of the House-passed bill were accepted by the Senate Finance Committee, an exception was made in that the tax on races is continued at 20 per cent. Chairman Millikan said that automobile racing will be included in the 10 per cent cut. The House bill provided for an across-the-board reduction on general admission taxes from 20 to 10 per cent. The reduction in the cabaret tax from 20 to 10 per cent was accepted by the Senate committee.

Since the bill is to be effective on April 1, a special provision states that "where tickets are purchased before April 1, 1954, for admission after that date, the purchasers of the tickets will be eligible for refunds (to be obtained from the issuer of the ticket) equal to the rate reduction in the bill."

Other sections of the Senate bill exempt from the admission tax all college athletic events, except for the post-season bowl games, and museums of history, art or science operated by the government or by a non-profit organization.

The Senate Finance Committee went along with the House in re-

(Continued on page 51)

Gaylord White Dies; Auto Race Promoter

Succumbs at 47; Regarded One of Most Respected Persons in Outdoor Field

SIOUX FALLS, S. D., March 20.—Funeral services for Gaylord White, 47, one of the nation's leading auto race promoters, who died Sunday (14) near Tampa, were held here this morning at the Benz Funeral Home. Interment was at Huron, S. D., in the afternoon.

White had been in ill health for the past two years. He suffered a stroke last fall and after hospitalization went to Florida, accompanied by his wife, Gwyneth, to recuperate. Death attributed to a blood clot, came during sleep.

One of the most respected persons in outdoor show business, White was a partner of Al Sweeney, Chicago, in the operation of National Speedways, Inc., which provides auto racing and some motorcycle races at many fairs thru the Midwest and South.

Widely Respected

He was also widely known and respected as a result of his early years spent as a press agent of outdoor attractions and of fairs in the East, Midwest and South.

Besides his widow, who lives here, he is survived by his father, John F. White, Lake Norden, S. D., veteran fair executive, who for many years was secretary of the South Dakota State Fair, Huron, and who also had served as an executive of the fair here.

'Super Circus' Unquotes R-B

CHICAGO, March 20.—The ABC television show, "Super Circus," has stopped use of the phrase, "Greatest Show on Earth," at the request of Ringling Bros. and Barnum & Bailey Circus. Ringling claims the phrase as a trade name. The television show had included the sub-title in its script for several weeks.



GAYLORD WHITE

A sister, Madeline White, also survives.

Born November 10, 1906, at Perry, Ia., Gaylord White spent his youth on a South Dakota farm. He attended Iowa State University at Ames, Ia., where he played varsity baseball for three years. During summer vacations of his high school and college years, he assisted his father, then secretary of the South Dakota State Fair, and later handled publicity for the late Alex Sloan, then the principal auto race promoter in the Midwest.

Started as P.A.

After leaving the University of Iowa, White joined Sloan as press agent for the full racing season in 1930. He remained with Sloan until 1933, when he went East and joined the staff of the late Ralph A. Hankinson, then the leading auto race promoter in that section.

At periods during the years 1933 thru 1935 he was free to handle publicity for fairs. Thus, he directed publicity for the North Carolina State Fair, Raleigh, then

(Continued on page 51)

Terrell Trick Reports Okay Indoor Season

NASHVILLE, March 20.—Terrell Bros.' Circus closes its indoor season at Greenville, S. C., Saturday (20), after a 15-stand season in Florida and South Carolina. Florida business was reported okay while the Carolina spots were slow.

Performances included the Spanton Family, doing several numbers, Chief Split Cloud and six Indians; The Townsend Troupe, doing several and the Hartleys, doubling, Fuzzy St. John, western movie comic, was featured.

Staff included Tom and Janette Terrell, producers; Cal Townsend, manager; T. C. Terrell, promotions, and Bob Adams, press. Same staff will handle the outdoor season, which opens May 28 at Louisville.

TREFFLICH ON PRICES

Upped Charges, Foreign Bids Boost Animal Costs

NEW YORK, March 20.—It's the simple situation of supply and demand that is boosting animal prices, importer Henry Trefflich said this week, complicated by a few other things.

Trefflich, whose company will hold its annual spring sale shortly, cited competition and rising expenses as driving animal prices steadily upward. For example, he said, the shipping firms now charge him an increased \$7.80 a day per animal, for caretaking en route to New York.

"And the European market is now wide open," he said, "with the result that Europeans are outbidding us in the Far East and the

Orient. The money some of their buyers are paying in Japan, for instance, is terrific. We are forced to pay more for animals."

Trefflich said the British and American insurance firms with which he does business are now charging as much as three times more than in early postwar years.

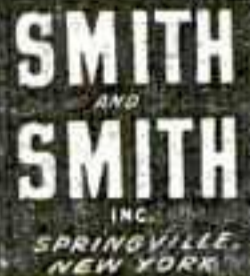
Among comparative prices Trefflich is charging, a female Indian elephant 54 inches tall at \$5,000. Last year baby Indians went for \$4,000. He is now asking \$750 for baby chimps compared with last year's price of \$650. Chimp cage animals have gone from \$450 to \$500.

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WHALE ON DISPLAY

Mrs. Haroy Shown To Public at Last

NEW YORK, March 20.—They took the wraps off Mrs. Haroy yesterday as the 65-ton whale began a public showing on the big parking lot at 69th Street and Broadway. Promoters Raye Perkins and Morris Chalfen, expecting heavy business, had a 50-foot-long facade erected, standing 26 feet high. Six turnstiles were installed to handle the crowds.

Also on display is Princess Minnie the fieldmouse, giving the exhibit one of the world's smallest animals, as well as one of the largest.

Crews worked Wednesday (17) on the big canopy which covers the walk-thru exhibit. Prices are 50 cents for adults, 25 cents for children and 15 cents for school groups plus tax. Additional revenue will accrue from sales of balloons made to resemble the whale, and from 25-cent descriptive booklets telling the mammal's history. Balloon prices had not been set late in the week. Show hours will be from 10 a.m. on past the twilight hours, as long as there are customers.

It is understood that Owner Leif Soegaard is getting 55 per cent off the top, which includes income from the booklets, balloons

and any other concession sales. The promoters have an indefinite-term agreement with the lot owner, who operates the corner filling station, and Perkins said the whale will be shown there "until Labor Day, if the business holds up." Then it will be routed, probably southward.

The promoting company has been named the Arctic Whaling Company, with Chalfen as president and Perkins as vice-president. (Continued on page 51)

R-B Slated to Enter Garden March 29

NEW YORK, March 20.—The dirt will be layed on the Madison Square Garden floor beginning Monday (29) at 6 p.m., according to general agent F. A. (Babe) Boudinot of the Ringling organization. The show trains leave Sarasota quarters Thursday (25) and are to pull into New Jersey today. Then they are to be moved here to the Harlem River Yards of the New York, New Haven & Hartford Railroad.

Boudinot said the circus equipment will be hauled into the Garden basement Sunday (28) morning and will remain there until after the matinee-evening basketball program of the Harlem Globetrotters.

The annual trek of elephants to the Garden will follow the customary route, he added. Sunday morning they will go up Second Avenue to 57th Street, over to Eighth Avenue and down to 49th Street and the Garden. The 40-day show begins Wednesday (31).

The 33-man billposting crew has covered the midtown area and is going over it a second time. Next week the New York and Long Island railroad station will be covered, as will subway and other transit locations. The crew will also branch out into Yonkers and North New Jersey.

In mid-April, three weeks before the May 9 closing of the run, the billers will move on to Boston and the No. 2 crew of five men will stay behind to catch some of the missed spots.

Hamid Views Hamburg Bills

HAMBURG, Germany, March 20.—George A. Hamid spent several days here visiting such vaude houses as the Hansa, Allotria and Haus Vaterland. Programs were a bit shy of outdoor-type acts but Hamid found a few good numbers.

Among acts of interest were the American acro-comic duo, Roth and Shay; the teeterboard tumbler, Hungaria Troup, and the Dubsky Trio, clowns—at the Hansa. Of interest at the Allotria were the Four Freys, motorcycle novelty; Harry and Long, comedy double bar; Dondo, aerialist, and Benedetti Bros., clowns. Four Whirlwinds, femme tumbler, were spotted at Haus Vaterland.

Bryan Woods Shuts Dog-Pony Outfit After 30 Seasons

JENNINGS, La., March 20.—Bryan Woods, for 30 years operator of the Bryan Woods Dog & Pony Show, will put the show on the shelf this season, it was learned. He has it in winter quarters here.

He will keep animals and a truck and play school dates. Woods said he doesn't "believe it is in the books for a small show to succeed any longer." Increased postage on advertising, upped insurance prices, transportation laws and labor supply combine to run the nut up too high, he said.

Show Sponsors Change Name

BRIDGEPORT, Conn., March 20.—The Greater Bridgeport Builders' Association has changed its name to the Fairfield County Home Builders' Association and has scheduled its second annual Better Home Show for April 27 to May 2 in the Connecticut State Armory here.

Augustus Pace is president of the group and Frank J. Lablanc is general chairman. Show headquarters have been set up in the D'Elia Building here.

Partial Listing For R-B Benefit Opener Is Given

NEW YORK, March 20.—A partial list of entertainers who will participate in the Cerebral Palsy benefit opener of the Ringling Circus in Madison Square Garden has been released. The names include Deborah Kerr, Audrey Hepburn, Faye Emerson, Arlene Francis, Rita Gam, Nina Foch, and Jinx Falkenburg, all riding animals and floats.

Twenty top comedians making up the clown troupe will include Robert Q. Lewis, Sam Levenson, Morey Amsterdam, Jan Murray, Herb Sheldon and Jerry Lester. Chairman of the one-night event, with tickets priced from \$1.50 to \$50, is Mrs. Leopold Stokowski.

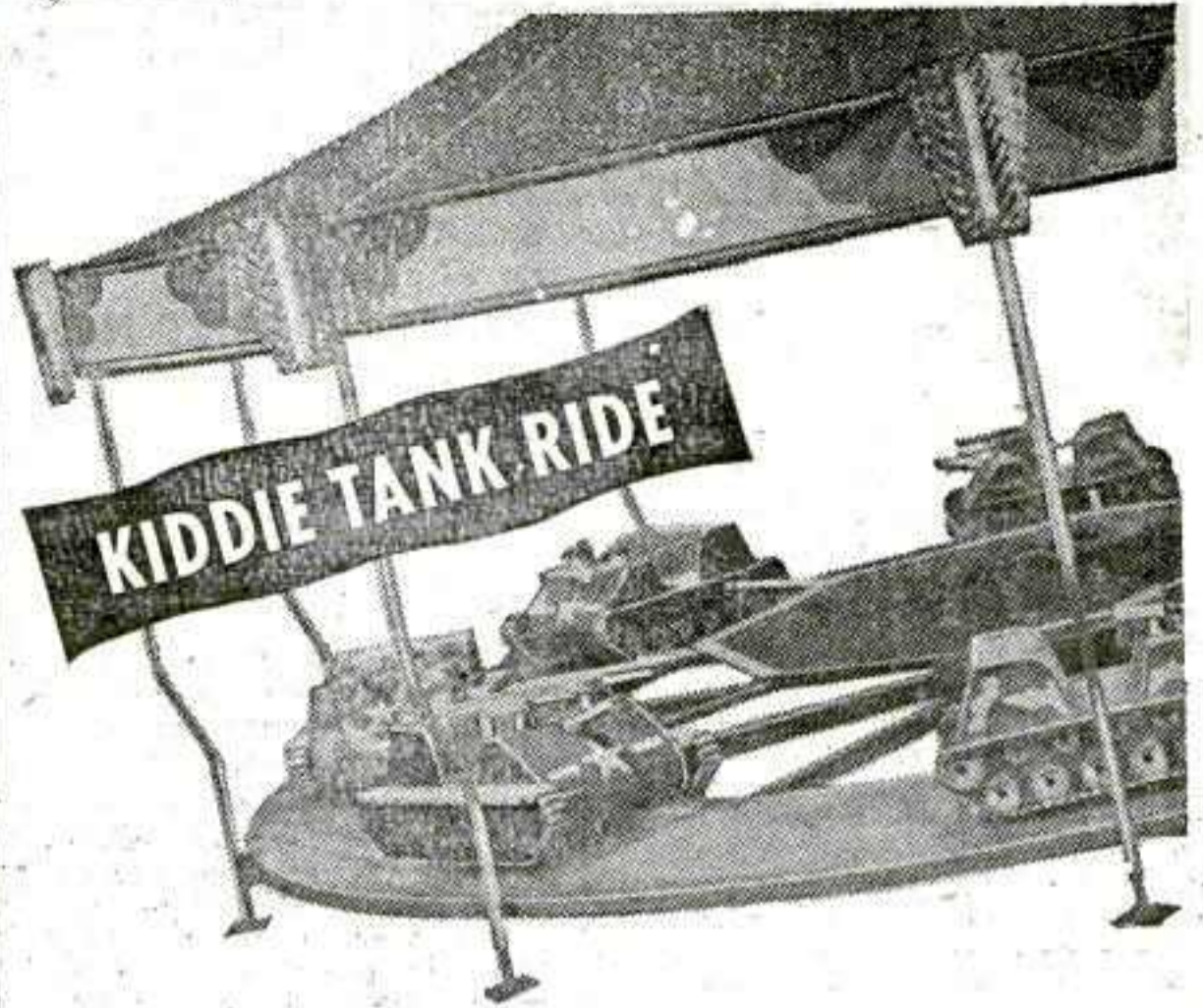
Howe Handles Baltimore Date

BALTIMORE, March 20.—Knights of Columbus circus here will be April 1-4, with Eddie Howe handling booking, production and press. Advance promotion has been going since January with Bob Stearns in charge.

Show will be at the Baltimore Coliseum and is making heavy use of outdoor advertising, including tack cards, pictorials, three-sheet boards and 24-sheets. Among acts already booked are Rudy Rudynoff's horses and Billy Barton, cloud-swing.

Pitt Circus Set for Arena

PITTSBURGH, March 20.—The Shrine-sponsored Hamid-Morton Circus, staged in the Armory for the past several years, will be held this year in Duquesne Gardens, the city's principal arena. The switch to the new house will eliminate the need for the erection of portable seating, believed to be the principal reason for the withdrawal from the Armory. Dates are April 19-24.



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Contino Replaces McHugh At National Orange Show

SAN BERNARDINO, Calif., March 20.—Dick Contino has been signed for five days to start with the opening of the 11-day National Orange Show on March 25, and replaces the Jimmy McHugh Show seg that was canceled by the tuner on orders of his doctor. Bernie Scheppers, booking the show for his agency, Schepers Bros., said that Contino would play the first four-day segment and the first of the second one.

The 11-day run of the 39th annual industry-wide event, is divided into three segments of shows. The first, starting March 25 runs thru March 28. The second

opens March 29 and closes March 31, with the third and last starting April 1 and closing with the exposition on Sunday (4).

Scheppers said that some of the talent would run the entire show. These include the Moro-Landis Dancers, tagged the Orangettes for the occasion, and Al Lyons and his orchestra. In the outdoor section and separate from the twice daily show in the Ralph Swing Auditorium will be the Star Dusters, double sway pole act, as a free attraction.

The first show includes in addition to those on for 11 days Shepherd Bros., bell ringers; Johnny O'Brien, monologist; Mercer Bros., and Stewart Morgan Dancers. The Bell Sisters, recording artists, open March 28 for four days, which takes them thru the entire second stanza run. There will be the Houcs, acrobatic act; Anthony, Allen and Hodge, and Woo Woo Stevens, Anthony Allen and Hodge open March 31 and go to the end of the show.

Marilyn Maxwell headlines the third and closing stanza. On the bill will be the Carsony Bros., opening April 1 and closing April 4.

The production will run 89 minutes, Scheppers said. Eddie Gamble will be the stage manager. Also featured in the outdoor section will be bands from Air Force and Army bases.

Crafts 20 Big Shows will be on the carnival midway.

BYLINES CUT Program Spots Reads for R-B Departments

NEW YORK, March 20.—Several changes are being incorporated in this season's program of the Ringling Bros.' and Barnum & Bailey Circus, public relations director Ed Knoblauch said yesterday. First proofs are off the presses and production will get under way after editing.

With the exception of Henry Ringling North and John Steinbeck there will be no bylined stories. And departmental heads are being featured in a pictured story of behind-the-scenes activities.

North will author "Jomar Rolls Again," describing the return to the road of the fabled special coach car. Steinbeck's story, "Circus," will be one of the program's features.

There is no indication at this date that the program will contain any more pages than it has in the past. It will be fronted by a Charles Baskerville painting of a girl on horseback, and contents will include "The Good Old Clown Days" by Bill Ballantine, "Museum of the American Circus" by John L. Sullivan, and "A Show is Born"—behind-the-scenes story with pictures of Frank McClosky, Pat Valdo, Willis E. Lawson, Lloyd Morgan, Bob Reynolds, Walter Kernan, Dave Blanchfield, Philip McGrath, George Escalera, Osmond Osmondson and Dare Barlow.

Chicago Crowds Big for Polack

CHICAGO, March 20.—Polack Bros.' Circus won strong attendance at its Chicago stand, which closed Sunday (14). Final weekend business was at the sellout level, and the Monday twilight show experiment proved successful. More performances were given than in the past, permitting the show to move ahead on attendance.

Promotion was up, according to reports, altho it was started later than usual due to negotiations with the Shrine for the contract. More men were used this time in order to make up for the delay. Program booklet was said to represent the same money, altho pages were fewer.

Concession sales were off sharply, with prices coming down in several cases.

Show currently is in Decatur, Ill., and plays Indianapolis March 22-28 before hopping to Phoenix and the West Coast.

Al Sweeney, handles Chicago press for Polack, was made an honorary member of the Shrine.

Ringling Shuns Chi Lake Lot

CHICAGO, March 20.—Whether Ringling Bros. and Barnum & Bailey Circus would play the lakefronts or another site here this season remains undecided, it was learned this week. Recently, the Chicago Park District announced that R-B probably would come back to the lakefront. Other sources said it was unlikely that the circus would use that lot or the West Side site played the past two seasons.

Portland May Quit Vaude, Book Icer

PORTLAND, Ore., March 20.—Committee members of the local Shrine Temple this week were considering the booking of an ice show next month in place of staging a locally-produced circus. For the past two years, the temple has booked circus and variety acts on its own, but this has not proved satisfactory. Previously, the show here was produced by Polack Bros. If an icer were booked, the Shrine also would be in the market for a new location, since the Portland Ice Arena has been closed.

Melville, Sask., Votes For Performance Bond

MELVILLE, Sask., March 20.—Melville town council has amended the local licensing law so that traveling shows now have to post a performance bond before receiving a license. In recent months, a grandstand show and an ice show failed to fulfill dates in the town.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 35 cents; \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, 51¢; Printed Tally Cards, 15¢; Colored Heavy Cards, 23, same weight as 21, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

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Sheets, 5 colors, loose only, no pads, size 4x5. M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36. Ea... .15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M... 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numbers, 5 colors, loose, not tabbed, M... 2.25
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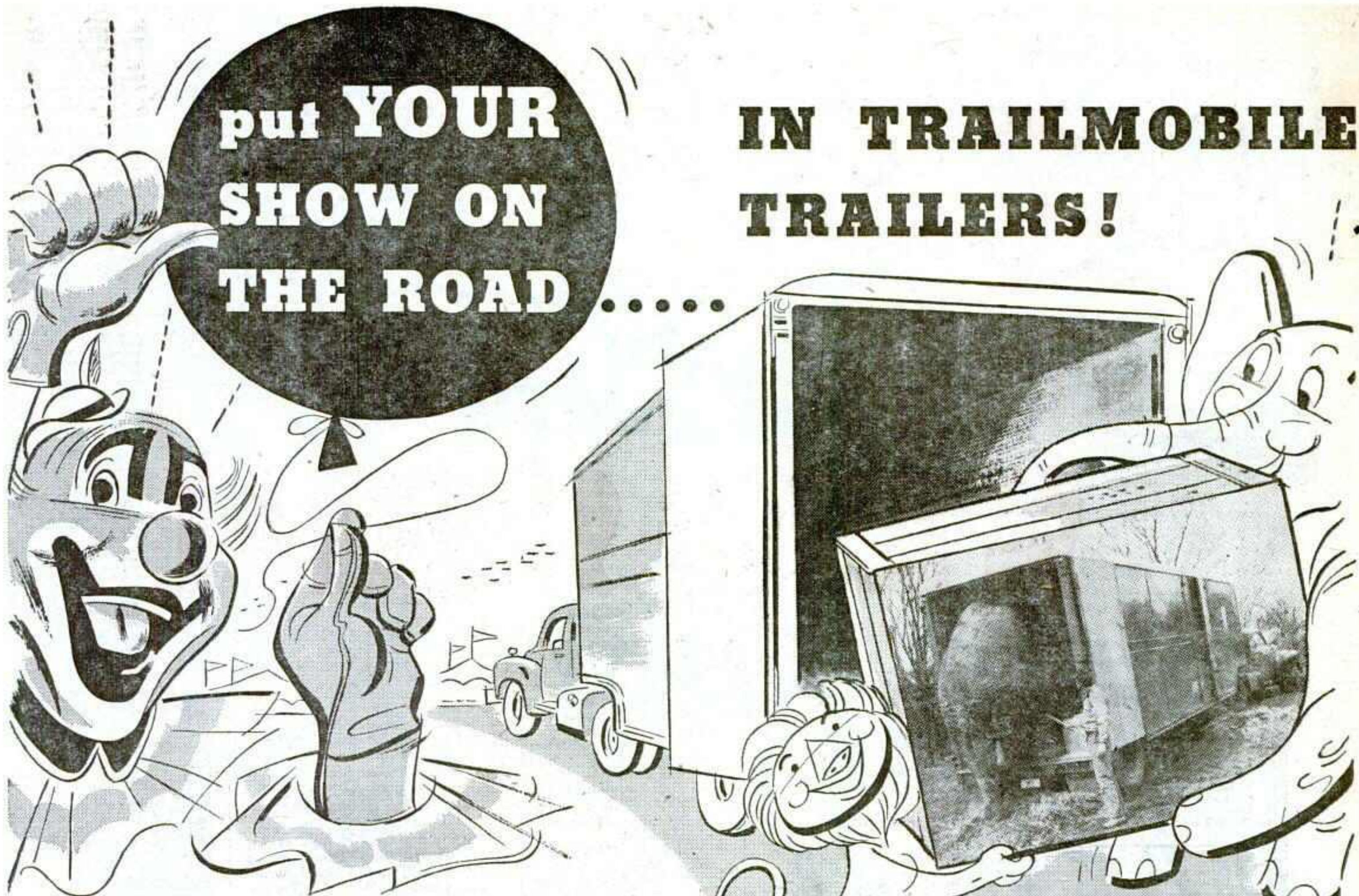
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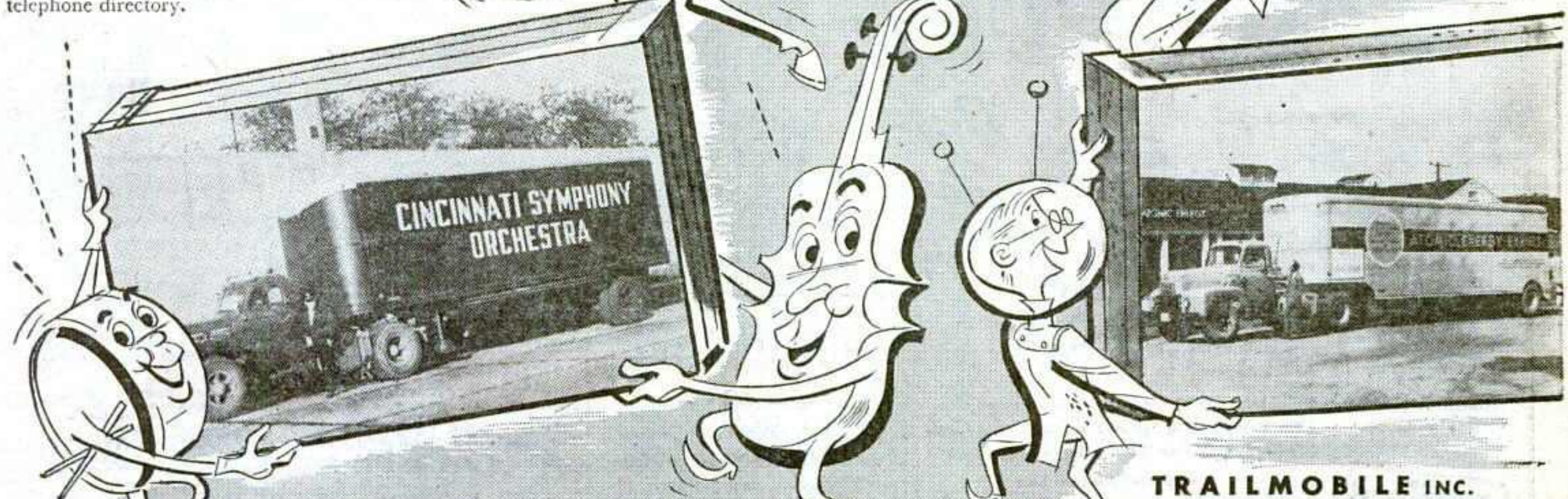
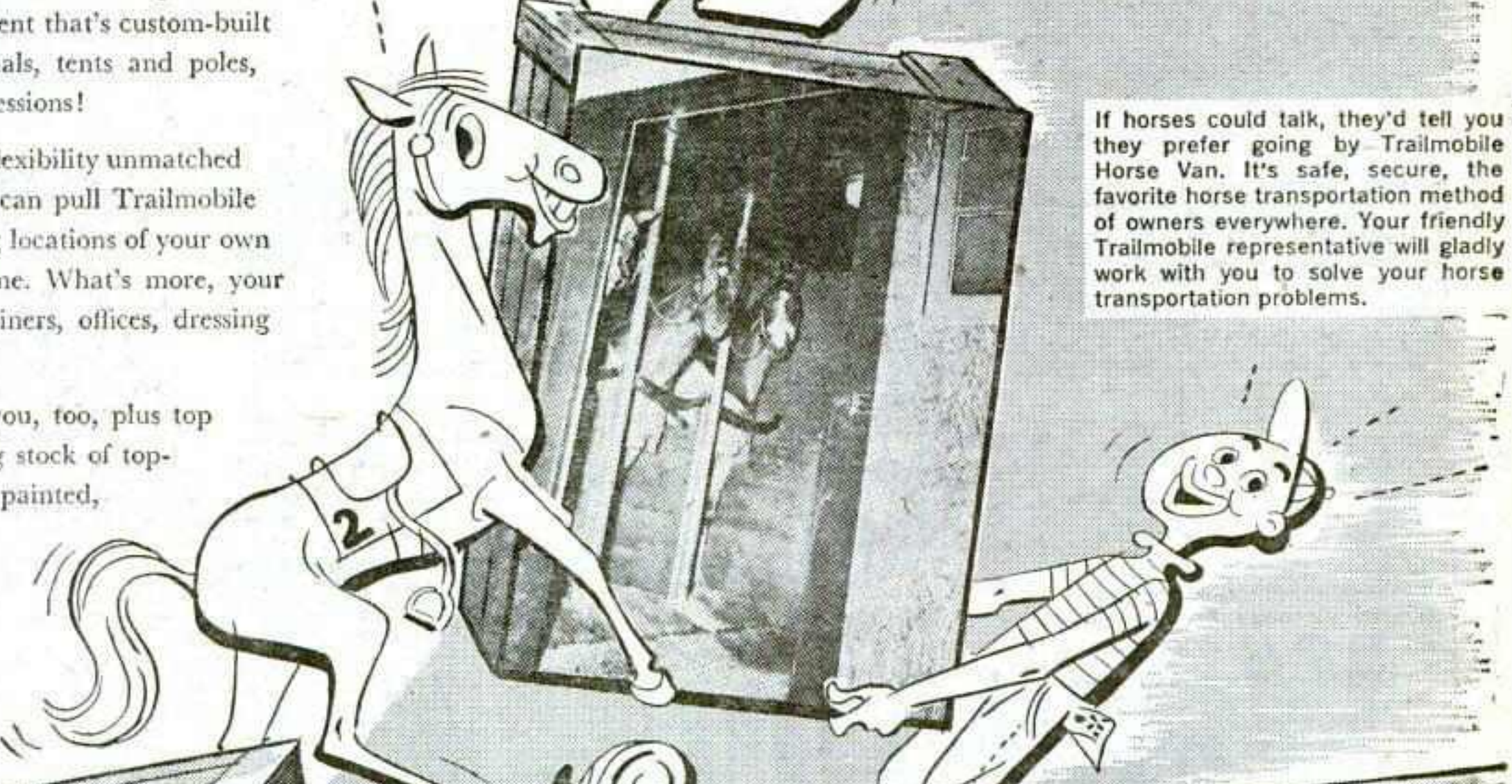
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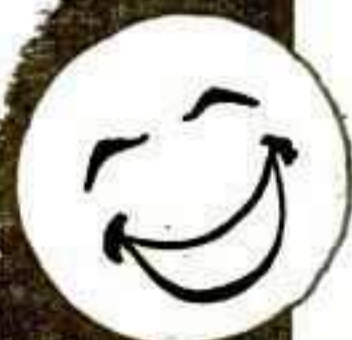
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(April 10 issue)

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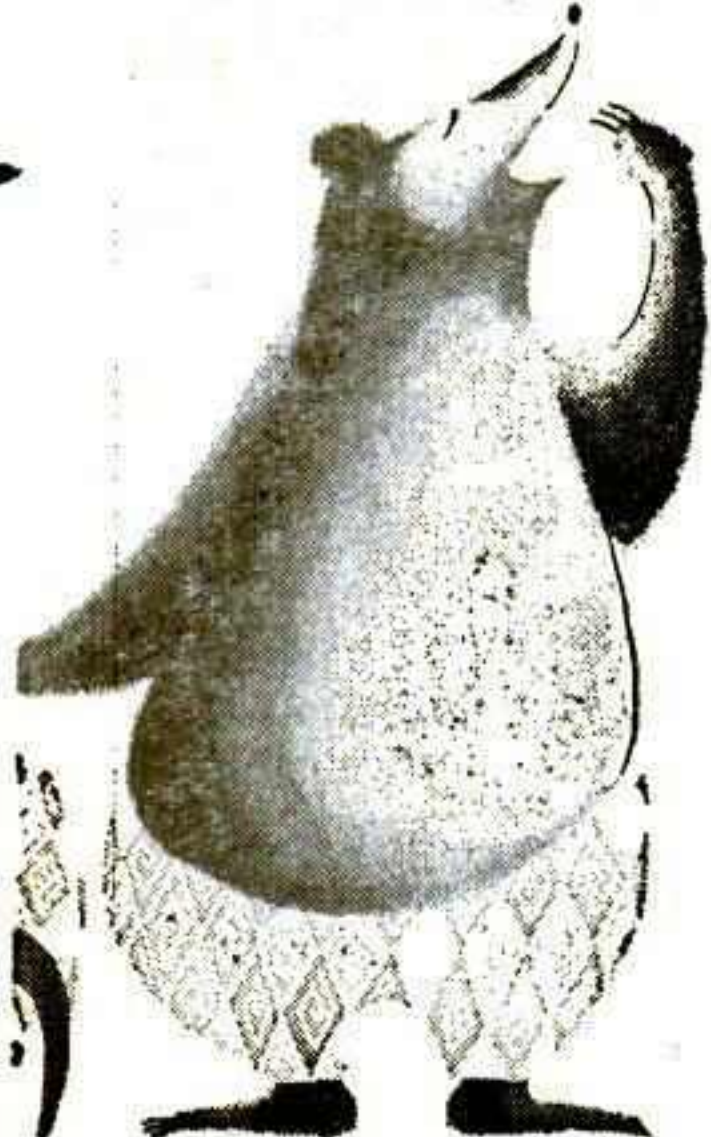
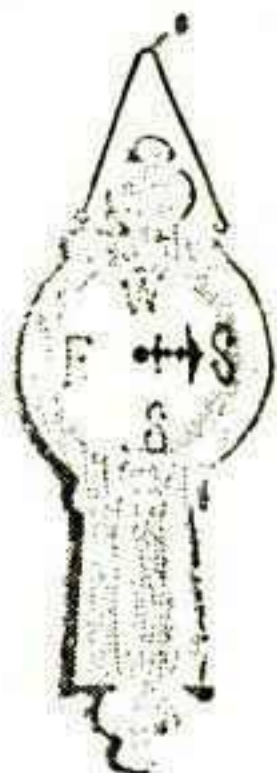
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SPORTS ASSN. SEES 250 FOR ANNUAL MEET

FEASTERVILLE, Pa., March 20.—The Participating Sports Association of America will hold its second annual convention here Monday (29) at Somerton Springs. President Vernon D. Platt said this week about 250 members and 44 exhibitors are expected to participate in the affair, which will feature business sessions at 1 and 4 p.m., dinner at 6 and dancing to follow.

Wagner Sets Three Units, Tells Dates

PHILADELPHIA, March 20.—Buddy Wagner, Eastern operator of the Tournament of Thrills stunt unit and of a new show, Stunt Capades, both produced by the Chitwood Corporation, said this week he will again field three units in the East and in Ohio, Michigan and Indiana during the coming season.

The units will operate with new Ford cars and trucks delivered to Wagner at the Ford plant in Atlanta on February 10. All three units are practically booked solid for still dates and fairs, Wagner said on his return from Florida.

He added that despite cold Florida weather, the recent tour down there, in which 14 shows were played in 17 days, proved successful. Television films and newsreels of the show were made in Miami and Jacksonville.

Wagner announced the signing of Riverside Park Speedway in Springfield, Mass., and in New London and New Britain, Conn., for still dates of the Tournament of Thrills unit, and the Great Barrington (Mass.) Fair date. He said he and promoter George Marshman have finished plans for a two-night stand in June at Philadelphia Municipal Stadium which has a 100,000-seat capacity. The thrill show will be combined with stock car races and rodeo acts, and will be a sponsored show.

Wagner said he will use a new type of simulated auto cannon act this season.

4 Named to New Jersey Bingo Board

TRENTON, N. J., March 20.—With New Jersey's communities set to vote April 20 on whether they want bingo to be operated within their borders, Governor Robert Meyner this week named four men to a State commission to regulate the game. One more commission post must still be filled.

The board, to serve without pay, has been named the State-Legalized Games of Chance Control Commission. Its five members will serve from one to five years. Two of those named are Republicans, one is a Democrat as is the Governor, and one, a woman, has identified herself as an independent.

The commission will set up uniform rules and regulations for bingo in communities which approve it at the polls, in the April 20 special election.

Edgerton Fete Inks Klein for Midway

EDGERTON, Minn., March 20.—for the fifth consecutive year the Klein Amusement Company has been signed to supply midway features at the Dutch Festival and Diamond Jubilee, scheduled for July 21 and 22 here by the sponsoring American Legion Post and Civic Club, said Clifford H. Peterson, general chairman.

Features of the affair will be nightly parades composed of bands, drum and bugle corps, Legion and VFW rifle squads, colors and drill teams, national guards, saddle clubs, Dutch dancers, clowns, Cootie fire engines, 40 and 8 engines, novelty and ancient autos, etc.

Edmonton Fair Approves 294G Budget for '54

Manager Expects \$219,700 Profit From Exhibition

EDMONTON, Alta., March 20.—A budget calling for the expenditure of \$294,522 during 1954 was approved at a directors' meeting of the Edmonton Exhibition Association.

James Paul, managing director, who submitted the budget, expects gross profit from the fairs enterprises to reach \$375,818, which will allow a net profit of \$81,296, more than \$6,000 ahead of that for last year.

The 1954 fair will show a profit of \$219,700, Paul estimates. Profit estimates for other operations are: Fall races, \$50,000; rodeo, \$15,000; Edmonton Gardens and concessions, \$52,000; sales pavilion and concessions, \$21,000, and grounds rentals, \$15,500.

Among the large expenses are \$60,715 for administration, \$32,000 for grounds maintenance, and a total of \$180,000 depreciation on the new grandstand, the addition to the Gardens and the sales pavilion.

While a \$1,800 loss on the 1953 fall livestock show was covered in the budget, Paul made allowances for a slim surplus of \$260 on this year's spring show.

Rodeo Costs 39G

Staging the rodeo will involve an outlay of \$39,000, but revenue is estimated to be \$54,000.

A total of \$207,000 will be spent on the summer exhibition, but the gross revenue, comprised of \$18,274 in grants and donations, \$99,345 from the races, and \$309,900 from the other exhibition attractions, amounts to \$427,519, leaving a margin of \$219,703.

A breakdown of fair expenses reveals a cost of \$20,000 for prizes, \$32,000 for attractions and bands and \$12,000 for advertising. Prizes for races this year amount to \$58,000, up \$2,200 from 1953.

Receipts of \$105,000 at the gate, \$110,000 for the grandstand, \$55,000 from concessions, and \$30,500 from the midway are anticipated.

Of the revenue from the Gardens, more than \$58,000 will be the association's share of hockey ticket sales. A further \$17,500 from "Ice Cycles" and other profits brings total proceeds to \$108,900, against costs of \$85,900.

Revenue from the Gardens' concessions is expected to be \$98,000, while expenditures have been tentatively set at \$69,000, leaving a profit of \$29,000.

The profit margin from the sales pavilion, estimated at \$10,940, tops the sales pavilion concessions revenue by only \$840.

200G-Plus For 'Holiday' In Copenhagen

AARHUS, Denmark, March 20.—"Holiday on Ice" opened Wednesday (10) at the Aarhus Hall which seats 4,000, after ending a turn-away run of 41 shows in KB Hall, Copenhagen. Every performance was sold out in advance, with a total attendance of more than 180,000 being racked up.

With 3,500 reserved seats going at \$1.75 tops, and 900 standees at 60 cents, the gross take was over \$200,000 for the Copenhagen run.

Heavy promotion here by manager Richard Stangerup has resulted in another advance sell-out running. The icer is slated to close here tomorrow.

Hartford Sets Shrine Dates

HARTFORD, March 20.—The annual Shrine Circus has been scheduled for the State Armory for April 19-24, according to Harold K. Bonnick, potentate of Sphinx Temple, general chairman. He and Fred Ward, show chairman, are assembling a three-hour show.

TUBS-O-FUN

SENSATIONAL NEW 48-PASSENGER KIDDIE-ADULT RIDE—VERY FLASHY

Riders may turn or spin themselves in either direction as the entire Ride revolves. Revolutionary new construction design permits very fast assembly or disassembly. Absolutely no bolts or pins to be removed, just loosen 22 nuts a few turns and the entire Ride breaks up into only 17 pieces, plus Canvas Cover and Center Ornament, that's all, positively no more. Can be completely assembled or disassembled in just a few minutes. Self-loading, unloading. All Tubs load, unload simultaneously. Tremendous earning power. EXTRA HEAVY DUTY CONSTRUCTION.

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BALL PITCHING MACHINES



PITCHIN' PETES
Complete with a
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\$250.00
CARL KESTY
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Gaylord White Dies in Tampa

Continued from page 44

operated by George A. Hamid of the New York booking agency bearing his name, and for the Reading (Pa.) Fair.

In 1936 he went with the World of Mirth Shows, then co-owned by the late Max Linderman and Frank Bergen, and he remained with it until 1938 when he became associated with John Sloan, son of Alex Sloan, who had died the previous year.

Joins Army

The combination continued until July of 1942, when auto racing was halted by a war-time ban.

White and Sweeney both entered the Army, and at war's end White was discharged first and resumed operation of the National Speedways in the fall of 1945.

Shortly after White's death, his widow asked that friends omit flowers and suggested instead contributions to a Gaylord White Memorial Fund for needy drivers.

Excavating Begins

Continued from page 44

seum would be easily able to handle most conventions, Moses said. The sports center was dropped after the authority was unable to reach agreement with Madison Square Garden to participate and help defray a part of the cost of the Coliseum.

The Coliseum itself will be air-conditioned and integrated with a 20-story office skyscraper, the twin project to cost \$30 million. Two 14-story apartment houses will also be erected.

Completion in 1956

Completion of the Coliseum is down for March or April, 1956. It will have half-again as much display area as did Grand Central Palace before the latter was taken over for offices of the Internal Revenue Department.

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PARTICIPATING SPORTS ASSOCIATION OF AMERICA SECOND ANNUAL CONVENTION Somerton Springs, Feasterville, Pa. Monday, March 29, 1954 Trade Show—Program—Banquet

general services included Mr. and Mrs. Al Sweeney, Chicago; Frank Winkley, Minneapolis, auto race promoter; Ed Schultz, secretary of the Nebraska State Fair, Lincoln, and Mrs. Schultz, and Al Halvorsen, secretary of the Sioux Empire Fair, this city.

Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines; John Corey, member of the Des Moines fair board; Rube Liebman, Des Moines sales representative for Barnes-Carruthers Theatrical Enterprises, and Leo Overland, Indianola, Ia., Tournament of Thrills.

Douglas K. Baldwin, secretary of the Minnesota State Fair, St. Paul; David Speer, Minneapolis publicist; William T. Collins, Minneapolis, owner of the William T. Collins Shows; Bill Woods, secretary of the Spencer (Ia.) Fair, and Earl Bassett, Spencer fair board member; Herb Dotten, of The Billboard; members of the National Speedways staff and auto race drivers.

Washington

Continued from page 44

jecting requests by the Radio-Electronics-Manufacturers' Association for tax relief in the excise on phono, TV, radio sets and components. The proposed slash in the 20 per cent tax to a 10 per cent rate affects all classes of admissions (indoor and outdoor) with the exception of racing, and includes, besides the cabaret tax, permanent leases or use of boxes or seats, and sale of tickets outside the box offices.

The Council of Motion Picture Organizations hailed the Senate Finance Committee's changes as promising considerable relief to the amusement industry. Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee, said in a joint statement:

"The exemption of all admissions under 60 cents from the tax would provide adequate relief to take virtually all of the more than 6,100 distressed theaters out of the deficit or marginal status under which they are now operating. And the reduction of the tax rate to 10 per cent will restore stability to the country's remaining motion picture theaters."

The exemption of the tax on 60 cents-and-under admissions is estimated to cost the Treasury about \$65 million more than the House bill.

New York

Continued from page 44

gued, in part, that savings would be passed on to the public, and it is likely they will, as operators attempt to spur spending in a tightening money situation thru lower prices.

The moppets will get a break—and so will the operators—by getting 10 dime admissions for their buck under the Senate proposal, as against as recommended by the House and only 8 as of now. The operator will once again have an opportunity to throw in bonus rides, or create any other packaged gimmick that will give a youngster more fun for his money than he has been able to do under the present tax structure.

While the actual dollars saved for the industry are impossible to gauge accurately at this point, a carnival can serve as an illustration of what it could mean to a company or individuals. A carnival which has paid \$80,000 a year in admission taxes will save that amount if the Senate recommendation is passed. Half that amount would be retained under the House recommendation.

The money paid in admissions taxes—whether it be \$5,000 or \$80,000—is particularly needed by the carnivals and circuses where the costs of operating mobile show business have risen almost unbelievably. In every field the full relief to 60 cents may well mean the difference between continuing or folding for many units. Endeavors geared for bigger fees—legit, arenas, concerts, etc.—are also headed for a likely box office renaissance if the Senate proposal becomes law.

Even the operator of vending units, coin games and juke boxes likely benefit. If the public isn't faced with paying 20 per cent extra for virtually everything it buys in amusements, the chances are there will be more nickels and dimes for the coin mechanisms.

Reading Gains On Paterson In AOW Racing

ELIZABETH, N. J., March 20.—In the nip and tuck inter-rink racing competition in the America on Wheels Chain's Northern division the Reading (Pa.) Rink entry crept within 20 points of the league-leading Paterson (N. J.) Arena entry at contests held March 13 at the Florham Park (N. J.) Rink.

Paterson, in scoring 14 points that night, now has a total of 162 for the season. The strong Reading entry scored 16 points in the competition for a season's total of 142.

Trailing these teams are the Mount Vernon (N. Y.) Arena team with 118 points; Boulevard Arena, Bayonne, N. J., 106; Capitol Arena, Trenton, N. J., 38; Twin City Arena, Elizabeth, 32, Florham Park, 30, and Peekskill (N. Y.) Arena, 24.

Mount Vernon Arena hosts the next competitions, scheduled for March 27.

Brecker Goes To Voodoo To Build Trade

NEW YORK, March 20.—Gay Blades Roller-drome, only roller rink in Manhattan, is trying the tried-and-true voodoo game in an effort to hypo Thursday night biz, normally anemic.

According to operator Lou Brecker, debut games on March 11 proved to be crowd-pleasers and gave fair promise of future box-office dividends when satisfied customers spread the word.

The Blades deal provides voodoo contests at frequent intervals thruout the entire public session, with prizes awarded for trio, doubles, men only and ladies only winners. Total awards posted for each Thursday night, consist of free admissions.

Richland Back After Vacation in Mexico

HARTFORD, March 20.—Irving Richland, manager, Hartford Skating Palace, back Monday (15) from an extended vacation trip to Mexico, resumed activities in a hurry, scheduling a St. Patrick's Day program Tuesday night (16), complete with games, decorations, and special holiday music provided by Jimmy Morgan at the rink organ.

Whale Show

Continued from page 45

Public relations are being handled by the John O'Malley office. Ads in All Dailies

Advertising started Thursday in most New York dailies, and will continue heaviest in the tabloids and in the Negro press. Plans for possible radio-TV advertising were not definite late in the week.

A press reception was held yesterday at the parking lot. The whale was moved from the Weehauken railroad yards on Tuesday (16). As was expected, heavy free publicity was gathered as the Danish mammal, loaded with embalming fluid, was moved thru midtown streets to its exhibition place.

The whale on its 90-foot flatcar was floated on a barge to the North River pier on 63d Street. Then the flatcar, whose railroad wheels have been removed by acetylene torches, was transferred to a long trailer and hauled to the lot.

For Mrs. Haroy, it was the culmination of nearly 12 months of idleness in the freight yards. Soegaard held out firmly against exhibiting with any type of traveling show, and also refused anything that to him smacked of commercialism, saying he wanted the mammal shown on an "educational" basis as in Europe, when entire school systems got the day off while the kids trooped out to see the whale. Altho this is not the case in this country, the promoters have been working on New York school officials to hypo group visits, and it is understood they have received assurances of cooperation.

Mineola Old-Timer Event Draws 1,200

Who's Who of Skating World Attends Affair; Big Wrist Watch Prize Outlay

MINEOLA, N. Y., March 20.—A gay crowd of close to 1,200 persons, several hailing from such distant places as Chicago, Boston, and Natick, R. I., turned out Thursday night (11) to meet skating friends at Mineola Roller Rink's fourth annual Old-Timer's Jubilee.

Front office staffers Earl and Jean Van Horn, Harry Bickmeyer and Inez Van Horn played genial hosts, with Mineola enthusiast Artie Busk serving as general chairman for the affair.

Festivities began with organist Bobbie Weeden's opening number for public skating and wound up in the wee hours with dancing and a buffet supper at the SanSuSan, nitery, Mineola.

Rink action consisted of skating, a Chicago Hop contest for the Victor J. Brown trophy, a Straight Waltz tilt for the Pat McMahon memorial trophy, a trio voodoo contest with Benrus wrist watches for the three victors, a junior club presentation of "Alice in Wonderland" and exhibitions by champions. Wrist watches were also awarded as door prizes. One dance contest was for married couples only.

Among guests who attended were distributor and manufacturer Jack Adams; Victor J. Brown, operator of New Dreamland Arena, Newark, N. J.; Frank Crooke, Raybestos skate wheel division; Ben Glass and Nat Steinberg, operators of the Queens (L. I.) Roller-drome; old-time skating great Al Flath, who journeyed from Chicago especially for the event; Wally Kiefer, of Skatin' Toons Record Company; Journal-American skate scribe Bill Love; Eddie O'Neill and Frank Negri, Hillside Roller-drome, L. I.; Bill Schmitz, general manager of America on Wheels; Massachusetts rink op Sam Scholes; Joe Siefert, who operates Bay Ridge Roller-drome, Brooklyn; Don Victor, an America on Wheels rink manager; Ernest E. Young, operator of the Natick, (R. I.) Rink, and George Apdala, president of the United State Amateur Roller Skating Association, along with many well knowns from the skater ranks.

Queen Contest Under Way at Pitt Lexington

PITTSBURGH, March 20.—Lexington Skating Palace here is currently conducting a roller skating queen contest, the winner to be chosen in finals held April 11, reports Edna Betz, manager. Each Thursday at least four girls are chosen from entries made during the week.

Prizes will be awarded to the girl chosen queen, as well as the girls finishing second and third. The winner will be sent to the State competitions to be held at Latrobe Roller Gardens late in April. Judging is done on beauty, grace and charm.

Members of the Lexington Roller Skating Club competed for the tri-State dance trophy in two contests held at the Roller-drome, New Brighton, Pa., February 27 and acquitted themselves well. Competition was in the 10-step and schottische. Next inter-rink contest, in the style B waltz, will be held Saturday (27) at Boardman Roller-drome, Youngstown, O. The April competitions come to Lexington Saturday 17. Competition will be in the society blues.

The Pennsylvania roller dance, figure, pair, singles, fours and speed championships will be held at Latrobe Roller Gardens, Miss Betz reported.

Lexington is in the midst of the Allegheny County novice dance championships, with finals scheduled for April 17. Elimination dances still to be skated are style B waltz, March 19-25, and collegiate, March 26-April 1. The contest is open to all registered amateurs in the county. Three teams are chosen each night to compete in weekly Thursday night finals of each dance. Three couples chosen in the weekly finals qualify for the grand finals. All contestants in the grand finals must know the LuJane Tango, highland schottische, siesta tango, Southland Swing, Style B waltz and collegiate. Judges will be brought in from outside the county for the grand finals. First-place winners chosen by these judges will be awarded trophies, with silver and bronze medals going to second and third-place winners.

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SAN DIEGO MISSION BEACH LEASED TO RAY, MITCHELL

\$1,500,000, 5-Year Program Mapped For Showcase of Design, Layout Ideas

SAN DIEGO, Calif., March 20.—Jack Ray, amusement park designer and show-front builder, and James T. Mitchell, former manager of Crystal Beach Park in Ontario, have leased the Mission Beach Amusement Center from the city of San Diego for 20 years. Plans call for spending up to \$1,500,000 in city and company funds during the next five years to redesign and rebuild the park.

All rental payments for five years are earmarked for improvements at the park, it was reported, and the city also is to make direct contributions during the same period. A budget calls for spending \$135,000 for renovation of present structures.

Ray, who has designed features of numerous leading parks, including the midway at the Canadian National Exhibition, plans to use the operation here as a proving grounds for new designs in park structures and layout. He said he has long wanted "an experimental workshop, where new park ideas and operation may be carried out."

The park will be operated by the Mission Beach Amusement Park Company. The owners pointed out that the influx of people and industry to California should build a large park clientele.

One of the first projects in the renovation program calls for construction of a \$90,000 Kiddieland to be called the Kiddie Enchanted Land. Also in the works is a teenagers' fun zone and a children's zoo. Relocation of present rides at the park and addition of five new devices will be undertaken to create the full-scale amusement zone.

Ray and Mitchell said that the spot was planning to be active in the National Association of Amusement Parks, Pools and Beaches and that they envision acting as an experimental workshop for this group. Ray advanced the idea that, like industrial research groups, park operators could work together, developing two or three parks as proving grounds for ideas beneficial to all.

The new operators said that their plans call for annual innovations and progressive publicity during the extended innovation period rather than for trying to do everything in one season.

Blue Lake Park, Portland Spot, Will Operate

PORTLAND, Ore., March 20.—N. B. Welch, owner, this week announced that Blue Lake Park would operate again this year. This reversed an announcement by Welch last fall of intention to go out of business after 28 years.

Welch last August said the 98-acre property would be converted to a golf course and country club, the rides sold. Although a segment of the property now is being developed as home sites, the park, a few miles east of Portland, again will offer rides, boating, swimming and picnics. Opening will be May 1.

Policy Prices

Policy will continue the 25-cent gate, rides at 20 and 25 cents and the 25-cent swimming, Welch said.

The park, a short distance from the Columbia River, opened in 1925. Welch joined the operation in 1927 to handle the boating concession and bought the park in 1935 from Walter W. Schmid.

He was not prepared to forecast how many more seasons the park might operate, but noted that the current home-site development would not prevent operation at least until fall.

ZOO A WINNER

Drive-In Firm Putting Up 4 Carousels

NEW YORK, March 20.—The Walter Reade film house chain has bought four Ahrens kiddie Merry-Go-Rounds and will operate them free of charge at drive-in theaters. The firm runs seven drive-ins and nearly 40 conventional houses, and each drive-in has a playground area offered free to patrons.

The Ahrens machines are 20-footers, two abreast with eight horses, and facilities to be increased to 12 horses. Up to now the drive-in had offered only non-mechanical equipment with the exception of a Big Eli Wheel at the chain's Eatontown, N. J., location. Tickets for this ride are 9 cents, three for a quarter.

Also not operating kiddie parks as such, the Reade people conceded its Merry-Go-Round additions are a slight step in that direction. The rides will go to the Woodbridge and Pleasantville, N. J., drive-ins; the Lawrence in Trenton, and the 9W in Kingston, N. Y.

Expanding Free Zoo

The Lawrence last year featured a kiddie zoo which was offered free of charge and which was described as highly successful in attracting business. The zoo's barnyard occupants were sold off at the end of the season and a new supply will be bought for this year, and the zoo will be enlarged.

Walter Reade will build its eighth drive-in shortly on a 17-acre tract five miles from the (Continued on page 53)

First Rides Bought For Las Vegas Spot

Herschell Sells Five Devices; Miniature Train Delivers Unit

LAS VEGAS, Nev., March 20.—Purchase of six rides for the new Funland Park, now under construction here, has been announced by the ride makers.

A 36-foot three-abreast Merry-Go-Round and four kiddie rides, Boat, Auto, Tank and Sky Fighter, are being supplied by the Allan Herschell Company, Inc., it was reported by Lyndon Wilson, Herschell president.

A kiddie train and 1,500 feet of track have been delivered by the Miniature Train Company, R. D. Robertson, of Miniature Train, said it was a G-16 model painted in Union Pacific colors.

Attraction Plans

Plans also call for a major Roller Coaster, Fun House, Ferris Wheel, pony ride, swimming pool, miniature golf, bumper-type auto ride and pitching machines. Spot is 20 acres on the Boulder Dam Highway. Completion is targeted for May 1, according to Sam Pearlman, former Detroit amusements operator who is president and general manager of the park. Sam Lipkin is an associate in the operation, and together with others they expect to invest up to \$800,000 in the venture.

Layout is to include adult and kiddie rides, picnic grounds, cafe, cocktail lounge and a ballroom

Two N. Y. Parks To Be Running Easter Week

NEW YORK, March 20.—Although most kiddie parks in the metropolitan area will be open Easter week, and all three major parks will be running Easter Sunday, April 18, only two of the big parks are likely to operate during the holiday week, according to announced opening dates.

Rockaways Playland will be running that Sunday as it has on Sundays since last season ended, and it will remain open thru the week if weather permits. Daily hours begin May 15.

Palisades (N. J.) Amusement Park has scheduled its season opener for Easter Sunday, at which time it will unveil the 48-shade pastel color scheme designed by Jack Ray.

Up at Rye, Playland, the Westchester County-owned park, will open Easter Sunday for Sunday-only operations until it swings into daily schedule on May 22.

which will feature name bands and be available for private functions. Robert Callister, attorney for the organization, said that there will be no casino in the development and that there would be no gambling in the park with the possible exception of bell machines in the bar.

Also slated is a roller rink, picnic grounds with barbecue pits and parking area for 750 cars. There will be a free gate.

Provisions call for an Arcade and indoor riding devices, with plans specifying that the spot will be open all year. Attractions will be limited to those indoors during the brief winters.

ANNIVERSARY THEME PLUGGED

Eye S.R.O. Signs as Picnics Increase for Gwynn Oak

BALTIMORE, March 20.—Gwynn Oak Park's "60th Anniversary" will be its theme during the coming season, which is scheduled to begin April 10. Thousands of anniversary mailing pieces have been sent out to cover the entire State and surrounding area, with the result that picnic reservations for 1954 have approached the capacity mark.

The brochure gives a condensed history of the park from its inception in 1894. Inside, beneath the slogan "50 Million People Must Be Right" is a listing of organizations that picknicked last year at the park's Falls Grove, Lakeside Grove and Oak Grove. There are more than 500 names on the list.

Operators David W. Price and Arthur B. Price Jr. say reaction to the mailer has been so strong that picnic reservations have already topped those for all of last

AIMED TO SELL KID PARK, NOW MAY DOUBLE SIZE

NEW YORK, March 20.—Albert Seyman and Frank Sadowski, who own two kiddie parks in partnership, gave serious thought over the off-season to selling Dreamland, their five-ride spot on Hillside Avenue in Queens. Now it seems they'll not only retain the park but nearly double its ride devices. Kiddie Park in Flushing, which has seven rides, will probably have to move when the city starts to widen Horace Harding Boulevard, probably in the fall, Seyman says. "There's not much to do except place some of the rides in Dreamland, where we have plenty of room for expansion," he says, adding that the only duplication would be the Roller Coaster. Selling Dreamland had been considered because "two places proved just too much for us."

BATT BELIEVES:

\$ Prospects Bright For Dixieland Spots

NEW YORK, March 20.—Although there is unmistakable evidence of curtailed employment and earnings in some industrial sections of the nation, no serious problems resulting from this trend are expected in the Deep South for some time to come. Meanwhile, should the economic picture brighten, then Dixieland will be totally immune and fun operations in the area should prosper.

Harry Batt, operator of Ponchartrain Beach, New Orleans, here for a day last week on business for the National Association of Amusement Parks, Pools and Beaches, reported that while the South got tardy benefits when there was an upturn in the nation's prosperity, a decline was equally slow to be felt.

Business in the New Orleans area continues good, he said. Some unemployment has been recorded but it is not yet of a serious nature and in no way comparable to the slackening of work in Northern industrial areas.

Policy Outlined

Batt's operating policy will need no revision should there be a slackening in area earnings. Thru the boom times he has continued to emphasize the free entertainment offered by his funspot. Supervised free parking is available to all. Beach patrons can come attired for the sand and

the water which can also be enjoyed free. At any time during and after their beach fun they can view two top-notch acts presented free by Ponchartrain.

Actually, Batt points out, people can enjoy a full day in and around the park without ever spending a dime. But the success of Ponchartrain is proof enough that most people who are exposed to it do spend money and lots of it.

The partial relief of admission taxes—pegged now at halving the existing 20 per cent federal levy—will be a boon to all operators. Batt has been working diligently on the campaign and confident of some measure of success while still stumping for full relief on all tickets priced at 50 cents and under.

Portland's Oaks Buys Fireworks, Shuffles Rides

PORTLAND, Ore., March 20.—Fireworks May 1-2 will signal the start of daily operation of the Oaks Park, with new rides, an enlarged amusement area, new lighting and a new promotion tie-in. Robert Bollinger, owner-manager, said this week.

New rides include a Tubs of Fun, kiddie ride, and a Roundup. The Tubs of Fun, bought from the Hampton Amusement Company, St. Louis, has a 48-passenger capacity. Bollinger said the ride probably would be 14 cents. The Roundup, developed last year, was built by Frank Hrubets, Salem, Ore. This ride will supplant the Looper, which Bollinger said would be sent out on the road.

The Oaks will bring an Octopus (Continued on page 53)

Hi-Ball Slated For Caracas

RICHMOND, Va., March 20.—A Hi-Ball ride owned by the World of Mirth Shows has been sold for export to Caracas, Venezuela, where it will be installed at Coney Island, an amusement park operated by Sam Bakerman.

The ride was inspected at the show's winter quarters here by Jack Tassell for the park.

Promotion Spread Planned For Opening at Glen Echo

WASHINGTON, March 20.—Glen Echo Park near here will kick off its 1954 season April 3-4 with personal appearances by local TV-radio personalities. WMAL names will give a "Just for Fun Revue" from the park twice daily and radio pick-ups will be aired from the funspot.

G. P. Price, general manager, has returned from a talent buying trip and said he was looking to TV and music names to help put this year ahead of the spot's big 1953. Attempts will be made for more tie-ins with local merchants.

About 15,000 tickets plugging the opening event and entitling the bearer to three free rides are to be distributed thru the schools, safety patrols, newspaper carriers and other youngsters' groups. WMAL and WMAL-TV are scheduled to plug their own participation. Newspaper ads and car cards will be used. Bob Ford continues as press agent.

The funspot will be repainted and a Skyfighter kiddie ride is being added to the 28-device lineup. Spot will continue a name-band policy together with operation of a cafeteria and picnics.

New 15-Rider Being Built In Brooklyn

NEW YORK, March 20.—Kiddie ride maker Max Gruberg and associates are building a 15-ride park in Brooklyn and intend to have it in operation next month. The location, at Kings Highway and 49th Street, will feature 12 rides of Gruberg's Standard Kiddie Rides firm, plus some others which do not conflict.

Gruberg said he is also putting up a Philadelphia Toboggan Merry-Go-Round, Big Eli Wheel and Caterpillar. The park will be called Kiddie Wonderland.

CIRCUSES

TECHNOLOGICAL APPROACH

Innovations Mark Hunt Make-Ready; Mobile Seats, Novel Top, Poles Added

By JIM McHUGH

FLORENCE, N. J., March 20.—Technology is creeping into the spacious 17-acre winter quarters home of Hunt Bros.' Circus here. Virtually complete and even now ready to roll is the first 64-foot mobile seating unit. Not far away lie four aluminum alloy center poles, bought a year ago and delivered only last fall. Coming up and nearing completion is a new big top which will be ribbed entirely with light, flexible airplane cable.

Quietly, without fanfare of any kind, the Hunts—Harry, Charley, Eddie and their dad, Charles Sr.—have been plotting these advances for many years. They like to have the feeling that something new will work before they invest money in it. Sometimes this feeling is a long time in coming. The seats, for instance, were plotted and studied for some four years and experts in engineering and steel fabrication were consulted before the project was begun. Once started it went along in remarkably fast time because every conceivable problem had been worked out in advance.

The unit, which has already been assembled and tested several times, is now being painted and will probably be completed in a week's time with the delivery of the chairs. The basic unit—a 34-foot flatbed trailer—contains two 16-foot wings which are extended by sliding on tracks. Twenty-eight I-beam stringers, made of four and one-half pound steel and light enough to be easily handled by one man, hook and lock in to the front side of the flatbed to form an apron. The front platforms and fixed seats fold down on these stringers.

320 Seats on Unit

The back of the unit is only 5 feet 6 inches high and the depth 18 feet—10 of which is provided by the stringers. Eight rows of seats will be used and the whole seating arrangement is built to conform with the New York State Safety Code, the toughest in the nation, the Hunts say. Capacity for the unit will be about 320.

The 28 stringers and some V-jacks are the only members not permanently attached to the unit. Everything loads compactly; the moving parts lock smoothly and virtually automatically. Harry Hunt, who drew up the original plans and supervised the construction, says the unit can be made ready for use in 20 minutes at the most. It is designed to be unaffected by grades up to 5 per cent.

The Hunts are looking well beyond their own sphere of activity for possible uses for the novel mobile seating. They have patented the design as well as separate features. This unit, which will probably be tested extensively this season before another is built, will weight between six and seven tons. Harry estimates that the gross weight can be halved in constructing the next unit without sacrificing any safety factors.

Will Sell Units

Once they are proven, the Hunts will offer these units for sale. Right now they estimate the cost will run to under \$5,000 for the completely mobile, virtually in-

destructible units. They claim a number of inquiries already from firms which see them as ideal for parade and sports seating. They can be used indoors as well, for events like armory circuses, if the building is equipped with an eight-foot door at the arena level.

The permanent fixing of standard wooden chairs to the unit requires a minimum of change to the seating units. Fashioning metal chairs would require new dies and the cost would be prohibitive.

Arthur Campfield, New York tent maker, was here Thursday (18) to go over the final details of equipping the new tent with cable thruout. The tent is virtually complete and equipped with canvas slots or channels to hold the cable. Cables of various sizes up to one-quarter inch will be used. Only the guy ropes from the side poles will be manila.

Cable Features

The Hunts have experimented with cable for the past couple of years. They expect to gain considerable lightness with additional strength by replacing ropes. The cable appears to have as much flexibility as rope. It won't slacken up, ever, no matter how much it is used. There will be no stitching to break loose. It is just as smooth, and perhaps easier on the hands, than rope. And one man can easily carry four times as much cable as rope.

There won't be any pull-out or

stretching with the cable tent. The way it fits the first time up is the way it will remain, and Campfield and the Hunts have given this problem careful attention. The mobile seating, which will eat up two additional feet of track, and the rigid tent allow no room for second guessing.

There is the feeling that the Hunts will try to turn their circus into a push-button operation if they can devise the ways and means of doing it. Harry is also toying with the idea of winching up the top with a unit attached to the center pole mud sills. Charles Sr. was nodding his approval of the plan this week and it may be tried next.

Save New Top

The new top, also likely to be ready in just a couple of weeks, won't be used until the show leaves the spring rain and mud behind. The top they will start out with will be in its third season and good enough to make the full route, they say. The secret of the unusual longevity of this canvas is the fact that it was sewed with linen thread, they say.

The show had previously lightened the big top job by using aluminum quarter poles. The new aluminum center poles, manufactured of special alloy by the Aluminum Company of America and weighing less than 300 pounds each, can be jockeyed easily by two men.

King Schedules Heavy Use of Heralds, Billing

MACON, Ga., March 20.—Heavy advertising is in store for King Bros.' Circus, according to details outlined this week for the show's billing.

A million rotogravure, four-color courier booklets are being printed by the Cuneo Press, Chicago, which also is handling the show's program booklet. The mailing piece will be magazine size. The show said that its 24-page size will qualify the book for catalog postal rates.

The Enquirer Printing Company, Cincinnati, again will handle the majority of the show's lithographs, block printing and dates. The firm has been doing show printing for Floyd King since 1918.

Also for mailing and for local distribution, a newspaper-size herald in two colors on red paper is being printed by the Central Show Printing Company, Mason City, Ia. The show reported that 800,000 bills of this type were used last season.

Maley Back in W. O.

Meanwhile work has been progressing at the Macon quarters. The show escaped damage in the recent tornadoes here. Arnold F. Maley, who will step out of the wagon post he has filled for 30 years to be co-owner this year, has returned from a business trip to New York. Ira Watts, superintendent, is back from Florida. Elmer Kaufman, advertising car manager, has arrived from Chicago, and C. S. Primrose, contracting press, was expected from Oak Park, Ill. Ora O. Parks, general

Bary Reports Wichita Off 6% for H-M

WICHITA, Kan., March 20.—Hamid-Morton Circus closed its annual engagement here Sunday (14) with a gross that was 6 per cent behind last year's total. Howard Y. Bary, promoter of this and the Kansas City late, said the drop here was largely due to the Beech Aircraft Company's failure to buy a performance as it has in the past.

The show lays off until its Washington stand, March 22-28. Morton and Omer Kenyon went to Milwaukee. Bary accompanied them to Chicago and continued to the East.

press agent, has been at work here since the first of the year. Charles Underwood, Macon, will return to the road as story man.

The King advertising car will open Saturday (27), with 14 billers scheduled for this season. It was reported there also would be an opposition brigade.

The show opens here April 10 and advance sales have been reported on a par with last year, Co-Owner Floyd King said. A promotion crew under Elmer Yates wound up its work here a week ago (13) and moved to Fall River, Mass. The show has made application to winter at the city-owned site here again next year.

St. Paul Equals 1953; Extra Shows Do Trick

ST. PAUL, March 20.—Early reports from the St. Paul Shrine indicated its circus, produced by Orrin Davenport, closed with a gross near enough to last year's to be counted equal. Extra shows helped.

No Action Seen After Beatty, Concello Talks

PHOENIX, Ariz., March 20.—There was no indication late this week that anything has come of repeated conferences between Clyde Beatty, owner of the Clyde Beatty Circus, and Arthur Concello, former general manager of Ringling-Barnum and one-time partner of Beatty.

The two talked, reportedly about a possible new alliance at Detroit, Cleveland and Rochester, N. Y., during the past several weeks. Concello was in Phoenix, where the Beatty show was doing movie work, 10 days ago, leaving Friday (12) for Sarasota. He was reported to be making another trip here this week. By Friday (19) he was reported in Sarasota again, but could not be reached by telephone there.

The Beatty show is scheduled to open at Tucson with a two-day stand, Saturday and Sunday (20-21).

MILLS ANNOUNCES LINE-UP OF ACTS

Three New Importations Included In Listing of 1954 Performers

GREENVILLE, O., March 20.—A partial line-up of performers was announced this week for Mills Bros.' Circus and names of newly imported acts were told.

The Seven Hungarians, a Risley troupe, and the Dubskeys, acrobats, are coming from Germany, and the Virginians, casting-trampoline, are coming from Belgium. A second group of English clowns and girls arrived in quarters this week.

Acts on the show also will include the Nemedils, perch; Lindners, acrobatics; Ma Luisa Gonzales, Mexican film star and dancer who will be featured in the spec with a five-girl group; Harry and Peggy Baker, jugglers; Antonetts, teeterboard; Mauricio, juggling; Sanchez Sisters, bounding rope; Luvas Sisters, upside-down walk and aerial traps; Droguetts, hat juggling; Ray Goody, wire; Paul Nelson, equestrian director; Jinx Nelson, Roman standing rider; Sandor and Edith Beketow, horse trainers; Alabama Campbell, horses, and Roy House, ponies.

Buy Power Plants

Proctor Baughman will be announcer and Joe Rossi is back as bandmaster. Virgil (KY) Sgraves

Emmett Kelly Out of Movie; RB Clamps Ban

PHOENIX, Ariz., March 20.—Emmett Kelly reportedly canceled his scheduled appearance in the Paramount movie being made with Beatty equipment here and in Hollywood. It was understood that the step was taken at the insistence of John Ringling North.

This was the latest instance in which North, who holds Kelly's contract, has clamped down on appearances by his clowns at winter shows and elsewhere. Several joeys, including Kelly, were to have been with the Orrin Davenport show at some major stands this winter, but that was vetoed in most cases.

It was understood that North's rule against non-Ringling appearances by Ringling contract acts would be stiffened next winter.

will be in charge of elephants. Frenchy Leboeuf will be in the band while his wife is in charge of reserved-seat tickets and their daughter appears in the performance.

The line-up was announced by co-owners Jack and Jake Mills. They also reported that two light plants, with a semi trailer, were purchased last week at Mobile, Ala., and will be delivered soon. The plants will replace those lost in a recent fire at winter quarters. The Mills cookhouse this year will be larger, with U. S. Tent & Awning delivering a 30 by 70 as well as new concession tops.

Jake and Ida Mills were in New York this week to inspect new wardrobe being made by John Morgan Company. Booking agents Scott Queen and Herbert Lehman conferred in Cleveland with Jack Mills, who said booking is further along than at this time last year.

Court Okays \$60,000 for R-B Receiver

HARTFORD, March 20.—The Connecticut State Supreme Court has ruled that \$60,000 is "reasonable" pay for work performed by Edward Rogin as receiver for Ringling Bros. and Barnum & Bailey Circus after its July 6, 1944, fire. Rogin's job was to see to it that R-B earned enough to pay about \$4 million in claims for the 189 persons killed and nearly 500 injured.

Rogin was awarded the \$60,000 in Superior Court, but he claimed it was not enough and the circus said it was too much. He said he spent 5,000 hours working on the receivership matters until December, 1950. The circus said he was not a receiver in the full sense of the word but merely a "stakeholder" handing the circus' earnings over to claimants.

Associate Justice Raymond Baldwin, who was governor at the time of the fire, praised the system devised by the bar of Hartford, which allowed the circus to go about its business while turning in its profits in order to settle the claims, "until, in six years, the damages determined by the arbiters were paid in full."

Eight Charros Going to R-B

LAREDO, Tex., March 20.—Eight Mexican charros, headed by Guadalupe Partida, passed thru here this week on their way from Monterrey to winter quarters of the Ringling-Barnum circus. The troupe carried its own horses and equipment. They are to be with the Ringling show this season.

Terrell Bros. Closes

GREENVILLE, S. C., March 20.—Jeanette Terrell, of Terrell Bros.' Circus, announced that the show closed its indoor route here Saturday (20) to reorganize for a tour of ball parks. The org will be off the roads for a month.

Kelly-Miller Giraffe Dies; New Brigade Manager Named

HUGO, Okla., March 20.—The giraffe belonging to the Al G. Kelley & Miller Bros.' Circus died in winter quarters here Wednesday (10). There was no immediate report as to whether it would be replaced in time for the coming season. It had been carried as a pit show by the circus for about six years and was the first giraffe to be transported successfully by a motorized show.

Alfred Mills has been appointed

brigade manager of the Kelly-Miller show, it was announced by Art Miller, general agent. Mills, a native of Hugo, has been with the show since 1949. He will be in charge of the 19-man biller force with a semi-trailer truck and five panel trucks.

Obert Miller, general manager, and Mrs. Miller have been on a business and pleasure trip to Florida.

Storm Damages Cristiani Car

MACON, Ga., March 20.—Twin tornadoes which caused serious damage in the Macon area last weekend struck property of the Cristiani family, causing damage and delaying the departure of the family's fleet for Gonzales, Tex.

Damage to a Cadillac automobile belonging to Lucio Cristiani was estimated at \$1,000. The car was up-ended and overturned by the storm. This and lesser damage caused the delay in leaving Macon.

The convoy was rescheduled to leave here late this week for the Texas quarters of B. C. Davenport, where the new Bailey Bros. & Cristiani Circus will be framed.



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Monday, March 29, 1954
Trade Show—Program—Banquet

UNDER THE MARQUEE

Tommy Comstock, calliope player and organist, concluded his 16th year of **Orrin Davenport** indoor dates March 20 in Sioux Falls, S. D. Comstock is skedded to rejoin **Vic Robbin's** band on the **Clyde Beatty Circus** for the '54 season. . . . **Ves D. Powers** letters that he is playing school dates with his dog act in the Buffalo district. He is also readying **Irene Lamb's** horses and educated ponies for the summer.

Roth and Shay, comedians, are touring Europe with the **Circus Schumann**, opening with the show at Goteborg, Sweden, March 6. The circus will play there until March 21, when it is skedded to go to Stockholm for five weeks. Roth and Shay info that this is their first date with a circus, as they have played theaters, night clubs, cabarets and fairs in the past. The comedians concluded nine weeks at the **Hansa Theater, Hamburg**, recently. . . . **Mrs. F. Harold Van Orman**, professionally known as **Kitty Clark** when she performed with **Ringling Bros.** and **Barnum & Bailey Circus**, hosted **Dorothy and Emmett W. Sims** recently at her home in Miami. Van Orman, besides being an ardent circus fan, is active in the **Circus Saints and Sinners** in Miami.

Art and Marie Henry returned to their Texas home recently following the **Zurah Temple Shrine Circus** in Minneapolis. They are skedded to work **Jacobsen's Des Moines Shrine Circus**, to be followed by the **Omaha Shrine show** for **Rink Wright**.

Bert Rosenheim, general agent of **Franco Richards' Ring Bros. Circus**, while on a recent business trip to Mobile, Ala., called on **Walter B. Fox**.

Tommy Bentley and **Talla and Minnie Meyers** visited **Ruby Neal and Sandy** when they caught the **Mardi Gras** in New Orleans recently. . . . **Grover O'Day**, unicyclist, closed eight weeks of **Harvester shows** for **Jimmie Hetzer** recently, and is skedded to be back with the **Tom Packs Circus** this summer. . . . **Miss Helaine**, trapeze, and **Two Eddys**, wire, played the "Big Top" TV show recently, and after a brief rest will join **King Bros.' Circus** for the 54 season. . . . **George Churchill**, 70-year-old showman, info that he has rounded out 46 years in showbiz. He formerly trouped with the old **Lugar, Pop Hebers & Sons, Sheets Dog & Pony**, and **Bill Ketro** shows.

Lawrence (Gene) Mettler, trickerope artist, was the subject of an article in the February 28 issue of **The Daily Texan**, Austin, Tex. **Mettler**, who is a candidate for a Ph.D. in genetics, began twirling a rope at five. He took lessons under such greats as **Jack Hoxie, Buckskin Ben, Tiger Bill** and **L. Schermerhorn**, and has toured with **Johnny Mack Brown, Bill Boyd, Wild Bill Elliott, the Cisco Kid, Tom Mix** and **Ken Maynard**. **Mettler's** attendance at some 86 different schools landed him in **Ripley's "Believe-It-or-Not"** column, according to the article.

Glen Henry info that he'll tour with the **Gil Gray Circus** this season. **Henry's** wife and two sons remained in **Gainesville, Tex.**, while he and his two daughters, **Shirley and Patty**, left to join the **Gray show**. **Henry** reports that he'll return to pick up the rest of the family soon.

Jim Stutz, in advance of the original **Hitler armored car**, recently spent a night in **Mobile, Ala.**, and cut up jackpots with **Walter B. Fox**. . . . **Franco Richards**, owner of **Ring Bros.' Circus**, has entered a **Mobile, Ala.**, hospital for major surgery. **Ring Bros.**, now in winter quarters at **Pensacola, Fla.**, are scheduled to open there early in April.

Ira M. Watts, superintendent of **King Bros.' Circus**, and **Mrs. Watts** were recent guests of the **Paul M. Conaways** at **Macon, Ga.** **Conaway** was with **Sparks Circus** when **Watts** managed it in 1930. . . . **Mr. and Mrs. Lou Jacobs** were dinner guests of the **Earl Tegges** in **Chicago**. . . . **Col Harry Thomas**, announcer for the **Orrin Davenport unit**, was in **Chicago** this week and reported he will be with the **St. Louis Police Show** and **Rink Wright's Omaha Shrine Show**.

Jack and Jake Mills and **Fred Stafford**, all of **Mills Bros.' Circus**, have been made life members of

the **Circus Clown Club**. New members of the club, according to **Secretary Marge V. Kelly**, include **Maude Tibbetts, Mrs. Fred Stancliff, Clyde Beatty, H. C. Halliburton, Herschel Price, Lou Prens, Jack Billing Jr., Karl H. Hartisch, Ben S. Turner, William J. Blackwell, Peggy Doyle, Marjorie Adams, John W. Boyle, Louise Condit, Eddie Dullum, Harold St. Clair Harris, Carol Whiting, Milton H. Zeis, Nancy Ann Self, the Rev. Francis C. Schlater, Paul A. Ruddell, L. F. Parrish, June C. Nelson** and **Charles A. Kirkevold**.

The **Otto Gretona Family** has been in **Puerto Rico** with **Jerome Wilson's** show. **Little Gloria Gretona** is now the top mounter. They will play fairs and parks in the East this season. . . . April issue of **Lifetime Living** has a yarn about clowning by **Harry G. Sandstrom** and featuring **Ray Bickford**, amateur clown. . . . **Jake J. Disch** lost out in the race for nominations for alderman at **Cudahy, Wis.** He reports **Charles W. Tiede**, former **Ringling** biller, is recuperating after surgery; **Al Sigsbee**, former agent for **Seils-Sterling, Curtis-Gregg** and **Bud Anderson**, has been released from a hospital and visited **Disch**, and **Bink's Dogs** are home after making **Northern Wisconsin** dates.

Oran Nance Jr., Los Angeles, manager of the whale show being booked by the **Schilling** office in **New York**, was a guest on the TV show, "What's My Line," **Sunday (14)**. . . . **Tige Hale**, former circus band leader, caught **Si Rubens' Bill Bailey Minstrel Show** at **Panama City** and plans to see the **Loyal-Repensky** show there **Saturday (20)**. . . . **Linda**, of the **Lynn and Linda aerial act**, **Hollywood**, is going to **South America** with a movie outfit for three weeks. . . . **Ralph McCutcheon** is starting a string of one-nighters in the Northwest with his horse, which is featured in an **M-G-M** movie.

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That's **Al Sweeney**, green-fezzed, seated after being made an honorary member of **Medinah Shrine Temple, Chicago**, the second person so honored in **Medinah's 70-year history**. Also shown, from left to right, are **Oscar Damman**, chief rabban; **Gen. James W. Hilton**, oriental guide; **William J. Payes Jr.**, captain of the guard; **Harold G. Clark**, assistant general chairman; **Mickey Blue**, **Polack** promotional manager, and **Murray A. Stillwaugh**, potentate.

POLACK BROS.' CIRCUS
203 North Wabash
Chicago, Ill.

To: Al Sweeney
From: Louie Stern
March 17, 1954

On this day, **St. Patrick's**—a good one to write an Irishman such as you—I want to add my congratulations upon your latest honor: Being made an honorary member of **Medinah Shrine Temple, Chicago**.

It is, indeed, a high—and deserved—tribute. In the 12 years you have handled the **Medinah Shrine-Polack Bros. Circus** press, you have distinguished yourself not alone for the effectiveness of your work but for your fine personal qualities.

And, congratulations, too, upon one other thing. The **Chicago** engagement this year showed to 153,000 people—the largest number yet—despite three days of stormy weather. And, you played a major part in attracting such a huge turnout.

Best wishes,
Louie Stern

P.S.—So that your many friends in the outdoor show world can see you wearing a green fez, I'm attaching the photo of you as you appeared after being made an honorary member.

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200 Partake in NSA Conn. Night Doings

NEW YORK, March 20.—More than 200 members and friends of the National Showmen's Association took part in Connecticut Night last Wednesday (17), with indications that the club treasury was enriched by more than \$1,000. The event's expenses were stood by Connecticut members John S. Weisman, Morris Batsalsky, Vincent Anderson and Sam Peterson, and all ticket money went to the club.

Tables transformed the club-rooms into a night club for the evening, with St. Patrick's Day decorations decking out the rooms and participants. Besides entertainment and music for dancing, each guest got half a chicken, salad, rolls, pastry, coffee, candy, potato chips and plenty of liquid refreshments.

Damage Light As Windstorm Smacks Crafts

SAN BERNARDINO, Calif., March 20.—Crafts Exposition Shows moved here this week after a Victorville, Calif., stand that not only produced little business but was the scene of some destruction when high winds hit the midway Wednesday (10).

Winds that at times reached a velocity of 75 miles per hour struck the show, knocking one light tower on top of the kiddie rides and a second one struck the Ferris Wheel. Rolling stock was moved onto the midway to serve as a wind break and protect the front arch and concessions. Show didn't open that night, and when the winds continued the next day drew a blank so far as business was concerned.

Since pulling into here this week, painting has been the order of work and the show is being made ready for the National Orange Show which opens March 25. Other equipment is being added for this date.

Manager Roger Warren visited his nearby Sepulveda home while here. Warren has most of the hanky panks and p.c. concessions. Ed Butler is in charge of the hanky panks, which include Freddy Bain, bird store; Roy Lewis, bottles; Peggy Lewis and Bill Nordyke, ducks; Larry and Ruth Fisher, rolldown; Milton Bryant, punk rack, and Peggy and Bob Butler, glass pitch. James Lantz is managing the percentage joints, which include Bill McMahan, Evelyn Lantz, Loda Bell Secance and Dick Harris, pan games; Ralph Christiansen, Ed Butler and John Dulyea, six cats; Spot Fowler, Kenyon Taylor, Irish Whealan, Barney Corey, John Cardwell, Whitey Johnson and Kenny Thoreson, grind stores, and Marie Goldman, over and under.

Others on the front end are Bruce Boggan, Jeanne Dulyea and Anna Christiansen, short range; Sam Silver, pitch-till-you-win; Patsy Duran and June Hartley, photos; Al Freedman and Ray and Alice Devaney, novelties; Roger Warren, Vincent Kuro-patwa and Rachel Bullis, floss and popcorn.

New Lot for Opener of Va. Greater

SUFFOLK, Va., March 20.—A new lot has been secured for Virginia Greater Shows' season's opener next month, to be sponsored by the local Elks Lodge. The new location will be on Highway 32 on the North Carolina road edge of the Suffolk city limits.

The old location at Kimberly here was sold for building purposes after being used by Virginia Greater and other organizations as a show lot for 15 years. Virginia Greater winters in Suffolk.

Committee women of the Ladies' Auxiliary wore green carnations, and all guests were given decorative Irish-green hats to fit the occasion. Mr. and Mrs. Weisman supervised the decorating and Mack Kassow, chairman of the entertainment committee, took care of tickets as guests arrived, aided by Henry Kaufman.

Telegrams were received from Secretary Sam Levy in Birmingham, Ala., and William Moore, president of the Miami Showmen's Association. The sisters of Executive Secretary Ethel Weinberg sent greetings from Hartford, and Bess and George Hamid sent greetings from Hamburg, Germany.

Partial Guest List

A partial list of those attending includes Joe and Maggie McKee, presidents of the NSA and Ladies' Auxiliary who were with a group of 50 or more from Palisades (N. J.) Amusement Park; Past President Phil Isser, Isidore Trebish, Max Gruberg and family, Club Counselor Sidney Levine, Irving Sherman, R. Shep Blumberg, Joe Gilbert and 10 guests, Joseph Spivak and Max Tonkin and their families, Steve Yerkes, Herman Malek, R. R. McCall.

Also Harry Nelson, Jack Siegel, Mr. and Mrs. Edward Elkins, Mr. and Mrs. Jack Stern, Mr. and Mrs. Sam Robbins, Mr. and Mrs. Tom Coffey, Jack Weinberg, Louis Elias, Jack Alfred, Charles (Doc) Morris, Morris Brown, David Brown, George A. Hamid Jr., Dorothy Packman and the Hamid staff, Gerald Snellens, D. D. Simmons, Mr. and Mrs. Charles Reich, Mr. and Mrs. Sam Wertheimer, Johnny Bass, Mr. and Mrs. Max Tubis, Mr. and Mrs. Al McKee, Ben Rosenberg, John J. P. Tumelty, Jack Zupan, Ike Weinberg, Mr. and Mrs. Irving Pearlstone, Louis Perry.

Also Mr. and Mrs. Jack Dworetzky, Mr. and Mrs. Martin L. Grey, Arthur Sicard, Fred C. Murray, Ann Lager, Mr. and Mrs. Ben Herman, Bunny Kassow, Mr. and Mrs. Sam Finkel, Mollie Rosenthal, Anna Halpin, Mrs. Sam S. Levy, Louis (Dada) King, Rose Marie Ross and many others.

Plenty Entertainment

Mildred Ford, of the Ladies' Auxiliary, put over several musical numbers, and sisters Lillian Swanson and Frances Simmons, operators of the Kismet Restaurant, sent over Sol, piano, and Harold, singer. Other entertainment included the Cappy Barra Boys; Jenny Collins, of "The King and I"; emcee Bobby Shield, and music by Emile.

The affair was one of the most pleasant ever put on by the NSA and wound up around 2:30 a.m.

BULLETINS SET

Miami Club Pays \$10,560 On Mortgage

MIAMI, March 20.—The Miami Showmen's Association has paid \$10,560 to the Netherton Corporation on the MSA mortgage, for the lots on which the new clubhouse stands. The association still owes \$9,600 which it hopes to pay off by the end of this year.

Also announced at the last meeting on Monday (15) was the fact that \$5,000 has been pledged so far for the Year Book, including several pledges received at the meeting. More than \$3,000 has already been raised by the ways and means committee during the winter.

It was announced that the vacancy on the board of directors caused by the death of Sam Taylor will remain unfilled for the balance of the year in his memory. The board of directors instructed executive secretary Phil Cook to prepare bulletins on the club's summer activities and mail them out to members on the road next season.

Harry Gold infos that he worked the Fairgrounds Race Track, New Orleans, all winter. He will tour this season with the Buff Hottie Shows.

ALLEN & ISSER PHOTOS ADDED TO NSA GROUP

NEW YORK, March 20.—The National Showmen's Association "rogues' gallery" of past presidents' photos, adorning the clubhouse wall near the office, has been brought up to date with the addition of the 1952 and 1953 leaders. Immediate Past President Phil Isser had a new portrait submitted, but a different situation appeared with Bucky Allen, 1952 prexy. After all attempts failed to get a picture out of Allen, the club office took the view of him which appeared in past Year Books and had it enlarged and mounted.

OFF TO EUROPE

Wilson Sees Purse Strings Tighter in SW

NEW YORK, March 20.—Lloyd Wilson, operator of Wilson Greater Shows, will go out on Labor Day this year and play a three-month fair route, he said this week. Wilson, who plays the Arizona-New Mexico area, leaves Monday (22) for Europe where he will vacation until July.

Wilson said the extended rest is on doctor's orders, and that he figures the time ripe for such a trip what with indications that spending will be off somewhat in the Southwest this season. The last quarter of the year is the big one in that territory, he said, so he expects to come out ahead by returning in time for the lush end of the season.

The show will go out with its 8 rides, 4 shows and about 30 concessions, on 12 trucks—each unit on its own truck. Most of the concessions are also show-owned.

Wilson has operated his own show for about 10 years, and winters in Phoenix. He is past president of the Arizona Showmen's Association.

Ross Manning Readies Show For April Bow

KINGSTREE, S. C., March 20.—Ross Manning, owner of the Ross Manning Shows, returned to the shows' winter quarters here this week and expressed satisfaction over make-ready preparations for the shows' opening April 9 at High Point, N. C.

Manning and the shows' general agent, Jack J. Perry, spent the winter months attending Eastern fair conventions. The shows' route, Manning said, would cover 34 weeks ending in November and includes 14 fairs, the first of which will open August 2 and the last of which will close November 12.

Walter Nealand, press-advance agent, is scheduled to join March 25 to supervise the advance at the High Point opening. A. R. (Dutch) Whiteside, concession manager, and Tommy Carson, legal adjuter, will report about April 1 at High Point.

Grosses Drop for Coney At Its Big One in Cuba

CAMAGUEY, Cuba, March 20.—Coney Island Road Shows wound up their third week here Sunday night (14) with grosses for this location, the big spot in the 1953 Cuba route, far below what had been expected. The show moved into Holguin after closing here.

Officials of the show, headed by President Vincent Nodarse and General Manager Gene Beecher, said poor weather and economic changes caused the slump in

PROSPECTS BRIGHT

Serfass Unit Ready For April 5 Preem

HENDERSON, N. C., March 20.—A spirit of optimism prevails at the Penn Premier Shows' winter quarters here where Lloyd Serfass, owner-manager, is supervising the completion of final chores before the unit departs for its April 5 season preem in Baltimore.

As of now the feeling is that business is going to be all right. Work layoffs in some sections of the country are not regarded as a serious problem and probably won't be until they become more prevalent and widespread.

Serfass reasons it this way: Altho a lot of people are now reported out of work, the unemployment situation is not regarded as particularly unusual or abnormal. The number of employed persons is still close to the record high and money, consequently, is still much more plentiful than it has been in some past years when shows wound up with profitable seasons.

First in Baltimore

Penn Premier will be the first show in Baltimore and among the first to open in Northern territory. First in will have its advantages, Serfass believes. A number of such dates are reported set for the show.

The usual routing will be followed, Serfass says. Culminating the season will be a series of 15 fairs, most of which have been on the show's schedule for several years. Little concern is felt about the potential earnings at fairs. Accordingly, if the still dates are good then the season will wind up fine.

ACA Base Hums As Crew Preps Shows, RR Gear

HOT SPRINGS, March 20.—Since the arrival of Manager Paul Olsen, work in winter quarters of the Amusement Company of America has switched into high gear in order to complete the org's rebuilding program. While a 15-man crew worked most of the winter, construction of four wagon-mounted show fronts was held up until Olsen appeared on the scene.

A number of new wagons have been completed and are already in the paint shop while several more are being constructed. New lighting effects are planned and the train crew, under the direction of Jack Morgan, is working on the show train. Two flats have already been re-decked and others are being lined up for like attention.

The press department, where Starr DeBelle will hold forth this year, will be housed in a special wagon complete with photographic equipment already purchased by Olsen.

Staffers, in addition to Olsen and DeBelle, include J. C. McCaffery, general agent; Noble Fairly, assistant manager; Louie Berger, special agent; J. L. Machamer, secretary-treasurer; Louis (Stretch) Rice, business manager; W. Chester Mays, concession secretary; Jack Morgan, trainmaster, and Duke Wright, chief electrician.

Work has been progressing at a fast pace, with some 30 men active now in quarters and more due to arrive daily right up until the time the show leaves for Baltimore. Painting is the principal job being done now.

Serfass is hopeful that help will be more plentiful this year. A drop in employment nationally might make more and better help available for traveling shows, he believes.

Wagner Preps Rides, Shows For Early Bow

Mobile Mardi Gras Yields Solid Biz For Cavalcade

MOBILE, Ala., March 20.—Make-ready activities at the winter base of Cavalcade of Amusements has hit a high plain here as the show's rides, gear and back-end units are being prepared for an earlier than usual opening.

The Cavalcade's rides did a good business at the recent, 13-day Mardi Gras here. They operated at four different lots in town. Two rides were leased to Cecil Hendryx, who also operated on a city lot.

All rides have now been refurbished and show fronts are getting a going-over in preparation for the road. Joe Kempner is back with the show after a three-year absence and is busy on construction. Red Kelley and his train crew are working on the show train and Allen Johnson is busy painting many of the cars.

Fitzie Brown, who will have charge of the front end, is on hand as is Archy Wagner, who will serve as his assistant. Other staffers, in addition to General Manager Al Wagner, include Joe Kempner, assistant manager; Arthur Atherton, treasurer; Frank Seigear, shop superintendent, and Allen Johnson, chief porter.

Coleman Units Well Prepared For April Bow

MIDDLETOWN, Conn., March 20.—Work on units of the Coleman Bros.' Shows has been stepped up at winter quarters here. Well ahead of schedule, the work program will be completed well in advance of the April 22 opening on the show's own grounds here.

Two new Ferris Wheels, a kiddie ride and a train will be added to the show's ride line-up. New features will also include a marquee. The Merry-Go-Round is the only major ride remaining to be refurbished.

Reports are that the back end will be the best ever carried by the show. Much new canvas will be in evidence among the tented units.

Whitey Beardsley, concessionaire, is expected to arrive in quarters in about a week.

Metro Pacts Kentucky Fair

CHICAGO, March 20.—The Metropolitan Shows have closed to present the midway attractions at the Harrisburg (Ky.) Fair, Bobby Kline, the shows' general manager, announced here.

Business was good at all spots until Camaguey, the show reported.



EVANS'
HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser. 2x4 braces.

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1556 W. CARROLL AVE.
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DISPLAY FIREWORKS
FOR ALL OCCASIONS

- RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:**
1. Latest creations in breathtaking aerial shells.
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 3. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.
 4. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.
 5. Expert operators are available, when desired, to completely set up and fire large displays.
 6. Complete public and property liability insurance.
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 8. High-powered advertising and promotional facilities.
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WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS. INTERSTATE Display Fireworks Co.
DEPT. B-B BOX 514 SIOUX FALLS, SOUTH DAKOTA

UNITED AMUSEMENT SHOWS

OPEN IN APRIL CLOSE IN OCTOBER

Want for the Season—Long Range, French Fry, Floss, High Striker, Pond, Dart, Novelties, or what have you? GET SET FOR CRANSTON, RHODE ISLAND.

! BICENTENNIAL AND INDUSTRIAL EXPOSITION !

May 28 thru June 5-9 full days and nights of parades, pageants, races, acts, television and motion picture stars, fun and festivities of the Cranston Municipal Stadium, depicting 200 years of progress of this city.

SPACE STILL AVAILABLE

For all types of Carnival and Fair Concessions, Demonstrators, Rides and Shows. Especially want high-class Eat and Drink Concessions and Souvenirs that can handle 200,000 people.

ARTHUR J. APRIL 19 Woodland St. Phone
General Manager Pawtucket, R. I. P. A. 2-4419

ROBERT D. KELLOGG SHOWS

WANT for twenty straight weeks of choice money-winning Celebrations and Still Dates. Opening Glens Falls, New York, May 7th for two weekends.

CONCESSIONS: French Fries, Short & Long Range, Coke Bottle, Pick Up Ducks, Cork Gun, High Striker, Arcade, Fish Pond, Cigarette Block. Any other not conflicting. WE DO NOT DUPLICATE. Positively no grift or racket.

RIDES: Will book Wheel for committee money or will buy my own, with transportation.

ROBERT D. KELLOGG SHOWS
STILLWATER, N. Y. Phone: Mechanicville 1106

H. & M. AMUSEMENTS

Open in La Crosse, Va.—Firemen's Fair, April 9 to 17. Move on the 1st April 5

Want Hunky Panks of all kinds; prize every time. Good proposition for Merry-Go-Round or Rides that do not conflict. No flats—no gypsies. People already contacted—come on.

C. A. Hannah—Sam McMaster—"Wes" Price, Bus. Mgr.
WEST BROWNSVILLE, PA.

SUNSET AMUSEMENT COMPANY

Opening at Excelsior Spring, Mo., Thursday, April 29

EXCLUSIVES OPEN: PHOTOS, ACE and WEICHT, CUSTARD, LONG RANGE, FOOT LONGS and ROOT BEER. Can place Hunky Panks. WANT: Glass House or Fun House. Want party to take over Motor Drome. Winter Quarters now open. 701 N. Main St., Excelsior Springs, Mo.

MILLIKEN BROS.' SHOWS

Jesup, Ga., week March 22. Hazelhurst, Ga., week March 29, both uptown main street locations. WANT: Water Concession, Short Range, Ball Games, Custard, Darts, String, Bumper, High Striker, Cork Gallery and Hunky Panks that work for stock, always open midway. Want General Agent who knows South, North Carolina and Virginia, prefer one with concessions. All address Milliken Bros.' Shows, as per route.

ROLL TICKETS

PRINTED TO YOUR ORDER

100,000	\$31.50
10,000	... \$10.00
20,000	... 12.75
50,000	... 19.75

SHAMOKIN, PA.
DEPT. B
per 100,000.

WINTER QUARTERS

H. & M. Amusements
WEST BROWNSVILLE, Pa., March 20.—Preparations are being made for the show's opening, April 9 at Lacrosse, Va., Sam McMaster is on a booking tour in the East while Business Manager Wes Price is handling things in Virginia. Heavy Hannah is taking care of last-minute affairs in Florida before leaving for Virginia.

Recently added to the show fleet are a Fruehauf trailer and a transformer truck. Show is scheduled to play Virginia, West Virginia and Pennsylvania, carrying seven rides and 15 to 20 concessions. Teeter Hannah is getting trucks and equipment ready for the opener.

Robert D. Kellogg
STILLWATER, N. Y., March 20.—With purchase of a new advance car and delivery of a new Merry-Go-Round, the show is in the final stages of preparation for the season's bow on May 7 at Glen Falls, N. Y. The show will play eight days there, giving it two Saturdays.

Work here is speeding up under the direction of Edward Tallam. George Madill has joined as ride superintendent and boss mechanic of rolling stock. Robert Wixstead, agent, has been closing booking deals in the absence of Owner Kellogg, who has just returned from a business trip to Florida, Louisiana and Texas. Kellogg expects a fine year, as many of the spots contracted have proved themselves in previous year. Some new celebrations are in good territories and under strong auspices.

Playtime Shows
QUINCY, Mass., March 20.—Winter quarters are open, with Superintendent Patrick in charge of the general get-ready program. Ed Burr reports that booking is completed and the show opens April 16 at Manchester, N. H., for a 10-day stint.

Billy Burr will join his concessions, and Arthur Doyle, Harry Roach, Neil Degroot, Sam Yoyos, William Jacques, Gene Dean, Van-celle and Mahan have also signed for the coming season.

Virginia Greater
SUFFOLK, Va., March 20.—Work is progressing favorably here, with Bob Milliken's working crew catching up in all departments. Hoover (Slim) Byrum has supervised the refurbishing of the shows' three kiddie rides, which has been completed. The Octopus ride has also been refurbished, and Dutch Kersher is busy repainting the platforms, sweeps and iron equipment of the Merry-Go-Round. Duke Buyman is doing a nice job of repainting the horses and inside scenery of the Merry-Go-Round. Refurbishing of the Ferris Wheel is also on the last lap.

Bob Milliken has completed building the new panel wings for both the Girl Show fronts, and also new panel wings for the Minstrel Show front. Blackie Griffin is helping on the fronts and is building new ticket booths for the Side Show, Snake Show, Girl Shows and Minstrel Show.

Bill Sanders of the American Tent & Awning Company, Norfolk, visited quarters Sunday (14) and received an order for a round top for Norwood Richardson's streamlined Pony Ride. Owner Rocco Massuci ordered canvas covers for the show's Boat Ride and major whip, and also new walls for the Side Show, Minstrel Show and Merry-Go-Round.

Other visitors to winter quarters on Sunday (14) included Paul Thanos, of the Suffolk Crystal Cafe, Bum Bradshaw and Larry Briggs.

Coleman Bros.
MIDDLETOWN, Conn., March 20.—With the opening date approaching, many of the folks are well along toward getting their equipment in shape. This is also true of show-owned equipment. Because of the mild winter much progress has been made in getting rides and other equipment repaired and painted.

Owner Richard Coleman and Mrs. Coleman flew home from Florida February 26 to be at the bedside of Mrs. Coleman's brother, Eddie Johnson, who is seriously ill at Veterans' Administration Hospital, Newington, Conn. Coleman stated that while in Florida he booked several new attractions for the '54 season. He expected the

back end to be the strongest in several years.

Among attractions already set for the April 22 bow are Charles Hillert's Unborn and Wild Life shows; a Motordrome, to be managed by Jack Faircloth; Bill Althouser's Penny Arcade and glass pitch, Doc Jones' Girl Show, Les Nichols' Side Show, "Dark Town," Funhouse and concession, and Ernie's Miniature Circus, Monkey Show, Snake Show and "What Is It?"

Along concession row will be Bill Jones' bingo, managed by Tom Ely; Bam Storey, 6; Nelson Beardsley, 7; Tim Coleman, 5; Amos Dyer, 2; Tom Woods, 2; Eddie Horowitz, 1; Bill Moore, custard; Coleman Corley, long and short-range lead galleries; Charley Hurley, novelties, and Mrs. Elisha Cooper and Phoebe Harrison, mitt camps. Sam Fry will also have a concession and again do street advertising via sound truck. Also back with the show will be Tony Rossillo's midway diner and grab stand.

Elisha Cooper will have charge of new twin Ferris Wheels; Moe Wales, Kiddie Autos; Harry Lewis, Boat Ride; Clyde Weeks, Little Dipper; Arthur Atterbury, Rollo-plane; Tom Nelson, Tilt-a-Whirl; John Doyd, Whip, and Dave Altman, Merry-Go-Round. Joe Bruno will have his pony ride on the show.

Bill Burger and Roye Moyer, electricians; John Pesceki, ride superintendent, and Bob and Tody Coleman are still fishing at Jensen Beach, Fla. A free act booked thru the Al Martin office will be carried. Mrs. Dick Coleman is treasurer and Mrs. Betty Coleman secretary.—DAVE ALTMAN.

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CONCESSION, CIRCUS, CARNIVAL
AMERICAN
TENT & AWNING
CORPORATION

One of America's largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

FOR SALE

2 Giant Belgium Horses, beautiful pair in perfect condition. Shown as the world's largest team. New 20x36 Top and Sidewall, new Show Front and Banners, good Public Address Amplifier set, Stalls, Tack boxes, set of double Harness, etc., for a complete Show. Can not handle myself this season. For a quick sale with take \$1,000 for the whole outfit.

J. BLACK
4635 Lancaster Ave., Philadelphia, Pa.

FOR SALE

One Allan Herschell 3-abreast Merry-Go-Round; one Allan Herschell Jeep Ride; one Allan Herschell Boat Ride. All three in A-1 condition.

WM. WAKELEE
15 Mellon Ave. Troy, N. Y.

RIDES WANTED

For Summer season. Commission basis. No other rides in town of 60,000—with 100,000 population near-by.

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MELODY MILL
Dubuque, Iowa

A. R. (DUTCH) WHITESIDE, Conc. Mgr. TOM CARSON, Bus. Mgr.

ROSS MANNING SHOWS

OPENING APRIL 9, HIGH POINT, N. C.

CONCESSIONS: Hankies, Ball Game, one Mitt Camp. Shows: Any Grind Show, Man to operate Fun House. RIDE HELP: Merry-Go-Round Foreman, Chairplane Foreman, Second Men on all Rides, must drive semis. For Leola's Circus Side Show—Tattoo Man, Magician. Jerry O'Brien, Rocky Hughes, Eddie Pippin, Jimmie Farmer and other Side Show attractions. A. R. (Dutch) Whiteside wants Grind Store Agents and General Concession Help. Write or wire

ROSS MANNING, Kingstree, S. C.

WANTED

CHILDREN'S RIDES

Ishpeming Centennial Celebration
JULY 25-31, 1954, ISHPEMING, MICHIGAN

Write: CENTENNIAL HEADQUARTERS
Woolworth Building—Ishpeming, Mich.
Att. HOWARD VARVIL, Chrmn.

Experienced Promoter and Second Man

At Liberty for Good Carnival—April 2 to June 26

Middle West only. Experience reaches back as far as Con T. Kennedy Shows. Know how to promote Children's Matinees. Will handle Cards, but not paste. Available until June 26 only, as after that date am contracted for duty with the Barnes-Carruthers Fair Booking Agency.

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No Need to Worry...

... about getting the best coin-operated arcade and skill game equipment at the right prices.

Concessionaires in the "know" are constantly referring to the ads on

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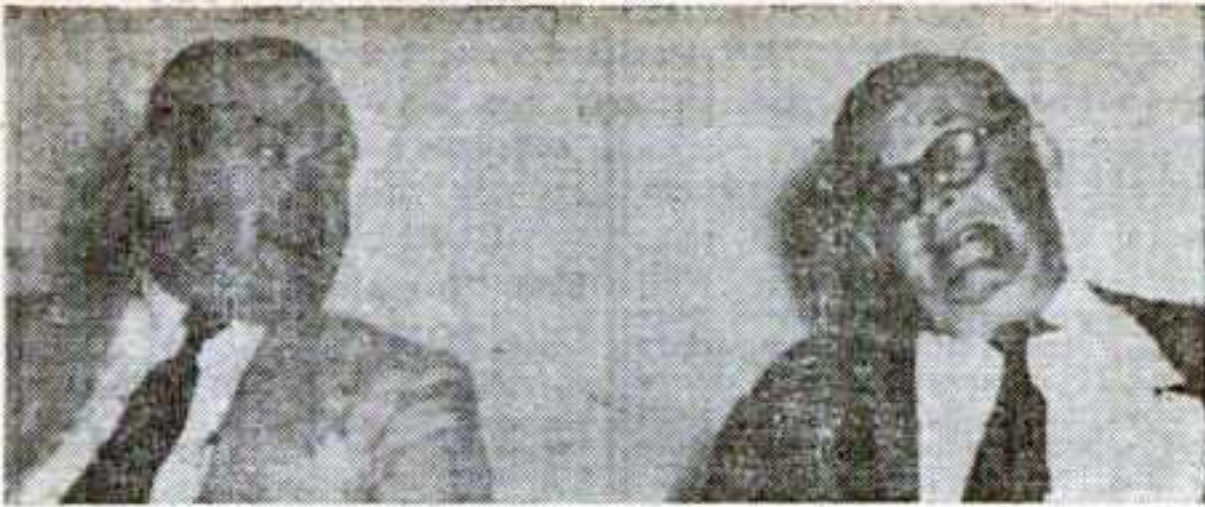
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for their best buys. They know that they can buy with confidence... and at the best prices.



The Billboard
The Amusement Industry's
Leading Newsweekly

You, too, can take advantage of the excellent selections and prices for your coin-operated needs. Turn to page 70 this week...



PICTURED AT A RECENT Miami Showmen's Association meeting are J. D. (Eddie) Edwards, left, independent concession operator and assistant secretary of the MSA, and Cliff Wilson, the club's secretary and show operator, who will supply the back-end shows this year for the Dallas and Memphis fairs.

MIDWAY CONFAB

A surprise party for Bobby Kork on his 55th birthday was held recently at Trenton, N. J. Among those present, according to Kork, were Billy Logdon, who flew in from Louisville; Louise Logsdon, Pinky Pepper, Jean Nadja, Amber West, Lillian Russell, Ted Kita, Babe Montana, Francis Stone, Corrine Hall, Billy Rogers, Al Sorenson, Bobby McGregor, Wesley Blair, Albert Buckhanan, Homer Sharar, Nikkie Thorne, Billy Dorr, Kitty Gordon, Charles Smith, Thelma Ostendorf, Charlotte Hunter, Jerry Hugar, Martin Stepka, George Keller, Bert English, Ernie Burch, Kitty Robinson, Joan Faust, Mr. and Mrs. Edward Wegand, Mr. and Mrs. Monte Navaro, and Mr. and Mrs. Jimmy Fay. Sampson luggage was presented to Kork as a going-away gift. He is booked to tour this season with the Wallace Bros.' Shows of Canada.

The Hale Shows of Tomorrow are slated to open April 5 in Kansas City, Mo., on a lot at Independence and White Avenue. Capt. E. H. Hugo has his show in readiness for opening in the Kansas City area the latter part of April. . . . Sam Ansher infers from the West Coast that he will have concessions at the Orange Festival. . . . The Heart of America Showmen's Club, Kansas City, Mo., has opened a membership drive to run from May to October during which time membership will be offered at reduced rates, Al C. Wilson, club secretary, advises.

Jim Stutz, who is handling the contracting and press work on the Hitler car now touring the South, reports that the auto has been getting satisfactory business. Currently showing in Mississippi, the car drew big business at St. Petersburg, Fort Lauderdale and Hollywood, Fla., and at Lincoln, Rockingham and Asheboro in North Carolina. In most stands the attraction is sponsored by service organizations, in some towns by civic organizations. Jack W. Burke, of Baldwin, N. Y., has charge of the tour. Fred Kugland supervises its moves, setting up and appearance.

Mr. and Mrs. Ken H. Garman, owners of Sunset Amusement Company, left their Coral Gables, Fla., winter home Thursday (18) for a six-day visit to their Danville, Ill., home before going to

the shows' winter quarters at Excelsior Springs, Mo., where the shows will open April 29. The Garmans spent several months at Coral Gables during which time they had many visits from show people.

John T. Hutchens, owner of Hutchens' Modern Museum Thursday (18) entered St. Vincent's Hospital, Monett, Mo., for an operation. Hutchens was hospitalized last October for a short time and subsequently doctors advised that if he was to troupe this year he should first undergo an operation.

J. W. (Bill) Porter, legal adjuster, left his Macon, Ga., winter base recently to join Al Wallace Shows for its Jesup, Ga., bow. During the winter, Porter operated concessions in the Grotto clubrooms and was active in Shrine units in that city.

Mr. and Mrs. George Desak did good with floss and candy apples at the recent Mobile Mardi Gras, coming down from their Meridian, Miss., winter base to play the 13-day cele. Happy Davenport had a novelty stand in the center of town and also reported okay takes.

Two show agents and one former show owner cut up more than their share of jackpots recently in Denver. On hand for the session were Jim Schneet, agent for Alamo Exposition Shows; Fots Reeves, who handles the same chores for Hill Greater Shows, and Larry Nolan, former owner of the show bearing his name. Nolan is now Colorado State Deputy for the Foresters.

Veterans United Shows have signed to play the Dayton, Ia., rodeo over Labor Day and Don Franklin will provide the midway attractions at the Shelbina, Mo., fair, July 27-30. . . . Conklin Shows and J. P. (Jimmy) Sullivan's Wallace Bros.' Shows will provide the midway at the Kitchener, Ont., Centennial Celebration which is set for June 28-July 3.

The Miami Showmen's Association approved eight new members at its most recent meeting. They are George C. Abbale, James Casara, Charles M. Daley, Lewis Mazer, Herman Schenkman, Ernest R. Van Tassel, Ralph C. Wolf and Mario Zucchini. Members who have left Miami to join their shows are Ross Manning, John Giampartone, A. R. White-side, A. V. Ackley, Hyman Feldman, George Sleeman, Eddie Davis, Murray Cohen, Newell Taylor and Dick Burns.

Recently arrived in New York from Florida were Irving Sherman and R. Shep Blumberg, who attended the NSA Connecticut Night doings on March 17.

Construction of a new home in Tampa for Mr. and Mrs. Lloyd Serfass, owners of the Penn Premier Shows, is continuing while they prepare their unit for the road at their Henderson, N. C., winter quarters. They have ordered a new marquee from Arthur Campfield, New York tent maker.

Whitey Beardsley, recently back from Florida, is readying his concession units at his winter quarters in Albany, N. Y. Whitey reports that his commitments caused him to build several new joints. He will have units with Coleman Bros. and the World of Mirth Shows. He also is planning to open with the James E. Strates Shows when that unit starts the Eastern season early next month at Washington.

Art and Martha Wagner, who spent most of the winter in Hot Springs, are now located in Mobile, Ala. . . . Frank W. Peppers. (Continued on page 61)

W. R. GEREN'S Presents

MIGHTY HOOSIER STATE SHOWS

Featuring Capt. Engerer's Lion Act

LAST CALL, OPENING CLARKSVILLE, INDIANA, APRIL 8th TO 21st.

Show will move on lot April 4th and 5th, across street from Colgate factory just three blocks from Louisville, Ky., bridge. Want Concessions: Hanky Panks only. Shows: Side Show Girl, Fun House, Motor Drome, Monkey, Class House, Crime, Mechanical or what have you? Ride Help: Sober and reliable, must drive; salary all you are worth, and sure. Be at winter quarters Greensburg, Indiana, by April 1st. All people contracted be on lot no later than April 6th. This show carries ten Rides, Light Towers, Army Search Light, as good a equipment as you will find in show business and we put you where you have people to work to. No time to write, wire Western Union, if I can use you will answer within twenty-four hours. All replies

W. R. GEREN, Greensburg, Indiana

CENTRAL STATES SHOWS

24 RIDES & SHOWS SIX 50 FT. LIGHT TOWERS GIANT SEARCHLIGHTS

We have 19 of the best Fairs and Celebrations throughout Kansas and Nebraska. Also Spring Celebrations at Boot Hill Fiesta, Dodge City, Kan.; North Platte, Neb.; Rodeo and Leavenworth, Kan., Centennial-6 Days & Nights-Downtown location; Parades every forenoon. CAN PLACE Penny Arcade, Fun House, Mechanical Show, Motordrome, Iron Lung, or any new Shows of merit. Robert Garrison wants Acts and Side Show help. Doc Steinbeck wants Bingo and Hanky Pank Agents. CONCESSIONS-Want Derby, Custard, Coke Bottle, Cigarette Gallery, Hoop-La, Ball Games, Shiv Rack, Basketball, etc. CAN PLACE capable Ride Help who can handle good equipment.

OPENING GREAT BEND, KANSAS, APRIL 9

All people booked with us, acknowledge.

W. W. MOSER Winterquarters-Haxleton, Kansas

Cleanest Finest Most Dependable

James H. DREW SHOWS

OPENING APRIL 2, GAFFNEY, S. C. AMERICAN LEGION SPRING FESTIVAL; WITH ALL BUSY INDUSTRIAL CITIES TO FOLLOW AND 23 FAIRS AND CELEBRATIONS.

Will place any Grind or Bally Show not conflicting and well framed. Special deal to Monkey Show, Drome, Animal and Little Horses. Account of disappointment will place Custard and Arcade exclusive. Concessions-Will place all legitimate Concessions: String, Bumper, Novelties, Hats, High Striker, African Bobo, Pronto Pup, Foot Long, Cork Gallery, Long Range or any legitimate stock Hanky Pank. For Sale-Have Roll-o-Plane Motor used two weeks, will sell, \$300.00. Also Eli Power Unit, 1949; needs rings; sell for \$150.00.

Time is short, all wire or phone.

JAMES H. DREW SHOWS Phone 3047 Eastman, Georgia

WEST COAST SHOWS

FINAL CALL-26th ANNUAL TOUR-FINAL CALL

WEST COAST SHOWS OPENS BAKERSFIELD, APRIL 15
WEST COAST EXPOSITION OPENS MADERA, APRIL 14

HELP: Have openings for Foremen and Second Men on Rides. Must be sober and semi-drivers. Can use Wives as Ticket Sellers. Have opening for Fun House Operators on P.C. or salary. Can also place Light Tower Crew and Front Gate Men. Apply directly to Eddie Hellwig at Madera Fair Grounds winter quarters.

CONCESSIONS: HAVE OPENING FOR THE FOLLOWING: Add-a-Dart, Slum Spindle, Toy Wheel, Grocery Wheel, Center Hoop-La, Age and Scales, Fish Pond, Shiv Rack, Add-a-Chip, Milk Can, Ball Game, Basket Ball, Huckly-Buck, Sling Shot, Bowling Alley, Derby, Penny Arcade, Mug Outfit and Bingo.

ALL CONTRACTED PARTIES CONTACT OR REPORT IN TIME FOR LOCATIONS

ALL REPLIES

West Coast Shows, Winter Quarters, Madera Fair Grounds, Madera, California

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

Opening April 16th in Swoyersville, Pa. Then into a proven route in Connecticut, Pennsylvania and New York

WANT-Experienced Show Painter. CONCESSIONS - Legitimate merchandise only. Seniority privileges. Last year's people contact me immediately.

FOR SALE OR TRADE-Crosley Fire Truck, Allan Herschell Kiddie Auto (aluminum cars), 1951 Mangels waterless Boat Ride. (All above in excellent condition).

SHOWS-Snake, Wild Life, Girl or what have you? Larry Saunders, contact me.

FAIRS start middle of July and run consecutively until middle of October

CONTACT: 37 Luzerne Avenue, Dallas, Penna.

HANKY PANKS

SIX CATS-2 Styles. PUNKS-15 styles of Designs. 3-BALL MECHANICAL BUCKET-New type, cannot get out of order. JEWELRY SPINDLES. MILK BOTTLES-Aluminum and Wood. DART BOARDS-Sponge Rubber with Nylon Thread Dividing Lines is the best for the Carnival Man. HUCKLEY BUCK GAMES. . . . and don't forget the DAM FAMILY BALL GAME.

Write for Catalog.

RAY OAKES & SONS
P. O. BOX 4344 - TAMPA, FLORIDA
Telephone 80-2121

ATTENTION

Start a new Concession. We can supply you ready made enchiladas. Ready to Serve in an attractive aluminum plate wrapped in cellophane. Just warm them in oven or steamer. These enchiladas are one of the tastiest and most popular of the Mexican foods. For details and prices, write to

P. O. BOX 1497
Merced, Calif.

Strange and Weird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, M & N 7 others. Your ideas made up. Write for Folder, Free. Tafe's Curiosity Shop
1858 E Van Buren St.
Phoenix, Ariz.

PLAYTIME SHOWS

OPENING APRIL 16
10 Big Days
Manchester, N. H.

WANT Hanky Panks, Monkey Drome, Speedway, Wild Life Show. All Eating Concessions contracted.

Ride Foremen and other Ride Help; top wages. 10 Fairs and Celebrations—14 Still Dates.

ED. BURR
Box 206, Quincy, Mass.



MEL DODSON, former owner of Dodson's World Fair Shows and now treasurer of the Miami Showmen's Association, is playing a big part in the operation of the new clubhouse. Dodson is also chairman of the building management committee.

MIDWAY CONFAB

Continued from page 59

owner-manager of Peppers All-States Shows, who recently booked his Merry-Go-Round as a free attraction with a large super market in Mobile, Ala., for two weeks, opens his regular season about April 5 near that city. . . . Friends of Johnny Adams, former concessioner with Cavalcade of Amusements, will regret to learn of the death of his mother, Mrs. Hattie Adams, March 12 in Mobile, Ala.

Dick Coleman, owner of Coleman Bros.' Shows, is still in Florida. He will return to his Middletown, Conn., home and quarters by the first of next month.

James Rapple, after assisting with booking of Heeter Amusements of Erie, Pa., left for Sumter, S. C., recently where he is skedded to take up duties as billposter for Vivona Bros.' Shows. The show opens there March 29.

Al Zellers, veteran concessionaire, cards that he is working auctions in the Pittsburgh area.

J. Wesley Blair cards that he'll wind up the school season April 15 after a run of five months. He opens April 19 with magic and puppets and inside lectures with one of the larger carnivals. Blair advises that the school season was okay, but not up to last year.

Martha Rodgers, who cut short her 1953 season because of illness and a death in the family, flew from Boston to Phoenix, Ariz., recently to join Siebrand Bros.' Shows for her 39th season.

Uncle Ben Winslow, manager of the Tri-County Fair, Manchester, Ga., for the past 20 years, is ill at his home in Manchester with a heart condition, reports Welby Griffith. Winslow is also an official of the Georgia State Fair Association. . . . Attending a surprise birthday party for Grace LeMay at Eddie's Hut, Gibsonton, Fla., recently were Eddie LeMay, Phil and Vi LeMay, Zeke and Virginia Shumway, Jack and Bonnie Norman, Chuck and Virginia Gallagher; Jess and Carrie McComack and son, Danny; Al and Barbara Moody, and their children, Hulda and Johnnie; Joe and Mary Alexander, Irwin and Tiney Kay, Tom and Maud Allen, Bell and Bobby Taylor, Dorothy Hewett, and Rose Erdman. Also Doc and Betty Hartwick, Janet Hartwick, Carl Holzaffel, Jimmie Shunk, Roger and Nancy Young, Kenneth Peck, A. R. Maxwell, and Mr. and Mrs. Jack Winslow.

Earl and Ethel Purtle, Motor-drome and ride operators with the Cetlin & Wilson Shows, are on a short vacation in Mexico. They motored to San Antonio, Tex., where they left their car, and joined a 12-day tour.

Glass pitch operator Jack Wilkinson, with Coney Island Road Shows in Cuba, has become engaged to Rosita Lava of Holguin, Cuba. The couple were visited recently by Mr. and Mrs. Earl Fisher and sons Ronald and Eddie Fisher of Columbus, O., and Mr. and Mrs. Lawrence Walett of Chillicothe, O. Fisher has concession units with World of Mirth and Gooding shows. Wilkinson manages the WOM unit.

Ben Braunstein was in Cincinnati last week to line up an early spring date for the Gold Medal Shows on a main-highway location at Sharonville, just outside the Cincy city limits. A youth's org is sponsoring.

VIVONA BROS. Combined SHOWS

Opening March 29, Sumter, S. C. Big Army Payday

CONCESSIONS—Novelties, Short Range, Pan Game, Rat Game, Photos, Mitt Camp, Buckets, Derby and Hanky Panks of all descriptions. Agents for Cat Rack and P. C. Jim Ballew, contact.

RIDES—Will book complete Kiddie Land, Live Pony Ride, Tilt, Cat or any new or novel Ride.

SHOWS—Motor Drome, Monkey Show (Whitey Latham, contact). Operator for Funhouse (Bobby Reynolds, contact). Unborn, Glass House or any good Grind Show. Terry

Bennett, contact. Girls for two Girl Shows. Operator for Snake Show (Evelyn Howie, contact).

HELP—Foreman for Kiddie Rides. Man to handle Front Gate and Towers. Second Men on all Rides, semi drivers preferred.

Col. Lew Alter & Major Tom Thum combined Circus Side Show & Menagerie wants for brand new framed Show—Talkers, Ticket Sellers, Freaks.

Attention! All Side Show people report week of April 12 to open in vicinity of Baltimore with Vivona Bros.' Shows.

JOHN VIVONA, Sumter, S. C.; after March 26, Florence, S. C.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

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For OUR LADY OF ASSUMPTION SOCIETY CELEBRATION, August 9-14, 1954
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SHOWS—Wild Life, Monkey Drome or Motor Drome, Fun House or any Grind Show with own equipment.

WANT—A capable Announcer for our Street Sound Car. Must have experience and mechanical ability sufficient to operate small generator set mounted in same. This is not a soft berth for you to ride around in. Don't apply unless you are capable.

FOR SALE—Complete Ten-in-One, new Top, 20x60; Seven Banners, Banner Line, Bally Platforms, all complete, \$700.00 cash.

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PIPES FOR PITCHMEN

By BILL BAKER

"I WAS REALLY . . . glad to read the pipe that my good friend, Clyde Faulkner, sent in from Raleigh, N. C.," pens Jack (Bottles) Stover from Harrisonburg, Va. "Sure hope he finds it good at the early vegetable markets in Eastern North Carolina." Among other things, Jack also reported that, the Shenandoah Valley is still holding up and is a good route and stock sale country. He and a newcomer to the business, Chuck Miller, of Pennsylvania, are grabbing off a pretty good hunk now and then. Billy (The Kid) Dietrich is doing jam-up in Hagerstown, Md. The hale and hearty 65-year-old Goo-Goo Davis breezed thru town recently on his way to the races in Charles-town, W. Va., and he and Stover had a two-hour jackpot session that would have made many a deceased old-timer turn over in his grave.

PROF. A. J. HOWE . . . scribbling from Montgomery, Ala., says that he's developed a severe case of jumpin' bean fever, after being cooped up in the Sunshine State all winter. He says he intends coming out this season with a red-hot deal—a new brain gimmick which is designed to open up closed towns and put pokynoses on the spot. "What will you give me, papermen, for this formula?" queries the Professor.

JOE COHEN . . . reports that the recent flower show in Cleveland flushed out a whole flock of the tripe tribe. Among those seen gobblin' up the geedus were, Bill Weiss, Johnny Parner, Dave Dickerman, Joe Marks and Pete Lowie. Joe also tells us that Pete would like to read a pipe from Lefty Shapiro and One Eye Stein.

ACCORDING TO . . . a report filed by Teresa Sidenberg, she and her daughter, Arlene, are still meandering around Miami, picking up a lot of loose change with glass-cutters and jewelry. Mama says that daughter Arlene worked in the display booth of the airport at the Manufacturers' Show there recently. Arlene is secretary to one of the officials. "Had a nice long talk with the inimitable W. G. Barnard, who is also at the show with his juicer," continues Teresa. "I hadn't seen him since 1932, however, he looks the same as ever. Jack Anthony was working in the entrance, and both of the boys were doing all right for themselves. Madaline Ragan was the

lucky winner of the Missouri Showmen's Association's grand prize. Say hello to all the friends we knew back in 1920. I know that there are a lot of us left and I'd like to hear from some of the old-time pitchman whom Sid and I knew in those days."

RECENTLY WE . . . ran a list of old-timers whose names are recorded in this column's lost, strayed or stolen department. Last week a note dated St. Marys, Ga., was dropped in our lap from the old globetrotter, Bob Smith, who says that he has been anything but lost. It seems that he's just been hibernating in the flat woods down South and thinking about the winging he's going to toss in commemoration of his 72d birthday, which pops up March 23. Bob says that 52 of his 72 years have been spent tramping around stage shows and with the pitching pack, and just as soon as the bluebirds begin to sing he's going to be out there pitching again. Now that we've succeeded in getting old Bob to pipe in a report on himself, we hope that his example will jazz up some of the other old gents to do the same thing.

J. C. STICKLEY . . . of Jaystick Sales, info from Atlanta that his wife Ida Mae is in Georgia Baptist Hospital where she underwent major surgery. It will be recalled that Mrs. Stickley has been very active, in past years, pitching wonder dancers.

WHEN THE NAMES . . . of some of the old-timers in the ballyhoo business pop up in this column occasionally, it seems that the memories of other veterans are thrown into high gear and they are prompted to open up with some historical gem that might otherwise have been forgotten. One case in point: When ole' Art (Doc) Miller learned that Mert Craig was still hale and hearty and enjoying life, he hurried this query from Elmira, N. Y.: "I wonder if Mert recalls (as if he could forget) the time his tent opry burned up in Rathbone, N. Y.? I played it the following year with my tented aggregation and some of the half burned blues were still in evidence. While the natives weren't exactly scared to death from the fire, it was, for sure, still very fresh in their minds. However, the last time I was up thru that area, they still spoke well of the outfit and even remembered some of the various folks connected with it. Other people who always inquired about the Craig show are those living in Cameron, Cameron Falls and Hartsville, N. Y. We barned our tent show equipment in the fall of 1942 and it wasn't long after that our equipment and the property of the Pickering Show was lost, strayed or stolen in the big Elmira flood. Does anyone remember the old Dad Becker Show or Ed McCann's opry, both out of Elmira many years ago? McCann is still active here but has been retired for several years. Now let's hear more frequently from Craig and that gal who has the awe-inspiring gorilla attraction. How about some of the oldsters piping in once in a while so the rest of us know where you are and how you're makin' out." As for himself, Art reports that he's just about ready to take off and again light up the highways with the advance department on the Hunt Bros.' Circus.

THE MOST RECENT . . . communique from the oil magnate, Happy Heller, spots him in the Sears store on Grand River Avenue, Detroit, pushing Mike Devine's Zina-Ray-Oil. According to Happy, business has been fair. This is attested to by the grins that illuminate the faces of Max Fried and Mike Devine every time they drop in the store to check on the tip, he says. In his more jocular moments, Max likes to gab about his Indian Herb Medicine days. He recalls the time that one of the boys who was down and out wanted to throw a couple of pitches from the back of Max's medicine truck. Max let him set up his tripe and kiester on the ground and pitch his corn punk after Max had closed for the day. One day Max found out that the corn punk was axel grease in its purest form so, naturally, Max gives the lad the old heave-ho. As it developed, it was just a case of who found out first. Had the corn-punk character found out what Max put in those bottles of herb medicine, he'd have thrown Max out.

STOP! LOOK!

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60" GLASS ROD

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HOLLYWOOD 28, CALIF.
6000 Sunset Boulevard
Hollywood 9-5831



COMING EVENTS

Alabama
Birmingham—Alabama Home Show, May 11-16. Joe C. Williams, Box 706.

Arizona
Mesa—Rawhide Roundup, March 24-27.
Yuma—Flower Show, April 3-4.

Arkansas
Fort Smith—Rodeo, May 31-June 5.

California
Angels Camp—Rodeo, May 23.
Los Angeles—Sportsmen's, Vacation, Boat and Trailer Show, April 15-26.
Oakland—Spring Garden Show, April 29-May 7. A. D. Dodson, c/o Bank of America, Berkeley.
Redding—Shasta Co. Sheriff's Posse Rodeo, May 22-23. Lee Hammon.
San Francisco—Grand National Jr. Livestock Expo., April 10-15.
San Francisco—Grand National Junior Livestock Exposition, April 10-15. Nye Wilson, Cow Palace.
San Francisco—Gen. Motors' Motorama, March 27-April 4.

Florida
Bartow—Brahman Show, March 24-25.
Daytona Beach—Volusia Co. Home Show, March 20-24. Al Stern, P. O. Box 2226.
Jacksonville—Home Show, March 23-28. Edgar V. Smith, 217 W. Forsyth St.
Orlando—Flower Show, March 30-April 1.
Sarasota—Flower Show, March 24-25.

Iowa
Des Moines—Iowa Sports and Vacation Show, April 3-11.
Ottumwa—Food and Trade Show, April 6-10. Charles E. Knoblauch.

Louisiana
Alexandria—La. Market Poultry Show, May 20-21. L. L. Walters.
Gonzales—East Ascension Strawberry Festival, April 24-25.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.
Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.

Michigan
Bay City—Better Homes Show, March 19-25. Jack Davis, Box 12.
Grand Rapids—West Michigan Sports and Boat Show, March 22-27.
Lansing—Hobby and Antique Show, March 23-26. L. Verne Slout, Vermontville, Mich.
Vermontville—Maple Syrup Festival, April 24. Lloyd Eaton.

Minnesota
Minneapolis—Northwest Sports, Travel & Boat Show, April 18-25. F. W. Nick Kahler, 1645 Hennepin Ave.

Mississippi
Greenwood—Delta Livestock Fair, March 25-27. E. H. Blackstone.
Westport—Northeast Mississippi Livestock Show, April 1-3. Evans E. Wooten.

Missouri
Joplin—Better Homes Show, April 19-23.
New Madrid—H. Pat Barrow Show, April 3. Winston Hall.

Nebraska
Omaha—Sports and Vacation Show, April 5-11. 3302 Dodge St.

New Mexico
Carlsbad—Rodeo, May 26-29.
Hobbs—Fiesta, March 29-April 4.
Portales—Dairy Show, April 5-10.
Truth or Consequences—Fiesta, March 29-April 4.
Truth or Consequences—Rodeo, April 2-4.

New York
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.
Utica—Utica Sports & Boat Show, March 25-30.
Utica—Sportorama, March 25-30.

Ohio
Cincinnati—Home Builders' Show, April 3-11.
Cleveland—American and Canadian Sportsmen's Vacation and Boat Show, April 2-11.
Middleport—Spring Festival, April 26-May 1. Chas. Childs.
Youngstown—Home Show, April 6-11. Clyde E. McGrannahan, 170 Redwood Trail.

Oklahoma
Guymon—Pioneer Days, April 26-May 1.
Oklahoma City—Greater Oklahoma Home Show, April 4-11. Sidney Davidoff, 328 Biltmore Hotel.
Oklahoma City—Rodeo, April 21-24.
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.

Oregon
Gresham—Spring Garden Fair, April 22-25.
Spray—Rodeo, May 22-23.

Rhode Island
Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur April.

Tennessee
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.
Memphis—Cotton Carnival, May 8-15.

Texas
Bandera—Bandera Stampede, May 1-9.
Ruth Rhoades.
Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely.
Dallas—Southwest Sports, Boat and Vacation Show, April 23-May 2.
Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village.
Dayton—PFA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.
Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.
Plainview—Panhandle Plains Dairy Show, April 11-17. Wayne B. Smith.
Plainview—Pioneer Roundup, May 22. Ellen Ash.
Poteet—Strawberry Festival, April 16-17. Arnold Franklin.
San Antonio—Home Show, May 8-10. Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.
San Antonio—Battle of Flowers, April 19-24.
Vernon—Rodeo, April 26-May 1.
Waco—Home Show, May 4-9. Dorothy Godfrey, Heart of Texas Coliseum.

Virginia
Culpeper—Firemen's Festival, May 28-29. H. L. Hinton.
Norfolk—Home Show, April 6-10. Johnny Scallan, 4801 Clare Road.
Winchester—Apple Blossom Festival, April 28-30. Box 689.
Washington, D. C.
Washington—International Sportsmen's Show, March 27-April 4. Irving Davidson.

Washington
Prosser—Rodeo, April 24-25.
Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.
Yakima—Rodeo, May 1-2.

Wisconsin
Milwaukee—Milwaukee Sentinel Sports and Vacation Show, April 3-11.

Wyoming
Lovell—Annual Regatta, May 23.
Sheridan—Cowtown Hoedown, May 28-29.

CANADA

Saskatchewan
Saskatoon—Spring Light Horse Show, April 6-9. S. N. MacEachern.

Toronto
Toronto—Canadian Intl. Trade Fair, May 31-June 11. C. C. Hoffman.

WINTER FAIRS

Arizona
Yuma—Yuma County Fair, April 7-11.
California
San Bernadino—National Orange Show, March 25-April 4. Earl Bule.
Florida
Belle Glade—Glade Co. Fair, April 1-10.
De Land—Volusia Co. Fair, March 22-27.
Conrad Bldg.
Riviera Beach—Firemen's Fair, March 18-27.
Williston—Levy Co. Fair and Expo., March 22-27.

CANADA

Manitoba
Brandon—Manitoba Winter Fair, March 28-April 2. P. A. McPhail.

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When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

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Guaranteed Not to Leak Not to Smudge

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DOLLS

21" Rag Doll with plastic face, \$7 doz.
12" Indian Washable Leatherette Doll, \$4 doz. Sample order: Indian Dolls and 6 Rag Dolls, \$9.50 postpaid. Write for New Low Price List on Irons, Griddles, Fans, Horse Clocks, Deep Fryers and Knife Sets.

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UNBEATABLE VALUES
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GIVE TO DAMON RUNYON

'European Coin Export Market Never Better for U. S. Firms'

Groenteman Says Importers Can Pay In Advance; Attacks Sight Draft Sales

PHILADELPHIA, March 20.—The European coin machine export market is the best it has been since the end of World War II, with plenty of business for all U. S. firms engaged in the coin export trade.

So stated Sal Groenteman, executive of the International Amusement Company and the Scott-Crosse Company, on returning from a three-month business trip to Europe.

"The market for American coin machines was never better," he declared.

Coin export prospects in most European countries are very

bright, he said, particularly in Western Germany, Italy, Spain, Finland and Portugal.

Spain and Portugal are both opening up with a strong demand for Arcade equipment, with excellent prospects for pin game sales. In Italy, the market for pin games and juke boxes is opening up, but while the demand is strong, dollars are few.

The economy in Western Germany is now nearly on an even keel, Groenteman reported, with direct shipments from the U. S. now officially approved by the government. He said the demand for U. S. juke boxes was heavy, the demand for pin games fair.

Virgin Territory

Finland is strictly virgin coin machine territory, he said, and could develop into a fair-sized purchaser of American coin equipment. He added that International Amusement had made its first sales to Finland, consisting of Arcade pieces and pin games.

The recent ban on coin machine imports by France has substan-

tially slowed exports to that country, Groenteman declared, but units are shipped into the country thru other European nations. Another method of circumventing the embargo, he added, is thru the use of compensation dollars. It works out roughly like this:

When a French manufacturer makes a product which has no domestic market, but may be sold overseas, he is allowed to use some of the currency of the country buying his product for imports which are deemed non-essential by the French government. These dollars can be diverted to coin machine purchases.

Attacks Sight Draft

Because the market for American coin machines has never been better and because economic conditions in most of Western Europe is rapidly approaching normality, Groenteman attacked the sight draft and open account systems of payment.

He laid the blame on the doorstep of American exporters, who,

(Continued on page 72)

Jennings Company Sold; Carroll New President of Firm

No Announcement of Future Plan For Manufacturing Coin Machines

CHICAGO, March 20.—O. D. Jennings & Company has been sold to a group headed by Wallace E. Carroll of the Simpson Electric Company, Chicago, according to reliable reports. It was also reported that Carroll would be named president and treasurer of the new firm.

Details of the purchase were not available. Carroll could not be reached for comment, but it was rumored the purchase price was in excess of \$1 million.

The late O. D. Jennings, the grand old man of the coin machine industry, died less than four months ago—November 21—in Roselle, Ill., of a coronary complication. He was 78. Jennings founded and fathered the coin machine firm bearing his name until his death.

The story of O. D. Jennings & Company is the story of O. D. Jennings.

Jennings came to Chicago from Providence, Ky., in 1901 and promptly landed a job selling penny-operated Arcade machines. When he opened his own business—a one-room office at Su-

perior and La Salle Streets—he concentrated on buying and selling coin machines of all makes. Invariably he added a new mechanical idea to the products he resold.

One of these ideas—converting the old Liberty Bell Check Machine into a gum vender—opened the door to manufacturing. Operators sent their Liberty Bells to the company—then known as the Industry Novelty Company.

(Continued on page 83)

35 Coin Firms Show at Spring Frankfort Fair

FRANKFORT, Germany, March 20.—The Frankfort Coin Machine Spring Fair, which was held March 7-11, was booked up by 35 coin machine firms—34 German and 1 Belgian. Amusement games, juke boxes, and vending machines were represented.

This was a much bigger show than the one held last autumn. Hall 9, had not been fully booked by coin machine firms then, was not large enough to accommodate all firms for this exhibit. In addition to more firms exhibiting, many firms arranged for bigger displays.

Danish, Belgian, German and American juke boxes were displayed.

Many bulk venders and small wall-type venders were displayed.

TOP LOCATION

Pinball Does 15G But Govt. Takes It All

NEW YORK, March 20.—Probably the most profitable pinball machine in the world—a unit which took in \$15,000 in a few days last year—operates in the Custom House here. The only catch is that the federal government gets to keep the whole tax.

The unit has no plunger, no scoreboard and no coin chute. It consists of a pinball cabinet and a glass top, under which electric lights have been installed.

There is no trouble on collections tho, as the operator and location owner are one—the Bureau of Internal Revenue.

Candling Operation

The function of the unit, once a conventional pinball machine, is to candle envelopes before they are discarded as a double check on the mail openers. Each envelope is placed on the glass top.

(Continued on page 83)

'HERE TO STAY'

Shuffle Game Mfrs. Push 3-for-25c Play

CHICAGO, March 20.—Three-for-a-quarter play is currently getting a big play from practically all shuffle game manufacturers.

Three manufacturers—J. H. Keeney & Company, Inc.; United Manufacturing Company, and Chicago Coin Machine Company—are offering a total of five six-player shuffle games equipped with three-for-a-quarter play.

Keeney introduced last week its second new shuffle game (Mainliner was its first) optionally equipped with the new feature, making it the second manufacturer to repeat quarter play on new machines. United brought out its Team Shuffle Alley and League Shuffle Alley equipped for dimes and quarters, after first introducing them on its Leader and Chief Shuffle Alleys.

Chicago Coin shipped its Super Frame shuffle game two weeks ago with twin coin chutes—one for dimes, one for quarters.

Paul Heusch, general sales manager of Keeney, stated that over 50 per cent of Mainliner shipments were equipped for quarters

and predicted that at least that proportion would prevail with the new Diamond Bowler.

Ed Levin, director of sales, Chicago Coin, asserted that "at least 95 per cent of the operators want quarter play," and stated that he was certain quarter play for games "is definitely here to stay."

Billy de Selm, United sales manager, disclosed that a big share of United's Shuffle Alley production is equipped for three-for-a-quarter play.

While Genco Manufacturing & Sales Company so far does not offer quarter play, co-owner Sam Lewis said that the idea was now "under consideration."

PIN GAME ORDINANCE

Oregon Supreme Court To Hear Licensing Case

SALEM, Ore., March 20.—Arguments will be heard by the State Supreme Court for the second time Wednesday (31) on a case that will determine whether municipalities thruout Oregon have the right to banish the operation of pin games.

The arguments were heard last November but only six of the seven judges were present and they could not reach an agreement.

The case involves a 1951 Portland ordinance outlawing pin games, but the outcome will set the pattern for other cities in Oregon in ruling on games.

The ordinance, passed in 1951, was later reversed in January,

1952, when the Multnomah County Circuit Court issued an injunction against its enforcement. The injunction was brought by Stanley G. Terry, Portland game operator, on behalf of himself and other Portland operators. In his suit he contended that the State law taxing amusement devices prevented any city from banning pinball games used for amusement only.

City Appeals

The city appealed to the State Supreme Court, but in the meantime games have operated without regulation or payment of license fees.

Meanwhile, the Portland city

(Continued on page 83)

Keeney Ships New Six-Way Shuffle Game

CHICAGO, March 20.—First shipments of Diamond Bowler, a new six-player shuffle game, were started last week (12) by J. H. Keeney & Company, Inc., Chester Biezd, manager of games division, announced.

Diamond Bowler features single, double, triple and quadruple scoring on strikes and spares, and an adjustable matching feature.

The match scoring is adjustable to appear in the second or 10th frame or in the second, third, fourth or fifth frames. Adjustment can also be made to feature skill matching, in which the frames to be matched appear before the first play of a game begins.

The game is available in either 10-cent or 10-cent and three-for-a-quarter play. The game comes in two sizes: a 9-foot playfield on an 8-foot cabinet; an 8-foot playfield on a 7-foot cabinet.

Keeney is also currently producing the Mainliner Bowler, a six-player shuffle game without match scoring.

Binks Adds Two Distributors

CHICAGO, March 20.—Two additional distributors were named by Binks Industries, Inc., to handle its Zipper coun'er games, president Mel Binks announced today (17).

They are Central Ohio Coin Machine Exchange, Cleveland, headed by Wolf Solomon, and Central Distributing Company, St. Louis and Kansas City.

Central Ohio Coin will cover Central Ohio and the western half of West Virginia; Central Distributing has the State of Missouri and the Kansas City metropolitan area.

The new appointments bring the total number of Binks distributors to at least 11. The other nine are Conat Sales, New York; Double U Sales, Baltimore; Advance Automatic Sales, San Francisco.

(Continued on page 83)

Calendar for Coinmen

March 28-April 2—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.

April 1—Summit County Music Operators' Association, Inc., monthly meeting, Akron.

April 5—Amusement Machine Operators' Association of Greater Baltimore, semi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

April 10—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.

April 26—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill. Place to be announced.

April 30-May 1—NAMA sectional meeting, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Inn Hotel, Carmel-on-the-Sea (approximately 30 miles west of San Francisco).

May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas.

May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

Gen'l Vending To Cover Va. For Chi Coin

CHICAGO, March 20.—Ed Levin, director of sales, Chicago Coin Machine Company, announced this week the appointment of General Vending Sales Company, Baltimore, headed by Irv Blumenfeld, as distributor for the State of Virginia.

This is in addition to General Vending's present Chicago Coin territory of Maryland and Washington, D. C.

The Virginia territory will be serviced out of General Vending's Baltimore office.

10th ANNUAL LONDON SHOW

Amusement Trades Exhibit Hosts Record 48 Coin Firms

LONDON, March 20.—A record 48 coin machine firms exhibited at the 10th Annual Amusement Trades Exhibition held at the New Royal Horticultural Hall February 9-11. Attendance was 50 per cent higher than last year.

Coin-operated games, vending machines, weighing machines, ice-cream making equipment, coin-operated kiddie rides, juke boxes, and Arcade equipment was displayed.

New coin-operated kiddie rides

were exhibited by H. N. Barlow of Southport; Bryans Works of Kegworth; A. Ezzel, London; Robinson Partners, London and W. Streets, Eastbourne.

New juke boxes were displayed by Balfour Engineering Company; Angier, Akers & Company, Eastbourne and Arcadia Automatic Acoustics, Manchester.

Also displayed: A new and improved version of the Panoramic Gunnery Trainer—and adaptation of a device manufactured during the war for training air gunners.

Cane to Handle Rock-Ola Line In So. Calif.

CHICAGO, March 20. — Kurt Kluever, assistant sales manager of Rock-Ola Manufacturing Company, announced Thursday (18) that Cane Distributing Company had been appointed the Rock-Ola distributor thruout Southern California.

The Cane Company, which has been in the coin machine business for over 20 years, is located at 2922 W. Pico Boulevard (coin machine row), Los Angeles.

A. P. Cane, president and manager of the firm, announced that an open house would be held in the firm's offices and showrooms for all operators in the area April 2, 3 and 4. Cane said that on Friday and Saturday (2-3) the hours would be from 10 a.m. to 7 p.m. and from noon to 7 on Sunday (4).

Hosts for the event will be Cane and his son Al. J. R. Bacon, executive vice-president, and Frank Schultz, sales and service engineer, both of Rock-Ola, are expected to be on hand to greet operators.

Evans to Hike Production on Holiday Model

CHICAGO, March 20.—The H. C. Evans & Company announced this week that plans were underway to step up production on its new model juke box, the Holiday.

Les Rieck, phonograph sales manager, said that the response to the new model had been so gratifying at the MOA convention (see The Billboard, March 3), that it seemed imperative that production be increased.

Rieck added that altho negotiations for new distributors were under way, no announcements would be made until present distributors had been supplied. Deliveries, he said, would begin next week.

N. J. Ops' Banquet Set for May 14

NEWARK, N. J., March 20.—The 17th annual banquet and show of the Music Guild of New Jersey, originally scheduled for April 10, has been postponed until May 14. It will be held in the main ballroom of the Military Park Hotel here.

Meanwhile, the operators held their annual meeting and dinner Wednesday (24) at the Military Park Hotel, with dinner at 7 p.m. and the business session due to start at 8:30 p.m.

Service Schools Held For Wurlitzer Distributors

CHICAGO, March 20.—At least three regional service schools were conducted this week on Wurlitzer's two new juke box models to be unveiled April 4-5 (See separate story).

Altho distributors had their first look at the new models in Buffalo, March 5-6, when all were requested to attend a special meeting, this past week was the first that any had the opportunity to make any thoro observations.

In San Francisco, Walt Peteet, Wurlitzer regional service manager, held school for five Western State distributors and servicemen. The school lasted the better part of the week and was held at the Emarcy Distributing Company's headquarters.

In Chicago, Ben Coven, of Coven Distributors, hosted representatives from eight Midwestern States. Reed Whipple, Wurlitzer Midwestern service manager, conducted the school,

FIRST LIBERACE FAN CLUB FETES PIANO IDOL

CHICAGO, March 20.—The Juke Box Inn Club, which acts as the meeting place for teen-aged Liberace fans here, was the site of a gala event last week when the piano idol dropped in on his admirers.

The get-together was informal, with Liberace playing some of his favorite candle light music. Later, cake and soft drinks were passed around.

The fan club, which was founded over seven years ago and holds the distinction of being the first Liberace club organized, has a membership of about 500 (which, incidentally, are not all teen-agers).

Kitty Pastore, who founded the club, had this to say about the guest of honor: "Was he nice? Why he wouldn't even take a piece of cake until everyone else had been served."

AMI Territory In W. Kansas To Colo. Firm

CHICAGO, March 20.—E. R. (Ed) Ratajack, Western regional manager of AMI, announced here this week that Mountain Distributors, which serves as the AMI outlet for music operators thruout Colorado, had been assigned additional territory in Western Kansas.

Ratajack said that he was sure that Mountain distributors would do as excellent a job in Kansas as it did in Colorado.

Peter J. Geritz, head of Mountain Distributors, said, "I am happy to receive this new territory and will do my utmost to give Kansas operators prompt and efficient service."

NEW OUTLET FOR OPS

Chi Church Installs Juke To Play Hymns, Scriptures

CHICAGO, March 20.—A new outlet for juke boxes was uncovered this week as a 24-selection console model was installed in the basement of the Austin Westminster Presbyterian Church here.

The juke box will play religious music and scripture readings exclusively. It was stripped of its coin chutes and hooked up to various speakers thruout the chapel. A wall box was installed in the chapel so that worshipers could hear their favorite hymns at any time of the day.

The installation came about following a meeting of the board of

Juke Box Operators Warned Of Stiffer TV Competition

47 States to Add New Stations; Smaller Towns to Be Hit Hardest

WASHINGTON, March 20.—Juke box operators will be experiencing additional television competition in every State except Vermont by the end of the year, a survey made by The Billboard here this week disclosed.

The bulk of the new TV stations will be in towns of 20,000 to 50,000, but a number are slated to go on the air in communities as small as 7,000. Only nine of the new locations to get TV service are metropolitan areas of 100,000 or more.

Here is how the line-up of TV stations—VHF and UHF—is likely to appear by the year's end, based on the Federal Communications Commission's current tally of construction permits as well as TV stations on the air. There are certain to be drop-outs, but the picture as shown here is

figured to be conservative inasmuch as it does not include CP's likely to be granted in the next few months to uncontested applicants.

Alabama, 2 VHF, 6 UHF; Arizona, 6 VHF, 1 UHF; Arkansas, 5 VHF, 1 UHF; California, 19 VHF, 18 UHF; Colorado, 8 VHF, 3 UHF; Connecticut, 1 VHF, 8 UHF; Delaware, 1 VHF, 2 UHF; District of Columbia, 4 VHF; Florida, 7 VHF, 7 UHF; Georgia, 8 VHF, 5 UHF.

Idaho, 9 VHF; Illinois, 7 VHF, 9 UHF; Indiana, 2 VHF, 12 UHF; Iowa, 7 VHF, 5 UHF; Kentucky, 2 VHF, 5 UHF; Louisiana, 4 VHF, 10 UHF; Maine, 3 VHF, 3 UHF; Maryland, 2 VHF, 5 UHF; Massachusetts, 2 VHF, 12 UHF; Michigan, 8 VHF, 13 UHF; Minnesota, 8 VHF, 2 UHF; Mississippi, 3 VHF, 4 UHF; Missouri, 12 VHF,

7 UHF; Montana, 6 VHF, 1 UHF; Nebraska, 4 VHF, 1 UHF; Nevada, 2 VHF.

New Jersey, 12 UHF; New Hampshire, 1 VHF, 1 UHF; New Mexico, 4 VHF, 1 UHF; New York, 15 VHF, 15 UHF; North Carolina, 5 VHF, 8 UHF; North Dakota, 4 VHF; Ohio, 12 VHF, 13 UHF; Oklahoma, 4 VHF, 4 UHF; Oregon, 3 VHF, 4 UHF; Pennsylvania, 9 VHF, 29 UHF; Rhode Island, 2 VHF, 1 UHF; South Carolina, 5 VHF, 8 UHF.

South Dakota, 1 VHF; Tennessee, 6 VHF, 4 UHF; Texas, 25 VHF, 16 UHF; Virginia, 4 VHF, 7 UHF; Washington, 6 VHF, 4 UHF; West Virginia, 2 VHF, 5 UHF; Wisconsin, 4 VHF, 8 UHF, and Wyoming, 2 VHF.

By the end of December there will be roughly 536 TV stations on the air thruout the country.

With this influx of new stations, operators again will be faced with the problem of explaining to location owners that a playing juke box is more profitable than a TV set.

Many operators are competing with the problem by talking to location owners before the new stations become operative. In addition, Music Operators' of America and local associations are pitching in by pushing better public relations.

As in the past, operators are finding that the TV problem does not seem as big if some ground work is done.

In 1947, operators found television cutting their earnings by around 33 per cent. As time passed, the public lost some of

(Continued on page 75)

Wurlitzer to Unveil 2 Models April 4-5

NORTH TONAWANDA, N. Y., March 20.—The Rudolph Wurlitzer Company announced this week that Wurlitzer distributors thruout the country would unveil two new model juke boxes to operators April 4-5, designated as "National Wurlitzer Days."

One of the models will be a completely new designed multi-selection unit, which was reported last week to have been tested on various locations for the past five months, and the other a 48-selection box available in both 45 and 78 r.p.m. speeds. It is understood that both models will be available in high fidelity.

Neither of the boxes had been confirmed by officials of Wurlit-

zer until this week, altho trade rumors had hinted their existence for the past three months.

The distributor unveilings were held in Buffalo, March 5-6, and special regional service schools, conducted by Wurlitzer service managers, were held this week thruout the country (see separate story).

Activity among distributors is in high gear as they prepare showrooms for the unveilings, mail invitations to their customers and make last minute checks on general details.

Ristaucrat Box In Production; Minor Changes

APPLETON, Wis., March 20.—Andrew Maxim, service engineer of Ristaucrat, Inc., announced this week that production on the new 100-selection juke model was underway and that a few changes had been made.

The changes, Maxim said, were brought about by operator requests during the Music Operators' of America convention. Two very noticeable changes, he said, were a narrowing of the silver pilasters along the sides of the machine, and the addition of a record indicator to permit customers to tell what record is playing at a glance.

Joe Cohen, general sales manager, reported that he was happy with the response received by operators and distributors during the convention.

Oregon Ops Prepare for Tourist Boom

PORTLAND, Ore., March 20.—Music operators thruout Oregon are preparing their jukes for what is expected to be the biggest tourist season in the history of the State.

The principal factor is the State Highway Commission's \$72,000,000 road improvement program. The Portland Chamber of Commerce pointed out that while the tourist business was already the third largest industry in the State, bringing in over \$125,000,000 annually, the improvement program should boost it even higher.

Both city and resort areas are expected to feel the increase.

Irv Moss Hospitalized

DETROIT, March 20.—Irv Moss, of Moss Music Company, was stricken with a heart attack last week and is now under treatment at the Sinai Hospital.

His partner, Harry Rich, has taken over the route while Moss is hospitalized.

Coven Adopts New 4 Area Breakdown

CHICAGO, March 20.—Ben Coven, head of Coven Distributors, Wurlitzer outlet for most of Illinois and Indiana, announced this week that a new territorial breakdown had been adopted by his organization.

The territory was divided into four areas, Coven said, with one man responsible for each. He explained that he would handle the Chicago area, that Tom London, who just recently joined Coven's staff, would cover Central and Northern Illinois; that Lew Jones, who operates out of the Indianapolis branch office, would handle Central Indiana and that Charlie Schlicht would blanket the Northwest portion of Indiana.

Coven said that he could assure operators better service with this new set-up.

New Name For Calif. Juke Box Association

OAKLAND, Calif., March 20.—The California Music Guild, 20-year-old music operators' association, has changed its name to the California Music Merchants Association, Inc.

The change, effective immediately, was made because the group's officers and directors thought the new name more descriptive of the association's members and activities.

"We think the new name is more descriptive," said CMAA President George A. Miller. "After all, we are merchandising music thru the showcase known as the automatic phonograph. The new name better applies to the operators' businesses."

Miller reported the membership voted to change the name of the association a month ago. Papers were drawn up and the change of name was registered with the State of California.

The move, Miller emphasized, means no change in the aims and purposes of the association. Miller just returned here from Chicago where he was re-elected to a three-year term as president and business manager of Music Operators' of America, the national juke box operators' association.

One of the nation's most active State music associations, the California group holds the distinction of having fair traded the music operating business under California's Fair Trade Practices law.

CUSTOMERS LOVE IT

Antique Juke Hobby Keeps Location Busy

CHICAGO HEIGHTS, Ill., March 20.—Albert Svoboda, owner of the Old Time Tavern, reports that there is no stronger advocate of juke boxes in the country than himself.

One step inside Svoboda's establishment proves his point. Every wall is decorated with old time, coin-operated, juke boxes and Svoboda says that his customers love them.

Svoboda began collecting juke boxes as a hobby over 15 years ago and has since accumulated models ranging from the 1880's to current multi-selection units. In addition, he has old Swiss music boxes, old time player

pianos and organs, and a couple of pieces that give out with an entire orchestra with each instrument played by a tiny figure.

His work shop looks like it must have taken a hundred years to supply. The room is jammed to the rafters with instruments from automobiles, clocks, juke boxes, gasoline irons and just about everything imaginable. In this workshop, Svoboda repairs and services all of his machines.

In addition to collecting juke boxes, Svoboda has five not-quite-new automobiles. They include a 1910 Overland, and four Fords, 1911, 1914, 1915 and 1920. Last August he drove one of the cars to Springfield to get a historical license plate and the normal eight hour trip lasted a little over 19 hours.

But Svoboda says that his first love is his juke box collection. "I collect old-time musical instruments because I get pleasure and adventure from the study of the mechanical principles used in these ingenious inventions." He added that he has found his instruments in every conceivable spot—attics, warehouses, taverns—but almost all of them came from the Chicago area.

He estimates that he has more than 500 music rolls, disks and cylinders and dates them, according to an old merchandise catalog, around the turn of the century.

In musical instruments alone, Svoboda's collection numbers over 30.

All of the machines have coin mechanisms and are being played nearly all the time. One of the most popular instruments is an old nickelodeon which plays the xylophone, tambourine and castanets, with mandolin effect.

His whole collection provides a good argument that machines are more versatile than people.

'European Coin Export Market Never Better'

• Continued from page 70

he said, allowed the situation to develop.

European coin machine dealers have in the past paid in advance and will continue to do so if the exporter insists. According to Groenteman, European coin machine dealers in virtually every country he visited demanded that equipment be shipped either on sight draft or on open account, with the U. S. exporter getting his money either when the coin machines were picked up, or perhaps later on, or perhaps never.

He explained that the customary practice had been to ship only on check or letter of credit, with the exporter getting his money with the order.

One instance was cited by Groenteman where American music machines and games were stocked on a dock in Antwerp, Belgium, waiting for the buyer (on sight draft) to pick them up. The buyer, he continued, will pick them up as he sells them or places them on his own locations, and the American seller will receive his money piecemeal, and extended over a long period of time.

Open Account

Groenteman also cited instances where American firms had shipped on open account, received complaints about the condition of the equipment and checked personally. When the U. S. representative arrived to inspect the equipment, he would discover that it had already been sold. Then, too, he added, actual cases of non-payment were not rare.

At best, he said, with buyers who live up to their obligations completely, the sight draft system ties up the capital of the exporter and hampers his activities. At worst, he said, the exporter can take a beating with little recourse.

The plight of most European operators is precarious, Groenteman declared. He pointed out that with freight and customs,

the European operator pays a lot more for his equipment than does an American operator, altho the average price for a juke box play or an amusement game play only comes to about 2 or 2½ American cents.

Most Belgian sales, he said, have been directly to locations, with a year's guarantee and service policy going with each juke box or amusement machine.

Operator Ownership

In France tho, Groenteman said, the locations now own only about half of the equipment, with the trend running strongly to operator ownership.

In Belgium, where most locations own their own juke boxes, the machines are not regarded primarily as revenue producers, but as business stimulants. In many clubs—types which would have bands in the U. S.—dancing is to the tune of juke box records. This explains why the Belgian locations will pay high prices for equipment and get low per-play charges, he said.

European operators pay commissions averaging about 30 per cent, he said, except in places like Antwerp, where commissions of from 40 to 50 per cent are paid in a saturated market.

Groenteman added that there is some amusement machine manufacturing in Western Germany, but most of the games are strictly for German consumption and are unlikely to make any dent in the over-all market.

He said that while 78 r.p.m. juke boxes are still being sold in Europe, more and more coinmen are demanding 45 r.p.m. machines; he predicted that the demand for 78's will have disappeared in six months, and that it will virtually kill their trade-in value in this country.

Demand for Kiddie Rides

The last year, Groenteman continued, has seen a substantial demand for American kiddie rides.

Three Events To Highlight Neb. Meeting

OMAHA, March 20.—Three events will highlight the Music Guild of Nebraska meeting tomorrow (21) in Kearney, Howard N. Ellis, secretary-treasurer, announced.

The Kearney Youth Club will be presented with a juke box, reports will be made on the recent MOA convention, and preparations for a three-State convention, to be held in Yankton, S. D., will be discussed.

"During the last guild meeting," Ellis said, "members adopted a public relations program stipulating that a juke box be donated to some worthy organization every time the guild meets. Tomorrow's presentation will be the first donation in the new program."

Ellis said that since many of the guild's operators were unable to attend the Chicago convention, reports would be made on the activities on the exhibit floor, the special meetings held by officers and executive members of MOA and on the highlights of the general business meetings.

The third topic will concern the three-State convention being planned by operators of North and South Dakota and Nebraska. Ellis said that if operators agreed to the event, it would be one of the largest meetings held by operators in this area.

International Amusement, which represents Lally in Europe, has placed many horse rides thru its Belgian subsidiary, the Belgian Amusement Company, managed by Albert Polak in Antwerp.

Many of these rides—not location owned—are in Belgian department stores, with others in Arcades along the Coast. Groenteman says that a drive would be put on to sell rides in Holland.

He said that the horse is the big favorite, but that Space Ships, Ducks and Cows also sell. A German firm, he added, is making horses on a limited basis.

Ill. Ops Give To Polio Fund

HARVARD, Ill., March 20.—Polio Fund contributions were still rolling in from music operators of Northern Illinois this week as A. C. Hestch, of A & H Entertainers, Arlington Heights; R. F. Cope, of Town and Country, Woodstock, and R. L. Lindeof, of General Music Corporation, Skokie, presented a check for \$290.45 to the March of Dimes chairman in Harvard.

The contribution represented only a portion of the total amount donated by these operators. At the beginning of the year, every operator pledged to give one day's take from each juke box to the fund. A conservative estimate of the total donated by these operators is well over \$1,000.

Pictures of the operators appeared in the Harvard daily paper along with D. E. Palmer, Harvard March of Dimes chairman, and J. L. Townsend, Woodstock, county chairman.

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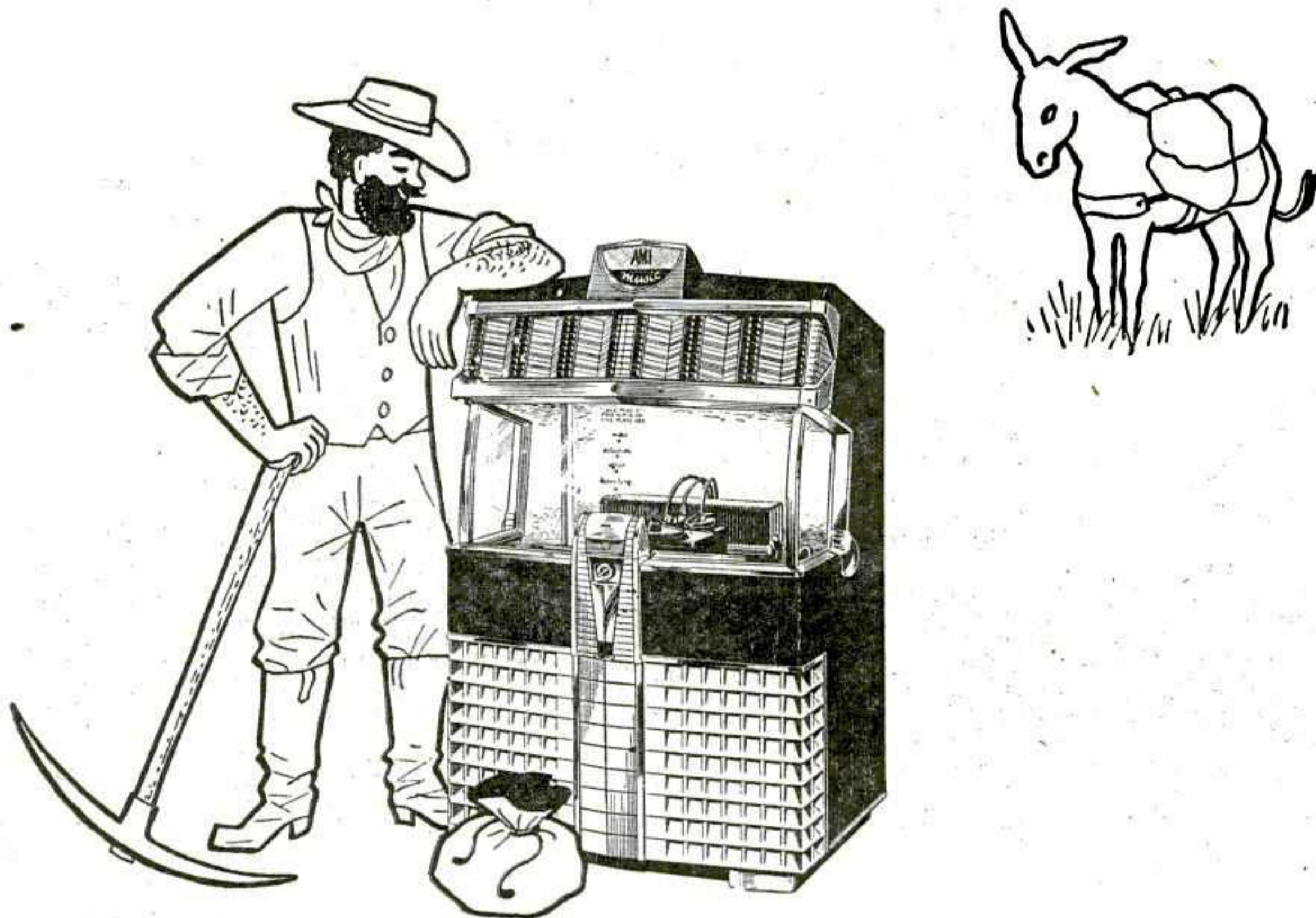
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Webster Says It!

Definition Number 2, above, comes closest to describing the operator of an AMI Model "E." Maintenance of dependable AMI equipment requires no long hours at the telephone, no surgical techniques for service. The operator with an "E" has his bonanza in the mother lode of public preference, the pay dirt vein that never gives out.

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Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

op'er-a'tor (-a'ter), *n.* 1. One who operates as in transmitting or receiving telegraph or radio messages, handling telephone calls at a switchboard, dealing in stocks, or performing surgical operations; one who operates a (specified) thing; as, a linotype operator. 2. One who owns, leases, or manages mining property.

(p. 895, WEBSTER'S COLLEGIATE DICTIONARY
Fifth Edition)

SOMETHING BIG

IS IN THE WIND



WATCH WURLITZER

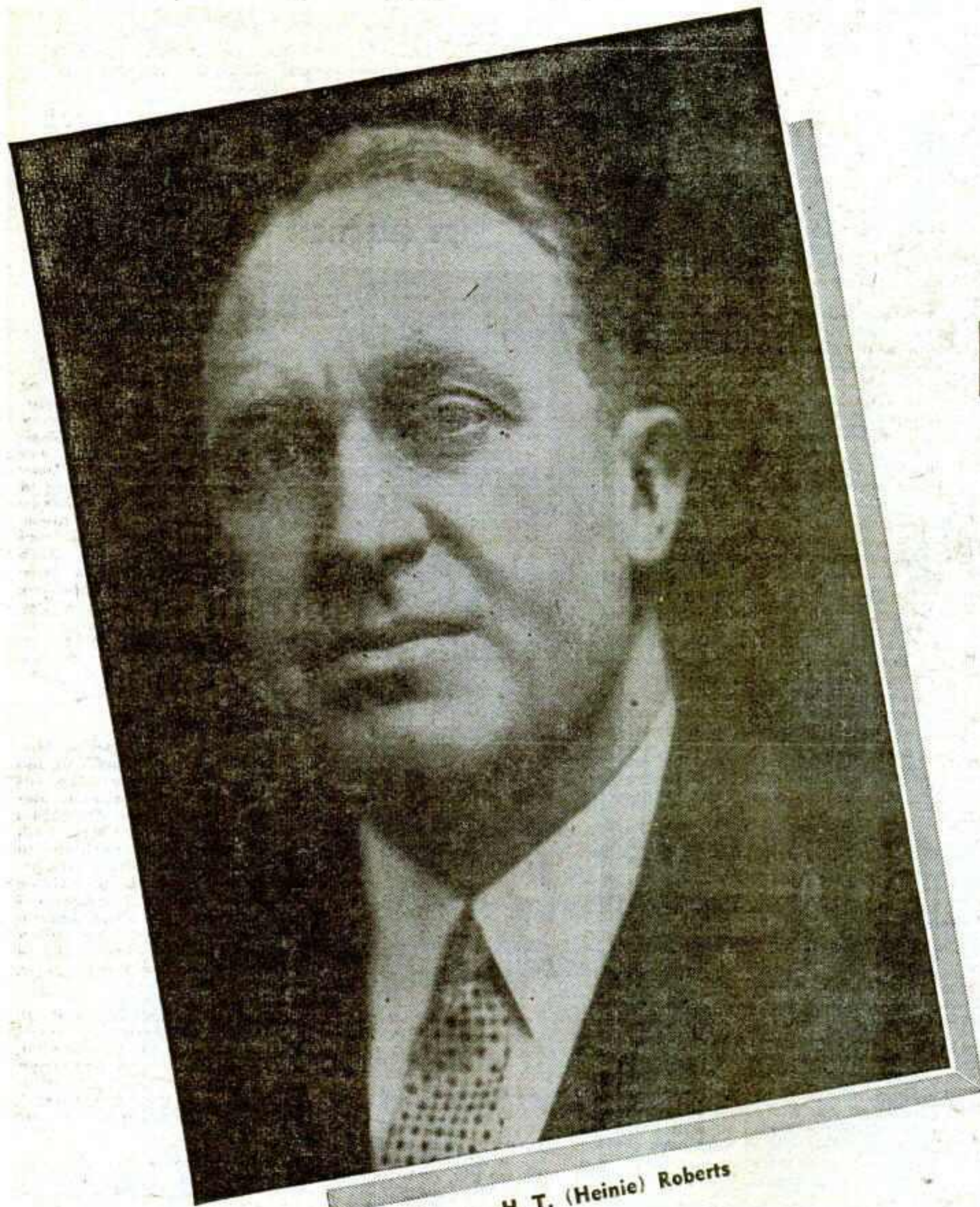
ON NATIONAL WURLITZER DAYS

SUNDAY, APRIL 4

MONDAY, APRIL 5

AT YOUR WURLITZER DISTRIBUTORS

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK



H. T. (Heinie) Roberts

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and
DISTRIBUTORS
LOCATED
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Vending Sessions, Exhibs To Highlight NATD Meeting

Seminar to Examine Cig, Candy Operation, Probe Direct Sales

CHICAGO, March 20.—When the National Association of Tobacco Distributors' convention opens here Sunday (28), automatic merchandising will have one of its strongest representations in both the business sessions and the exhibit ranks of any NATD meeting.

At the close of the six-day convention, Friday (April 2), at the Palmer House, vending will have become even more closely identified with the nation's tobacco industry. Two days of discussion targeted toward venter operation, and 55 exhibits keyed to automatic merchandising will have done much to further the tie.

The third day of the meeting (Tuesday, 30), business sessions on candy, cigarettes and management planning will be discussion highlights. Frank E. Gilman, G. & H. Distributors, Seattle, will be chairman of a morning candy and confectionery seminar. Henry Gunst Jr., chairman of the NATD Young Executives Division, will be chair-

man of the afternoon cigarette session.

Vending Seminar

Wednesday (31) will see vending interest stepped up as conventioners sit on a special vending machines seminar. Under the chairmanship of Charles J. Cooper, Cooper Tobacco Company, Lancaster, Pa., it will deal with a problem common to operators—how to keep pace with the increasing number of cigarette brands, sizes and types which are gaining an increasing share of the market.

The session will also deal with outright sale of venders to locations, and the roles of the whole-

(Continued on page 86)

Halifax Comm. Votes to License Vending Machs.

HALIFAX, March 20.—By a vote of five to two, the city finance and executive committee this week recommended that the city council amend the city charter to allow sale of soft drinks thru vending machines.

Applying for the amendment was the Coca-Cola Company. Opposing the application was the Wholesale & Retail Tobacco Distributors' Association of Halifax, one of the organizations that had been originally responsible for the introduction of the legislation banning the sale of soft drinks, candy, cigarettes by venders.

Coin machine distributors and manufacturers, and distributors of candy bars, popcorn, etc., have made proposals that the city charter be amended to allow sales of these products thru venders.

Halifax is the only city in the Atlantic provinces that prohibits the vending of these items. Although their sale by venders is forbidden within the city, no such restriction prevails in the county of Halifax.

Andico-Cole End Coffee Mch. Agreement

LANSDALE, Pa., March 20.—American National Dispensing Company, in a major change in distribution policy on its coffee vender, has ended its 19-month-old agreement with Cole Products Corporation under which latter handled all U. S. and Canadian sales of the machine. American had agreed to distribute its Andico vender only outside these areas.

Officials at American National would not comment on the move, other than to state that Andico was no longer connected with Cole Products. Cole officials, when contacted, said a statement "would be made next week."

Under the American-Cole agreement, latter marketed the Andico machine under its own trade name, Coffee-Spa. The machine, other than carrying identifying Cole colors and trim, was unchanged. American and

(Continued on page 84)

Chi Transit Vender Volume Off in '53

CTA Commission \$74,683 From \$292,250 Gross; Test 1-Cent Machines in Busses, Els

CHICAGO, March 20.—A drop in both the number of el and subway station venders and in its vending commissions during 1953 was reported by the Chicago Transit Authority this week. Last year, 920 venders earned \$74,683 for CTA, compared with the \$89,177 from 1,018 machines in 1952. Total gross for 1953 was \$292,250.

The drop in number of venders and in commissions reversed, for the first time since automatic merchandising became a factor in the CTA system in 1949, the annual upward trend. Reason, according to Robert Guy, CTA commercial engineer and public information department head, is twofold:

1. Fewer riders (due to higher fares).
2. General downward trend in transportation system earnings.

While the dollar and total machine count is off, the variety of

(Continued on page 86)

CHICAGO, March 20.—Some 518 penny tab gum and chocolate venders are currently under test operation in 28 el cars and 46 busses of the Chicago Transit Authority here. A newly formed firm, Howe Vending Corporation, headed by a former business consultant, Jack Howe, secured the test placement agreement with CTA, to run for 120 days.

Howe stated that the venders, purchased from Transportation Venders, Inc., Newark, N. J., average seven to a car or bus. From six to eight units are installed along either side of the vehicle. They are mounted on the metal panels which separate the windows. El car installations are made only in the new all-metal cars.

Howe said that if the operation

(Continued on page 84)

6-Col. Shipman Cig Mach. \$114

LOS ANGELES, March 20.—Shipman Manufacturing Company this week introduced a six-selection cigarette vender priced at \$99.50; with base, \$114.

Vender holds 20 packs per column, accommodates either regular or king size. Straight quarter or 30-cent coin mechanism (quarter and nickel) is optional; both have National slug rejectors. The columns tilt upward for loading.

Finished in dark maroon enamel with gold and cream lettering, the cabinet has a plate-glass mirror, weighs 75 pounds. It is 28 inches high, 17½ inches wide and 11 inches deep. The base has a side door, provides storage for 200 packs.

Cig, Candy, Cup Machs. On NATD Exhibit Floor

CHICAGO, March 20.—Cigarette, candy and cup drink venders will vie for attention on the exhibit floor at the 22d annual convention of the National Association of Tobacco Distributors here. Fifty-five exhibits (see complete list in this section) will include product and component manufacturers as well as a distributor of bulk vending equipment and supplies.

Pacing the vender displays will be cigarette machines; eight firms will show their latest models, with one taking the wraps off an 18-column unit.

Candy venders, displayed by

four manufacturers, will include new models by leaders in this field. One firm will show its cup soft drink machine line.

Exhibiting equipment will be Cole Products Corporation; Arthur H. DuGrenier, Inc.; Eastern Electric, Inc.; Lehigh Foundries, Inc.; National Vendors, Rowe Manufacturing Company; Smoke-show Corporation (division of Apco, Inc.); Stoner Manufacturing Corporation, Superior Manufacturing Company and Tom King & Company.

Twenty-three candy, nine cigarette and five sirup manufacturers will exhibit their products.

50 Attend Eastern Showing at Waldorf

Unveil All-Purpose Vender to Be Custom Made; Firm to Make 1,000 Lunch-O-Mats

NEW YORK, March 20.—Some 50 leaders of the vending, financial and civic world gathered in the Carpenter Suite of the Waldorf-Astoria Hotel here Thursday (18) as guests of Eastern Electric, Inc., to view the new Eastern all-purpose vender, the newly acquired Lunch-O-Mat, and the Eastern C-10 cigarette vender (The Billboard, March 20).

The all-purpose vender, tooled in Italy, will be produced soon in Eastern's New Bedford, Mass., plant. The unit displayed, electrically operated, has seven lateral columns, with each column holding 20 items for a total capacity of 140 items.

Each column has a glass door at the end, which lifts to remove the item. A total of 35 items can be viewed by the purchaser, as each column has a row of five visible items, all behind glass. Service is from the front, with a door swinging open. The unit

Apco Names Texas Distrib

NEW YORK, March 20.—Sterling Sales and Service, Inc., Dallas has been named by Apco, Inc., here as Texas regional representative.

The firm will handle sales and service for Apco SodaShoppes in Texas and will also carry complete inventories of spare parts and supplies.

Navenco SuperVend Inventory, Patents To Dallas Group

Graff, Dobsons to Head New Firm; Rumor Spacarb May Distribute

DALLAS, March 20.—Following rumors of the pending sale of the Navenco inventory and manufacturing rights of the SuperVend cup vender (The Billboard, February 20), it was announced this week that both had been purchased by Al Graff, local new car dealer, and associates including Joseph and James Dobson, of Dobson Vending Service Dallas.

Rumors, unconfirmed at press time, also circulated that the 1,340 machine inventory would be handled thru Spacarb representatives, that Spacarb would waive patent rights on its Mis-A-Drink unit which would be used in the SuperVend models.

While the name of the new company was not set, it was indicated that it would retain the Navenco title. According to Joseph Dobson, executive vice-president and sales manager of the

new firm, finished machines would go for a minimum of \$795.

Called the Navenco Deluxe, they would be altered to include three sirup and one water solenoid valves, instead of the plastic collector valve used formerly.

Sale of Navenco Deluxe units will be made under a finance plan, if desired, it was stated. A former lease arrangement would be discontinued. Standard parts warranties will be made.

Resume Mfr?

Dobson declared that there was a strong possibility that manufacture of the machine would be resumed. The current program is not one just "to move in-

(Continued on page 84)

\$\$ IN TRANSIT

Springfield Bus Venders Gain Favor

SPRINGFIELD, O., March 20.—Vender installations on public transportation equipment continues to gain in both area and favor. They have this in common: They consist of penny candy and gum machines, but not necessarily the same basic unit (see separate story on Chicago operation).

Springfield City Lines, Inc., after its first year of testing a six-selection, 315-capacity Mills In-

(Continued on page 86)

Stoner Skeds Full Scale Output May 1

AURORA, Ill., March 20.—Stoner Manufacturing Corporation reported this week that due to government order cutbacks it plans full-scale resumption of vending machine production after May 1.

During World War II Stoner received Army-Navy "E" awards and was again called on at the outbreak of hostilities in Korea in 1950 to produce government ordnance. Since 1950 approximately 50 per cent of the firm's facilities have been diverted to government contract work, producing 20-mm, 30-mm cartridge cases and 20-mm armor-piercing projectiles.

Officials stated that all special tooling and machinery used for the government contracts would be stored. This will make an additional 200,000 square feet of plant space available for production of the full Stoner vender line.

NY Health Dept. Links Cigs With Cancer

ALBANY, N. Y., March 20.—The New York State Department of Health this week issued a report which stated that "existing evidence indicates that cigarette smoking is one of the causes of lung cancer." The report claimed that the risk is in direct proportion to the number of cigarettes smoked.

In the report, Dr. Morton L. Levin, assistant commissioner for

(Continued on page 84)

NAMA Names P-R Film Producer; Ready Oct. 1

CHICAGO, March 20.—The producer for the National Automatic Merchandising Association public relations motion picture has been selected, William S. Fishman, chairman of the NAMA script committee, announced this week.

The producer, Sarra, Inc., which has headquarters here, in New York and Hollywood, will produce the movie in 16-mm. sound and color, with a running time of at least 20 minutes.

Cost of the film, including a "name" commentator and background music, will be \$25,000. Fishman stated that while total contributions now total over

\$26,000, the extra money would be used to provide a sufficient number of prints to assure the widest possible distribution.

As it is planned to have the completed film "canned" by October 1, NAMA has announced (The Billboard, March 20) that the movie would be premiered at the October 10-13 convention in Washington.

Work on the script will now get underway in co-operation with Sarra, it was announced.

In addition to Fishman, members of the script committee are Tom Hungerford, Herb Geiger, William McConnell, Alex Izzard and O. G. Leach, secretary.

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Pabst Readies Volume Output Of Canned Cola

CHICAGO, March 20. — Pabst Brewing Company this week moved into the canned soft drink market as a volume producer. It will start test marketing two cola drinks in 12-ounce flat-top cans in Syracuse and Rochester, N. Y., next week.

The cans, which will be retailed mainly thru food stores in the test at two for 25 cents, will be handled by Hoffman Beverage Company, a Pabst subsidiary.

One of the colas is a low caloric drink, the other labeled "extra dry." Both carry the trade name, Tap-a-Cola.

The decision to market canned soft drinks was the result of several months of research at the Hoffman laboratories in Newark, N. J., last fall. Shelf tests of the product and can were made, in addition to taste tests in a number of cities.

In line with the new program, facilities for full production of the canned colas are now being set up in a new Pabst-Hoffman soft drink plant in Long Island City.

New Winston Cig 2c Over Regulars

WINSTON-SALEM, N. C., March 20.—R. J. Reynolds Tobacco Company announced this week its new king-size, filter-tip Winston cigarette will retail for 2 cents a pack more than its regular size Camels.

In the New York area, most of the standard brands sell for 24 cents a pack, while the king-size goes for 25 cents. New filter-tip brands, such as Kent, L & M, Parliament, retail for from 30 to 33 cents.

Price move means that Winston will compete directly with the king packs, as does Viceroy, a king-size filter-tip brand which also sells for 26 cents in the New York area.

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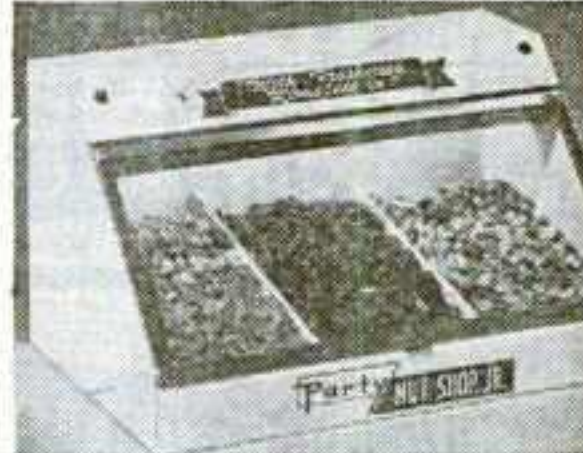
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Mixed Nuts...	55c	Lb.	80c 1.35

Nuts Can Be Obtained From Us
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NATD Head Says Tob. Dists. Own 50% of Cig Venders

NEW YORK, March 20.—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, Thursday (18) declared that about half of the 430,000 cigarette venders now on location are operated by wholesale tobacco distributors, with the distributors rapidly adding soft drinks and candy to their vending lines.

Kolodny termed the NATD convention, which opens in Chicago March 28, the largest convention run by a single business organization.

He said that 1954 will highlight basic shifts in the economy in general and the tobacco industry in particular, and the fundamental changes they involve will touch the pocketbook of every American consumer.

Florida Cig Receipts

TALLAHASSEE, Fla., March 20.—A. E. McKinney Jr., director of the State Beverage Department, announced incorporated municipalities will receive \$1,285,916.01 as their share of the State cigarette taxes collected in January.

He said \$297,690.07 of the total \$1,583,606.08 would go into the general revenue fund with the remainder distributed to eligible municipalities.

"NATD members," Kolodny said, "provide the major artery for the availability to the American consuming public of \$4,343,000,000 in cigarettes, \$1,624,000,000 in candy and confectionery products, and more than \$1,400,000,000 in other smokers' supplies and sundries."

20 Mfrs. Combine To Promote Candy Carnival Week

CHICAGO, March 20.—Twenty major candy companies have combined their efforts to help promote Candy Carnival Week, March 29-April 5, to stimulate the consumption of candy.

Timed to coincide with the National Association of Tobacco Distributors convention here, the promotion is under the sponsorship of Candy Industry Magazine.

Full-page advertisements in the Chicago Sun Times and the Tribune will be run during the promotion. Copy will feature an all expense paid tour to Biloxi-New Orleans for the best answer to "I Like Candy Because . . ." Happiness Tours, local travel consultants, are tying in with the promotion by offering the trip.

Candy manufacturers participating are: Fred M. Amend Co., Chicago; Bunte Brothers Chase Candy Co., Chicago; D. L. Clark Co., Pittsburgh; Curtiss Candy Co., Chicago; Gold Medal Candy Co., Brooklyn; Henry Heide Inc., New York; Mars, Inc., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Walter H. Johnson Candy Co., Chicago; Kraft Foods Co., Chicago; Mason, Au & Magenheimer Confectionery Manufacturing Co., Mineola, L. I.; Nestle Company, Inc., White Plains, N. Y.

Peter Paul, Inc., Naugatuck, Conn.; H. B. Reese Candy Co., Hershey, Pa.; Howard B. Stark Candy Co., Milwaukee; Sweets Company of America, Inc., Hoboken, N. J.; New England Confectionery Co., Cambridge, Mass.; Chunky Chocolate Corp., New York, and Paul F. Beich Co., Bloomington, Ill.

VENDERS ON GERMAN ROADS

HAMBURG, Germany, March 20.—Large venders are being set up along the express highways in this area. Each vender has 20 cubicles and dispenses 20 different articles, such as spark plugs, light bulbs, small tools and other items of interest to automobilists and motorcyclists.

New Clark Pack Simulates Penny Tab Gum Vender

PITTSBURGH, March 20.—A new cellophane wrapped pack of tab gum introduced by Clark Brothers Chewing Gum is designed to look like a vending machine. Containing 50 tabs in three flavors (tabs are stacked in one column so there is no "selectivity") an opening at the bottom of the pack "Vends" one tab each time a penny is inserted in another opening at the top. As pennies are added to the top of the pack, tabs are pushed into access position below.

Called the Budget Pac, Clark hails the idea as the "newest merchandising method to hit the chewing gum industry in years."

Mass. Cig Op Becomes Cadbury-Fry Distrib

SOMERVILLE, Mass., March 20.—Electro Vendors has discontinued its cigarette vender operation and is distributing candy and other lines on a brokerage basis.

Firm was recently appointed New England distributor for Cadbury-Fry.

Williamson Introduces New 5c Coconut Roll

CHICAGO, March 20.—Williamson Candy Company is marketing its former Slogan Bar with the new name of Oh Henry! Coconut Roll. Wrapper features the Oh Henry! trademark, and is red, yellow and brown. The nickel bar comes 100 count only, weighs 1.35 ounces.

COINMEN YOU KNOW

Continued from page 77

incorporation papers for a new Connecticut corporation, the Vend-o-Mat Corporation, 42 Chatfield Avenue, Waterbury. Subscribed capital was listed as \$20,000; president and treasurer, Anthony J. Masone; vice-president, Lillian J. Natri, and vice-president, Mary J. Masone. The officers are also directors.

Detroit

Joseph Brilliant, of Brilliant Music, was host this week to Bruce Cane Rock-Ola distributor from California. Cane was in town to study sales techniques of the Brilliant Music firm for future application to his Los Angeles routes. . . . Harold Page, of Capitol Music Company, is now expanding his route.

Seen at the MOA show in Chicago by Joe Brilliant were quite a few other Michigan music box operators, including Ed Grodzicki, of E and A Music, Dearborn; Bill Patterson, of Patterson Music, and Paul Andre, of Andre Distributing Company, Lansing, Mich. On his Florida trip; Joe also had the opportunity of meeting the bride of Phil Ciamintari, of Sem's Music.

Fred W. Chlopan, executive director of the Detroit Shuffleboard Association, left Thursday (18)

with his wife for a month's vacation in Florida.

Tony Vance, juke box operator and artist and repertory man, for Great Lakes Records, was in New Orleans this past week on the final stretch of a six-week tour of the South and Southwest. Ray Gahan, of the Great Lakes promotion staff, just back from a visit with Cleveland disk jockeys, is leaving shortly for an extended Eastern tour.

New York

Al Denver, head of the New York Automatic Music Operators' Association, is back from a brief Florida vacation after having attended the Music Operators of America convention in Chicago. . . . Frank Broccoli, Braddock Music, is home ill. . . . The wife of Bill Suesens, Broadway Music Service, has recovered from her illness. . . . Boris Celford has sold his juke box route and is now operating a taxi fleet. . . . Mainstem Music is now Raleigh Music.

Harold Chasen, representing the Music Guild of New Jersey, appeared on the Barry Gray radio show over WMCA Sunday (14) to discuss performance fees and royalties. . . . The Lester Music Company, Wallington, N. J., has applied for membership in the MGJN.

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Chicoin Crown Bowl . . . 295	Un. Classics . . . 365	Un. DeLuxe . . . 140
Ky. Team Bowl, 10 Pl. 195	Un. Clover . . . 335	Un. 4 Play, F/7-10 . . . 135
Un. Leaders . . . Write	Un. Olympic . . . 335	Un. 5 Play, F/7-10 . . . 115

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BOWLING GAMES

United

IMPERIAL . . . \$375
CLASSIC . . . 325
CLOVER . . . 285

ALLIED Coin Machine Co.
786 Milwaukee Ave., Chicago 22, Ill.
Canal 6-0293

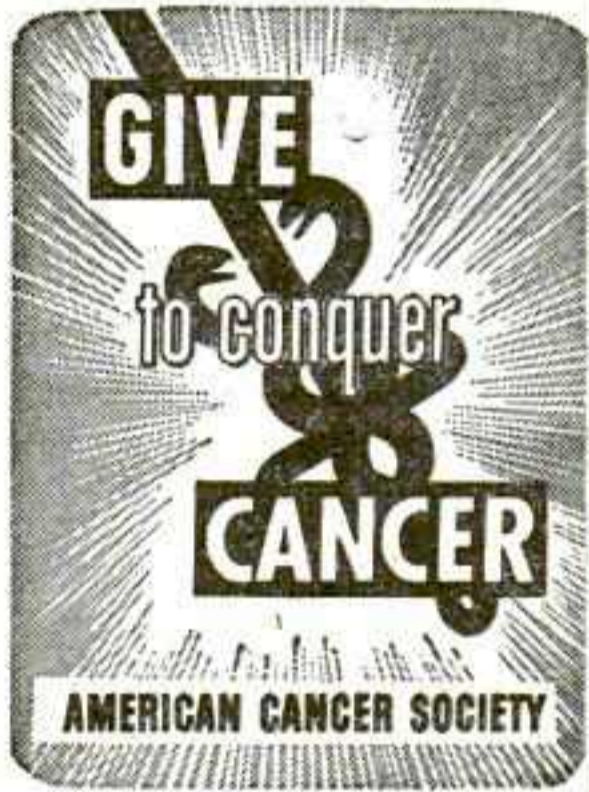
BINGO SPECIAL!

BALLY BEAUTIES . . . \$285.00

Cleaned and Checked

PURVEYOR
DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814



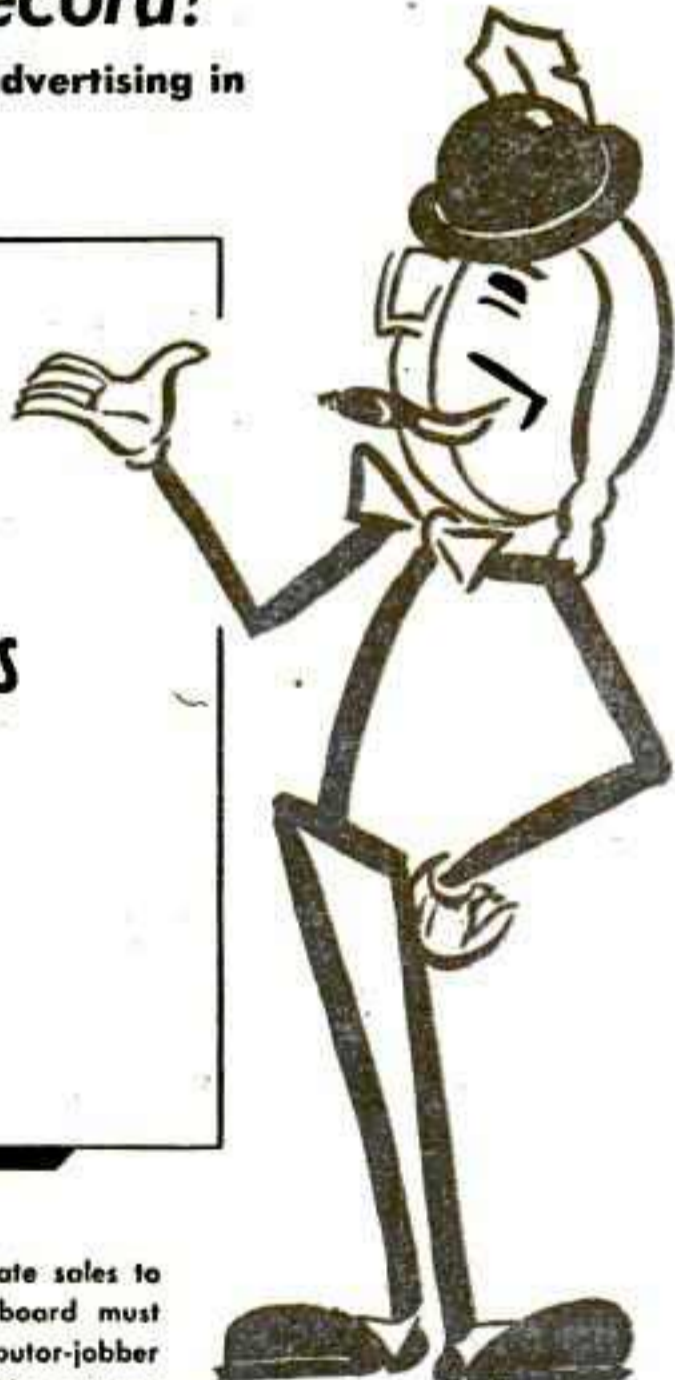
Let's Look at the Record!

. . . and see proof that coin machine advertising in The Billboard really pays off.

each year
MORE THAN 400
COIN MACHINE
JOBBERs and DISTRIBUTORs

run over
5,000 DISPLAY ADS

in The Billboard!



Jobber and distributor ads must pay off in immediate sales to justify their expense. Their advertising in The Billboard must pay . . . that's why The Billboard carries more distributor-jobber advertising in each issue than all other coin machine papers combined.

OOPS!

How many slip-ups could be avoided by knowing what's ahead in advance?

In the coin machine business, it doesn't take a crystal ball to see advance tips on profit opportunities. It takes Billboard—and the best way not to miss a single money-making opportunity is to have Billboard delivered to you every week!

As an up-to-date source of valuable profit tips, you'll find the \$10 you invest for your 52 weekly issues of Billboard the best buy in the coin machine business at any price!

SUBSCRIBE TODAY AND SAVE \$3.00

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes, start sending me The Billboard right away! \$10 payment enclosed (a saving of \$3 over single copy rates.) 859

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

ABP AUTHORIZED PAID CIRCULATION BUSINESS PAPER LEADERSHIP

The Billboard COIN MACHINES

A Continuing Story of **Leadership in Action**

Rudolph Starts New Distrib. Co.

ST. LOUIS, March 20.—William (Ed) Rudolph, formerly with the J. Rosenfeld Company, has set up Rite-Way Distributors, at 3206 Olive Street.

Rudolph has extensive experience in the coin machine field, having served with the Ideal Novelty Company for six years and the Rosenfeld Company five years.

Rite-Way will handle a full line of coin-operated amusement games, juke boxes and vending machines.

Genco Unveils

Continued from page 70

baskets and two scoreboards—one for "Visitors," one for "Home." A single automatic ball lift alternately delivers 12 balls to each player for a dime.

The lifelike basketball players shoot the balls into the baskets to score. A button is pressed to start the balls and a squeeze handle for each player is used to shoot the balls.

There are four lower baskets, two green, two red; two upper baskets, one red, one green. Each player has two lower baskets, one upper designated by his "team's" color.

Point Values

Point values of each lower basket varies from 2 to 8 with each ball. Point values in back of each basket light up to indicate points that basket is worth on each shot. If a ball goes in the opponent's basket, the shot scores for the opponent. Numbers from 1 to 12 light up on a separate scoreboard to indicate shots taken.

A shot into either upper basket scores a 10-point bonus when lit, in addition to the lighted point value of the lower basket. A simulated basketball court showing players in action is painted in the background of the playing field.

The game is housed in a cabinet measuring 41 by 27 by 71 inches. The glass-enclosed playing court is illuminated from the top of the cabinet by two fluorescent lights. Crated weight of the complete unit is 300 pounds.

Pin Game

Continued from page 70

council is drafting a new ordinance that would regulate game operation and establish a schedule of license fees.

Arguments before the Supreme Court centered on the issue of home rule. The State law prohibits games that pay off, but the Portland ordinance goes beyond this by banning games used for amusement.

David Fain, attorney for Terry, argued: "There is no home-rule issue in this case. A city cannot pass an ordinance that conflicts with the State law. There is no kind of pinball game that is not covered by State law. The State deprives the cities of the power to legislate on the subject in any manner that is not in accord with State law. It is the Legislature's policy that games for amusement are lawful."

Portland was represented by City Attorney Alexander Brown who argued that the city, under its policy power, could ban pinball games for amusement and that if the city were denied this power it would be a violation of home rule. "A tax statute of the Legislature cannot repeal the charter rights of a city," he said.

Top Location

Continued from page 70

with the light underneath revealing if there is anything inside.

Despite the vigilance and skill with which the mail-room staff opens the spring income tax returns, about \$15,000 was discovered in discarded envelopes by the converted pinball machine last year. This year the pinball machine has been turning up checks at the rate of 10 a day.

"If we found only one overlooked check, we would consider the candling operation worthwhile," said Joseph F. Boyle, acting chief of the collections division of the Custom House.

Jennings Company Sold

Continued from page 70

They would be returned to the operators converted and equipped with a newly developed O. D. coin chute. He kept making improvements in the old Liberty Bell until he finally had his own machine.

Becomes Manufacturer

He manufactured his first Operator's Bells at 411-17 South Sangamon. Business thrived. O. D. expanded into scale and merchandise vending equipment. Finally in 1924, Jennings moved his firm to the building at 4309-4339 West Lake Street—where the firm is still located.

O. D. Jennings & Company gained a notable reputation thru the tireless efforts of O. D. During the war, the firm turned out radar equipment and airplane parts for the Armed Forces. For this the firm was awarded the coveted Army-Navy "E" Award. A letter addressed "To The Men and Women of O. D. Jennings & Company," from the then Under Secretary of War Robert P. Patterson, read in part:

"This is to inform you that the Army and Navy are conferring upon you the Army-Navy Production Award for great achievement in the production of war equipment."

"You men and women of the O. D. Jennings Company have made an outstanding contribution to victory. You have every reason to be proud of the record you have set, and your practical patriotism stands as an example to all Americans."

While the O. D. Jennings Company turned out bell machines of every known type, soft drink venders, golf ball machines, scales, music recorders and other vending equipment, the firm never got around to turning out a milk vending machine: O. D.'s big ambition.

O. D. campaigned vigorously for legalizing bells in all States. Any government official who doubted this felt differently after a talk with him.

Early last year, a bill to prohibit the manufacture of bells in Illinois came before the State Legislature. O. D. promptly spoke against the bill before legislative committees in Springfield.

Its eventual defeat is credited in large part to the straightforward testimony given by him on behalf of the bell trade.

"Secrets of Success"

O. D. had two "secrets of success: Hard work and salesmanship."

Mrs. O. D. Jennings, in an article she wrote about the young days of the company, when the staff consisted of herself and her husband recalled:

"We worked—we worked hard. We put in long hours at the office each day and almost every night. We took work home with us. I didn't have a vacation for ten years and Mr. Jennings didn't get one for about six years later." In the same article, she recollected a remark he would make to her before leaving the office which illustrates his attitude toward salesmanship: "If any one in the market for machines comes in the office while I'm away, don't let him get away without securing his order."

Employee-Employer Relations

The nature of employer-employee relations at the firm under O. D. is shown on the fact that some of the employees have been with the company since its founding, many have been there over 25 years.

Under O. D., the company had a special group insurance plan

with one of the largest insurance organizations in the country, with the company paying the largest part of the premium. The policy provided the workers with life, sickness and accident insurance. In addition, the company provided paid vacations, had an incentive bonus plan whereby it was possible for employees to increase their earnings.

Kleinman Keys 2-Field Operation to One Name

CLEVELAND, March 20.—

Advance Music Company and Kleinman Cigarette Service Company, headed by Allen D. Kleinman, this week changed the name of its vending operation to Advance Cigarette Service Company.

The reason, Kleinman said, was that use of the same name for both operations would better suit the firm's over-all purposes. No change in personnel, ownership or staff responsibility was made.

Binks Adds

Continued from page 70

cisco; Dan Stewart Company, Salt Lake City; Culp Distributing Company, Oklahoma City; Williams Distributing Company, Memphis; Commercial Music Company, Dallas; Empire Coin Machine Exchange, Chicago, and Frank Swartz Sales, Nashville.

Zipper is a five-ball game with in-line, competitive and high score. First operator showings of Zipper were started February 23.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES

Table with columns for REGULAR CLASSIFIED (Minimum \$3) and DISPLAY CLASSIFIED (Minimum \$6). Includes rates for 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30 consecutive insertions.

IMPORTANT INFORMATION

Cash must accompany all orders for less than 3 insertions. Count your name and address when computing ad cost. If a box number is wanted, please figure 6 extra words. In addition there is a 25¢ service fee whenever a box number is used. This slight charge helps to cover cost of handling and forwarding your mail.

ALL ORDERS AND INQUIRIES MUST BE ADDRESSED TO: BILLBOARD PUBLISHING COMPANY, 188 W. RANDOLPH STREET, CHICAGO 1, ILLINOIS

Agents, Distributors

Now available—Protected territories on the lowest priced fully automatic ice cube offered nationally, no experience needed; our package sales plan eliminates all resistance to sales or rentals on our product. Terrific market! Terrific Profits! \$3,000 for merchandise only will secure your financial future; write for details or personal appointment. Your time will not be wasted. The "Rentit Stores," 1432 W. Atkinson Avenue, Milwaukee, Wis.

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save: steel cabinet, modern design, coin retractor; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

Help Wanted

Operators, location men and salesmen to handle postage stamp machines; all territories available; good opportunity for producers. Box 708, The Billboard, Chicago 1, Ill.

Servicemen for all makes juke boxes. Experienced in servicing, overhauling, reconditioning, installing remote controls, speakers, hidden units, wall boxes, etc. Permanent with Northern California old established firm. Write giving full detail of experience, personal history, references and expected salary. Box M-50, c/o Billboard, Cincinnati 22, Ohio.

Parts, Supplies & Services

REMOTE CONTROL SWITCHES for your coin machines. Turn the current on or off from any convenient place. Just plug into outlet, 15-ft. cord furnished. Only \$2.50 each, \$27 per doz. Send deposit on C.O.D.'s.

VARIETY SALES

Stamp Folders direct from factory at lowest prices. Brown Manufacturing Co., 171 E. 92 St., New York, N. Y.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448.

You may think you are buying your bulk vending supplies at the lowest prices, find out for sure; write Aaron Mfg. Co., 4802 E. 14th, Oakland 1, Calif.

Routes for Sale

Established Arcade, 28 pieces, and Bingo Route, 7 pieces, for sale; military town; \$12,500. Amusement Arcade, Biloxi, Miss.

Established Route of 50 Juke Boxes, 65 assorted games, 10 cigarette machines and '52 half-ton truck; other interest, bargain. Box 707, The Billboard, Chicago 1, Ill.

Popcorn Wholesale Manufacturing and Retail Route; Chevrolet truck, Cretors wet poppers, hand and coin operated dispensers, operating inventory; gross \$25,000 annually, best offer. Popcorn Specialties Company, 2013 Montrose, Chicago 18.

Well established western route—Late model phonographs, bingos, bowlers, etc., \$70,000. Priced at Billboard prices; will pay out in 10 to 12 months; will finance 1/2. Box 706, The Billboard, Chicago 1, Ill.

Routes Wanted

Cup Drink route or route with drink potential in Illinois, Indiana or Michigan. Send details, your confidence respected. Box 712, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Bulk Venders and Stewart McCuire Tab Gum Venders; complete stock of parts and supplies; 5¢ rocket charms, 1¢ charms, ball gum. Get on our mailing list. Devices Novelty, 213 W. Chicago Ave., Chicago. Whitehall 3-1668.

Cigarette Machines—Bargains just off location. Let us know what make and model you need. Central Vending Machine Service Co., 3967 Parrish St., Phila. 4, Pa. EV 6-4244.

Cigarette Machine, quarter operation Uneda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; National 6-column Candy Bar Machine, \$4; Statler 9-column Cookie Machine, \$22.50; DuGrenier S, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Closeout—1¢ Masters, Ball Gum Wheel, \$5 each in lots of 25; 5¢ Atlas Tray Vendors, \$3 each. Young, 2401 Fairway Drive, Roanoke, Va.

Dale Guns, \$35; Harvard Typer, \$150; Scale, \$25; Football "Pollard," \$100; Spear Dragon, \$65; Grand Father Clock, \$60; Exhibit Love Meters, \$20; Kicker Catcher, \$20. Joe Frederick, 2263 Newton St., Detroit 11, Mich.

Falcon and Imperial Shoe Shiners, in good condition; priced right; make offer. Box M-49, c/o The Billboard, Cincinnati 22, O.

Photo Machines, Recorders, all types Arcade Equipment at operators' prices. Wanted—Chicago Trainers, Sky Gunners. Photo Vend Co., 5400 Cullom, Chicago 41. Telephone: Mulberry 5-5788.

Sacrifice 10 each U-Pop-It Automatic Popcorn Machines. Amco Services, 8041 Snow Ave., Albuquerque, N. Mex.

Twelve perfect Hollycranes, only \$150 each; ship anywhere with closed chute. Write Del Barkhoff Co., 1805 E. Charleston, Las Vegas, Nev. Phone 6747.

1 47 Rock-Ola Hideaway, \$79.50; 1 Packard Manhattan, \$50; 20 Packard Boxes, \$3 each; 1 Williams Quarter Back Football, \$45; 1 46 Seeburg Hideaway, \$70; 1 46 Seeburg floor model, \$75. Parker Music Co., 2508 Edsall Ave., Ft. Wayne, Ind.

17 Five Balls and Bowlers and one Skeeball Machine, \$250 uncrated; might trade. ABC Coin Machine Company, 2509 S. Presa St., San Antonio, Tex.

25 Ball Gum, Nut Machines, \$3 each; Exhibit Card Machines, Bingo Counter Games, \$15 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

98 Victor V Ball Gum and Charm with round hole ball gum wheels, or with adjustable mdse. wheels for vending bulk nuts or candy, \$7.50 each. R. J. Raleigh, 3322 Nicholas Street, Indianapolis 18, Ind.

Wanted to Buy

"Clarke" "A" Rolls that fit coin operated pianos or Tanglely calliope. Any amount. R. C. Lambert, Monticello, Iowa.

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 573, The Billboard, Chicago 1, Ill.

United Six Player Star Regulation Shuffle Alleys with authentic scoring; please quote lowest price, condition and number you have. King-Pin Amusements, 213 So. Foster Street, Lansing 12, Mich.

Victor Toppers Wanted—Any quantity; give full details. Box 713, The Billboard, Chicago 1, Ill.

Wanted—American and Watling 1¢ Scales, any quantity, must be in good condition; state model, length of time in use, your lowest prices and pictures if possible. Piedmont Distributing Service, 105 Cherokee St., Blacksburg, S. C.

Wanted—Mills Constellation juke boxes, metal cabinet. State color, condition, quantity and best cash price to: Mills Sales Co., Ltd., 1640-18th St., Oakland, Calif.

USE THIS HANDY FORM TODAY

Forms Close Wednesday for the Following Week's Issue

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above.
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.
The Billboard
Coin Market Place
188 W. Randolph St.
Chicago 1, Ill.
3/27/54
Please insert my ad in "Market Place" and run as indicated below:
Next 6 issues Next 4 issues Next 3 issues Next issue only
Payment enclosed Bill me (on 3 or more issues only)
Name
Address
City Zone State

Beattie Music Changes Name to Russell-Hall

HOLYOKE, Mass., March 20.—Beattie Music, Inc., distributors of juke boxes and cigarette machines, has changed its name to Russell-Hall, Inc. Owners of the newly former company are Russell Mawdsley, treasurer, and Leslie Hall, secretary. Both have been connected with the Beattie organization since 1946.

The Beattie operation was one of the biggest in the city prior to the banning of the pinball machines in January of this year. James Beattie operated his own vending business under the name of Beattie Novelty Company and in 1946 bought out Jimmy Downing, juke box distributor, which he merged with his own and renamed Beattie Music, Inc.

About two years ago Beattie suffered a heart attack and sold the business to Mawdsley and Hall.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 4 columns: Machine Name, Issue of Mar. 20, Issue of Mar. 13, Issue of Mar. 6, Issue of Feb. 27. Lists various amusement games like ABC (United), All Star Basketball, Agacade, etc.

Navenco Assets to Texans

Continued from page 78

ventory," but rather one with a long range potential, he said.

Under the present arrangement, Dobson pointed out, it will be the first time the SuperVend machines would be owned by the people selling them. All inventory will be modernized, rebuilt prior to their sale, he said.

The Navenco sale this week climaxed several changes in the firm's ownership, distribution and production policies over a seven year period. Mention of the present 1,300 machine inventory indicates that approximately between 400 and 500 machines had been sold by Navenco Manufacturing Company (which purchased a 1,796 vander inventory from SuperVend in May, 1951).

Designed by J. J. Booth, the SuperVend three-flavor cup vander was originally built by Texas Engineering & Manufacturing Company, Dallas, for the SuperVend Corporation. In January, 1950, national sales and manufacturing rights were turned over to a new firm, SuperVend Sales Corporation, Chicago, headed by Mike Hammergren, ex-vice-president of the Rudolph Wurlitzer Company.

Patent Suit

Following the new arrangement, TEMCO announced it would continue to build the SuperVend machine on contract. In June, 1950, Hammergren's company began deliveries of the new production run of SuperVends. This followed settlement of a patent infringement action bought by Frosti-Drink, patent-holding company from Spacarb. Frosti-Drink charged SuperVend violated its patented Mix-A-Drink feature, used exclusively on Spacarb equipment.

Texas SuperVend agreed to pay Frosti-Drink \$48,000 and to install a locking device on all future models to prevent customers mixing drinks.

During the patent action, it was revealed that the two SuperVend companies and TEMCO had agreed to a contract whereby TEMCO would build 3,000 of the venders during a 12-month period. On this production, SuperVend was to pay a \$75 per machine royalty to SuperVend of Texas.

Coan Enters Pic

In December, 1951 TEMCO announced it had acquired the entire SuperVend inventory for \$510,000. TEMCO indicated that it was looking for a buyer in May, 1952, announced it had sold the machines to Navenco Manufacturing group of Texas cattle and oilmen. Company, newly formed by a group of Texas cattle and oilmen. Purchase price was not announced, but TEMCO had been asking about \$800,000 for the entire inventory.

Since that time, Navenco has concentrated on building up a supply of parts. The initial "sale" rumor last month had it that Dean Porter, president of Navenco, wanted to retire from the vending machine business and devote his time to other interests.

Andico-Cole

Continued from page 78

Cole entered into the marketing agreement in August, 1952.

In its new distribution program, American National plans to have both direct factory representatives and distributors. No indication was given when complete details would be released, although the first moves have been made to sign up area distributors.

The Andico coffee vander, under the firm's own name and under the Cole banner, was offered in 600 and 300-cup models.

Table with 4 columns: Machine Name, Issue of Mar. 20, Issue of Mar. 13, Issue of Mar. 6, Issue of Feb. 27. Lists various amusement games like Majorettes, Majors of '49, Maryland, etc.

Howe Vending

Continued from page 78

is judged a success by CTA and his firm at the termination of the test period (in late May), approximately 2,500 venders may be installed thru the CTA system.

Editor's Note: Transportation Vendors, headed by Ben Golob, began initial test operations of its own on Eastern lines last year. It estimates that about 10,000 of the units are now in use in private and municipal transportation systems. Golob ended his own test operations January 1, channeled production for outside sale. The vander is non-selective, has a 50-piece capacity.

To date, Howe observed, the biggest volume of sales have been during periods when students ride to and from school and also on weekends. Contrary to first expectations, sales during morning and evening rush hours are not heavy. He explains this as due to the crowded conditions of the cars and buses at these times, which prevents many riders from using the venders.

Note Slugging

"There has not been a single instance of vandalism to date during the test period," Howe observed. He said, however, that slugging was somewhat of a problem. While slugs do not vend merchandise, they do block the coin chute and inactivate the vander.

Busses, it was also pointed out, have been consistently better volume producers in the test than have el cars. A couple of reasons cited:

More frequent turnover of passengers who take shorter trips.

Slightly narrower seats (by 3 inches) than in el cars, which mean passengers in the aisle can more readily reach the wall mounted venders.

Decision as whether the operation is a success, and its ultimate okay as a permanent fixture in the CTA system, depends mainly on these three factors:

- 1. Sales volume.
2. Amount of interference with normal bus and el operation.
3. Complaints, or praise, of the riding public.

Robert Guy, public information department head for CTA, told The Billboard that CTA looked forward to the successful conclusion of the test, hoped to be able to make the installation part of its regular service.

50 Attend

Continued from page 78

department store operation, although it could be utilized by operators. Venders to be built, he went on, will vary in capacity, column size and over-all dimension, based on the need of the particular installation.

After acquiring the manufacturing and distribution rights for Lunch-O-Mat from Larry Reiss, Caruso said that a pilot run of 50 multi-purpose food venders will be pushed thru in late fall, with an initial production run of 1,000 to follow. He said the unit will be exhibited at the National Automatic Merchandising Association's convention in Washington in October.

Persons attending the showing and dinner which followed included Caruso, Lou Jaffa and J. T. Teahan, all of Eastern; Mayor Arthur N. Harriman of New Bedford; Bob Segal and Murray Ogden, Vendall; Fred Brook, Raytheon; Reiss, and representatives of Indevco and Walter Heller, finance firm.

Gov. Christian Herter, Massachusetts, was expected to attend, but he wired his regrets.

NY Health Dept.

Continued from page 78

medical services, reviewed all the medical studies of the relationship between cigarette smoking and lung cancer and compared these with new studies now in progress at Roswell Park Memorial Institute, the State's cancer hospital in Buffalo.

The study emphasized that the evidence did not show smoking "is the sole causative factor, or even that it is operative in the absence of other factors" such as susceptibility to atmospheric pollution by industrial wastes, engine exhaust fumes, dust from tarred roads or radiation.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

THE BILLBOARD INDEX

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 quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 5 columns: Machine Name, Issue of Mar. 20, Issue of Mar. 13, Issue of Mar. 6, Issue of Feb. 27. Lists various arcade machines such as Ace Bomber, Atomic Jet Space Ship, Barrel Roffs, etc.

NEW!



PORTABLE COIN COUNTER

PENNIES . . NICKELS DIMES . . QUARTERS

MORE ACCURATE & 15 TIMES FASTER THAN COUNTING & WRAPPING BY HAND

MACHINES STOCKED AND SOLD BY . . .

- PHILADELPHIA 30, Pa. Active Amusement Mach. Co.
ANCHORAGE, Alaska Alaska Coin Machine Exch.
ST. PAUL 3, Minn. Automatic Games Supply Co.
LOS ANGELES 6, Calif. Badger Sales Co.
LOUISVILLE 4, Ky. H. M. Branson Dist. Co.
CLEVELAND 15, Ohio Cleveland Coin Mach. Exch., Inc.
SAN FRANCISCO, Calif. R. F. Jones Company
DENVER 3, Colo. R. F. Jones Company
PORTLAND 12, Oregon R. F. Jones Company
SALT LAKE CITY, Utah R. F. Jones Company
SEATTLE, Wash. R. F. Jones Company
MILWAUKEE 8, Wis. S. L. London Music Co., Inc.
DALLAS, Texas S. H. Lynch & Co.
HOUSTON, Texas S. H. Lynch & Co.
SAN ANTONIO, Texas S. H. Lynch & Co.
BOSTON, Mass. Redd Distributing Co., Inc.
ST. LOUIS 1, Mo. W. B. Distributors, Inc.
PITTSBURGH 19, Pa. Banner Specialty Co.
OKLAHOMA CITY, Okla. Copeland Distributors
CANADA, Toronto, Ont. E. A. Horton Sales Co.

ARCADe OUTFITS 1954 Creations Large Illustrated CATALOG FREE. Mike Munves, Inc. 577 Tenth Ave. (at 42nd St.)

FOR SALE TURF KINGS Good condition, \$95.00. Write P. O. Box 785 Hollywood, Fla.

SHUFFLE GAMES

Table with 5 columns: Machine Name, Issue of Mar. 20, Issue of Mar. 13, Issue of Mar. 6, Issue of Feb. 27. Lists shuffle games like Big League Bowler, Bowl-a-Ball, etc.

ELECTRIC SCOREBOARDS Overhead, 15-21 pts. Horsecollar 15-21-50 pts. \$125 ea. Wall Model 15-21 pts. and 15-21-50 pts. \$95.00 ea.

20 Ft. and 22 Ft. SHUFFLEBOARDS Recond. Cabinet. New Maple Tops. Access. ea. crate \$169.50. 10th FRAME DOUBLE-SCORE CONVERSION UNIT — For United 4, 5 & 6 Players and Chicago 6-Player \$49.50

Score FIRST with Our SPRING SPECIALS!

ARCADE

NEW: GENCO 2-PLAYER BASKETBALL—INVADER—ABY CHALLENGER

"FIRST-CONDITIONED"

EX. REINDER	\$395	CHI COIN 4	
GENCO NIGHT	225	EX. SIX SHOOTER	145
FIGHTER	225	CHICKEN SAM	75
EX. SPACE GUN	225	RIFLE RANGE	
SEEBURG SHOOT		RAY GUN	75
THE BEAR	145	CHI COIN GOALIE	75
EX. JET GUN	175	UN. TEAM HOCKEY	85
CHI COIN BASKET		EXHIBIT DALE GUN	65
BALL CHAMP	175	WMS. QUARTER	45
EX. GUN PATROL	145	BACK	45
TELEQUIZ, w/film	115	CHI COIN HOCKEY	55

BINGO 5 BALLS

NEW: BALLY ICE FROLICS—UNITED HAVANA

"First-Conditioned" BALLY

DUDE RANCH	\$425	ATLANTIC CITY	\$195
YACHT CLUB	395	CONY ISLAND	145
BEACH CLUB	375	SPLIGHT	115
BEAUTY	315	BRIGHT SPOT	145
PALM BEACH	235	BRIGHT LIGHTS	95
FROLICS	235		

KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR

CIGARETTE VENDERS FACTORY REBUILT—LIKE NEW—

25c Operation—King Size Cofs.

DuGren, W's, 9 Col.	\$115
DuGren, Champions, 9 Col.	125
Natl. 9-30's, 9 Col.	130
Natl. 9-50's, 9 Col.	145
Rowe Royals, 10 Col.	145
Rowe Presidents, 10 Col.	185
Unaeda Elec., 9 Col.	125

Easy to Service
Quicker Loading
Greater Profits

MERCHANDISE BOARDS

Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 and up. Satisfaction absolutely guaranteed.

5 BALLS

GOTTILBS	All Str. Bsktbl. 115	Ramona	\$ 39	Thing	\$ 45
New—Myrl, Marvel	Joker	Baby Face	39	Major of 49	45
Guys-Dolls	Dble. Feature	WILLIAMS	45	Grand Award	35
Quintette	85	Sweepstakes	\$195	Trinidad	35
Coronation	165	Triplets	60	Catalina	35
Chinatown	160	Knockout	60	Thrill	35
Skill Pool	150	King Arthur	65	GENCO	35
Wild West	145	Dble. Shuffle	65	Springtime	\$ 89
Niagara	145	UNITED		South Pacific	69
Hit 'n' Run	148	Utah	\$ 59	Tri-Score	69
Globe Trotter	135	Agucade	39	Camel Caravan	69
Rose Bowl	135	Caroline	39	Harvest Time	65
Mermald	125	Stardust	39	1-2-3	45
				Puddinhead	35
				Screwball	35
				EXHIBIT	
				Shantytown	\$ 85
				Bebop	45
				Playtime	45

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NEW LAWYER

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MIAMI, March 20.—It's a long jump from the coin machine business to the practice of law, and then to a political office, but Max Engel has completed half of the leap and hopes to achieve the rest in the next few months.

Before he became an attorney a year ago, the 31-year-old Engel had some nine years of coin machine experience as assistant to his father, Dave Engel, who operates the Dade Vending Company.

Young Engel has filed as a candidate for the Dade County (Miami) Board of Public Instruction, which is the formal name of the school board. The primary election is set for May 4. Needless to say, his dad, who operates juke boxes and games, is beating the drums for Max among his many business acquaintances in and out of the coin machine game.

Max holds a bachelor of business administration degree from the University of Miami, along with his law degree. He is married and the father of one child. His background includes four years in the Army. He is vice-president of the Grapeland Heights Civic Association and a member of the Miami Junior Chamber of Commerce and the Knights of Pythias.

June NCA Exhibit Nearing Sell-Out

CHICAGO, March 20.—National Confectioners' Association announced that the major portion of total exhibit space in the two Conrad Hilton Hotel exhibition halls has been sold for its June 7-10 convention here.

David P. O'Connor, of Penick & Ford, Ltd., chairman of the exposition, stated pre-meet interest appears to guarantee the 1954 display will be the "biggest and best" NCA has held.

This year's exhibit will cover 37,000 square feet in the two halls. It is held, as in previous years, in conjunction with the NCA convention which opens a day earlier, June 6.

The convention program is under the chairmanship of Theodore Stempel, vice-president of E. J. Brach & Sons.

Exhibit hours have been scheduled as follows: June 7, 2 p.m. to 8 p.m.; June 8, 1 p.m. to 6 p.m.; June 9, noon to 8 p.m., and June 10, 11 a.m. to 5 p.m.

NATD Exhibitors

The following is a partial list of exhibiting firms at the National Association of Tobacco Distributors' convention. The companies listed are only those directly associated with the vending industry, either as machine manufacturers, component and product suppliers, etc.

City, N. Y.; American Tobacco Co., New York; Benson & Hedges, New York; Blumenthal Bros. Chocolate Co., Philadelphia; Boyer Bros., Inc., Altoona, Pa.; E. J. Brach & Sons, Chicago; Brown & Williamson Tobacco Corp., Louisville; Bunte Bros. Chase Candy Co., Chicago; Cadbury-Fry, New York; Charms Co., Asbury, N. J.; Cole Products Corp., Chicago.

Harold E. Cummings Corp., New York; Curtiss Candy Co., Chicago; Dad's Root Beer Co., Chicago; Deran Confectionery Co., Cambridge, Mass.; the Diamond Match Co., New York; Arthur H. DuGrenier, Inc., Haverhill, Mass.; Eastern Electric, Inc., New Bedford, Mass.; Green River Corp., Chicago; Henry Heide, Inc., New York; Hershey Chocolate Corp., Hershey, Pa.; the Charles E. Hires Co., Philadelphia.

Hollywood Brands, Inc., Centralia, Ill.; Walter Johnson Candy Co., Chicago; Robert A. Johnston Co., Milwaukee; Kiddie Mfg. Co., Bloomfield, N. J.; Tom King & Co., Chicago; Larus & Brother Co., Inc., Richmond, Va.; Lehig Foundries, Inc., Easton, Pa.; Liggett & Myers Tobacco Co., New York; Lion Match Co., Inc., New York; P. Lorillard Co., New York; Mars, Inc., Chicago; Mason Au & Magenheimer Confectionery Mfg. Co., Mineola, L. I., N. Y.; Philip Morris & Co., Ltd., Inc., New York; National Vendors, Inc., St. Louis.

The Nestle Co., Inc., White Plains, N. Y.; New England Confectionery, Cambridge, Mass.; Orange Crush Co., Chicago; Pittney-Bowes, Inc., Stamford, Conn.; H. B. Reese Candy Co., Hershey, Pa.; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Thos. D. Richardson Co., Philadelphia; Rockwood & Co., Brooklyn; Rowe Mfg. Co., New York; Smokeshop Corp., New York; Stephano Bros., Philadelphia; Stoner Mfg. Corp., Aurora, Ill.; Superior Mfg. Co., Evanston, Ill.; the Sweets Co. of America, Inc., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; United States Tobacco Co., New York; Universal Match Corp., St. Louis; C. J. Van Houten & Zoon, Inc., New York.

Calif. Candy Meet Hits State Sales Tax on Confections

SAN FRANCISCO, March 20.—California's retail sales tax on confectionery goods came in for sharp criticism at the Western Candy Conference here. In addition to reducing profit of local farmers, who supply large quantities of agricultural products used in candy, it also adversely affects consumption of confections thru the State, it was stated.

A featured speaker at the two-day meeting, Philip P. Gott, president of the National Confectioners' Association, declared that "California's ability to satisfy America's taste for candy has made it the fifth largest candy-producing center in the United States."

Kenneth L. White, MacFarlane's Candies, stated that "californians should not have to pay a retail sales tax on candy and chocolate when no sales tax is charged on other foods containing the same agricultural products."

J. Mahoney Head Of NAMA Region 4

CHICAGO, March 20.—John J. Mahoney III, Carolina Vending, Inc., Charleston, S. C., was elected chairman of National Automatic Merchandising Association's Region 4 at the recent sectional meeting at St. Simons Island, Ga.

Region 4 is one of the largest of NAMA's 12 regions. It comprises South and North Carolina, Georgia, Florida, Tennessee, Alabama and Mississippi.

Vending Sessions

Continued from page 78

sale tobacco distributor as a vending operator.

Speakers will include Robert Z. Greene, president of Rowe Manufacturing Corporation, who will talk on "The Adaptability of the Tobacco Distributor to Commercial Vending"; J. T. Teahan, Eastern Electric, Inc., "The Wholesale Tobacco Distributor as a Vending Competitor"; John C. Closterman, John C. Closterman Company, Kalamazoo, Mich., "The Wholesale Tobacco Distributor as a Cigarette Vender."

Burnhart Glassfold, sales manager of Stoner Manufacturing Corporation, will speak on "The Wholesale Tobacco Distributor as a Candy Vender"; Dan Canalos, George Canalos Company, Lorain, O., "Vending Machines in the Young Man's Future," and Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa., "Coping With Direct Machine Sales."

Also scheduled for discussion, time permitting, will be "Industrial Vending"; "Coping With Brand Diversification"; "The Wholesale Tobacco Distributor as a Location Seeker"; "Reducing Paper Work," and "At What Cost Location?"

The schedule for the final day of the meeting, announced this week, will include a round-table conference and a sales management conference.

A. V. Castrow, P. H. S. Tobacco Company, Houston, will be in charge of the round-table discussion, devoted to warehouse operations. Harden Gostein, NATD associate director, will chairmen the sales meeting.

Chi Transit

Continued from page 78

vending equipment on location has widened. In addition to the initial candy, gum, nut and relatively few cup drink vendors on station platforms, there is now a greater proportion of cup machines included in the over-all operation, along with new ice cream and juice units.

Break-Down

The actual machine break-down, by type and earnings, follows:

Penny vendors, including 184 chocolate, 250 gum, 166 nut (and 184 scales) grossed \$133,524, with CTA's commission \$35,414.

Forty-four nickel gum and 21 dime candy vendors grossed \$43,074; CTA commission, \$8,615. (Transit Sales, Inc., operates penny candy, gum and scale equipment, which in combination grossed \$176,598.)

Fifty-one cup beverage vendors grossed \$93,176 of which CTA received \$25,718. Eighteen ice cream machines grossed \$17,988; CTA commission, \$2,697. Two photo machines grossed \$4,488, returned CTA \$1,239. (Beverage, ice cream and photo equipment, operated by Mechanical Merchants, Inc., grossed \$115,652.)

In comparison with its venter commission of \$73,683 in 1953, CTA earned \$84,539 in 1951; \$84,155 in 1950, and \$55,196 in 1949.

\$\$ in Transit

Continued from page 78

dustries' gum venter on its busses, reported thru its president, C. E. Baker: "Penny gum vending machines installed on all our busses have been amazingly successful in producing additional revenue." He added that use of the vendors by riders is increasing steadily.

The operating firm, Automatic Mobile Vendors of Springfield, concurs with the transit official's enthusiasm. In addition to operating equipment itself, it distributes the unit for transit industry use. According to Automatic Mobile officials, the firm will appoint franchised operators to handle such routes.

Gum units on the Springfield line are said to be doing best volume on busses used on factory and school runs. Said Baker: "We have received reports that children urge their parents to take them for a special ride (on busses) so they can buy gum."

The machines are mounted on metal support posts near entrance or exit doors with special grommets, which absorb vibration and noise.

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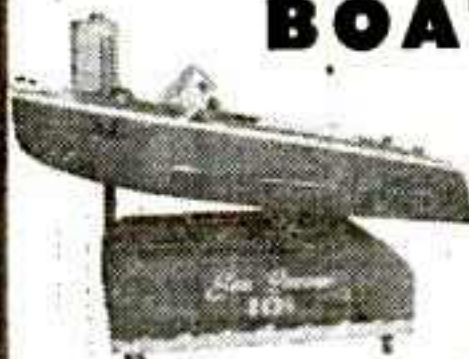
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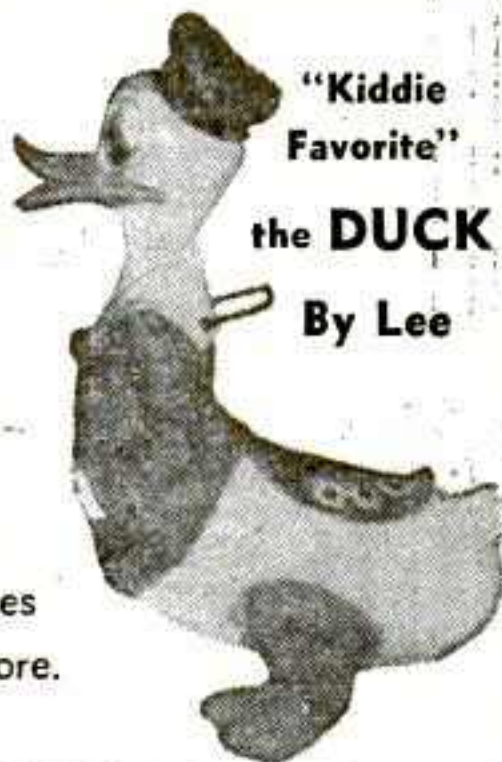


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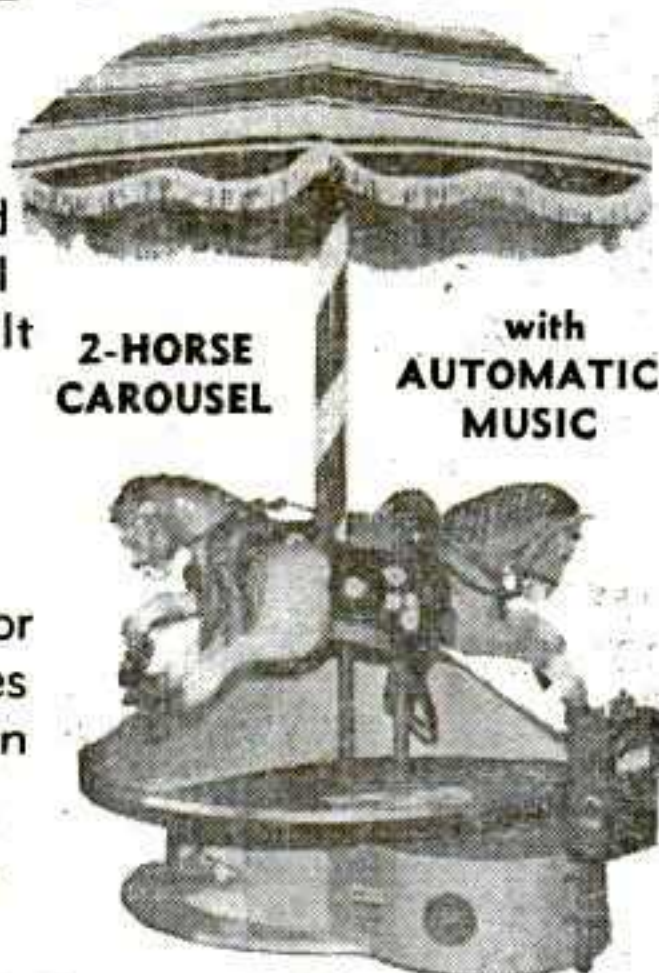
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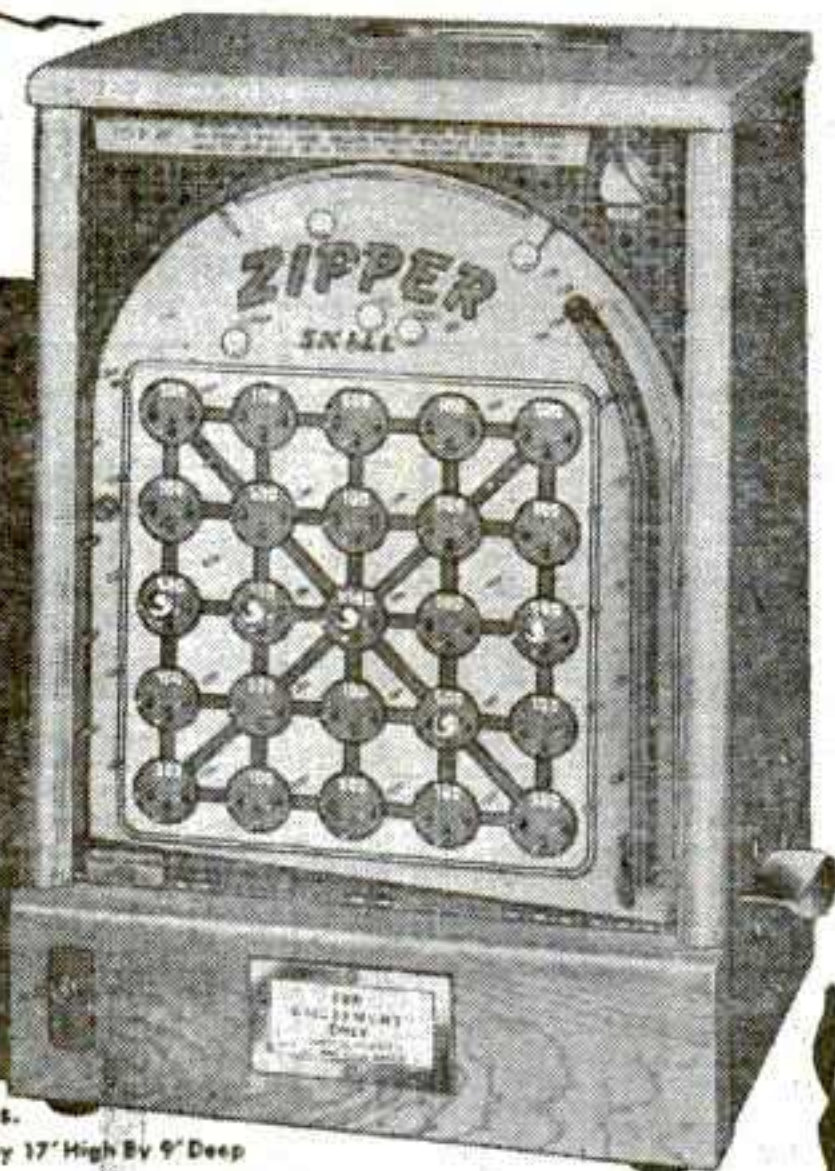
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Inserting 2 coins at start of game **DOUBLES ALL REPLAY AWARDS**

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Target Button lights for Replay when 10—Jack—Queen—King—Ace are made in Rotation—OR four "8's"—OR four "9's."

MULTIPLE REPLAY AWARDS . . .
Depending on number of Sequences made, Target Button lights up for 1 or 2 or 3 Replays. Second coin increases values to 2 or 4 or 6 Replays.

- 2 Trap Holes light for Mystery Award!
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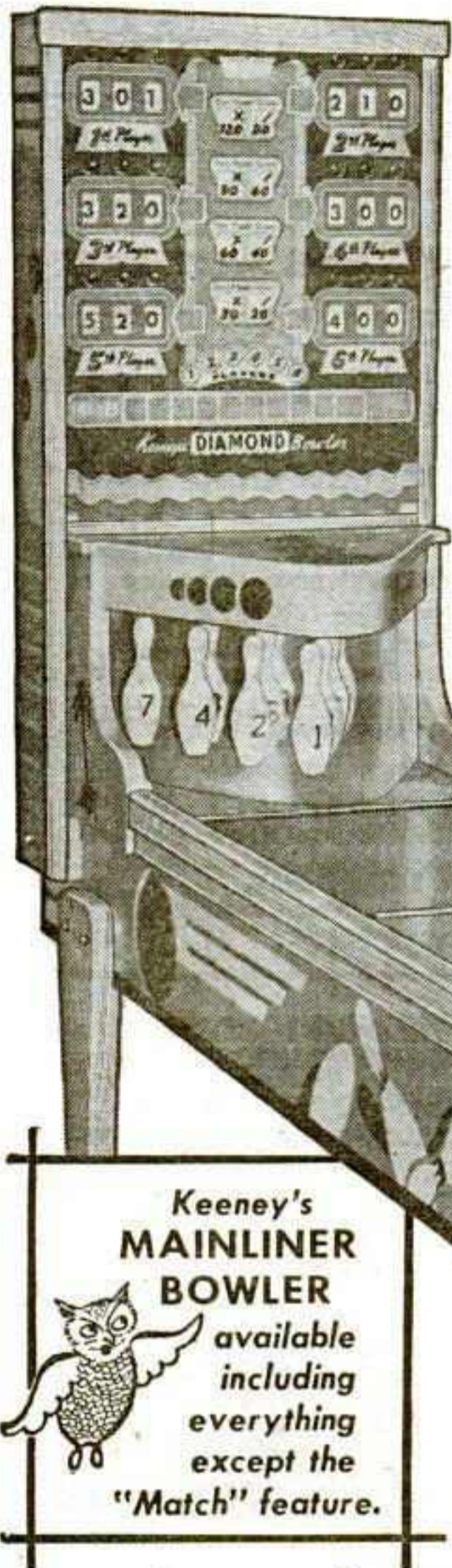
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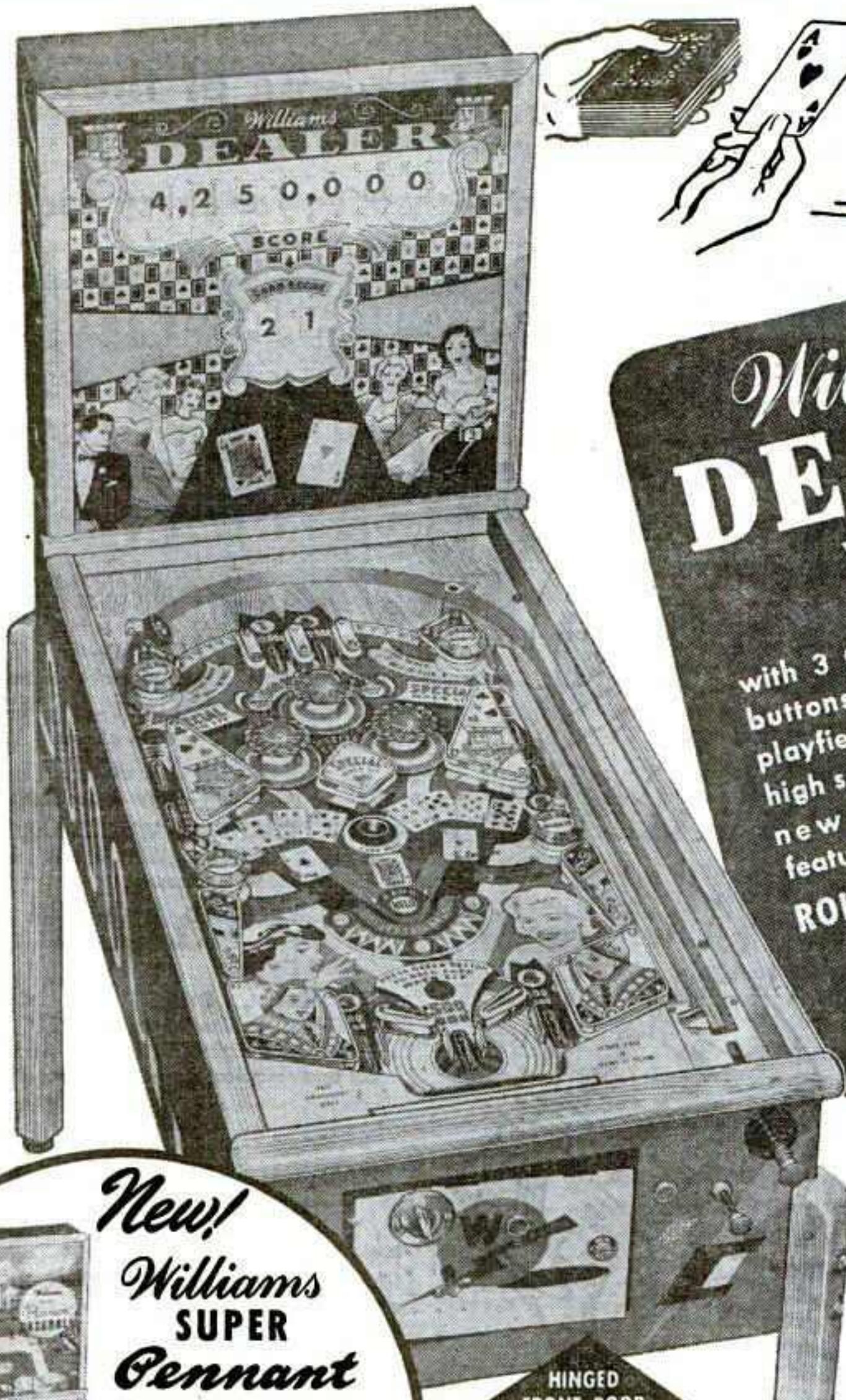
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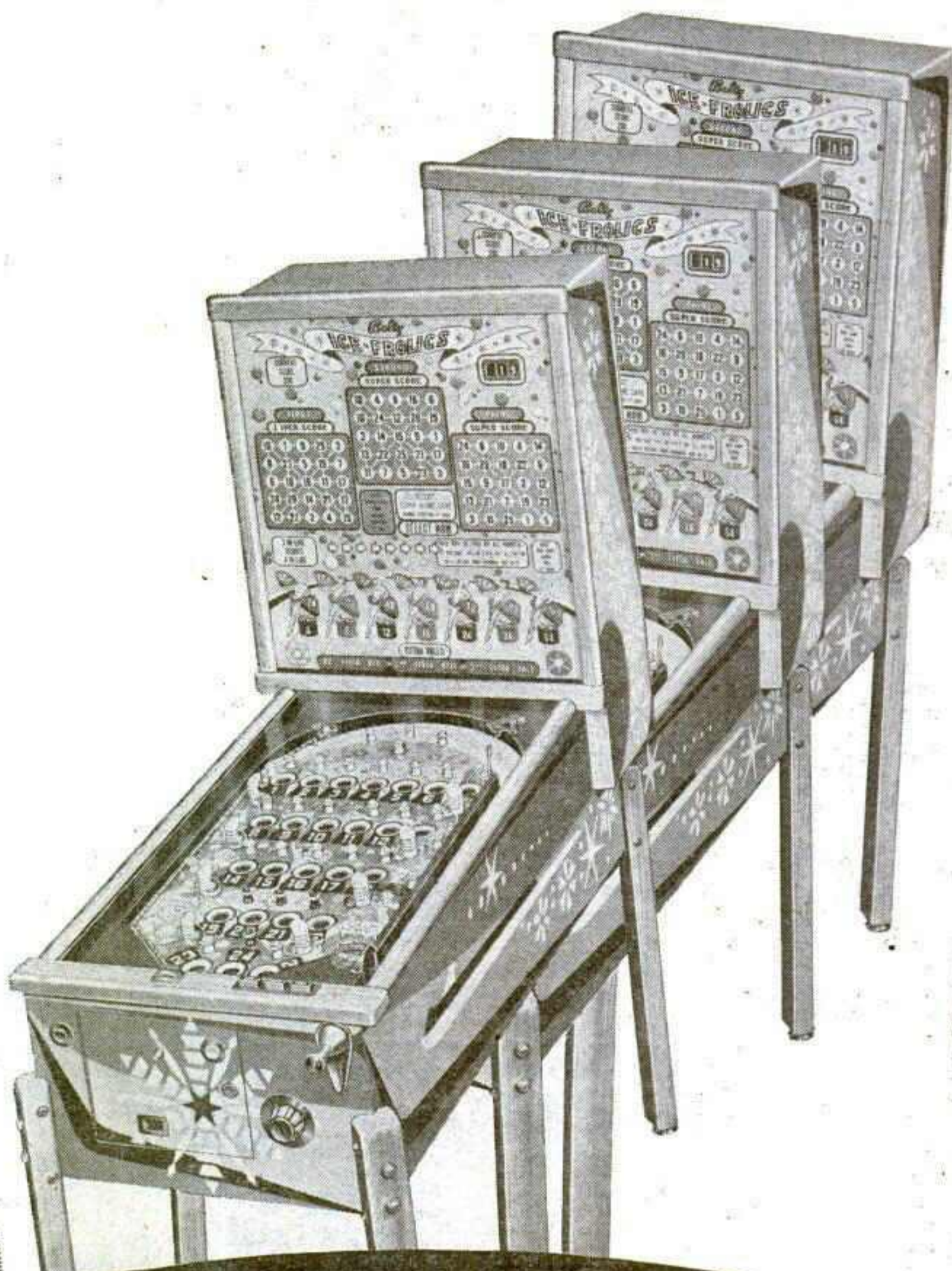
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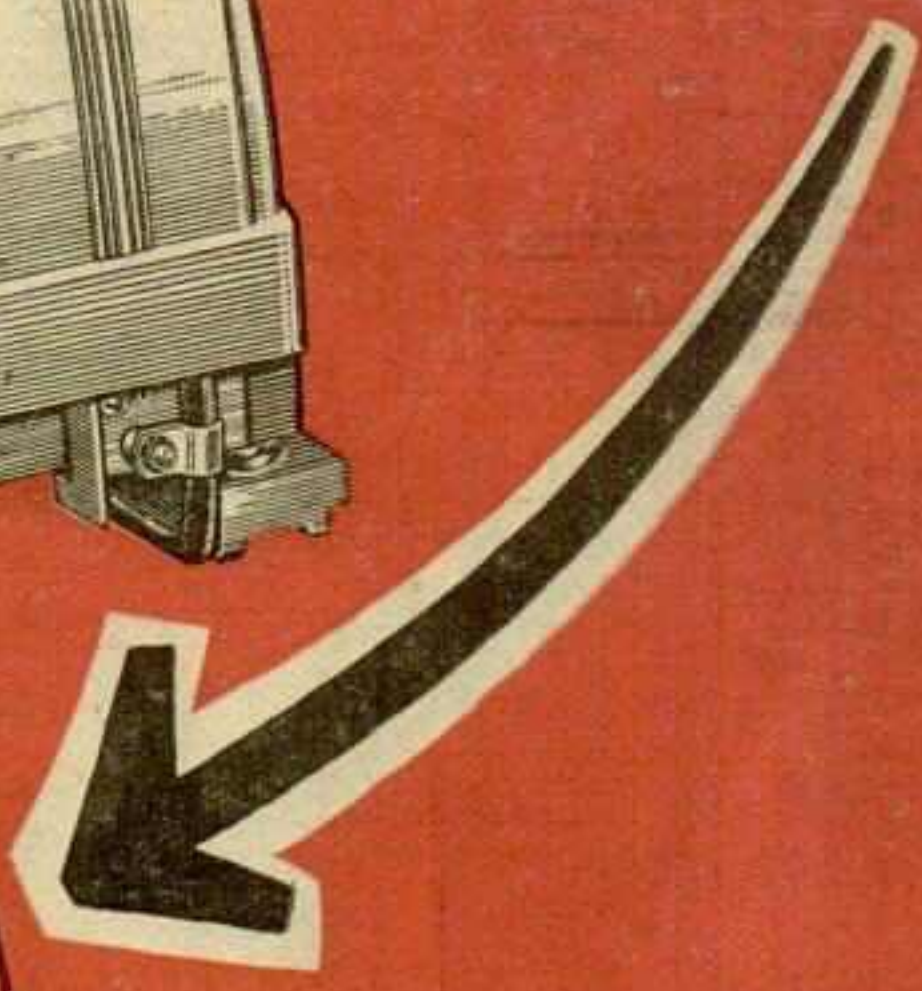
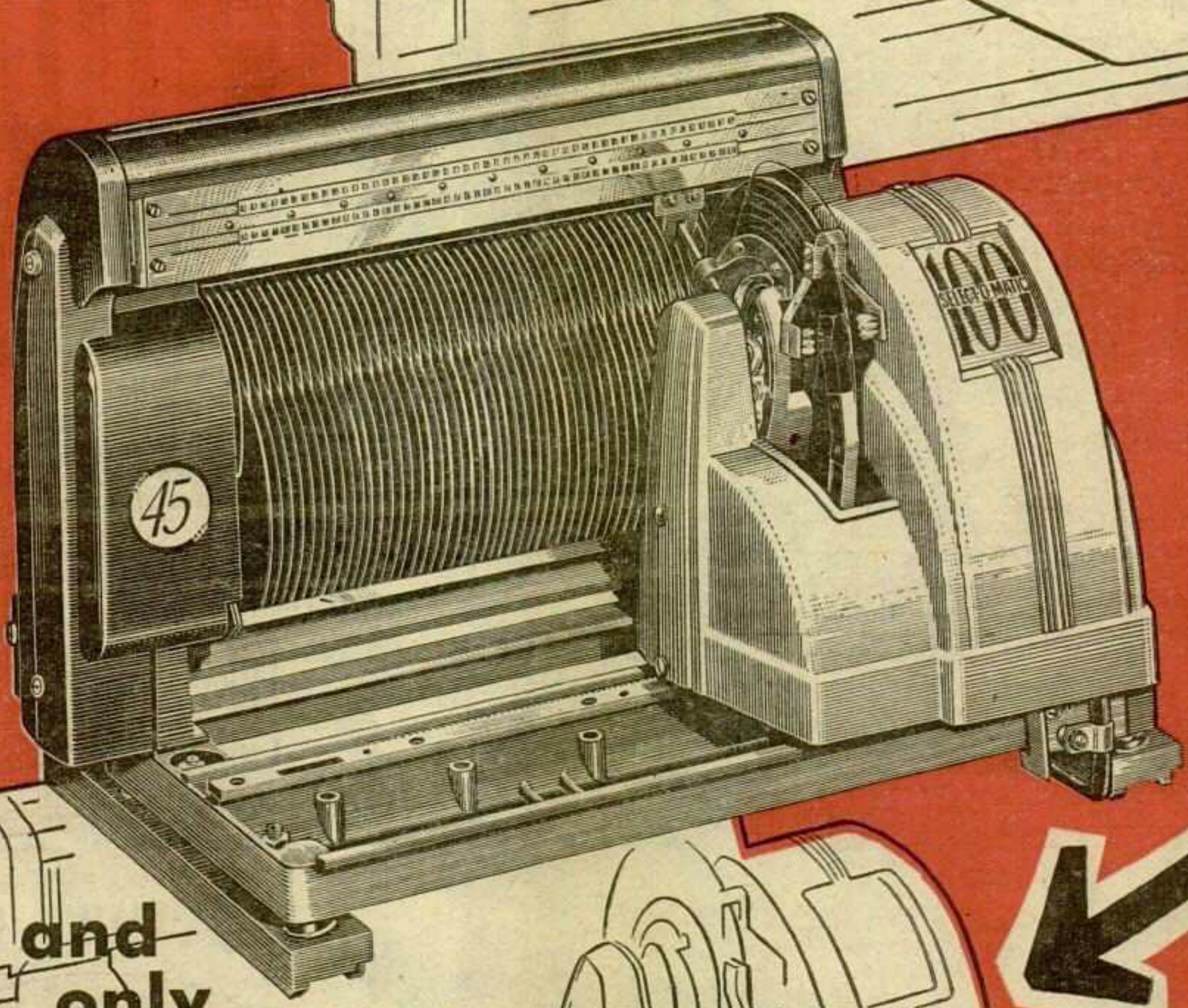
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