

The Billboard

FEBRUARY 2, 1952 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (GPP) PRICE: 25 CENTS

Radio's Network Policies Continue Flexibility Trend

PERFECT SHOW: JUST SILENCE

OMAHA, Jan. 26.—The silence-is-golden theory is paying off for station KBON, here, which has sold Heafey & Heafey Mortuaries of Omaha on sponsoring 60 seconds of daily "dead" air at 6:44 a.m.

Silent spot is preceded by following copy: "Heafey & Heafey, your friends, when friends are needed most, invite you to join in one minute of silent prayer for world peace." Sales staffer Don Perazzo sold the idea.

This Is Real Deep Culture

NEW YORK, Jan. 26.—A special 30-minute TV film will be made by the National Broadcasting Company, featuring Bertrand Russell, eminent philosopher and winner of the 1950 Nobel Prize for literature. Lord Russell will discuss "80 years of changing beliefs and unchanging hopes" in the chat with NBC viewers, which will be filmed in his home at Richmond, Surrey, England. The project is headed by Frederic W. Wile Jr., NBC vicepres in charge of network TV promotion.

U. S. Again Probes Curb on Gridcasts

NEW YORK, Jan. 26.—The U. S. Department of Justice this week resumed its intensive inquiry into the National Collegiate Athletic Association's recent decision to continue its policy of restricting TV coverage of college football games. Justice officials surveyed the NCAA plan, introduced last season, both before and after it went into effect, but have taken no legal action thus far. However, having won the first round in an anti-trust suit against the National (pro) Football League two weeks ago, the department is believed to be preparing now to take similar action against the collegiate group.

Assistant Attorney General H. G. Morison this week sent letters to the heads of the four TV networks, and, it is believed, to top execs at leading video stations, requesting they supply him with specific information regarding curbs on their being able to obtain games. Significantly, Morison's letter inquired whether the broadcasters during the past season had been able to secure for airing all the grid games they desired. If they could not, the letter continued, they were to explain to

Honolulu New Hot Spot for Name Talent

Armed Services at Capacity, Causing Bigger Nitery Biz

HONOLULU, Jan. 26.—With service installations in the Hawaiian Islands back to almost wartime capacity, percenters here have noted an increasing demand for name talent for concert and even location appearances in the Pacific group. Latest biggie to head for Honolulu is Pat Page, who this week inked for a 10-day junket thru the islands, starting February 15. Nitery ops Fred and Tats Matsuo, owners of the Lau Yee Chai, whose Gung Ho Room is now playing the Four Knights, Capitol harmony group, will probably play a four-day concert with the Mercury recording star at McKinley High School Auditorium. Honolulu: several service dates and perhaps some time in the nitery. Henry Miller, GAC chief here, set the deal.

Louis Armstrong and His All-Stars have been set for two weeks in the islands by Bob Phillips (Continued on page 48)

OLIVIERS TURN DOWN 100G FOR CLEO TV SHOTS

NEW YORK, Jan. 26.—Laurence Olivier and Vivien Leigh this week rejected bids from the Columbia Broadcasting System and the National Broadcasting Company to do successive video one-shots of their s.r.o. legit twin bill, "Antony and Cleopatra" and "Caesar and Cleopatra," playing at the Ziegfeld here.

Altho the webs are reported to have bid as high as \$100,000, the acting couple have decided to turn down the offer because of several reasons. Olivier is directing "Venus Observed," in addition to his heavy thesping assignment, and Miss Leigh's health is said to be not too good.

Judy to Quit After 19 Weeks

NEW YORK, Jan. 26.—Judy Garland gave her notice to the RKO management that she would close February 17, making it 19 weeks that she's been at the Palace. Under her contract, she was required to give 30 days notice of cancellation.

For the past week, Miss Garland, suffering from laryngitis, has eliminated all matinees. The week before she did only five shows, but even for a five-show week the house took in over \$20,500.

In the meantime, RKO toppers have been scurrying around looking for a name to follow Miss Garland, (ho it was emphasized that the 30-day notice of contract termination didn't mean that Miss Garland would leave. If her health improved and other things proved equal, she would probably stay on, tho it would be on a week-to-week or day-to-day basis.

RKO management started dickering with a half-dozen names. A deal was cooking for Sophie Tucker. It fell thru because of unavailability. A deal (Continued on page 48)

Sales Adjustments On ABC, CBS, NBC

New Sales Gimmicks Include Soapers, News Show, Day Programs on Night Air

By SAM CHASE and LEON MORSE
NEW YORK, Jan. 26.—The increasing flexibility of network radio in the current period was underlined this week by three unusual developments on three different networks. A new radio soap opera strip being prepared by General Mills is slated to run 20 minutes across the board, from 10:25-10:45 a.m. on the American Broadcasting Company's network. Life Magazine's buy of the 5-minute Robert Montgomery commentary strip on the National Broadcasting Company is being set on a varying group of stations, each of which will get the show for 26 weeks, but in blocks of six or seven weeks at a time. And several major network radio shows, broadcast daytime, are being aired from tape in the less salable evening hours by affiliated stations of the Columbia Broadcasting System. These stations then use the daytime periods for local sales.

The General Mills buy reveals still further the trend toward fluidity in program time length for advertisers as a means of meeting their needs.

In instituting its 20 minute soap opera, General Mills is using one of the oddest starting times for a show running over 5 minutes. The show, which has not yet been selected, but starts March 3, begins at 10:25 a.m. and runs until 10:45 a.m. (See other story, this issue.)

The Life-Montgomery deal demonstrates unusual slotting of markets on a sporadic basis, and has some of the aspects of Co-

(Continued on page 7)

M. Todd Woos La Scala Opera

NEW YORK, Jan. 26.—Mike Todd this week was dickering with the La Scala Opera of Milan, Italy, to bring the company over for a summer season of opera at the Jones Beach Amphitheater. Todd is also trying to wrap up a deal with theater television interests to televise the operas in big screen movie houses thruout the country.

A BLOW TO ASCAP

Patterson Counsel In Important Cases

NEW YORK, Jan. 26.—The death of former Secretary of War Robert Patterson in an Elizabeth, N. J., plane crash this week was a severe blow to the American Society of Composers, Authors and Publishers. Society execs, mourning the loss, indicated there would be no diminution in litigation on the television and juke box fronts—facets of ASCAP's

affairs in which Patterson had been active. The former Secretary of War, it was learned this week, had been actively pursuing the television problem virtually up to his trip to Buffalo. He had been working on a solution of the per-program fee problem with ASCAP attorney Herman Finkelstein, upon whom a greater share of the burden now falls. The television per-program licensing situation (Continued on page 15)

U. S. Music Goes Longhair; Choral Works Top Pop Tunes

By BEN ATIAS
WASHINGTON, Jan. 26.—Choral works led the parade of published musical copyrights registered with the U. S. Copyright Office during the 1951 fiscal year, it was revealed this week in latest official figures. Registered copyrights of published

choral works totalled 2,700, while popular tunes ranked second, numbering 1,804, and chamber music compositions were third largest with 1,500.

This represents a sharp change in trends from the previous fiscal year, when 2,665 popular tunes were in the van of copyrighted

music published, while choral works ran in second place with 2,296, and piano music pieces were in third place with 1,066 published and copyrighted. Dance orchestra tunes copyrighted and published fell to fourth place last fiscal year, after (Continued on page 16)

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Billboard Backstage

By JOE CSIDA

Way back in 1929, fresh out of De Witt Clinton High School, I got my first job in the publishing business as errand boy and office boy for a little business paper house called Krieger Publications, which more or less regularly published a couple of journals called *Lighting and Lamps*, and *The Metal Arts*. I didn't know then whether I wanted to be a writer, an editor, an advertising man, or indeed, a publisher. I did know, with the incredible certainty which exists only in the minds and hearts of people 16 years old, that this publishing dodge was for me. And reputedly great news-paper and magazine guys held about the same place in my esteem as did Babe Ruth, Lou Gehrig, Jack Dempsey and Clara Bow.

With the blessed naivete of extreme youth I believed wholeheartedly in the true greatness of my heroes. When, thru the years, more and more of the often unpleasant facts of life became slightly clearer to me, and it became apparent that some of my idols had heads of clay, I was no more disillusioned than is healthy. But, conversely when one of these men measured up, over the years, to the noble stature of my punk days, it is cause for much personal hallelujahing. This, of course, is a long preamble to a piece about a guy who did.

He is Edgar Kobak, who in my wet-behind-the-ears day was one of the advertising-publishing industries' hot-shots. I listened with open mouth and ears to speeches he made at the Association of Advertising Men, the Advertising Club and other such meetings. I read avidly of his activities with McGraw Hill, where he was a key figure. Later, when Ed became a National Broadcasting Company veepee and head of the Blue Network, then president of the Mutual Broadcasting System, I got to know him slightly. And down thru the years I have followed his activities with never slackening interest.

Friday afternoon I had a long visit with him. He stands up as an industry great not only on the basis of having been outstandingly successful as editor, publisher, advertising man, broadcaster and in several other business pursuits, including his present operations as business consultant to McGraw Hill, Westinghouse, General Mills, Miles Laboratories and a number of other important organizations. Actually in my ledger that's the least of his several qualifications for the laurel wreath.

Winner's Formula

To make a profit out of your practice, to contribute all the while to the general welfare of

the industry of which you are a part, and to remain buddies with your helpmeet and kids is the parlay which makes a winner in my book. And Ed Kobak consistently racked up a high score in all three divisions. He is as busy conducting his personal buck-chasing affairs as any high level executive I know. And yet he is one of the most active men in the broadcasting business on general industry welfare levels. He is one of the workers in the National Association of Radio and Television Broadcasters, and toils unceasingly with the All Industry Affiliates' Committee and other such groups. He contributes substantially of his hours and brain-power to the furtherance of the Associated Business Publications, the Audit Bureau of Circulation, and other publishing organizations.

He and Mrs. K (whom I've never met) apparently work and play hand in hand. And he has two young sons, each of whom in his own way, is following the successful living pattern of the old man.

Every phase of show business can use more gents like Kobak. And there ought to be more of them for kids setting out to conquer the world to look up to—guys who can take the looking up to when the kids grow up.

Miami Bistros Nix Benefits By AGVA Acts

MIAMI BEACH, Fla., Jan. 26.—Local nitery ops joined together Wednesday afternoon (23) and sounded an apparent death knell to benefit shows in this area. They agreed, tentatively, to keep their stars out of benefit shows.

The agreement seemed to mean that benefits skedded next month for the Variety Children's Hospital and Mount Sinai Hospital either will be canceled or staged on a small scale. Both shows have been approved by the American Guild of Variety Artists, but such approval means nothing without the approval of the club for whom the star is working.

The big Police and Firemen's Benevolent Association show Sunday night (20), at the Miami Beach Kennel Club, emceed by Walter Winchell, apparently finished the night club men as far as benefits were concerned.

"Every night club was dead Sunday, and we've been dead four since," Murray Weinger, owner of Copa City, said. "From now on, no star from Copa City is going any place to play for anything."

"We are thru killing ourselves by letting our stars perform in benefits. From now on, it's up to the people who stage the benefits to decide what to do. They can (Continued on page 14)

London Dispatch

By LEIGH VANCE

LONDON, Jan. 26.—The biggest shock for showmen this week is Jack Hylton's announcement that he is taking off "Kiss Me, Kate" on February 23. A lavish (around \$65,000, high for Britain) show it opened to a warm welcome 18 months ago at the 2,200-seat Coliseum, the site of the long-running "Annie Get Your Gun," which occupied it for three years. Until Christmas "Kate" played a full house, but heavy costs made the resulting profit a small one. When houses fell off during the post-Christmas slump, Hylton wasted no time and decided to close within four weeks. He may be trying a clever trick, as did Sir Laurence Olivier about the same time last year when "The Consul," after rave notices, showed signs of folding. Sir Laurence announced its "last two weeks," and made his first profit on the resulting crush which brought him enough cash to keep the show a month longer. Departure of the two original American leading ladies, Patricia Morrison and Julie Wilson, may have had something to do with the drop-off. Hylton plans to bring "Call Me Madam" into the same theater shortly.

Response Cool to Reed Pic; Landeau Broke

Film director Carol ("The Man") Reed's latest epic, "Outcast of the Islands," opened here to tepid hurrahs. Starring Trevor Howard, Sir Ralph Richardson and a new non-speaking dusky maiden called Kerima, the film is based on Joseph Conrad's story of the same name, but loses a great deal in its transference to the screen. Revue producer Cecil ("Sons of Tartare") Landeau will face the first hearing in a bankruptcy order, made against him for debts amounting to \$70,000. But he is not dismayed. The discoverer of Audrey Hepburn, Max Bygraves and Norman Wisdom believes he will beat the court, pay off his debts and make the grade again. He is currently staging a revue at one of London's lushest nightspots.—Clro's. (Continued on page 58)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 26.—The Federal Communications Commission's hearing on the proposed American Broadcasting Company United Paramount Theaters, Inc., merger produced some lively dialog this week between Frederick Ford, chief of FCC's broadcast hearing division, and Paul Raibourn, Paramount vice-president. Questioning Raibourn on a 1946 plan by Paramount to reduce directors in Allen B. Du Mont Laboratories, Inc., from four to three, Ford commented, "Well, I believe you also testified that you did not want to reduce your directors from three to one because three men are smarter than one. Now, aren't four men smarter than three?" Raibourn smilingly replied: "It depends on the men."

Truman Sees Rise in Admission Taxes

President Truman is more bullish than he was a year ago in his estimates for the current fiscal year's yield from federal admissions taxes. In his budget message a year ago, he predicted that theater admissions tax receipts

for the fiscal year ending June 30, 1952, would be \$350 million. Last week he raised the figure to \$357 million. His estimate of cabaret tax receipts tells a similar story. Last year he predicted a \$39 million yield from the cabaret tax for the fiscal year ending next June, but last week he raised the estimate to \$45 million. The President has been having a mixed run of luck on the outcome of his showbiz tax predictions. He was \$8,500,000 too high in his advance estimate of the theater admission tax yield for the 1951 fiscal year. His advance guess for the cabaret tax yield for that same year turned out to be \$1,646,000 too low.

"Voice" Budget Hike Is Not Too Certain

Congress can be expected to give President Truman a big chunk of the whopping budget hike he requested for FCC, but don't expect similar treatment for the rest of Mr. Truman's budget proposals. The sizable budget rise sought by Mr. Truman for the "Voice of America" in particular is already undergoing pinpoint scrutiny by the House

Appropriations Subcommittee on State, Justice and Commerce. The subcommittee isn't doing hand-springs over the State Department's paper re-organization of its global set-up. Lawmakers want to know if State intends to do some actual reforming in the mammoth information machine which was sharply assailed on Capitol Hill last year for waste and incompetence.

Theater-TV Hearing May Be Delayed

Look for another deferment of FCC's hearing on theater-TV. FCC'ers don't see how they can launch the off-postponed hearing on February 25, even if the Commission manages to complete the new TV allocations plan prior to that date. Too many other big issues are on the waiting list. Agency will need a couple of months to prepare for actual freeze lift after a new allocations plan is announced. Since a mammoth line-up of witnesses is ready to converge for theater-TV hearings, the commission is resolved to hold off until ample attention can be devoted to that issue.

Rome Round-Up

By SYD STOGER

(This column appears once each month.)

ROME, Jan. 26.—The Italian Playwrights' Union has organized a powerful lobby in Parliament for a law to force producers to present a high percentage of domestic plays. The dramatists, in an intensive propaganda drive, complain that too many foreign plays are being staged here, while Italian writers are beating out their brains in vain trying to get their plays produced. Actually, no one denies that Italian dramatists have a rough time living on royalties. Vittorio Calvino, one of Italy's top playwrights, whose latest comedy, "Knight Without Armour," premed with good notices at the Ateneo last week, says an Italian writer's only chance at making any money is to have his show staged in foreign countries, North and South America, England, France, etc. There's no money to be made in plays in Italy, where practically all dramatic troupes invariably wind up the season with a heavy deficit which is paid for by a State subsidy. Like most other Italian authors, Calvino has a steady job as a top exec at Lux Films. To mention two other top playwrights, Ugo Betti is a high court justice and Guglielmo Gianini is a congressman and political party chief.

Cops Halt "Stop" Revue; Wordman Honored

Mario Carotenuto's musical revue, "Stop, You're Killing Me!," closed its run abruptly at the Politeano in Naples a fortnight ago when police raided the theater to seize costumes and stage settings. It seems that Carotenuto broke his contract with producer Candido Arcidiacono to tour Sicily with the musical and the courts ordered all assets of the show seized. . . . Swiss Radio's Roger Nordman received a personal commendation from Premier De Gasperi for his work in raising over \$2,000,000 for Italian flood victims. . . . The Marconi radio firm here has just received a million-dollar order for six radio transmitters for Greece. . . . Stella Roman, New York Met opera singer, planned to wax a series of classical disks. . . . Dean Dixon, American Negro conductor, had turned down a bid to conduct permanently the Norwegian State Orchestra. Dixon is planning to return to the States for the first time since 1949 to form his own orchestra.

Picture Business

By LEE ZIHTO

HOLLYWOOD, Jan. 26.—There's two sides to a fence. One keeps intruders out, but the other keeps you in. It seemed inevitable that the day would come when the picture industry would find itself snagged by the very barriers it tossed in TV's path. No one thought the time would be so near.

The motion picture industry's long-mounting fear of television forced the use of so-called protective clauses in stars' contracts forbidding the TV appearance of film personalities. In those days the industry felt that by hoarding the gems of Hollywood's glittering talent pool, TV's growth would be retarded. However, tele went on to build many of its own personalities. Some film names were free to participate in the new medium because their free-lance picture status left them unfettered by studio TV bans. Others, such as Red Skelton and Bob Hope, were able to win their point against the studios, who agreed to drop the tele ban in their cases.

"Oscar" Ceremonies Affected by Ban

On March 20 this year there will be many leading figures in the film industry who would have been in the TV bands if movie stars could be erased from their contracts. On that night a comparative handful of people will sit at the Hollywood Pantages Theater and watch the most powerful promotional stunt ever devised by the industry when the Academy

of Motion Picture Arts and Sciences presents its 24th annual awards. Of all the clever ticket selling gimmicks ever dreamed up in Hollywood, none has ever been able to pay off at the b. o. as the Academy Awards. Each year the Oscar-winning pictures automatically enjoy a healthy new life as a result of the award.

More than any other, this one event has stimulated interest in Hollywood's product. Movie fans, with ears glued to their radio receivers, annually try to imagine the splendor of the award ceremony. They carefully study the lists of the winning pictures and attend their showing. Many a film whose lack of mass appeal would have left it waning at the box office has emerged in the top money-making brackets as a result of an award.

The terrific impact of TV would have multiplied the b. o. good of the awards, but unfortunately, contractual barriers designed at keeping television out also blocked the studios from being able to take advantage of Hollywood's most potent promotional event.

Theater-TV Is Not A Solution Either

A natural solution of the problem would be to throw open the Academy Awards presentation to theater TV. This would still permit a mass audience to view the ceremony while at the same time pouring added attendance into the theaters. But this, too, was blocked

by petty weaknesses within the industry. First of all, the Academy argues it would still be TV and the various personalities involved would have to be cleared for appearance by their studios. Granted that studio executives could be bent so far in TV's direction—for after all, exhibitors would benefit along with the rest of the industry, the screams of anguisher would arise from those theater men who do not have large-screen equipment.

Trade talk that the Academy was studying possibilities of making the awards presentation available to a theater TV loop brought a tide of inquiries from exhibitors who complained this would mean unfair competition.

"If the theater across the street happens to have large-screen TV equipment, my competitor will pack them in on that night and I may as well close." How's that for a logical argument. Of course, this would stimulate some of the boys who have shied away from spending a little more dough on theater TV equipment into jumping in.

But it seems that the best solution—according to some exhibitors—is not to give the awards to anyone if those who haven't the equipment can't use it. That reasoning makes as much sense as the earlier thinking that blocked screen personalities from participating in TV shows, thereby forcing a chance to plug their pictures and build themselves in the public eye.

Paris Peek

By ANNE MICHAELS

PARIS, Jan. 26.—Next week Paris goes gay. Partly in publicity stunt, and partly in the process of making a film, singing stars will be planted in various spots for the next 18 days, singing in the streets. The new "Paris Chant Toujours" (Paris Always Sings) is the story of an eccentric old man who leaves his money either to his adopted daughter or his nephew, depending on which finds the solution to the treasure hunt he had planted on the way thru the city will be Edith Piaf before Notre Dame. Andre Dessary at the Opera, Georges Ulmer, who then leaves for a concert tour in his native Denmark, at the Place Pigalle. Yves Montand at the Rue Dauphine, Line Renaud on the Rue de la Paix; Luis Mariano at the Tower, etc. . . . Maurice Chevalier has another song in his repertoire, "Georges, the Gentleman" (Bosch), a take-off on champion Georges Carpentier. At the same time Chevalier is busy publishing his memoirs, based mainly on his long standing romance between himself and Patachou. . . . Monte Carlo ran a popular contest for the favorite female and male singer. The results, in order were Andre Claveau, Tino Rossi, Yves Montand, Mirella Freni, Patrice and Mario, Georges Glutary, Bourvil and Charles Trenet. In the female division, Marie Jose took first place, Yves Giraud, Jacqueline Francois, Genevieve Deyle, Edith Piaf, Line Margny and Line Renaud were runners-up.

lots of N. O. Jazz;

Belgian Erotodus . . . With the closing of the Saint Germain des Pres, Andre Rewelioty's ork, who along with Claude Luter are advocates of New Orleans jazz, go to the Vieux Columbar for afternoons. (Continued on page 58)

PROGRESS BY DEGREES

TV Houses, Programs Depend on Each Other

By SAM CHASE (Third of a series)

NEW YORK, Jan. 26.—The major roadblock now obstructing the growth of theater television is the need for exclusive TV channels for exhibitions which would permit improved standards, as well as widespread distribution now limited by availabilities on the present common carrier system.

Similarly, the roadblock three years ago found exhibitors reluctant to install theater TV equipment (which then cost about \$25,000) unless assured suitable programming.

It was in the opening up of practical programming, thus encouraging more exhibitors to equip their houses, that Nathan L. Halpern made an early contribution to the medium.

Early Reaction

The early part of 1949 found exhibitors still skeptical of the medium but wanting to be convinced of its possibilities, such as they had reached toward the advent of sound, 20-odd years earlier.

The occasion was the first Ezzard Charles-Joe Walcott fight, held in Chicago in June, 1949. This was aired via home TV, but at a time when set circulation still was very low.

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of rights and the transportation from Camden and installation of RCA's sole pilot equipment. The installation was completed only an hour before the opening bell.

Pays Off

The headaches paid off. A capacity crowd of over 4,500 loved it, cheering and jeering as the at ringside, even though the picture still was crude.

The first order of commercial equipment from RCA then was negotiated for the Brooklyn Fox. In short order, Sam Pinanski ordered equipment for Boston's Pilgrim; Fred Schwartz, for two Century houses in New York; Frank Walker, for Comerford's Scranton house, and United Paramount Theaters, for its second house—this one in Chicago.

In the summer of 1949, Halpern negotiated the first theater-TV showings of the World Series, which also were aired via home TV. The deal was set with Albert (Happy) Chandler, then baseball commissioner, on behalf of Fabian's Brooklyn Fox.

Education Shows

Also screened in 1949 were special news events such as Presidential speeches. Of special interest was the first educational use of the medium.

(Continued on page 10)

DAGMAR HIT

Jams Vegas Inn; Gets Big Hands

LAS VEGAS, Jan. 26.—The Desert Inn, with Dagmar in her first cafe job since she broke thru on television, pulled one of the biggest crowds for an opening here in a long time.

The crowd (the club was packed at a \$12.50 fixed price) gave Miss Horne a tremendous welcome at first but after a brace of slow torchy tunes she relaxed and gave every song the full treatment.

The first portion of her act encompassed several unfamiliar numbers that won her only a fair to good hand. But when she got over her jitters and launched into "Squeeze Me," "Do It," "Can't Help Lovin' Dat Man" and "The Lady Is a Tramp," the applause was deafening.

Show consisted of the Secundo Rivero Quintet; Anthony, Allyn and Hodges; Allan Gilber, emcee, plus Arden Fletcher (8) line. Basically, however, it showed that Dagmar isn't just a freak attraction. She has an act and does business.

Review Index

Table with 2 columns: Record Reviews, Classical Reviews, Legit Reviews, Night Club Reviews, Television Reviews, Vaudeville Reviews. Values range from 36 to 13.

Highlight Reviews

LEGITIMATE

"Come of Age" a Driving Vehicle For Judith Anderson; NSG as Play

By BOB FRANCIS

It is easy to understand that Judith Anderson should be intrigued with the idea of a revival of "Come of Age." The Clemence Dane-Richard Addinsell fantasy "in music for words" offered her a tour-de-force back in 1934, which brought her personal acclaim.

However, it may be remembered that "Age" originally had a very limited appeal. It managed only 34 performances at the Maxine Elliott. A reporter doubts that its

appeal will be any greater today, except for its star's added luster and personal magnetism.

"Age" is a peculiar combination, frequently far from satisfactory as a play. It is an attempted wedding of fantasy (mostly in rhyme) and background music, which hardly ever stays in the background.

However, it may be remembered that "Age" originally had a very limited appeal. It managed only 34 performances at the Maxine Elliott. A reporter doubts that its

trite, it is possible that musical dominance is all for the best.

Poet Vs. Death

The fantasy, of course, has to do with the death of the 18th century poet, Thomas Chatterton, who killed himself at the ripe age of 17. A prolog concerns his bargain with death for a second chance he can come of age in the knowledge of life's real meaning.

"Come of Age," reviewed at the City Center, New York, Wednesday, January 23.

TELEVISION

"Continental" Titillates Ladies In Smart, Sexy Salesmanship Job

By JUNE HUNDY

Sex, as we know it today, may well be on its way out. What with the men encouraged to stay home and carry on a radio romance with "The Lonesome Gal" and CBS providing a similar vicarious thrill for women via "The Continental," a poor girl's only chance for romance would seem to be the TV repair man.

"The Continental" (Renzo Cesana) has been wooing West Coast fans for some time now, and with so much success rating-wise, that CBS decided to put his amorous affair with the TV camera on a network basis.

The one-performer, one-camera format is certainly inexpensive enough, and its general audience appeal is probably much wider than suspected. (Even if lover boy doesn't send you, he's always good for a laugh.)

Sexy Commercials

The program also features the sexiest stocking commercials yet seen on video, with Cesana leering wickedly at his unseen companion's under-pinnings, while he extolls the virtues of her nylons.

will rush right out and buy a dozen pairs, in hope that Santa Claus will tuck Mr. Cesana in one of them next Christmas. Granted the whole thing is ridiculous, it does make a lot of sense sales-wise, and Cesana will undoubtedly sell more socks for the sponsor than the gal who tips the more conventional pitch at the close. Altho this gal is undeniably close. (Continued on page 12)

"The Continental," reviewed Tuesday, January 22, 11:15-11:30 p.m. EST, over Columbia Broadcasting System TV, New York.

NIGHT CLUB

Lena Horne's Miami Debut Draws SRO for Socko Clover Club Bill

By HERB RAU

Lena Horne's Southern nitty debut here launched one of Jack Goldman's most successful bookings. Reservations indicate a sell-out business for her stay.

The crowd (the club was packed at a \$12.50 fixed price) gave Miss Horne a tremendous welcome at first but after a brace of slow torchy tunes she relaxed and gave every song the full treatment.

The first portion of her act encompassed several unfamiliar

numbers that won her only a fair to good hand. But when she got over her jitters and launched into "Squeeze Me," "Do It," "Can't Help Lovin' Dat Man" and "The Lady Is a Tramp," the applause was deafening.

Jay Lawrence-Larry Storch's kid brother—scored solidly with a pair of clever off beat impressions, a channel swimmer talking into a newsreel microphone after failing to go the distance; a boxing bout on TV. The kid has an ingratiating personality and the people didn't seem to mind some

old gags and hackneyed carbons of flicker stars.

The Dunhills earned a good mitt for their fast footwork. For this engagement, the Tony Lopez outfit has been increased to 12. It handles the backgrounds nicely. Miss Horne also used a special trio of piano, bass and drums.

Clover Club, Miami (Wednesday, January 23)

Capacity, 450. Shows at 9:30-12:30. Price policy, \$3.50 beverage minimum. Owner-operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Estimated talent budget, \$12,500.

TELEVISION

Godfrey & Gang Turn Gay Blades; Ice Show Format Is Slick Click

By JOE MARTIN

About six months ago Godfrey came up with a gimmick founded on his personal desire to learn to ice skate. He tried televising his video show from an ice rink and the result was fairly successful. This time the man came up with a solid hunk of entertainment in doing the same thing, but doing it better, more lavishly and on a larger scale.

were slickly handled to overcome the handicap of being spotted some distance from the ice itself. And that some of the Godfrey cast learned to skate just for video purposes was worthy of respect in itself.

With all the advance hoopla generated by Godfrey on his various radio-TV stints, there was reason to expect a mass fiasco. It was anything but. Fact is, the whole thing was top-flight video. Were it not for the advance exploitation the first five minutes or so might have been deadly. It was fully five minutes before a word was spoken or the familiar Godfrey grin appeared on the

screen. His regular listeners, tho, were well-acquainted with the ice gimmick and must have been content to watch and wait for the man himself to appear.

The dance routines on skates were anything but slick, polished efforts. But therein lay the charm of the hour's happenings—just a bunch of nice people having a lot of fun on ice skates. Their some- (Continued on page 12)

"Arthur Godfrey and His Friends," reviewed Wednesday, January 23, 8-9 p.m. EST, over Columbia Broadcasting System TV, New York.

Billboard logo and address information for the Amusement Industry's Leading Newsweekly, including contact details for various offices and departments.

NCAA Gridcast Curb Again Under Justice Dept. Probe

TV Webs Asked to Give Specific Details on '51 Football Airings

Continued from page 1

just past, the only network games aired on the Saturday afternoons specified by NCAA were those designated in the NCAA package, and sponsored by Westinghouse via the National Broadcasting Company.

D. J. "Disturbed"

As long ago as last June, Morrison had stated specifically that the Justice Department had not sanctioned the NCAA plan. In a letter to Francis Murray, athletic director at the University of Pennsylvania, he said he was disturbed by press reports that the department had okayed the "limited TV" project, altho the plan had not been submitted to him voluntarily, but had been

filed at the department's request because of its anti-trust implications.

Despite this implied threat, NCAA went ahead with its plan, with but one concession, by which Westinghouse negotiated individually with each college whose games were used, instead of buying a package ready-made by NCAA. However, NCAA got a hefty slice of the take, which it used in financing research on TV's gate affect.

The government's anti-trust suit against the pro footballers got off to a good start two weeks ago, when Federal Judge Allen J. Grim refused to dismiss the suit. The case should come to trial within two months, and on its outcome probably will rest the government's decision about proceeding with similar suits, possibly including one against the NCAA's restrictions.

Great importance is placed upon the statement made at the

Seek to Lift Color TV Ban For Theaters

WASHINGTON, Jan. 26.—Prodded by Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee, Defense Mobilizer Charles E. Wilson will confer with TV industry representatives February 8 to see whether the National Production Authority can lift its color TV ban for theaters, and also whether the status of the freeze on broadcast color TV equipment can be clarified or revised.

Industry folk here are not too hopeful over possibilities of a general freeze lift, but there is considerable optimism over prospects of a green light for theater TV color.

In a letter made public by Johnson this week Wilson promised that the upcoming conference will seek to determine whether NPA's order M-90, which is the color TV ban, "embodies the type of control, most effective and appropriate" to accomplish aims stated at Wilson's last conference with the industry October 25 which led to the freeze.

Wilson's letter was in response to a Johnson communication, dated December 15, complaining of ambiguities in the NPA color order and describing that edict as "just another unwarranted crippling blow aimed directly and specifically at color television." Johnson suggested, in effect, that the question of whether electronic equipment used for color or black and white should be left up to the industry, as long as it stays within its prescribed allocations. "What difference is there to the defense effort, once you have made the allocation of materials, as to whether or not the materials are used for black and white, or color?" asked Johnson.

In a letter received by NPA this week, Motion Picture Association, Theater Owners of America, and National Exhibitors Theater Television Committee urged that the freeze be interpreted to exempt theater color TV projectors because "the production of a color TV projector, to serve thousands of people, will require no more critical materials than one or two home receivers." This appeal was filed with NPA by the firms, Welch, Mott & Morgan; Fly, Shuebruk, and Blumer; and Cohn and Marks.

RIGHT STATION, BUT WRONG TIME

WASHINGTON, Jan. 26.—Doremus & Company, agency for the Union Trust Company, this week rushed a telegram to WTOP-TV here to change the time of the station's spot announcement scheduled for 10 p.m. Sunday. The trust company didn't want to follow the CBS-TV 9:30-10 p.m. program, "Break the Bank,"

General Mills In Re-Shuffle Of Web Shows

NEW YORK, Jan. 26.—General Mills this week bought the 4-4:15 p.m. slot across the board on the American Broadcasting Company's radio web, and expects to drop its alternate week sponsorship of "Live Like a Millionaire" on the Columbia Broadcasting System's TV network. The new radio buy, plus its recent purchase of "Bride and Groom" on CBS-TV's daytime sked, made the cancellation necessary.

The three weekly 15-minute outings of "Bride and Groom" will cost GM about \$950,000 annually for time alone. CBS may also lose Grove Laboratories, which has been sharing "Millionaire" with GM, inasmuch as that firm is primarily a cold-weather advertiser.

An unusual aspect of the new ABC radio deal results from the sponsor moving its Betty Crocker show from the 10:30-10:45 a.m. slot into the 4:45 period, and dropping the "Edwards Arnold" show from the 10:25-10:30 a.m. time. Into the 10:25-10:45 a.m. slot, GM will place a new 20-minute soap opera, as yet not selected. (See other story this issue.)

NEWS CAPSULES—COAST TO COAST

Hoppy Delemma; Shubert's 'Soldiers' & Other Items

DALLAS, Jan. 26.—Continental Baking Company, makers of Wonder Bread here, was ordered to remove pictures of Hopalong Cassidy, whom they sponsor locally, from all trucks and point-of-purchase material.

District Judge Mac Taylor granted injunction asked by Oak Cliff Baking Company, makers of Holsum and Butter Krust breads. Trial last week brought out fact that Hoppy sold slice of himself to Holsum for bread advertising in Dallas-Fort Worth area last May. Holsum uses cowboy's pic on end of every loaf with slogan, "Hopalong's Favorite Bread."

A few months later, Continental Baking Company started sponsorship of Hopalong Cassidy films on WRAA-TV, NBC affiliate, for 13-week series. Hence Wonder Bread sales promotion people began use of Hoppy's picture on trucks, grocery displays and briefly on loaves of bread, with plug for TV show.

Holsum sued for an injunction,

pro trial by Assistant Attorney General Perry Eps. Judge Grim asked whether the department's stand could be applied to the NCAA restrictions, to which the University of Pennsylvania, among others, has voiced protest. Eps said then: "Any agreement which restricts the sale of television or broadcasting rights by group action, and takes away the individual right of choice of each team, is illegal."

GOOD SKATE

Godfrey Ice Show Nets 11.8-Pt. Gain

NEW YORK, Jan. 26.—The Columbia Broadcasting System this week converted Playhouse 3 (Hammerstein Theater) into an ice skating rink for "Arthur Godfrey and His Friends" by laying down 1,600 square feet of ice within two days for the show. The program's Trexend jumped substantially from 37.2 to 49.0 as a result of the extravaganza. (See review this issue.)

Godfrey had the cast rehearsing on ice for seven months for the special program. Among the Godfrey performers totally without experience on ice were Halle Luke, the Hawaiian, and singer Janette Davis. CBS brought in Everett McGowan, a portable ice specialist for the job. Godfrey is so delighted with the success of the program that he intends to do another ice show before the season is out.

Snader Pursues Commercial Pix

HOLLYWOOD, Jan. 26.—With an eye on commercial film coin, Lou Snader this week set up a department to handle an invasion into that field. William Perilla, owner of the production firm of the same name and former production-sales manager of TV Ads, Inc., was named by Snader to head the commercial division of the Telescription firm.

Department will handle production of TV commercial spots, industrial training and sales service films. This makes the Snader firm's first move into the commercial production side of the biz.

Separate Hearings Asked on VHF-UHF

WASHINGTON, Jan. 26.—Indicative of the Federal Communications Commission's myriad complexities in thawing the TV freeze, the Commission is facing urgent requests from a number of industry people to avoid consolidating ultra-high-frequency and very-high-frequency hearings in the major markets. At the same time the Commission, which is devoting full time to daily meetings on preparing an allocations table, was petitioned by the Neptune Broadcasting Company of Atlantic City to prohibit applicants not on file before the freeze from participating in hearings on applications commenced prior to the freeze. Neptune anticipated delays in final disposition of TV applications of more than a year after the lifting of the TV freeze unless FCC imposes that ban.

Latest request for a policy of divorcing VHF and UHF cases came from William E. Ware, president of KSTL, St. Louis. In a letter to FCC Chairman Wayne Coy, Ware declared that "with the FM debris still visible in our industry, it behooves all of us to see that the same stumbling blocks that thwarted the medium are not placed before UHF." Ware said a clear statement of policy on this score would be helpful to all. He asserted that "it is entirely possible that the number of VHF hearings would be decreased sharply if it were known that the UHF and VHF hearings were not to be consolidated."

"Many prospective TV station operators would put their initial finances and drive behind UHF, and elevate the medium to its proper place more rapidly if they thought that by doing so they would escape a hearing," Ware stated.

An informal poll of commissioners shows a majority favoring a policy of issuing earliest grants to uncontested UHF and VHF applications. However, the FCC, currently bogged down in drafting city-by-city allocations, has not yet established an official

position. The Commission was weighed down by numerous procedural problems in this week's closed-door confabs, but FCC's say a target date of the third week in February could possibly be met.

The FCC might possibly have to skirt on the consolidation subject in answering the Neptune Company petition. FCC held hearings on bids by Neptune and two other companies for UHF channels in Atlantic City. Neptune said in its petition that early disposition of its own and other cases involving applications for UHF "is vital to the development of UHF." The brief added that "every passing day means the purchase of more VHF receivers and greater difficulty in developing a UHF audience."

WNEW Finds Radio Gaining Despite Video

NEW YORK, Jan. 26.—Radio is more than holding its own against TV, according to a WNEW survey which reports more listening to radio today in radio-television homes here than in 1948, with 47 per cent more for metropolitan New York radio generally in afternoons, and an evening increase of 28 per cent.

In the case of WNEW, figures show an afternoon increase of 33 per cent and an evening increase of 78 per cent. In both TV and non-TV homes here, survey shows that more homes listen to radio weekday mornings and as many homes listen in the afternoon as in 1947. Evening listening today is down, but much less than imagined, with 16 homes listening now as compared to 100 in 1947. WNEW itself retained 89 out of a 100.

The WNEW report, based on Pulse and Telescope figures, also points out that, in a year which saw a 71 per cent increase in TV set ownership, there was a 9 per cent decrease in TV set usage in the average evening quarter-hour, while radio set usage increased 31 per cent. Survey further shows that "a radio-television home is the very one which uses more than the average number of radios."

On the basis of this report, the indie station this week launched a new sales promotion campaign tagged "The More You Listen, The More You Save." The slogan, "As a Television Home," angle being that survey shows "a home with TV in it is a radio home to which a video set has been added." In line with this station reports that today WNEW's share of radio listenership is higher in radio-only homes, with 11 out every 100 in radio-TV homes tuned to WNEW as compared to 9 out of every 100 in radio-only abodes. In the evenings, indie claims 12 out of every 100 in radio-TV families, in comparison to 9 again in radio-only spots.

According to WNEW, "today's televisioner is not yesterday's radio listener," since report shows that 64 per cent of the TV evening audience has come from "people giving up activities and diversions other than radio listening." Station report was prepared by WNEW research director Claire Himmel and sales promotion director Kenneth Klein.

SKED ORATORY AMID GRUNTS

NEW YORK, Jan. 26.—The Harold Stassen for President Committee this week signed to sponsor a 15-minute program over the Du Mont Television Network on Saturday night, February 2. Live telecast, featuring candidate Stassen as speaker, will be sandwiched in at about 11:03 p.m. during intermission time for web's wrestling matches remote.

NBC-TV Frees 'Concert' Time

NEW YORK, Jan. 26.—The 10:30 to 11 p.m. time Wednesdays this week was turned back to its TV affiliates for local programming by the National Broadcasting Company, effective the last week of February. The web only recently teed off its critically acclaimed sustainer series, "Concert Hall," featuring celebrated classical musicians in the spot.

Scenic Artists Ask TV Wage Hike

NEW YORK, Jan. 26.—The Scenic Artists Union this week asked for an 18 per cent wage increase from the video webs. (Continued on page 10)

McLendon Names New Liberty Web Aides

DALLAS, Jan. 26.—John M. Dunnagan has been appointed assistant to the president, and Carlton Adair has been named

Peerless to Handle Laurel-Hardy Pic for TV

NEW YORK, Jan. 26.—George T. Shubert, veepee of Peerless Television Productions, Inc., this week signed to handle national TV file distribution of the Stan Laurel and Oliver Hardy feature film "Parade of the Wooden Soldiers." Owner is Joseph Auerbach.

Flicker, a big budget item produced by Metro-Goldwyn-Mayer in 1934, is based on Victor Herbert's "Babes In Toyland."

McLendon Names New Liberty Web Aides

DALLAS, Jan. 26.—John M. Dunnagan has been appointed assistant to the president, and Carlton Adair has been named

UPT Drops Out of Theater-TV Action

"Who's Who" of Movie Industry Lines Up to Testify Before FCC; Agenda Announced

WASHINGTON, Jan. 26.—United Paramount Theaters and five UPT subsidiaries formally notified the Federal Communications Commission yesterday that they are withdrawing from the theater-TV hearing scheduled to open February 25. At the same time, the FCC received formal notification from the National Exhibitors Theater Television Committee, the Motion Picture Association of America, Inc., and several other groups, that a vast array of witnesses, including MPAA Prexy Eric Johnston and virtually a "Who's Who" of the movie theater industry, will be on hand to testify for theater-TV channels. The witness list is so lengthy that it is certain that the hearing will run at least a month.

UPT and its five subsidiaries in the theater-TV proceedings—New England Theaters, Inc., United Detroit Theaters, Balaban & Katz Corporation, and subsidiaries in San Francisco and Minneapolis—admitted their withdrawal from the theater-TV proceedings to the fact that the theater-TV hearing date overlaps FCC hearings on the proposed UPT merger with American Broadcasting Company. Whether the theater-TV hearing will get under way February 25 is an uncertainty. Talk is that the oft-deferred proceeding may have to be held over once again because of FCC's preoccupation with the

May Re-Issue 'Crusade' Films For Ike Drive

NEW YORK, Jan. 26.—Twentieth Century-Fox is contemplating re-releasing its "Crusade in Europe" video film series to TV stations as a timely programming move to cash in on "Eisenhower-for-President" campaign. Studio figures that since the series was originally released three years ago new television markets have sprung up, and the package a chance to hit more first-runs as well as second-timers.

The multi-award winning film series was produced for Fox by the "March of Time," and syndicated to TV stations thru that outfit. It re-issues plans materialize, motion picture studio may bring the 26-week package up to date via additional film segs.

SPORTSMANSHIP

NBC's KNBH Waives on 'Continental'

HOLLYWOOD, Jan. 26.—Chalk it up to good sportsmanship (or possibly to legal reluctance to whip up legal steam) that National Broadcasting Company's KNBH waived its exclusive Hollywood hold on "The Continental," now traveling via Columbia Broadcasting System lines. As a result of KNBH's generosity, CBS owned-operated KNXT will air "Continental" on Tuesday (29).

Actually, when KNBH Program Director Bud Cole signed Renzo Cesana's "Continental" seg last summer, a clause in his contract demanded that the seg be aired via KNBH in this area if the show happens to be sold to another web. Burlington Mills picked up the seg and bought time on CBS TV web. KNBH held out until recently, insisting on the exclusivity agreement, but then agreed to waive. (See review this issue.)

Dentyne Buys Into ABC's 'Stop Music'

NEW YORK, Jan. 26.—Dentyne this week bought a weekly participation in the "Stop Music" radio show on the American Broadcasting Company. The deal, set thru Sullivan, Stauffer, Colwell & Bayles, is part of ABC's pyramid sales plan.

Survey Reveals 105 Million Radios in U. S.—a 10% Jump

NEW YORK, Jan. 26.—Radio has increased its set circulation by nearly 10,000,000 in the last year, a four-network study revealed this week. Research executives of the four major webs, functioning as the Joint Radio Network Committee, estimated that as of January 1 there were 105,300,000 radios in the nation, or 9.7 per cent more than the 96,000,000 estimated a year ago.

The net increase of 9,300,000 was derived from 900,000 new household radios, from an increase of 4,000,000 secondary and portable sets in radio households, and from 4,400,000 new radio-equipped autos.

A breakdown of the 1952 vs. 1951 figures show that there now are 42,800,000 radio households as against 41,300,000 last year. There are 34,000,000 secondary and portable receivers in homes compared with 30,000,000 in 1951. Automobile receivers totaled 23,500,000 on January 1, compared with 19,100,000 last year. Sets in institutions, dormitories and military barracks, counted for the first time, came to 900,000. Last year these were included in the general category, "sets in other places." For this reason, that category is the only one showing a decline, with 4,100,000 now against 1951's 5,300,000.

The grand total means there is one set for every voting citizen in the nation, and the 76,800,000 home receivers, including secondary and portable sets, averages 1.8 set in every radio home. The new 1950 census figures, utilized for the first time, shows 95.6 per cent of all homes had at least one radio. The preliminary estimate of 41,737,900 households as of January 1, made by Sales Management from current census information, when applied to the 95.6 per cent figure, provides the total of 42,800,000 radio households.

The 4,000,000 increase in secondary and portable radios bears out the contention of many radio research execs that despite TV inroads, plenty of radio listening still goes on. These radios, for the most part, are placed in rooms other than the living room, where TV receivers generally are located. Heavy rise of these sets will necessitate more stringent measures by researchers in the future, to assure including them in studies of radio listening.

Nearly 64 per cent of the more than 37,000,000 passenger autos are radio equipped. This gives the 23,500,000 figure cited, also a higher percentage of new cars are equipped with radios. The 1950 census enabled the committee to pinpoint radio receivers in dormitories, institutions and barracks for the first time, further clarifying to advertisers the specific audience potential. Radios in business establishments, offices, restaurants and other public places are included under the heading of "all other places."

Committee is comprised of Don Coyle, American Broadcasting

Company; Edward Reeve, Columbia Broadcasting System; Henry Foster, Mutual Broadcasting System; and Hugh M. Boyle Jr., National Broadcasting Corp.

Biz So Good Schick Eases On TV Budget

NEW YORK, Jan. 26.—Schick, Inc., expects to go alternating weeks with its "Crime Syndicated" program at the end of its current 13-week cycle on the Columbia Broadcasting System's TV network. Program is on Tuesday evenings, 9-9:30 EST.

Schick isn't shifting to alternating weeks on video because the medium hasn't sold its product. On the contrary, so many electric razors have been moved that some distributors find themselves in short supply. The client, however, believes that because its production is limited, and TV costs high, an alternating program will be sufficient for its needs. Kudner is the agency.

Standard Capital Enters Tele Field

HOLLYWOOD, Jan. 26.—Standard Capital, heavy theatrical film investment firm, has opened its coffers to finance TV films. According to SC Prexy Nais Wallish, firm has formed a subsidiary, Standard Television, headed by Marcus Loew II, which will distribute theatrical films for TV and make financing available to TV film producers. Of course, firm would retain distribution rights to films it backs.

Du Mont Case Dims In ABC-UPT Hearing

WASHINGTON, Jan. 26.—Ending first phase of Federal Communications Commission's hearing before Examiner Leo Resnick on the proposed merger of American Broadcasting Company and United Paramount Theaters, a motion by Allen B. Du Mont Laboratories, Inc., for severance

of Du Mont license bids from the merger proceedings is seen as having barely an outside chance of being upheld by the FCC. With the merger proceeding in recess until February 4, following the Du Mont phase before Examiner Resnick, the Du Mont severance motion awaits FCC's attention. Belief is that, altho Du Mont general counsel William Roberts left no stone unturned in pressing for the divorcement of the proceedings and has established a strong case, Commission precedent is overwhelmingly against granting the motion. There is always the possibility that the FCC might break precedent as it did in its decision in the Richards case, but such action would be a surprise.

Next stage will launch into anti-trust issues in the Paramount-ABC merger proposal. Paramount is ready to present a big parade of

(Continued on page 52)

CLOSE DECISION

Seen in Vote To Determine A'n'A Agent

HOLLYWOOD, Jan. 26.—A close decision can be expected in the National Labor Relations Board elections determining the collective bargaining agent for the Columbia Broadcasting System produced "Amos 'n' Andy" TV film between Television Authority and Screen Actors Guild, TVA, realizing that much depends upon its victory in this case, resorted to old-fashioned campaigning by throwing a cocktail party for the "A'n'A" cast, but out of a possible 52 only 19 persons eligible to vote attended. In an effort to draw votes from the Negro cast, TVA is playing up its program to increase the number of Negro shows. Others claim capitalizing on discrimination is an unfair campaigning tactic. NLRB mailed ballots Friday (25) with votes to be counted February 8.

ABC-TV Buys 26 Republic Whodunits

NEW YORK, Jan. 26.—A package of 26 mystery films was purchased this week by the American Broadcasting Company from Republic Pictures, for airing over its five owned and operated video stations. The deal, covering four showings per film over a period of 18 months, leaves Republic free

to peddle the packages in markets apart from New York, Hollywood, Chicago, Detroit and San Francisco, where the web's outlets are located.

The pact, embracing six made between 1940 and 1948, was set by Slocum Chaplin, veepee of ABC's owned stations, web film director Nat Fowler, and Earl Collins Inc., which distributes the Republic product. According to the terms of the film company agreement with American Federation of Musicians, all the films had to be rescored before TV use.

The package includes such films as: Paul Kelly in "Grizzley's Millions"; Guy Kibbee in "Jim Hanvey, Detective"; Roger Pryor and Lois Wilson in "Return of Jimmy Valentine"; Richard Arlen in "The Phantom Speaks"; J. Edward Bromberg in "The Devil Pays Off"; Victor Jory in "Girl from Havana"; and Marie McDonald in "A Scream in the Dark."

Sweets Buys ABC-TV Time

NEW YORK, Jan. 26.—Sweets Corporation of America this week bought the 12:15 to 12:30 p.m. Sunday time on the American Broadcasting Company TV web for a new video series on behalf of its Toodle Roll candy. The show, titled "Kid's Carnival Quiz," will feature John Reed King.

The tee-off date is February 3. The agency is Mosell & Eisen.

The Billboard's Fourteenth Annual

RADIO and TELEVISION PROMOTION COMPETITION

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

RADIO-AS-A-MEDIUM PROMOTION

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

AUDIENCE and/or SALES PROMOTION • PUBLIC SERVICE PROMOTION

They will be open to stations and networks only.

Deadline for All Entries, MARCH 15, 1952

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

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SPONSOR'S PANEL

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- M. J. Bachs LEVER BROTHERS CO.
- Stanley Palmer LEVER BROTHERS CO.
- Ralston H. Coffin, Dir. of Advs. RCA VICTOR DIVISION RCA CORP. OF AMERICA
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ADVERTISING AGENCY PANEL

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- Tom Harrington TED BATES & CO.
- C. D. Cudebrad N. W. AYER & SON

170-Million U. S. Budget For "Voice" Is Protested

WASHINGTON, Jan. 26.—President Truman's budget request for \$170 million for the State Department's foreign propaganda operations, including "Voice of America" (The Billboard, Jan. 26) came under fire of the Council of State Chambers of Commerce this week. Almost simultaneously, the State Department's long-expected overhaul of its information brass went into operation, with Howard W. Sargent replacing Edward W. Barrett as assistant secretary of State for Public Affairs.

The reorganization came as aftermath of scathing criticism from Capitol Hill and elsewhere of State's global propaganda set-up. The agency has been criticized for wasteful spending, global junketing, inept "Tokyo" programming and wide-scale job du-

plications. Congressional blasts at the program management resulted in sharp budget cuts last year and produced a raft of pending legislation for thorough examination.

In the shakeup, Barrett resigned to return to private life. Sargent, who takes over, was Barrett's assistant. He is the husband of movie actress Myrna Loy. Sargent's role will be a policy-making one, while Dr. Willis Compton, new administrator of the reorganized set-up now called the International Information Administration, will be responsible for operations and will report directly to Secretary of State Dean Acheson. Compton is a former industry executive and former president of the State College of Washington.

As the House Appropriations Subcommittee on State, Justice and Commerce Departments began inquiring behind closed doors this week into State spending, the Council of State Chambers of Commerce called Congress's attention to "soft spots" in Truman's budget which, said the Council "lend themselves readily to Congressional prying." The Council called the State Department global information appropriation one of the soft spots and declared: "Even some of the 'Voice of America's' best friends are now telling what is wrong about this propaganda operation."

RADIO LIVES

CBS Has 22 Summer Segs Among Plans

NEW YORK, Jan. 26.—The Columbia Broadcasting System will shortly firm up its new plans for spring and summer radio programming. About 22 shows will be considered by Lester Gottlieb, CBS programming vicepres, and Guy Dell Cioppa, Coast programming head. Gottlieb planes out to Hollywood in about two weeks for the conference.

In the blueprint stage is a revamped version of the "CBS Radio Workshop," a program responsible for the development of such talent as Norman Corwin and Irving Reis; a property for Joe E. Brown, recently signed web comic; and a refurbished nighttime facsimile of "You Are There." The network also is considering a show which would program the best of its former programs.

Faye May Go To Hour Show

NEW YORK, Jan. 26.—Faye Emerson this week was considering a bid from the Columbia Broadcasting System to expand her half-hour video show to an hour. The deal has been pushed by Al Steele, head of Pepsi-Cola, her current sponsor, as a means of building her ratings, but the soft drink advertiser would not pick up the tab for the other 30 minutes. It is not known whether she would retain her present format.



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BERLE FIRST AMONG WORST IN MAG POLL

CHICAGO, Jan. 26.—In a reader poll in which 2,000 voters weighed in, ballot clipped from TV Forecast magazine, Milton Berle was a top-heavy winner in "worst show of all" category, followed by "Howdy, Doody" and "Bob and Ray." In the top favorite show, "Kukla, Fran and Ollie" were first, followed by Red Skelton and "I Love Lucy." Oliver Dragon placed third in favorite male singer, behind Perry Como and Frank Parker. "Hit Parade" won in music, Marion Marlowe in female singer, Red Skelton, favorite comedian, and "I Love Lucy" won the drama award.

Sponsor Sours On "M. Kane"

NEW YORK, Jan. 26.—United States Tobacco Co. this week was softening on continued sponsorship of "Martin Kane" Program is on Thursday evenings, 10-10:30, via the National Broadcasting Company's TV web.

Advertiser has found rising TV costs too tough. Probably is at United States Tobacco will remain in the medium run on a more modest budget. Kudner is the agency.

Loeb Settles Contract With "The Goldbergs"

NEW YORK, Jan. 26.—Philip Loeb this week reached a settlement with Mrs. Gertrude Berg on the remainder of his contract to play Papa in "The Goldbergs" TV series. Loeb was replaced on the program allegedly because he became a controversial figure when he was listed in "Red Channels."

Loeb stands to get about \$76,500, or 90 per cent of the balance of his contract which runs until June, 1954, if the show is S.R.O. commercially. His settlement, naturally, is tied in directly with the commercial fate of the starza. Payments will be made weekly. Should "The Goldbergs" become a sustainer, he will get sustaining rates. Under his agreement with Mrs. Berg, Loeb would have gotten \$85,000 had he played the part, and if the show ran sponsored for the two-year period.

After the settlement was reached, both Loeb and Mrs. Berg issued statements. Mrs. Berg said, "Philip Loeb has stated categorically that he is not and never has been a communist. I believe him. No evidence has been presented to the contrary. I believe in the American principle that a person is innocent until proven guilty."

Loeb said: "Despite the fact that I believe a grave injustice is being done to myself and others in the entertainment industry by this blacklisting, I appreciate

Mrs. Gertrude Berg's position through this situation. I see nothing gained in this particular case by creating a situation which will interfere with the return of "The Goldbergs" or which would deprive other actors of employment on this show or disappoint viewers who have been looking forward eagerly to its return."

Loeb, however, will continue his suit against the publishers of "Red Channels."

NO KICKS HERE

TV No Hurt To Fight B-O's, Say Arena Ops

NEW YORK, Jan. 26.—Television has not damaged box office returns for local boxing matches, according to Andrew J. Kiefer, proxy of Ridgewood Grove, Brooklyn, and H. Jordan Lee, director of Sunnyside Garden, Long Island City. Boxing and wrestling matches are televised weekly from both arenas over WOR-TV here.

Citing the "excellent" record of attendance, Ridgewood Grove has chalked up since going on TV, Kiefer pointed out that on January 9 the arena realized a bigger gate on the boxing match (which was also televised) than on any other event in the last three years, boxing or wrestling.

"The only excuses for poor attendance," said Lee, "are bad weather and inferior talent."

WGN-TV Signs Cub's 77 Games

CHICAGO, Jan. 26.—WGN-TV has wrapped up Chicago baseball telecasts by signing an exclusive for the 77 home games of the Cubs. All are day games. WBKB, which has carried Cub home games for five years, was unable to act on the 1952 deal because of uncertainties regarding the American Broadcasting Company—United Paramount merger, and the necessity of clearing afternoon time for Columbia Broadcasting System network shows.

The station also is expected to sign an exclusive for the White Sox daytime home games, which it has carried for four years exclusively. Jack Brickhouse will handle play-by-play.

WHOO Goes to New Ownership

ORLANDO, Fla., Jan. 26.—Purchase of Station WHOO here by WHOO, Inc., was finalized this week. Former owners, The Orlando Daily Newspaper, Inc., operated station from its inception in 1947.

New corporation is headed by Edward Lamb, Toledo, who owns TV stations in Erie, Pa., and Columbus, O., and a radio station in Toledo, and publishes The Erie Herald-Dispatch. In assuming control of WHOO, Lamb pledged every effort to bring TV to Orlando "as soon as possible." Other officers include Frank Oswald, vicepres; Carl F. Hallberg, secretary; Cecil Heubner, assistant secretary, and Gene E. Moller, auditor.

Direct supervision of station will be charged to its local general manager, Hallberg.

Sponsored "Corliss" On Alternate Weeks

NEW YORK, Jan. 26.—The Electric Company Advertising Program this week decided to cut back its sponsorship of "Meet Captain Archer" to an alternate week basis. Situation-comedy is being programed Sundays 9-9:30 p.m. on the Columbia Broadcasting System's radio web. January 27 will be the first sustaining show.

COSTLY PACKAGES OFFERED

Turnabout by Hollywood May Be Too Late for TV

NEW YORK, Jan. 26.—The emergence of a rash of costly packages involving Hollywood films to be sold for TV this week had video execs dubious about the success of this belated turnabout in policy by Coast filmsters. With asking prices as high as \$2,000,000 for the numerically small packages being peddled by David O. Selznick, the feeling of many TV execs is that the film people missed the boat, and the time now has passed when they can put thru a deal at these prices.

At least four other deals of similar magnitude currently are in the works. One is a batch of John Wayne Westerns being prepared by Republic, which this week closed a much smaller contract with the American Broadcasting Company for 26 mystery films (see other story this issue). Another is the 650 RKO films made thru 1947 for which Matty Fox is reported negotiating with Matty Fox's Motion Pictures for TV group, with a \$12,000,000 asking price on them.

A third is a package of eight films which Leo Spitz and Bill Goetz are reported offering around for \$500,000. Fourth involves a combine of indie film producers who reportedly are banding together to offer their product in a single package at a high asking price.

Situation Changing

The theory among the TV webs is that three years ago these deals might have been grabbed up, in some cases for national network sponsorship in preference to live dramatic shows. Even as recently as last summer, Schlitz bankrolled a group of Lester Cowan pix via the Columbia Broad-

ing System at a goodly price. But every day finds the situation changing, with less opportunity for such deals.

The feeling is that the majority of stations has ceased to program films in prime time, and are more and more relegating them to the corners of their schedules, as their better time slots are sold for other purposes. Local advertisers, using this poorer time, nevertheless have found that they are continuing to get excellent returns for their investments, even on the comparatively poor films being shown. Thus, stations selling out on this cheap product, and advertisers, getting results with it, may well be cautious about the prospect of pulling six times as great an audience with film costing six times as much.

The Selznick package, at \$2,000,000 asking, includes some top grade films, of course, such as "Annie" with Laurence Olivier, "Jenny" and "Since You Went Away," and in fact virtually all his top products except "Gone With the Wind." Yet the total number of films involved are believed to be only a dozen, the price including four showings spread over two years. Selznick's distributors on that basis.

TVA Hits Blacklist, "Unfair" Tag Looms

NEW YORK, Jan. 26.—The membership of Television Authority, by a vote of 32 to 64 at its 10th quarterly meeting here Thursday (24), resolved that blacklisting be considered an unfair act under its next network code. After investigation by a committee designated for the task, the same resolution asked that shows which use a blacklist be placed on the unfair list. The resolution now goes to the TVA board for consideration.

Opinion is that TVA, even if the

theory on stretching them into a big enough deal to promise a return is that, since they all run from two to three hours, they can be shown in installments of one hour each, with a synopsis read before each episode.

Some Deals Possible

The conviction exists that there may still be room for one or two more big deals, such as the Matty Fox deal with WNBT, whereby Camels has been paying a reported \$1,500 per showing for a film, or the recent deal by which WCBS-TV is said to be paying \$2,000 per showing for a group of pix handled by George Shuppert's Fearless group, or the \$13,500 for six showings reported paid to Chemical Bank for a 10-picture package by WCBS-TV. However, the point of diminishing returns seems to have set in, and some film packagers are apt to find they may be offered only one-third or one-fourth their asking prices for fare which could have gotten almost any price two or three years ago. Already, some are faced with percentage deal counter-offers from stations, virtually all local stations reported to have closed contracts with disapproval of their distributors on that basis.

3 Ad Agencies Sign For Hooperatings

NEW YORK, Jan. 26.—Three ad agencies this week signed to buy the Complete Hooperatings Division of television advertising from C. E. Hooper, Inc. The firms include Benton & Bowles, Young & Rubicam, and Fuller, Smith & Ross. Their pacting brings to 21 the number of agencies which now take the complete service.

KOTV, Tulsa, Shifts From NBC to CBS

NEW YORK, Jan. 26.—KOTV, Tulsa's only video station, shifted its primary affiliation from the National Broadcasting Company to the Columbia Broadcasting System. No reason has been given for the move.

DU MONT'S HAT IN RING

Pitches for Chicago Coverage Thru Reps

NEW YORK, Jan. 26. — The Du Mont TV network this week unlimbered a "mystery weapon" in the battle for station clearances in the political convention coverage. The "Big Bertha" is the fervent support of the top station rep outfits, which have swung in line behind the Du Mont drive. Inasmuch as the network is selling its convention coverage on a co-op basis, the reps stand to pick up some heavy coin if their clients choose this plan rather than the straight sponsorship pitches of the other three webs. Some reps already are urging stations to do so.

The potent Du Mont pitch is that each outlet stands to profit far more on this basis, making its own sales on a local rate level, than by accepting only a portion of their network rates, as proffered by the national bank-rollers.

Du Mont also enlarged its plans for coverage this week by adding to its previous deal with Life magazine the facilities of The Chicago Tribune, parent firm of

WGN-TV, its Chicago affiliate. The Tribune's many staffers will participate in between-sessions programming just as will the Life crew, which will resurrect the "Room 22" interview technique utilized four years ago. The move is regarded by some observers as warding off criticism of the Life deal since that magazine has come out bluntly for General Eisenhower. The Tribune, on the other hand, is staunchly pro-Taft. Some Democratic officials are reported bit unsettled, however, since both publications are pro-G.O.P.

Radio's Network Policies Continue Flexibility Trend

New Sales Gims Include Soapers, News, Daytimers on Night Air

• Continued from page 1

lumbia Broadcasting System's selective facilities plan. The 10:30-10:35 p.m. buy of the strip gives each of 184 stations at least 26 weeks of business. Each region of the country however, will be used during different weeks in seven-week chunks. During the weeks Life is not sponsoring the show, it will be available to other advertisers.

Reason behind this move is

Life's findings, in a survey last year, that it is desirable to concentrate promotion for a radio show in a given area at a given time, instead of trying to do a simultaneous nationwide job.

The slotting of daytime shows in the nighttime hours on CBS gives its affiliates a chance to amplify their relatively weak nighttime commercial schedules, and sell local daytime programs. This can be done because their daytime schedules are so solid and because advertisers need the coverage of their markets. The advertisers, in these cases, pay daytime rates.

Among the stations indulging in the practice are WRBN, Youngstown, which carries the "Godfrey Digest" Tuesday evenings 9:30-10 instead of its web broadcast time, Sunday afternoon, 4:30-5 p.m.; and WJR, Detroit, which carries Longines "Sym-

phonette" Tuesday, 10:15-10:45 p.m. Its network time is Sundays 2-2:30. The practice, however, is not common, because sponsors do not favor the shift and will accede only as a last resort.

CONVENTIONS

1-Line Cities Give TV Webs New Problem

NEW YORK, Jan. 26. — The problem of which TV network's coverage will be fed to cities with several stations, but on spurs with only one line, comes up for discussion this spring at a meeting between the webs and the American Telephone and Telegraph Company. Dallas, with its KRLL-TV and WFAA-TV, is one city in which the problem exists.

For example, even if Westinghouse (on CBS) and Philco (on NBC) clear stations there, one or the other of the advertisers will be off the air at a crucial moment during the conventions when viewing is likely to be most concentrated. This is because there is only one line to Dallas, which, naturally, can only be used by one station at a time.

WHILE RATINGS GO UP

MGM Package Still Enigma Sales-Wise

NEW YORK, Jan. 26. — The Mutual Broadcasting System's MGM package deal is still an enigma sales-wise. Altho the web hasn't made a sale on an MGM property yet, MBS affiliates have already racked up 356 local co-op sales on the package, and ear rating reports are encouraging.

A Pulse survey, made in New York during the first week of MGM programming (Jan. 3-8),

showed a general rating increase of 17 per cent and a 20 per cent increase in share of audience for Mutual's 8-9 p.m. time slot, as compared to same period in December. The hour-long "MGM Musical Comedy Theater of the Air" (Wednesdays, 8-9 p.m., EST) chalked up biggest rating increase, up 19 per cent for first half hour and 69 per cent for latter half hour. "Woman of the Year" with Bette Davis and George Brent (Mondays, 8-8:30 p.m., EST) ranked as second highest with a rating increase of 27 per cent. Other MGM programs with upped ratings were Errol Flynn's "Modern Adventures of Cynovia" and "MGM Theater of the Air."

Mickey Rooney's "Hardy Family" series is sales topper in the local co-op department, an indication of Mutual's extensive "family audience" following in the grass roots markets. On the other hand, Mutual's Manhattan outlet, WOR hasn't made any local co-op sales to date, and is spotting random participations thru out MGM packages.

GRATIS PLUGS TOP \$2 MILLION

CHICAGO, Jan. 26. — Free promotional announcements given to network and local clients in 1951 on WMAQ and WNBQ, National Broadcasting Company AM and TV outlets here, were worth more than \$2,000,000 at current card rates, according to John Keys, promotion manager for the stations.

TV station breaks were worth \$1,131,925, and radio plugs were worth \$1,073,415, Keys said. The clients will receive "gift certificates" to show what they got.

Comic Strip Pix By Tele Screen

HOLLYWOOD, Jan. 26. — Tele Screen, which has increasingly favored program series based upon newspaper comic strips (Dick Tracy, Superman, Brenda Starr, etc.) this week set to take on "Little Orphan Annie" and "Gasoline Alley." TV rights to the latter two were acquired from The Chicago Tribune-New York News Syndicate, Inc., by the newly formed Este Productions, Inc. Telepic firm is headed by Arthur L. Stern and William Triax.

According to present plans, comic strips will be filmed in series of 25 half-hour pix for each strip. Production is skedded to kick off July 1. Negotiations are currently under way to line up writers, producers, directors and cast.

Coast Jocks Make Shifts

HOLLYWOOD, Jan. 26. — Reshuffling of disk jockeys among the indies, caused by Al Jarvis vacating his radio-TV time on the KLAC stations, was completed this week with Peter Potter moving from KFWB to take Jarvis' KLAC radio time and KFWB's Bill Leyden absorbing the time left open by exiting Potter.

At KLAC, Potter will spin platters from 9:30 a.m. to 12:30 p.m. Monday thru Saturdays, and 9 a.m. to 1 p.m. on Sundays. Leyden moves into Potter's KFWB time block from 9:30 a.m. to 2 p.m.

"Barn Dance" Adds Five New Markets

CHICAGO, Jan. 26. — Addition of five new markets, and completion of the filming of the first 26 programs of the "Old American Barn Dance" TV series was accomplished this week. Series was sold to the Brown Bakery, Pittsburg; for scanning in Bloomington, Ind., St. Louis, Tulsa and Oklahoma City, and to E & B Beer in Toledo, bringing the total number of markets the show is now covering to 27.

Fred Miles, (vice-president of Kline Studios, producer of the series) said processing of the last two programs filmed was completed this week, thus winding up the initial 26 shows. Bill Bailey, who emceed the package, and also handles talent bookings, is now working on the line-up for the next shows to be shot with tentative plans calling for a resumption of filming early in March.

RENDEX

Amos-Andy TV Repeats Score High

NEW YORK, Jan. 26. — Blatz Beer, repeating eight old "Amos n' Andy" video shows, this week found that the Rendex of the program has jumped from 27.3 to 35.5. The advertiser believes that the audience has been enlarged several millions since the program first went on the air, and wanted to give fans a chance to see the best of the old shows. New films in the program will be televised in March.

Mercury Skeds TV Ad Campaign

DETROIT, Jan. 26. — Television will take the spotlight, along with newspapers, in the prominent advertising for the new Mercury models, according to Robert F. G. Copeland, advertising-sales promotion chief of the Lincoln-Mercury Division. Primary coverage, starting Sunday (27), will include Mercury commercials on the "Toast of the Town" show, now on 35 stations.

In contrast to the estimate that the show can reach 75 per cent of the television homes in the country, advertising in 1,893 newspapers, spread in 1,531 cities, will have a circulation of \$1,700,000. Present campaign equals any the Mercury organization has ever used to get the new car, announcement over quickly, Copeland indicated. Supplementary advertising will be used by local dealer groups in various sections on both radio and TV.

STRIPEUSE IS DANGEROUS, NIX ON PLUG IMPACT

CHICAGO, Jan. 26. — In an address before the Chicago Chapter of the American Marketing Association here Thursday (24), TV researcher Horace S. Schwerin cited "the case of the distracting strip tease" as an example of how his research outfit helps increase the effectiveness of TV commercials.

Case involved a beauty product commercial tested by Schwerin, which was remembered by only 16 per cent of the video audience. After a series of successive tests, Schwerin discerned that the "conflicting" video element was a model undressing behind a screen, which distracted from the sales message. When sponsor dropped the strip-tease gimmick, spot's audience remembrance rating rose to 33 per cent.

Meitus Buys WB Lot for TV Use

HOLLYWOOD, Jan. 26. — Financier Louis Meitus this week placed a "substantial amount" in escrow for the purchase of Warner Bros. 10-acre Sunset Boulevard lot to be converted for TV use. If no hitch develops, deal will go thru next week.

Meitus said the price is less than \$2,000,000, claimed he wasn't serving as front for another purchaser and said the property would be used for TV. Former Warner production center had been eyed by TV nets and stations, but so far no deal had come so close to consummation as this one. In the meantime, the lot's tenants were placed on a 30-day notice basis.

Plan Drive on Dunhill Cigs

NEW YORK, Jan. 26. — Philip Morris & Company, Ltd., this week was testing its King-size cigarette, Dunhills, in four markets. The cigarette firm lagged behind other large tobacco outfits in pushing its king-size cigarette until many of its competitors had become firmly entrenched in key markets.

With the trend in the large cities discernibly toward the long cigarettes, Philip Morris is now blue-printing an advertising campaign on Dunhills. The campaign will include generous use of broadcasting media on a large scale within the next several months.

NBC Gives Its Outlets The Convention Set-Up

NEW YORK, Jan. 26. — The upcoming political convention coverage sponsored by Philco via the National Broadcasting Company will find the radio stations being paid five hours daytime rate and five hours evening rate for carrying 16 hours of each convention. The web also notified its radio affiliates that those outlets carrying returns on election night from 8 to conclusion will be paid for four hours.

The web assured outlets they will have ample opportunity to peddle time to local sponsors. It told affiliates that NBC will make every effort to provide a 30-second station break every half hour during the conventions, unless prevented from doing so by major speeches, rollcall votes, etc. On election night, NBC said, three minutes of every half hour will be cut away to permit local results that can be sold locally.

The web also urged its affiliates to direct their first sales efforts at local Philco dealers, who are believed to be receptive to such pitches. AM outlets whose TV

adjuncts have not yet decided which video version to accept might well be swayed toward the NBC-Philco operation if sufficient local radio business ensued.

JOXAMERICA WSB GIMMICK

ATLANTA, Jan. 26. — Bob Watson, WSB disk jockey, is now using a Disk Jockeys of America gimmick on his "Platter Party" airers. Watson has selected leading disk jockeys throughout the country to tape special sets which he then integrates into his show. Jim Lounsbury, WIND, Chicago, tees off the series with a bit devoted to a description of the Windy City, an interview with Bill Snyder, whose "Flying Fingers" established a sales record in that city last week, then plays three of his favorite tunes.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

Profitable TV Audience exclusive with
WGAL-TV
LANCASTER, PENNA.
Only TV station in — only TV station seen — in this large, rich Pennsylvania market area.
Represented by **ROBERT MEE** & ASSOCIATES
Chicago San Francisco
OG00-QNT-HC4A

THE BILLBOARD

Radio-TV Show Charts

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

Effect of Local Factors On Network TV Shows

... According to Videodex Reports

THE following table shows how a network television show can have remarkably different popularity in two adjacent markets, Baltimore and Washington. The programs on the list were selected because they are generally viewed by particular socio-economic groups. The rating differences between Baltimore and Washington, then, are due to fundamental differences in the characteristics of the communities.

Baltimore has more families that own their own homes and less families living in multiple dwelling units. Baltimore has a lower average income than Washington and is characterized by a smaller amount of migration. About 45 per cent of the Baltimore labor force falls into either the skilled or unskilled labor category, while only 25 per cent of the Washington working population falls into these groups. The proportion falling into the clerical category for Baltimore is 23 per cent; in Washington it's 35 per cent.

Among the various audience characteristics that tend to change with different programs or program types are family size, family composition, education, income, age of the housewife and even place of residence. By and large variations in ratings of different shows will represent an articulation of preferences among socio-economic groups of families that live in each particular region.

An analysis of the table which carries the November, 1951, Videodex ratings, shows how the Baltimore ratings for programs that are known to be viewed predominantly by lower-income groups, lower educational groups, families with children, as well as large families are higher than ratings for the same programs in Washington.

On Monday the Baltimore homes are predominantly viewing the CBS block of programs, which includes "Lux Video Theater," "Godfrey and I Love Lucy." On the other hand those Washington homes that view tend to view the NBC programs. This is expected since classical music and drama programs having greater appeal among the upper income, educational and social classes.

On Tuesday differences between Baltimore and Washington are spelled out by looking at the ratings for wrestling, a type of program that reaches particular social classes. Wednesday finds CBS programs appealing to essentially the same groups as their Monday offerings.

Videodex has mentioned the lack of continuity in network program structure on Thursday evening in previous releases. Washington homes begin by viewing the CBS offering ("Garry Moore" and "Amos 'n' Andy") and then switch to NBC. Baltimore homes on the other hand are more satisfied with the ABC programs and then later they view mysteries; a pattern that has been measured and defined in other studies in AM.

Friday is another day showing a shift of Baltimore homes from CBS to NBC in the evening. Washington on the other hand changes channels and views selective programs on three different networks.

The Saturday data illustrates how Jimmy Durante, an "All Star Review" succeeds in reaching the upper socio-economic groups. After "Your Show of Shows," this audience has shifted back to CBS. The ability of Durante to reach higher income and educational level has been documented by qualitative research in AM.

On Sunday the various socio-economic groups switch networks. The Baltimore homes view Jack Benny on CBS and Philco Playhouse on NBC. The Washington homes, however, stick with Fred Waring rather than the "Philco Playhouse," but do switch to NBC to view Red Skelton.

Table with columns for program name, network, time slot, and ratings for Baltimore and Washington. Includes programs like Jack Benny, Philco TV Playhouse, Lux Video Theater, Godfrey's Talent Scouts, I Love Lucy, Voice of Firestone, Legions Out, Wrestling, Godfrey & Friends, Strike It Rich, The Web, The Lone Ranger, Stop the Music, Big Town, Racket Squad, Martin Kane, Y-Men in Action, Ford Festival, Mama, Mark Against Crime, Playhouse of Stars, We the People, Big Story, Aldrich Family, Twenty Questions, Down You Go, NBC Symphony, All Star Review (Durante), Show of Shows, and Shows for Sale.

CAPSULE COMMENT

The Johnny Ray Show (TV), WGN-TV, Monday (21), 8:30-9:15 p.m., CST. Sponsor uses special TV program in tie off 23rd quarter-hour radio shows to be aired via three Chicago outlets in next 13 weeks. Special show provides good talent, lengthy commercials, and serves as TV debut for Johnny Ray, Howard Miller and other acts in the Windy City. Chicago Boys' Club Telethon (TV), WBKB, Saturday (12), 8:30 p.m.-1:30 a.m., CST. Television marathon to raise funds for Chicago Boys' Club a well-planned, professional

presentation. Telephone "teams" grouped according to their work, i.e., sports, theater, newspapermen, etc., prove a strong feature. (See full review this issue.) It's a Problem (TV), WNBC, New York, Friday (18), 10:30-11 a.m., EST. In theme, content and pace, this is as good an adult show as there is on the air, daytime or night, a credit to WNBC's general manager, Ted Cott. Emcee Ben Grauer does an outstanding job. Helen Parkhurst, top panelist on stanza caught (she alternates with Fannie Hurst) is a pro who

FOR FULL INFORMATION

about all radio and television shows... ratings, audience composition and the many other factors which determine the success or failure of a program, subscribe to part or of the full services of the research organizations featured on these pages.

For full details of the Videodex series, write to IAY & GRAHAM RESEARCH, Inc., 100 East Ohio Street, Chicago, Ill.

For full details of the Pulse Reports write to THE PULSE, Inc., 15 West 46th Street, New York, N. Y.

For the ARB service write American Research Bureau, National Fire Building, Washington, D. C.

knows the problems (marital, child care, etc.) and discussion and how to handle the guest panelists. (See full review this issue.)

The Author Meets the Critics (TV), Du Mont, Thursday (17), 10:10-10:30 p.m., EST.

George Denny's talents do not fit this show. His efforts to moderate only frustrated the arguments of his guests. It was an intelligent and interesting discussion as long as Denny kept quiet. The pictures of the Capitol and the Statue of Liberty projected against the backdrop were distracting. (See full review this issue.)

Harry James Show (Television), KNBH, Sunday, 9:30-10 p.m., PST.

Aside from his musical talents, the Horn has what it takes to develop into a top flight TV personality, given the proper format. This may be the right one but it'll have to settle down from its present confused status, and more preparation and rehearsal will be needed before anyone can tell for sure. (See full review this issue.)

The Continental (TV), CBS-TV, Tuesday (22), 11:15-11:30 p.m., EST.

This 15-minute show, featuring TV's male counterpart of radio's "Lonesome Gal," has a lot in its favor from a commercial standpoint. The one-former, one-camera format is certainly inexpensive enough, and its general audience appeal is probably much wider than expected. Even if lover-boy Renzo Cesana doesn't send you, he's always good for a laugh. Program also features the sexiest stocking commercials yet seen on video. (See full review this issue.)

Robert Montgomery Presents (TV), NBC-TV, Monday (21), 9:30-10:30 p.m., EST.

Anti-Commie yarn, "The Tender Men," while packing somewhat of a message content, nevertheless is another timely spotlighting of subversive activity. It is the sort of fire-fighting drama fare, to be vastly encouraged, even when laid on with a broad brush. (See full review in this issue.)

Not For Publication (TV), Du Mont Network, Friday (18), 8:30-9 p.m., EST.

This sustainer should make a good bid for sponsorship in the near future. It is off the beaten track of usual reporter-detective fiction, with a key figure who actually looks and acts like a newshound. Format calls for simple, human-interest yarns, which for one reason or another can't get into print. Production and direction are imaginatively A-1. (See full review this issue.)

Newsstand Theater (TV), ABC-TV, Wednesday (23), 9:30-10 p.m., EST.

Program concentrates on slick humorous situation comedy and should attract viewers. Has an inexhaustible supply of material. The story viewed, "The 12 Tantrums," was capably produced and directed. Standout on the show was the thesping of Jack Lemmon in the role of the clerk. Program has strong commercial possibilities. (See full review this issue.)

Top 10 TV Shows Each Day of the Week in CHARLOTTE

(97,300 TV Sets; Panel Size 250)

... According to Videodex Reports

WBTV... Jefferson Standard Broadcasting Co... ABC, CBS, De Mont, NBC. Videodex reports weekly on each of 20 major television markets, besides publishing a monthly national network report based on all 49 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

"AMOS 'N' ANDY" was the top-rater in Charlotte the first week in December, with Milton Berle (Texaco Star Theater) and Groucho Marx (You Bet Your Life) tied for second place. Third was "Lux Video Theater." Most of the top shows in this one-channel market were on the Columbia Broadcasting System. WBT, the radio station owned by the owners of WBTV, is a CBS affiliate. National Broadcasting Company has two more shows on the list below than are designated "non-network."

Table showing Top 10 TV Shows for each day of the week in Charlotte. Columns include show name, network, time slot, and rating. Days include Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

THE BILLBOARD

Radio-TV Show Charts

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

Top 5 Radio Shows Each Day of the Week in BIRMINGHAM

(159,200 Homes) ... According to Pulse Reports

Table with 4 columns: Station, Power, Network, and Day/Time. Lists WAPI, WBCB, WBRB, WWRB, WWRD, WWRM, WWRN, WWRP, WWRQ, WWRU, WWRV, WWRW, WWRX, WWRZ, WWSB, WWSM, WWSN, WWSR, WWSL, WWSM, WWSR, WWSL.

Pulse radio surveys are conducted monthly in 38 markets, and reports are issued bi-monthly except for New York, which is monthly. Information is obtained by the personal interview roster method, using a cross-section of homes pre-selected by a modified area sampling method.

"LUX RADIO THEATER" achieved the highest rating in Birmingham during November and December, 1951. Columbia Broadcasting System had a majority of the top radio shows, as listed below, and WAPI was the leading station on the basis of non-network as well as CBS shows.

7 P.M. to Midnight

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like WALTER WINCHELL, EDGAR BERGEN SHOW, LOUELLA PARSONS, HOPKINS HEIDT SHOW, NARRIS-FAYE SHOW.

MONDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like LUX RADIO THEATER, GODFREY'S TALENT SCOUTS, BOB HAWK, SUSPENSE, VOICE OF FIRESTONE.

TUESDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like LIFE WITH LUIGI, MR. & MRS. NORTH, BIG TOWN, PEOPLE ARE FUNNY, PURSUIT.

WEDNESDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like BING CROSBY, RED SKELETON, DR. CHRISTIAN, DR. CHRISTIAN, ROY ROGERS, JIM FOLSON, BIG STORY, YOU BET YOUR LIFE.

THURSDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like COUNTERSPY, YOUR HIT PARADE, HALLMARK PLAYHOUSE, DRAGNET, AL GOODMAN, FBI - INSPECTOR HEATHSTONE.

FRIDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like OZZIE & HARRIET, MR. DISTRICT ATTORNEY, THIS IS YOUR FBI, TAKE IT WITH YOU, POLITICAL TALK, FOOTBALL, BIG TIME, PHIL YANCE, FBI - BOX 13, MCGEE-MOLLY.

SATURDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like GENE AUTRY, HOPALONG CASSIDY, GANGBUSTERS, VISITIN' TIME, GRAND OLIE OPPY.

6 A.M. to 7 P.M.

MONDAY-FRIDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like EDWARD R. MURROW, CLUB 15, JACK SMITH, BELLAH, ARTHUR GODFREY.

SATURDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like CAMEL CARAVAN, STARS OVER HOLLYWOOD, FOOTBALL, THEATER OF TODAY.

SUNDAY

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like JACK BERRY, AMOS 'N' ANDY, DREW PEARSON, BIG SHOW, MONDAY MORNING HEADLINES, OUR MISS BROOKS.

SETS-IN-USE STUDIES RE RADIO STRENGTH

Stations in such widely separated areas as Asbury Park, N. J.; San Francisco; Fort Dodge and Des Moines, Ia.; Johnstown, Pa.; and Huntington, N. Y., have ordered reprints of the radio sets-in-use studies for 1946 thru 1951 in seven of the top TV markets.

Said WJLK, Asbury Park, station manager Tom Tigh: "This study is the most comprehensive we have seen, and for a station located in a television market it represents a factual reply to those, both within and without the industry, who have permitted the glamour of TV to cloud their thinking about the value of radio as a medium."

The available supply of these reprints is rapidly becoming exhausted. Broadcasters requiring copies are urged to rush their orders. Prices are: 50 copies...\$11.50, 100 copies...13.50, 200 copies...14.50, 300 copies...15.90, 400 copies...18.10, 500 copies...20.40.

NEXT WEEK: A Special Chart Four Network Comparative Cost of TV Production Facilities and Services also Top 25 TV Shows Nationally

Top 10 TV Shows Each Day in DAYTON

Top 5 Radio Shows Each Day in RICHMOND

and Share of Total Audience RADIO vs. TV in RICHMOND

Share of Total Audience Radio vs. TV... BIRMINGHAM

Table with 4 columns: Day, TELEVISION % of Total Aud., RADIO % of Total Aud., Total Aud. Seen in Live Radio & TV. Lists days from SUNDAY to SATURDAY.

Table with 4 columns: Day, TELEVISION % of Total Aud., RADIO % of Total Aud., Total Aud. Seen in Live Radio & TV. Lists MONDAY-FRIDAY and ENTIRE WEEK.

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like LUX RADIO THEATER, GODFREY'S TALENT SCOUTS, BING CROSBY, LIFE WITH LUIGI, BOB HAWK, BIG STORY, YOU BET YOUR LIFE, BIG TOWN, MR. & MRS. NORTH.

Table with 4 columns: Rank, Show Name, Station, and Rating. Lists shows like COMEDY HOUR HOPKINS, TENACID STAR THEATER, RED SKELETON, GODFREY'S TALENT SCOUTS, YOUR SHOW OF SHOWS, WHAT'S MY LINE?, TV PLAYHOUSE, AMOS 'N' ANDY, GODFREY & FRIENDS, LOVE LUCKY, LUX VIDEO THEATER.

CAPSULE COMMENT

Celebrity Parade for Cerebral Palsy (TV), WTVJ, Miami, Saturday (19) and Sunday (20), 10:30 p.m.-2 a.m. EST. The South's premiere television marathon, "Parade," provided good viewing of about 100 night club performers working Miami and Miami Beach.

Morgan Beatty (TV), NBC-TV, Saturday (19), 5:45-6 p.m. EST. One of the better radio news commentators, Beatty is just as interesting to listen to on TV. The first of his new video series offered little of visual importance that hasn't already been done on other and similar news programs.

Calanese Theater - "Anna Christie" (TV), ABC-TV, Wednesday (23), 10-11 p.m. EST. For sheer consistency this series ranks above any in TV. And this production must be rated its best yet. The small cast turned in a superb performance, with beautiful teamwork, including perceptive direction and some remarkably real settings.

World Flight Reporter (Radio), ABC, Wednesday (23), 5:55-6 p.m. EST. Daily remote series from New York's Idlewild Airport features interviews with passengers arriving at field. Listener interest, of course, depends on personalities involved each day. Reporter Dan Peterson made the most of his assignment on show caught, pacing briefs nicely and displaying commendable restraint and good manners.

Fred Waring Show (TV), CBS-TV, Sunday (20), 9-9:30 p.m. EST. The show is much slicker, faster and generally better balanced in its new 30-minute format. It winds up making the audience wish there were more coming, which is a lot better than having them wish the show would hurry and end.

Mr. I. Magination (TV), CBS-TV, Sunday (20), 6:30-7 p.m. EST. The return of Mr. I, whether impelled by viewer demand or CBS perspicacity, is a welcome one. The show adapts standard moppet fare into video classics and is apt to send the youngsters scurrying to the library to read the original. That's all to the good.

Arthur Godfrey and His Friends (TV), CBS-TV, Wednesday (23), 8-9 p.m. EST. The entire Godfrey cast worked this hour on a skilful rick specially built by CBS. Result of the combined efforts of producer, director, performers, cameramen and audio technicians was a solid hour of entertainment, full of eye appeal, charm and just plain fun.

Newstand Theater (TV), ABC-TV, Wednesday (23), 9:30-10 p.m. EST. Program concentrates on slick humorous situation-comedy and should attract viewers. Has an inexhaustible supply of material. The story viewed, "The Size 12 Tantrum," was capably produced and directed. Standout on the show was the stepping of Jack Lemmon in the role of the clerk. Program has strong commercial possibilities.

Dixie Jubilee (Radio), NBC, Wednesday (23), 10:35-11 p.m. EST. National Broadcasting Company saluted WMC, Memphis, with a one-shot network broadcast in honor of 25th anniversary of station's affiliation with web. On the whole, the program was a model of good taste in the pat-on-your-own-back department, with Confederate flag-waving and speech-making held to a merciful minimum.

THEATER-TV---III

Exclusive Channels Chief Roadblock Now

Continued from page 3

dents at the Brooklyn Fox. After the showing, the students returned to their classrooms for discussions and wrote essays on what they had seen. The superintendent of schools commented that theater-TV showed a real potential as an educational aid. Another test of a completely different kind of event was the screening of a Boston Symphony concert. The showing was at the Boston Pilgrim at a bad box office time, late Saturday afternoon. It drew a goodly crowd from a completely different strata than usually attended that theater, essentially a grind house showing action films. The crowd applauded each number

as the present at New York's Carnegie Hall, originating point.

Football Deal

Fall of 1949 saw Halpern set the first football deal, for Notre Dame games, also aired via home TV. The deal was repeated and enlarged in 1950, when UPT, on its own, set the first theater TV exclusive—a closed circuit pact whereby six Illinois bills were screened in two Chicago houses and six Michigan games were carried at one Detroit theater.

The results achieved by UPT stimulated new orders for equipment by other exhibitors. Grosses were upped an average of \$1,100

Agency Fights AFM Over TV Film Jingles

NEW YORK, Jan. 26.—Ad agencies and independent producers are seeking a change in the American Federation of Musicians regulations covering the production and use of film jingles on television. Latest to tackle the union is the William H. Weintraub & Co. Inc., agency. Lutter seeks relief from the provision that a royalty be paid amounting to 5 per cent of the total time (Continued on page 13)

NEWS CAPSULES

Hoppy, Shubert & McLendon Shuffles

Continued from page 4

Union claims that it is only asking for a wage scale to use in studios which build Broadway shows and that it is unwilling to extend any more concessions to TV.

Antell to Sponsor Sports on WMGM

NEW YORK, Jan. 26.—Charles Antell, Inc. and National Health Aids, Inc. will spend \$200,000 on WMGM, here. The advertiser will concentrate his sponsorship on sports, with the New York Knickerbockers and the New York Rangers two of his top programs.

Low Parker Signed for CBS-TV's 'Store'

NEW YORK, Jan. 26.—Low Parker has been signed to star in "The Big Store" by the Columbia Broadcasting System's TV web. Program will feature an audience-participation gimmick. Mario Lewis will supervise.

Durkee's Seeks TV Show to Sponsor

NEW YORK, Jan. 26.—Durkee's Famous Foods this week was looking for its first TV network program. Advertiser is interested in a modest budgeted show.

CBS Office Help Ask 6 Per Cent Increase

NEW YORK, Jan. 26.—The Employee-Management Committee of the Columbia Broadcasting System this week asked the network for an average six per cent wage increase for its white collar employees. Web is studying request.

Price Only Block in Purchase of KMPC

NEW YORK, Jan. 26.—Only stumbling block in the way of the purchase of KMPC, Hollywood, by the National Broadcasting Company is that of dibbil, price. No concern as reported elsewhere, about Federal Communications Commission regulatory radio station ownership on the part of web's others. And NBC only has 5 and a half owned and operated AMers anyway. Deal is fairly near finalization.

Who Owns 'Jack The Bellboy' Title

DETROIT, Jan. 26.—Altho all parties involved claim "friendly" relations, litigation rumors are hovering over recent exits from WJBK by general manager Richard E. Jones and assistant manager Edmond T. McKenzie (Jack the Bellboy.) Disk jockey McKenzie, who reportedly grossed in excess of \$500,000 annually for station, moves his turntables over to WXYZ here February 4, raising question of ownership on his air-name "Jack the Bellboy" Station WJBK claims right to retain the name, and may sue if McKenzie broadcasts under tag on WXYZ.

Another WJBK staffer, promotion and publicity director Joyce Chapman is making the move with McKenzie, going along as his assistant. Meanwhile plans are in the works at WXYZ to give the deejay additional weekend time, and an American Broadcasting Network feed is a possibility.

Crosley to Make Big Drug Push in March

CINCINNATI, Jan. 26.—Crosley Broadcasting Corporation here will launch a second mass merchandising campaign in March as a followup to its big merchandising push in grocery field next month (February). New promotion, scheduled to run March 7-17, will cover several 1000 retail drug outlets in Ohio, Kentucky, Indiana and West Virginia.

Drug store drive will follow promotion pattern similar to grocery campaign, with Crosley supplying druggists with promotion truck and set up by radio and TV plugs over Crosley stations. Merchandising pitch will feature 45 drug products advertised on WLW and WLW-TV stations here and in Dayton and Columbus.

Maislish to Survey Hollywood's FM Ears

Now that Harry Maislish has gotten Federal Communications Commission blessings for the purchase of KFMV (FM station owned by the International Ladies' Garment Workers' Union) as an FM sister of his AM KFVB outlet, Maislish next week will launch an all-out survey to determine who are Hollywood town's FM listeners. Actually, there's been no nose-counting among FM dialers with FM broadcasters unable to tell a convincing story to prospective advertisers.

The Restless People And the Revolving Door

At CBS-TV Russ Trust has become Hollywood casting director, William Davis an account executive in the Chicago office, and Warren E. Abrams has joined its Spot Sales division. At the New York flagship, WCBS, Tom Gorman moves into the sales staff... C. Marwin Travis has been named sales promotion manager for the ABC-AM Western division... Clarence Bracey has joined the same web's TV spot sales staff... World Broadcasting System has appointed Robert (not the actor) Montgomery to its sales force... Peter M. Soutter has become a network salesman at DuMont... E. J. (Jonny) Graff, Snader Productions veepee, takes off for Havana shortly to sell telecriptions to Cuban video stations... William M. Wilson has resigned as exec veepee of William G. Rambeau to join the John E. Pearson Company... Roger H. Lewis has resigned his post as veepee and creative director of Monroe Greenthal Company... Otto H. Prochaska has rejoined Anderson & Cairns Inc. as a member of the agency's creative staff and plans board... Harry H. Henry has been placed in charge of all field merchandising operations at the Biow Company... At Broadcast Advertising Bureau, Franklin H. Peck has joined the national promotion division... William Forest Crouch has joined Sound Masters as exec producer of its TV film department... Archie Mayers has been elected chairman of the board of directors of the National TV Film Council and John Battison, its secretary.



CAN YOU HELP US FIND THIS GIRL?

Our lovely Prior Beer poster girl is "missing". For the past two months we've been making an extensive search for her—with no success.

Last year she was the model for the glamorous picture which has since become well-known on Prior Beer posters. Now we want to talk to her about the possibility of doing some additional modeling—but we can't find her.

CAN YOU HELP us locate this girl? Her name is Lorraine Crawford. She was last known to be in Los Angeles.

Any information you can give us concerning the whereabouts of our Prior poster girl will be appreciated. Your help will bring you a suitable reward and might lead to a contract for her!

PLEASE ADDRESS: Mr. Thomas M. Morton, Advertising Manager Adam Scheidt Brewing Co., Norristown, Pa.

per Saturday at one Chicago house, and \$700 each in the other two theaters. The three houses, despite weaker film attractions and generally lower average attendance than in 1949 the preceding year, totalled 2.14 times the attendance on football Saturdays as in similar days the year before—a total of 27,019 as against 12,675. UPT itself took a slight loss on the deal because there was no network then to pro rate the costs of rights, pick-up, transmission, etc.

A new exhibitor attitude then became apparent. Questions by the end of 1950 became practical rather than theoretical, with queries stressing placement of equipment, costs and the inevitable query of who was to provide regular programming to exhibitors after they were equipped. Many expressed concern lest large circuits acquire the top events for their own exclusive use, leaving others with expensive equipment and no programs. Again the need for an impartial production-distribution firm was felt.

Halpern's numerous sessions with exhibitors at this time did more than any other single thing to crystallize plans for formation of TNT. To get exhibitors to equip for TV, they had to be assured that the existing program vacuum would be filled, and an organization created to serve all exhibitors. Inhibiting action by exhibitors themselves was fear of anti-trust complications, with all legal signposts convincing them to restrict their activity to exhibition only.

Theater-TV Excl.

In the spring of 1951, two test basketball showings were negotiated by Halpern and held in Fabian's Palace in Albany. The first, a pick-up of the Siena of Albana-Georgetown game from Washington, was the second deal for a theater-TV exclusive. This game gave the initial indication of the medium's potency on an event of local interest only, since all previous screenings had been of national or general interest. The game drew a 3,660 standing room crowd. It was followed by a pick-up of a game from New York in which no local team competed. On the Thursday night before Good Friday in a predominantly Catholic city, this game, with no local interest at all, drew a 3,000 crowd. Madison Square Garden excess sat up and took notice.

As the result of all these amazing turnouts, exhibitors in the spring of 1951 placed the first bulk orders for equipment, with about 50 houses signing. Halpern felt that the time had come to form the organization to service these houses when their installations had been made. And so, in May 1951, TNT was incorporated. (Concluded next week)

ABC 'IMPACT' TO LENS FROM CHICAGO JAIL

CHICAGO, Jan. 26.—What is believed to be the first live telecast from inside a penal institution will be made Tuesday (29) on the news show "Impact" produced by the American Broadcasting Company and The Chicago Daily News.

Twenty minutes of the show will come from Cook County Jail, which contains State and federal short-term inmates. Doug Gabrielle, ABC director, will use three cameras in the main cell block, the chapel and the death house. The remote equipment will be removed from the ABC remote truck and set up in a corridor beside the main cell block. Prisoners will be locked up during the telecast, from 10 to 10:30 p.m. CST.

MULSON'S STUDIO 8x10 PHOTOS

GLOSSY PHOTOS IN 1 DAY! 5¢ EACH

THE BEST FILM PRODUCTIONS ARE DYNAMIC dynamic films, inc.

PHOTOS IN MILLIONS! QUANTITY PRICES

**Chicago Boys' Club
Telathon**

TELEVISION—Reviewed Saturday (12), 9:30 p.m.-1:30 a.m. CST. Sustaining in co-operation with The Chicago Boys' Club, via WKBK. Directors, Phyllis Ruskin and Bill Bondelli. Coordinator, Herb Lyon and Red Quinlan. Emcee, Irv Kupcinet. Cast, guest stars and Boys' Club members.

There is no doubt television can be a powerful medium when put to work for charities. The lengthy telathons which have been seen here in the past, including those which originated in New York for the Damon Runyon Fund as well as local offerings in behalf of cerebral palsy, etc., have drawn heavy audiences, and the funds obtained have been substantial.

Latest in the television marathon parade (and the shortest one here) was the drive for the Chicago Boys' Club, with Irv Kupcinet, Chicago Sun-Times columnist, at the helm, and with luminaries on hand to assist in answering telephones and, on occasion, perform their specialties. Actually the program was a well-planned affair, and went off in a professional manner. The goal of \$50,000 was passed easily, and the over-all result after four hours of viewing was that by cutting down the length of the show, the impact was much stronger on those who sat up to watch.

Use of names was well handled, with special groupings working the phones proving a strong feature. Various newspaper figures worked one shift, while entertainers, including Evelyn Knight, Al Bernie, the Ames Brothers and others took on additional tours. Boys from the various clubs involved were featured along with the pros, and more than held their own.

Weaknesses in the show included the obvious stress on the names and the lack of a showman in the emcee spot. While Kupcinet has had previous television experience, he is not the type who can carry four hours of variety show. Making up for his lack of showmanship, however, is his sincerity for the job he is doing.

Norman Weiser.

Fred Waring Show

TELEVISION—Reviewed Sunday (20), 9:30 p.m. EST. Sponsored by General Electric thru Young & Rubicam via Columbia Broadcasting System-TV. Producer-director, Bob Banner. Camera director, Al de Ciprio. Associate director, Kurt Alexander. Technical supervisor, Teddy Miller. Set designer, Ralph Alswang. Choreography, Nadine Gae and Marc Breaux. Lighting, Gregg Harney. Announcer, Bob Hite. Cast: Fred Waring and his company.

The Fred Waring show is a much slicker, faster and generally better balanced production in its new 30-minute format than it was as a full-hour stint. There's such a thing as too much of a good item, and the old Waring stanza probably qualified for that tag. Spread out, it tended sometime to become too loosely organized. Also, whether it could hold interest solidly with its light mood is dubious.

The half-hour version remedies all this. It ran its course quickly and smoothly, and wound up with that rare and desirable result, making the audience wish there were a bit more. The show caught was dedicated to productions based on songs for which Gus Kahn wrote the lyrics. In all, better than a dozen of Kahn's better known numbers were limned by the Waring company, all getting a production treatment of some kind, large or small.

Specials

The only two numbers not associated with Kahn were the regular "crystal ball" tune feature (referred to as "The Monastery Bells") and a major production effort built around the "Rosenkavalier" waltzes. The latter featured an impressive set designed by Ralph Alswang, using Venetian columns and giving a tremendous impression of depth. The show was well conceived and well executed in every respect.

Commercials plugged the sponsor's dishwasher, and his ingenuity in developing new products, such as the rock radio. A pitch for the second item showed a 1927 model of a home TV set developed by GE. It was a clever stunt and was interesting to see.

Sam Chase.

Television—Radio Reviews

**Celanese Theater—
"Anna Christie"**

TELEVISION—Reviewed Wednesday (23), 10 to 11 p.m. EST. Sponsored by Celanese Corporation of America via American Broadcasting Company TV thru the Ellington agency. Producer, A. Burke Crotty. Director, Alex Segal. Adaptation of Eugene O'Neill's "Anna Christie" by Norman Lessing. Cast: June Havoc, Richard Burton, John Qualen.

Another in a series of stunning video presentations was aired by Celanese Theater, in its adaptation of the Eugene O'Neill classic, "Anna Christie." Again this was a beautiful teamwork job, featuring splendid script, perceptive direction and potent acting. The small cast turned in taut, brilliant performances.

June Havoc's portrayal of Anna was one of the season's outstanding characterizations. Particularly in the emotional second act, Miss Havoc showed depth and understanding which were effective to an almost overpowering degree. John Qualen as old Chris, her father, and Richard Burton as Matt Burke, who redeems her, were scarcely less potent.

Seldom in a video drama is there such fully developed characterization as Norman Lessing achieved in his script. The thespians took full advantage of their lines and situations, and played them to the proverbial hilt.

Fine Thesping

Miss Havoc was hard and tender, in harm. Burton, who has been making a name for himself in legit since his arrival from England, was first the bold, overpowering lover, then the distraught and unbelieving man driven virtually to violence when he learned of Anna's sordid past. John Qualen, flown in from Hollywood for the role, brought to life the wistful, helpless father, who pathetically must return to the seas which he hates and constantly curses.

For sheer consistency, this series ranks above any in TV. And this production must be rated its best yet.

Sam Chase.

Morgan Beatty

TELEVISION—Reviewed Saturday (19), 5:45-6 p.m. EST. Sustaining via National Broadcasting Company-TV. Produced by NBC-TV news department. Washington, D. C. Director, Jack May. Cast, Morgan Beatty.

Morgan Beatty's TV debut as a newscaster only served to point up once more that he's one of the airwaves' top commentators with a decided flair for clarifying current world happenings for the listening via background, interpretation and color. As video fare, however, the program was no better nor worse than many other newscasts done during the late evening hours on several nets. Beatty sat behind a desk, read the news, offered his interpretations and used a few interesting film clips and a large wall map to point up some of the happenings.

Such clips as Churchill's Congressional appearance, etc., were ordinary items which many a viewer must have seen on local news shows. The use of maps is certainly not new to video, even though in this instance there was good use made of President Truman's voice while Beatty showed the location of Indo-China, Malaya, etc. Best of the clips were those of the French Foreign Legion. These served as background for his commentary on the current hassle in North Africa.

In sum, the Beatty show offered little of visual interest which hasn't been seen or done before. Beatty, however, is sufficiently interesting to carry such a 15-minute segment without visual gimmicks. In any case, the program requires the home audience to do nothing more than listen for worthwhile commentary.

Joe Martin.

Johnny Ray Show

TELEVISION—Reviewed Monday (21), 8:30-9:15 p.m. CST. Presented by Teletronics and Zenith thru Wright & Associates via WGN-TV. Producer, Al Morey. Director, Chuck Phillips. Cast: Howard Miller, emcee; Johnny Ray, Ralph Marterie and his orchestra, Joni James, Dolores Hawkins, and the Four Lads.

In order to tee off one of the most ambitious series of AM programs ever attempted by a local sponsor, Teletronics, a Chicago chain of retail TV and radio set stores, took a 45-minute seg on WGN-TV, flew in the performers who will be heard on 286 quarter-hour radio programs over three stations here in the next 13 weeks, and put some heavy flack behind both the TV kick-off as well as the radio shows. Result was a hedge-podge of some good talent, heavy accents on commercials, and the intro of Johnny Ray to local viewers.

Howard Miller, who will emcee the recorded radio segs, which feature Ray and guests, took over on the TV show, doing a good job on his first bout with the new medium. But the show was all Johnny Ray—who not only did his two top disk sellers, "Cry" and "Little White Cloud," but threw in several others, including "Walking My Baby Back Home" and "Please, Mr. Sun" while working at the piano. If his numbers sound alike, his visual selling is something that is bound to start a new fad day among impersonators—and his audience apparently couldn't get enough of the grimaces, piano pounding, etc., which characterize the act.

A "Sleeper"

A "sleeper" on the show was Joni James, nifty chirp who made her TV debut selling strong with "Let There Be Love" done in a beguine tempo. Ralph Marterie, whose Mercury etchings are heavy pullers in this territory, was on for a featured number, "Tenderly," then backed the remainder of the show. The Four Lads, who have been used on some Ray platters, were flown in from Toronto for the program, providing background for several Ray Numbers, then stepping in for a couple on their own. Dolores Hawkins was another who planned in, getting on for two numbers, "Get Happy" and "I Wanna Be Loved."

Show topper was the presentation by Miller to Ray of a gold record for selling a million "Little White Cloud" disks. In his emotional manner, Ray almost broke down during this bit.

Radio shows, being aired via WGN-TV and WGN, also started Monday (21) with the accent on Ray recordings and taped interviews.

Norman Weiser.

Mr. I. Magination

TELEVISION—Reviewed Sunday (20), 6:30-7 p.m. EST. Sustaining via Columbia Broadcasting System-TV. Producer, Norman and Irving Pincus. Director, Fred Rickey. Music, Ray Carter. Sets, Jac Vanza. Cast: Paul Tripp, others. Guest: Butch Cavell.

After a lengthy spell off the air, Mr. I. Magination returned to TV this week. Whether it was the result of heated campaigns waged by the Wily gnomes, or whether it was merely CBS's own native perspicacity, the resumption is a welcome one. The show takes kiddie classics out of the realm of books and makes them video classics.

Bulwarked by some interesting new sets devised by Jac Vanza which suggest rather than illustrate the backgrounds, Paul Tripp as Mr. I. made "The Last of the Mohicans" come alive on his first outing. With Butch Cavell playing Uncas, the Mohican braves, Tripp himself took on the role of one Nathaniel Bumppo, Indian scout. Aably assisted by a small but capable cast, they made the Cooper classic exciting viewing.

This is one kid show which should not sate the moppets with the yarn. On the contrary, it is apt to send them to the library for copies of the works it dramatizes. And that's all to the good.

Sam Chase.

**Celebrity Parade for
Cerebral Palsy**

TELEVISION—Reviewed Saturday (19) and Sunday (20), 10:30 p.m.-2 p.m. EST. Via WTVJ, Miami. Producer, Richard Troxel. Director, Jack Shay. Emcees, Jack Carter, Benny Davis, Paul Bruum, Buddy Walker, Don Lanning and others. Cast: Radio announcers, performers and bands currently in area.

This was the South's premiere television marathon, lasting 1½ hours and garnering a shade under \$60,000 in donations for Cerebral Palsy. It also provided for good viewing of about 100 night club performers working Miami and Miami Beach at the moment. Modus operandi of this telethon was based on similar fund-raising TV shows in New York. A battery of radio announcers from local outlets manned telephones on stage. As each received a batch of telephone donations, he or she read the names into the cameras. A tote board permitted the viewing of total donations.

The announcers, at the finish of their spiel, also made a pitch for more donations. The various emcees, likewise urged viewers to call in their pledges. Only one-third of the total amount was raised on Saturday night; the bulk of the pledges—amounting to \$58,810—came thru during the last six hours on Sunday, when, presumably, more people were at home in front of their TV sets.

Stars in Turns

The proceedings began when Lee Phillips, program director for WTVJ, introduced the show. In rapid order came Martha Raye, "The Vagabonds," Jack Carter, Billy Gray, Patti Moore, Brandon and Condos and just about every act in the area. They all did a turn or two on the Miami Beach Auditorium stage, where the entire telecast originated.

While performers could remain on just as long as they wished (inasmuch as the American Guild of Variety Artists and Television Authority each had agreements with Cerebral Palsy for payment of \$25 and \$35 respectively), musical groups under Miami Federation of Musicians could only play two numbers under a no-payment arrangement between the union and CP. Bands and musical groups included The Beachcombers, Chuy Reyes, Jose Cortez and the Novellets and others, along with individual performers, who kept dropping in thruout the night and morning.

Camera-Work

Three cameras were set up in the 3,200-seat auditorium, which wasn't filled at any one time, but its free admission policy made it a popular spot during the 1½-hour telecast. Twenty-one cameramen, working in three shifts, did an okay job considering that the majority of the cast were making their TV debuts.

Jerry Baker, AGVA rep here, appeared briefly to make a pitch for CP on behalf of entertainers. Among other non-performers who likewise came before the cameras was Rep. William Lantaff of Miami.

Herb Rau.

World Flight Reporter

(RADIO)—Reviewed Wednesday (23), 5:55-6 p.m. EST. Sustaining via American Broadcasting Company. Emcee, Dan Peterson.

New York's Idlewild Airport is always good for a couple of photo fillers in the Manhattan dailies, so ABC has assigned a reporter to cover arrivals and departures on a Monday thru Friday schedule. The daily session is wrapped up in a five-minute interview show, with listener appeal, of course, depending on personalities of passengers.

Dan Peterson made the most of his assignment on show caught, pacing brief airer nicely, via chats with a dignified air commander and an 80-year-old Irishman's homeward bound for the Emerald Isles. The latter seg was best interestwise, and Peterson handled what could have been a mauling meeting with restraint and commendable good manners. The series would make a good TV feature for ABC.

June Bundy.

Harry James Show

TELEVISION—Reviewed Sunday (13), 9:30-10 p.m. EST. Sustaining via KNBH (Hollywood). Produced by Harry James. Directed by Alan Armer. Technical director, Lou Onofrio. Settings by Bob Mith. Announcer, Eddie King.

If nothing more, kick-off seg provided convincing evidence that Harry James packs strong tele-viewer tenser than his music making. His years on the bandstand have paid off with a relaxed camera manner and a glib mike approach. When a quiz gimmick backfired, quick-witted James stepped in to gloss over the situation and leave all contestants satisfied. The James name, his telegenic appearance and his knack of handling the unforeseen in a smooth, on-the-toes manner should combine to make him a valuable TV property when given the right format.

On the basis of the first show, present format is somewhat confusing, but it may take shape after the program settles down. Strong points in favor are a fast opening and the effort to maintain a brisk pace thruout, dropping orthodox lens work in favor of fresh camera angles, use of shadows and silhouette effects; keeping interest alive by throwing a little production into presentation of musical numbers. To avoid making it an audience-format calls for an audience-participation quiz portion and also includes throwing the feature spotlight on a 79-year-old doctor plunking a self-made pie-pan banjo, accordion solos by Tommy Gumina, and vocals by Bobby Mack and Patti O'Connor.

All this, in addition to band instrumentals and horn solos by James loads the half hour with a little too much variety. Show would do well without kitchen instrument-makers. Quiz portion used props to help contestants identify sports personality. This proved to be too sharp a departure from the broad music basis of the show. Quiz portion serves a good purpose, but music clues should be used, and personalities in the music or at least showbiz in general should be picked as the unknown individuals.

Both ork and James were in top form musically, with Miss O'Connor and Mack projecting well on the screen. Youthful squeezebox virtuoso Gumina handled the instrument with showmanly competence. Show itself, however, showed need for more rehearsal and preparation.

Lee Zhitto.

Newsstand Theater

TELEVISION—Reviewed Wednesday (23), 9:30-10 p.m. EST. Sustaining via American Broadcasting Company-TV. Producer, Wilbur Stark. Director, Seymour Robbie. Sets, Frederic Stover. Costumes, Audre. Script, Sheldon Stark. Cast: Jack Lemmon, Cynthia Stone, Joe Fallon, Elaine Ellis, Donald Keyes and Ed Moroney.

"Newsstand Theater" brings to TV the light situation comedy with different characters each week, a formula which should find ready acceptance. The same long a radio standby on the same network, seemingly has an inexhaustible supply of material on hand because of its tie-up with the Crowell-Collier chain. In return for the use of their stories, the magazines get cuffs plugs.

The engaging story viewed, "The Size 12 Tantrum," was about a clerk in a department store who was fired regularly to satisfy complaining customers. When, however, he got the sack as the result of the gripe of a young female patron, the situation moved into high gear when she took responsibility for feeding his alleged family. By the time the tale had ended, the couple were holding hands and another male had bitten the dust.

Lemmon Sparkplug

The sparkplug of the show was the comedy characterization of Jack Lemmon as the clerk. This personable young man has acting potentialities still to be tapped by the medium. As the girl, Cynthia Stone, turned in a routine in the cast, Ed Moroney, Donald Keyes, little Joe Fallon and Elaine Ellis, performed solidly.

Seymour Robbie's direction was thoroughly competent. With a more ample budget, including salaries for names, the program would attract even a larger audience.

Leon Morse.

It's a Problem

TELEVISION — Reviewed Friday (18), 10:30-11 a.m. EST. Sustaining via WNBT, New York. Producer, Phyllis Adams. Director, Howard Davis. Technical director, Tom Smiley. Emcee, Ben Grauer. Panelists, Helen Parkhurst, Helen Parkhurst. Panel for day: Louis H. Sobel, Herschel Alt, Rev. George P. Jacoby.

When the National Broadcasting Company's television network started its 1000th daytime video spurge early in January, at least one of the web's o.f.o. station execs. General Manager Det Cott of WNBT, asserted his local sovereignty by refusing to go wholehog. Cott wouldn't take off "It's a Problem," pride of his local avem schedule. Finally logged the chain's "It's in the Bag" for Monday morning at 10:30, and let "It's a Problem" ride the remaining four weekday periods at that hour. It was excellent judgment. "It's a Problem," after being on the air a full 13 weeks, enters its second cycle still riding high among the leading adult shows on the TV air, day or night.

Like all really good ideas, the central thought behind "It's a Problem" is simple. Several people who know whereof they speak gather behind a table facing the camera and talk shop. Only their "shoptalk" concerns basic human problems — family relations; child-parent interplay, emotionally and psychologically; matters concerning marriage, divorce; the normal adolescent, the deviating and the delinquent; the school and its relationship to the community, etc. It stands to reason that the entire concept depends on the panelists.

In emcee Ben Grauer, WNBT has as fine a combination as there is in broadcasting of a guy whose general knowledge and understanding match his ability to talk sense. Then the show has a pair of permanent panelists who are tops for the format—Helen Parkhurst, whose old radio package, "Child's World," received many well-deserved kudos, and Fannie Hurst, the author. Finally, each session brings together three experts on the subject under discussion. The result is a program that's adult and worth any dialer's attention.

On the day caught for this review (18), Miss Parkhurst had her innings, and the members of her panel included Louis H. Sobel, head of the Jewish Child Care Association; Herschel Alt, of the Jewish Board of Guardians, and Rev. George P. Jacoby, representing organized Catholic charities. The subject was the child in the broken home. And it's illustrative of the program's thoroughness that these three professionals, with Miss Parkhurst's expert participation and under Grauer's smooth guidance, managed inside of the half hour to strip the discussion down to essentials, indicate what advanced social work does to cope with the problem, show also that there are no pat solutions or quickie cure-alls.

Saul Carson.

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Not for Publication

TELEVISION — Reviewed Friday (18), 6:30-9 p.m. EST. Sustaining. Du Mont-TV Network. Producer, Charles Parsons. Director, Barry Shear. Writer, Mel London. Script editor, Charles Mann. Cast: Jerome Cowan, Jon Silo, Joshua Shelley, Dora Weissman, Herbert Rattner and Elliott Sullivan.

Du Mont's half-a-dozen-week-old, half-hour seg, "Not For Publication," is coming along apace, and if the Friday (18) sample can be taken as a criterion, should build for solid viewing interest.

In the first place, its key character is a reporter, sans tell, who could actually work for a newspaper. His city editor is kept at the other end of a phone, so that —thank heaven—you don't have to meet him. His pal is an amiable Pole who runs a restaurant, and he appears more interested in vittles than romantic enterprises. Jerome Cowan makes him an agreeable guy indeed. It's a pleasure to meet an actor-into-reporter who really looks and sounds like one.

The format of the program won't be too easy to sustain. It calls for small adventure, human interest stories in which Cowan gets involved, with the proviso that, due to some particular circumstances, they cannot be printed in a half-hour span. Such yarns must be relatively simple and highly compact in order to get motivations and characterizations adequately across. It is an approach which calls for imaginative direction and script editing.

Friday (18) yarn, "Kid Arthur," essentially was out of the stock-pilot barrel — the punch-drunk young fighter, who turns to attempted robbery, rather than his family that he is sick. But Shear's direction did wonders with the scant material, and the camera shots were on as high a plane as this reporter has seen in some time. The result was a fully rounded, excellently projected little drama with fine performances from a first-rate cast.

Joshua Shelley, hitherto rated primarily as a revue comic, turned in a surprisingly sharp dramatic chore as the punchy young pug, and Dora Weissman was extremely effective as an understanding, but bewildered mother. Jon Silo's restaurant owner was a welcome relief over the usual nitwit stooge who too often graces the detective-into-reporter, reporter-into-detective type of shindig. "Not For Publication" is quite unique in its school—and it's good.

Bob Francis.

The Continental

TELEVISION — Reviewed Tuesday (22), 11:15-11:30 p.m. EST. Sponsored by Burlington Mills via Columbia Broadcasting Company-TV, New York. Producer-writer-star, Renzo Cesana.

Continued from page 3

beautiful, women would have more confidence in a less attractive business-like type who would stress the long-wearing qualities of the hose and leave glamour to "The Continental."

On the show caught (22), Cesana prowled around his modish apartment with the suave, frankly wolfish air of the Rudolph Valentino era, plying the lens with cigarettes and champagne, and purring outrageous flattery into the microphone in thickly accented English. These verbal passes were nicely timed with the organ backing, so that he gushed about the gal's gloves to the tune of "Pale Hands I Loved" and handed her a long-stemmed rose for her hair to strains of "Only a Rose."

By Another Name Both of these gestures, must have been very disquieting to his invisible companion. It's well nigh impossible to tuck a long-stemmed rose in your hair without looking like you're toting a thorny dagger over one ear. It must have been equally upsetting financially to have Cesana ask, "May I keep them?" while stuffing about \$5 worth of good glove leather into his pocket. "The Continental" also mumbles, so much so that at times one almost expected his off-stage lady friend to respond "Eh? What'd ja say?"

Aside from above faults though, Cesana is just about what he's flacked up to be, playing his great lover role straight, with considerable personal charm and a rather incredible air of believing what he's saying. June Bundy.

The Pace of Chicago

TELEVISION — Reviewed Thursday (17), 9:30-10 p.m. CST. Sponsored by Marshall Field & Company, thru Galkins & Holden via WBKB, Chicago. Producer-director, Ed Franck. Writer, Gene Hurleigh. Cast: Harry Elders, Sam Seigel, Les Spears, George Cisar, Les Podwell, Bill Duane, Catherine Payne, Lynn Pacinska, Jean Movery.

"The Pace of Chicago" is a slow crawl as depicted by this new television show designed to help the sponsor, Marshall Field & Company, celebrate its 100th anniversary. There may be a workable idea in the format, but the execution was just that. This second show of the series, presumed to be typical of what the producers are trying to do, was divided into four segments. First was an interview with a cab driver, in the setting of an all-night lunch counter. This dissolved into a dramatization of a ride in which the cabby picked up a robber and helped the police capture him.

The second segment opened with an interview with a Travelers' Aid worker, with a similar dissolve to an enactment of an incident in which the worker located the son of a bewildered traveler. Evelyn Knight, singing at the Palmer House, was billed as star. She was presented in a glimnick intended to show Chicago's recording industry. Miss Knight came into a recording studio breathlessly late, stopped at a microphone and began to sing. She projected somewhat, and for a few moments provided the only real warmth in the entire 30 minutes.

To introduce the fourth segment, a film clip showing firemen responding to an alarm was run. Then there was a live dramatic sequence showing a fireman breaking into a burning room and picking up a woman to rescue her. The pay-off was introduction of a Chicago fireman who made such a rescue, and presentation to him of a certificate of honorable mention by two of his superiors.

The formula for all segments other than Miss Knight's was to bring on the person actually involved in a story, and use actors for short dramatizations of their stories. The confinement of a script and partial role in the dramatizations made the participants stiff and unnatural. The taxicab skit had a slight punch, but the other two were pointless and loaded with cliches.

The entire show lacked spark, altho mechanically there was little fault to find. The lack of originality was emphasized by a unique shot of a camera dollying up to Caleb, the emcee, played by Harry Elders. Caleb was busy typing, looked up, then said, "Oh, hello there." On the film clip the announcer called a hook and ladder a rescue squad. On the first show, a 50-year employee of Field's was given a piece of cake. On this show the fireman who saved a life was given a piece of paper. Such seemingly small details can add up and boomerang on the sponsor.

The commercial was a demonstration of housewares by live models, and was effective. Jack Mabley.

Arthur Godfrey and His Friends

TELEVISION — Reviewed Wednesday (23), 8-9 p.m. EST. Sponsored by Chesterfields thru Cunningham & Walsh and by Toni Company thru Fouts, Cone & Belding via CBS-TV. Producer, Larry Puck. Director, Bob Bleyer. Announcer, Tony Marvin. Musical director, Archie Bleyer. Dances, Harry Rogue. Skating rink by Everett McGowan. Cast: Arthur Godfrey, Hale Loch, Marion Parker, Janette Davis, Frank Parlow, Ralph English, Fritz Dietl, Joan Waldon, Terry Roxanne.

Continued from page 3

what amateurish blade work was an entertainment asset rather than a debit. Godfrey did, however, use four professionals for solo spots which served to add the pro touch.

The rink itself was beautifully landed, the use of an Alpine backdrop gave depth to make for much eye appeal. The rare times when performers were off-mike were quickly covered up by fine audio work.

Expensive as this hour must have been it paid off in solid entertainment. And while Godfrey cut down on time for the Toni and Chesterfield plugs the brief mentions he threw in were highly effective. Joe Martin.

Robert Montgomery Presents

TELEVISION — Reviewed Monday (21), 9:30-10:30 p.m. EST. Sponsored by Johnson's Wax and Lucky Strike via National Broadcasting Company-TV thru Batten, Barton, Durbin & Osborn. Producer, Robert Montgomery. Director, Daniel Petrie. Writer, Denis Green. Cast: Skip Homeier, Anthony Ross, Jean Gillespie, Audra Lindley, Richard Bishop and others.

On the face of its content of utter, callous ruthlessness, the yarn made use of by Robert Montgomery on his Monday (21) drama seg seemed almost fantastic. But news stories continually bear out the fact that mysterious and ugly things happen to people who get mixed up with the Communist Party, so even if "The Tender Men" smacks of high-power melodrama, it likewise underscores some significant truths about subversive operations, which should be pasted in any viewer's hat.

"The Tender Men" in this case, based on a novel by Willa Gibbs, is a top Commie who takes a discouraged boy from the sticks under his wing. The lad wants to write, and the former sees his potentialities. The boy falls completely under the spell of his mentor and all goes serenely Party-wise, until he meets a nice girl who despises Communism. He takes his idol to convince her, but it's no dice. Either he quits the Party or there will be no wedding bells. To his surprise, his fatherly pal lets him quit—even gets him a newspaper reporting jobs with the proviso, of course, that he's to slant his stories according to occasional directives.

So the lad gets married and, just when his wife is in a maternity hospital, unfortunately writes a piece which runs counter to Party approval. His number is up, but he still believes his pal will save him. But the latter, now not so fatherly, quaintly explains that the Party has developed his talent and can't afford to let the opposition use it. So he orders the boy shot and, since the wife knows too much, her liquidation is ordered also.

Denis Green's adaptation of the story was ably directed by Daniel Petrie. Anthony Ross underplayed the commie boss to give the ugly climax double impact. Skip Homeier adds a good portrait of the confused disciple, and Jean Gillespie was satisfactory as the gal who loves him. Audra Lindley gets in some solid melo moments as a fem Robespierre. The moral, obviously, is: Don't ever believe a Commie. It's a damned good one, even when laid on with a broad brush. Bob Francis.

Dixie Jubilee

RADIO — Reviewed Wednesday (23), 10:35-11 p.m. EST. Sustaining via the National Broadcasting Company. Produced by WMC. Memphis staff. Speakers Niles Trammell and H. W. Slavick. Music, Noel Gilbert and the WMC Concert Orchestra.

NBC ingratiated itself with one of the web's oldest affiliates, Wednesday (23), via a network salute to WMC, Memphis, in honor of the 25th anniversary of the station's affiliation. The band, of course, played "Dixie," and the usual verbal bouquets were interchanged by H. W. Slavick, WMC general manager, and Niles Trammell, chairman of the NBC board. The latter conveyed congrats on tape, stressing the fact that WMC's celebration paralleled NBC's recent Silver Jubilee.

Mint-julip flavor was wisely diluted for network airing, via a round-up of the most important special events (both national and local) broadcast thru the mid-South over the past 25 years, ranging from Charles Lindbergh's historic Paris landing to Memphis' annual Cotton Festival. The pick-up on Noel Gilbert's WMC concert orchestra could have been sharper, but the aggregation made up in enthusiasm what they lacked in musical quality.

On the whole, WMC's broadcast was a model of good taste in the pat-on-your-own-back department, with confederate flag-waving and speech-making held down to a merciful minimum. June Bundy.

brief mentions he threw in were highly effective. Joe Martin.

The Author Meets the Critics

TELEVISION — Reviewed Thursday (17), 10:10-30 p.m. EST. Sustaining via Du Mont Television Network. Produced by Kasparian Corporation. Martin Stone, president. Production supervisor, Jerome Coopersmith. Director, Harry Coyle. Moderator, George V. Denny Jr. Author, Francis Biddle. Critics, Leo Cherne and Roger Baldwin.

In its new abode, "Author Meets the Critics" has a bad case of moderator trouble. George Denny's talents are fine for the "Town Meeting," but they don't fit this show. His efforts to moderate were frequently inept and only frustrated the arguments of his eminent guests. His contributions consisted of remarks such as "That's a good point you're making there, Mr. Biddle." He wound up the show with the words, "Well, there seems to be a lot of agreement—and disagreement." His attempt at the beginning to summarize the book in question, former Attorney General Francis Biddle's "The Fear of Freedom," made for a dull three minutes.

The subject of Biddle's book, the threat to our freedom caused by our fear of subversive activity, is unquestionably a vital one today, and the two critics on the show, Leo Cherne and Roger Baldwin, had enlightened views of Biddle's treatment of it. It was a highly intelligent and interesting discussion, indeed, as long as Denny kept quiet.

The basic idea of "Author" is sound, and that the medium should have this sort of program. Followers of the show should be encouraged to recall that in its recent career, "Author" has survived worse treatment than it's now receiving. Gene Plotnik.

Present Danger

TELEVISION — Reviewed Sunday (20), 1:30-2 p.m. EST. Sustaining via NBC-TV. Producer, William Hodapp. Director, Charles Christensen. Emcee, Quincy Howe.

This is a new version of a panel discussion show, and is to be commended for devising a different method of presenting the participants. Instead of seating them behind a table, the TV tradition, this show has Quincy Howe speak with each separately, before a modest set typifying the backgrounds of the panelists.

On this show the participants included housewife, Army officer, student-veteran and woman executive. The housewife was shown in a setting simulating a home, and she was working on a window flower arrangement. The Army officer was interviewed against a wall laden with maps. The student was shown in a typical university student's room. The executive was seated behind an office desk. These are small points, but they heightened the visual interest in this program tremendously.

The show itself was devoted to a discussion of Korea. Quincy Howe's work as emcee and interviewer was somewhat dry and brittle, and certainly not of an exciting nature. The comments of the panelists were designed to express the points of view of typical people toward the extant situation, and by and large they proved typical.

The housewife, with a son in Korea, expressed confidence in the purp of the war, but said many women she knew questioned the operation. The Army officer declared that the atom bomb would serve no purpose in Korea, but that things are under control without it. The student, a vet himself, was disturbed by the lack of interest in the war shown by most people. And the woman executive, director of the Midwest office of the International Office of Education, said that as a nation we have relied too strongly on military methods, and not sufficiently on economic or political techniques.

As compared with the average panel show on current topics this one is a couple of notches above them. All it lacks is name-value in the panelists. But worth out that, it still makes good viewing. Sam Chase.

Night Club-Vaude Reviews

Steuben's Vienna Room, Boston

(Monday, January 21)

Capacity, 350. Price range \$1.50-\$2.50 minimum. Shows at 7:30, 11:30. Bookers, Jack Mandel. Operators, Joe and Max Schneider. Arnold Banks. Show played by Tony Bruno ork. Estimated budget this show, \$1,800.

With Latin Quarter shuttered and lid clamped on other interludes, Steuben's remains one of the few spots in town with a floor show. Club gets a lot of mileage out of its medium budget; format is slanted at family trade and offers enough to keep customers satisfied and censor's blood pressure down.

Pacing the acts is Don Dennis, who doubles as emcee in Cave next door and greeter in Cafe Midnight upstairs when stint is over. His genial, relaxed style mixes up warbling and straightforward intros in ideal fashion to prevent let-down. Main act is Bruno Rexford trio, an act new to this territory. Two girls and Rexford display some neat standard patter and music bends but get best effect in reprisal that has gals flying over ringside tabletops by heels.

Also on bill is Tung-Pin-Su, Chinese magician, who was out ill when show was caught. Comic Bruce Howard seemed funnier than his material. Latter consisted of familiar carbons of Lorre, Bogart, et al, and by now w.-k. Kefauver Committee types. Howard, however, got plenty of yucks and impressed by ability to sock worn line across.

Show in general scored heavily. Bob Taylor.

Chicago, Chicago

(Friday, January 25)

Capacity, 4,200. Price policy, 46 to 98 cents daily. House booker, Harry Levine. Show played by Louis Basal's house band.

Brought in to top the bill in a last-minute show change, the Blackburn Twins proved they were capable of moving up from the No. 2 spot they have occupied on previous appearances here. Act, since its last appearance locally in June, 1951, when Pam Cavan first worked with the duo, has been polished considerably. Gal now is a smooth worker who can handle vocals and temp routines with the best. Boys have added a new "one man woman" bit and it pulled a good hand. Their precision bits are excellent, and their "Movies Are Better Than Ever," a standard with the trio now, stopped the show.

Cy Reeves found a receptive audience for his mixture of gags and special material tunes, the latter getting an especially heavy mitt from the full house at a pretty girl. A patronizing air, accompanied by what appeared to be petulance and a perpetual pout, isn't calculated to make or hold any new customers. As a singer, Miss D has all the mannerisms of a band canary working for kicks. She's a cute trick. If she used numbers that capitalized on her appearance rather than on lyrics that seemed meaningless to her, it would make her a more skillful performer. She opened with "Love is Around the Corner" then came a stroller, "Love Isn't Born" via a handmike and sitting at ringside's tables for flirtation bits. Then came a heavy blitz, "Let's Misbehave." None of these made impressions.

The Martin Brothers, on second, featured their conga-dancing marionettes, then went into a clown number and a musical bit, both of which went well.

Opener is the Tong Brothers, acro trio, who do some fancy gyro work atop a table. With most schools hats going into the mid-term switch-over, this act should draw heavy with the kids who will be in the house during the next few weeks.

Louis Basal, back after a two-week vacation, fronted the house band and doubled as emcee.

Pic. "Westward the Women." Norman Weiser.



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Nat Brandenburg's ork came to show in smooth fashion. Mischa Boro did the intermissions dance sets to packed floor.

Bill Smith.

Oriental, Chicago

Capacity, 3,200. Price policy, 50 to 98 cents daily. First show per day. House band under the direction of Brian Farnon. Exclusive booker, Charley Hogan.

With this show, the Oriental temporarily concludes its vaude policy in order to screen "Quo Vadis." And to assure that the public will remember that the house does use live acts, the management and Charley Hogan brought in two strong local draws, Connie Boswell and the Four Step Brothers and a comedian who is beginning to climb up, Mickey Sharp. Miss Boswell can keep 'em hollering for more as she mixes some of her old standbys with a few new tunes. She sells strong with a melody of "Smile" tunes, then scores with "Begin the Beguine," "Little White Cloud" and her "Martha" rendition, which again proved a winner. With this show booked for three weeks, instead of the usual two, singer proved a good selection to keep the customers coming during the full run.

The Four Step Brothers haven't been around for quite a spell, and their rhythmic routines were loudly received by the audience at the show caught. Initial turns are done to ork accompaniment, but the clucks and rattle of a quartet working a solo specialty with only handclaps for background, was top-drawer.

Mickey Sharp, young comic, has some good impressions, backed with material which varies from hot to cold, and a good set of pipes, but needs more seasoning. His take-offs on Truman, Duran and Stalin were good, as was his twisting-the-dials routine.

Brian Farnon and the house band open with a production number, with the frontier soloing on the sax as well as handling the vocals.

Pic. "I Want You." Norm Weiser.

Empire Room, Waldorf-Astoria, New York

(Thursday, January 24)

Capacity, 440. Price policy, \$2 cover after 9:30. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Mortal Abbott. Publicity, Paul Stewart. Estimated talent budget this show, \$3,000.

The gimmick of using a picture name with minor talents can wear thin if Gloria DeHaven is the barometer. Miss DeHaven is a pretty girl. A patronizing air, accompanied by what appeared to be petulance and a perpetual pout, isn't calculated to make or hold any new customers. As a singer, Miss D has all the mannerisms of a band canary working for kicks. She's a cute trick. If she used numbers that capitalized on her appearance rather than on lyrics that seemed meaningless to her, it would make her a more skillful performer. She opened with "Love is Around the Corner" then came a stroller, "Love Isn't Born" via a handmike and sitting at ringside's tables for flirtation bits. Then came a heavy blitz, "Let's Misbehave." None of these made impressions.

Bob Fosse (ex Fosse and Niles) proved a commendable dancing single. Slim, blond, good-looking dancer has added a lot of talking to his act; a tragi-comedy number of the stage struck kid auditioning was very moving. But it was his dancing, a combo of ballet and tap, that made the act. Interpretive, soft shoe, etc., that put him ahead. Fosse wound it up (after a quickie costume change) with "Slaughter on 10th Avenue," a highly dramatic dance number, replete with light cues and tympanic musical beats that got an enthusiastic response.

Nat Brandenburg's ork came to show in smooth fashion. Mischa Boro did the intermissions dance sets to packed floor.

Bill Smith.

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Billy Gray's Band Box, Hollywood

(Wednesday, January 23)

Capacity, 300. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Operators, Sammy Lewis and Billy Gray. Booking policy, non-exclusive. Publicity, Maury Folodare. Estimated budget this show, \$2,500. Estimated budget last show, \$1,750.

Sammy Lewis and Billy Gray have a young comic in Buddy Hackett, who is loaded with new material, and has one of the most intelligent approaches to comedy seen in years. The 27-year old New Yorker, became a single eight months ago after several years doing bits in legit. He worked 70 minutes, doing a monologue on his psychological problems as a moppel, his days in the Brooklyn garment district as a clothes rack carrier, a Chinese waiter and a life in the Army bit. The last-named showed his terrific possibilities more than anything else. It's a subject done to death by other comics, but Hackett's version sparked because of its original lines.

Chubby lad ad libs like a vet, coming up with rapier-like shots to harpoon a heckler and specialized stuff as show business characters he knew entered the audience. TV stations seeking comics and video talent scouts should dig this lad immediately. He's a superlative emcee.

Tommy Gumino should cut the length of his stint. Eight accordion numbers in this spot, which provides only piano accompaniment for the acts, gets boring. He's good-looking and flashes a great smile, but needs novelty material to pace his standard flashy keyboarding.

Alice Tyrrell, formerly of Winslow and Tyrrell, needs more solid comedy material to go with her fine mimicry of La Pons, Garland and Durbin. One number she does about doing auditions for show parts is a bit too hep at times for the outside the business. She's a great saleswoman, however.

The Skyarks also need special material to bolster their otherwise sound presentation. Kids know from TV experience about the visual gimmicks, but they need some strong parody and one original comedy song to mix in with their ace harmonizing of standbys, a spiritual and an Irish song, done on capella, that was tops for vocal blends. Johnny Sippel.

National-Scala Copenhagen

(Wednesday, December 16)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salee too hep at. Policy, one show nightly, Wednesday and Sunday matinees. No cover, no minimum. Booked by Ernst Sahstrom. Publicity, Edel Winkel-Petersen.

The show starts off with the Tage Luneborg ork's giving out with a peppy overture, "Stars and Stripes Forever," followed by the first appearance of Dinah Miller, English vocalist, who emcees the show and sings a couple of pops. She has amusing mannerisms, tho her Danish dialog is weak. She doubles in the Scala-Salee midnight show.

A change of pace was provided by Vibeke Warlev, talented French concert pianist, who got respectful attention and a good hand. Ulf, a young wire-walker, offered good slack-wire routines, including a difficult short swing and a ladder bit, as well as neat chair and unicycle feats.

Doubling into the Scala bar are Carolyn Colby, American pianist, with a click repertoire of pops. Teddy Cox, a member of the Ricordi Trio, with a good xylophone number, larded with several good comedy gags.

Holland Duo
The Two Hellards are billed as equilibrist, but fem member confined her work to tumbling, acro and tap dancing. The male member did several novel hand-stands, climaxed by descending and mounting stairs while balanced on two canes, all neat and well presented.

Brook and Rosfield, a pair of Dutch comics, drew the heartiest laughs with their dancing, including a burlesque sailor routine to "Anchors Aweigh." Their gags

La Vie en Rose, New York

(Wednesday, January 23)

Capacity, 175. Price range, \$4-55 minimum. Shows at 9:30 and 12:30. Operator, Monte Prosser. Booking, non-exclusive. Publicity, Virginia Wicks. Estimated talent budget, \$3,000.

Slowly but surely the room is catching on. Its entertainment policies have gradually jelled to the extent that spot now seems to have acquired a regular following. The new show of Carl Ravazza and Dorothy Dandridge, with the latter backed by Phil Moore Trio had equal touches of sight and ear values. The sight department was amply taken care of by Miss Dandridge; the ear appeal came from Ravazza.

Miss Dandridge is an exquisite beautiful girl, her beauty, her color, she will inevitably be compared with Lena Horne. On looks she has the edge; on voice there is little comparison. Her best impression was made with rhythm numbers; she didn't fare too well on ballads. The gal showed a tried rhythmic walk-on which should be built on for full number. Opening night jitters may have accounted for her dull selling job, but basically the voice was at fault. However, Miss Dandridge is very young and with time and sufficient coaching she could make it. She's already ahead on looks.

Ravazza Better

Carl Ravazza was better than ever. When he turned on his personality, his novelty tunes look on a sparkle that hushed an otherwise noisy audience. His material consisted of an equal number of standards and novelties slotted for maximum change of pacing effect. He wound up his session with a fast bouncer that he built beautifully for tremendous hands. Bill Smith.

Copa City, Miami Beach, Fla.

(Sunday, January 20)

Capacity, 700. Two shows nightly, 8:45-11:30. Price policy, \$5 beverage or food minimum. Owners-operators, Ned Schuyler-Turkey Wispager. Booking, non-exclusive. Publicity, Irving Mandell. Estimated talent budget, \$17,500. Show played by Dave Tyler's orchestra (10).

Kay Thompson and the four Williams Brothers are back in the top slot of this talent-heavy show, garnering a big hand for their vocal-choreography renditions. While none of their routines are new, they're still crowd-pleasers and a big attraction in this huge room.

The immense Copa City stage permits Miss Thompson and her aides to present an uninhibited performance, utilizing every inch of the boards in their dance number.

New on the same bill was Arthur Blake, the impressive dancer. He started slowly, with his well-known caricatures of show personalities, and finished big with his impression of "The Big Show," offering devastating take-offs on Tallulah Bankhead and Ethel Barrymore.

Daniels Tops

The biggest act in the current show applausewise is still Billy Daniels. Similarly, Steve Gibson's Red Caps are virtual show-stoppers with their jives and vocals highlighted by the soloist, Danny Jo, the Red Cap's pretty, young warbler. Daniels and the Red Caps are also packing 'em in the Black Magic Room, a smaller room in the club, for late shows that continue until nearly dawn.

The June Taylor line of eight girls and four boys, with Walter Long spotlighted in temp and song solos, is a bright ensemble. Dave Tyler's orchestra backs 'em all up in better-than-average fashion. Herb Rau.

were not very funny. They double at the Lorry cabaret.

The Three Records are versatile musicians playing trumpet, trombone, sax, violin, cello and concertina. A better-than-usual clown trio despite the fact that some of their gags are more suited to the sawdust ring than the stage, they were called back for an encore and a bow. Ted Wolfram.

Lookout House, Covington, Ky.

(Monday, January 21)

Capacity, 600. Price policy, \$3.50 minimum. Shows at 8 and 12:30. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant Manager, Lookout House. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Producer, Merrial Abbott. Choreography, Dick Barstow. Lyrics and music, Hessie Smith. Writer and director, Dick Barstow. Musical arrangements, Norman Krone. Costumes, John Baur. Estimated budget this show, \$5,500. Estimated budget last show, \$4,500.

"Shooting High," displaying razor-sharp production, eagle planning and gay costuming, is the most refreshing package to play this plush spot. In five acts, the hour-long show moves with the speed and grace of a gazelle, summing up to a happy entertainment commodity which should pull 'em in the next four weeks.

Sock opener has the east (14) doing velvet-smooth performance on "Glad I Got You" and "They're Casting," song and temp numbers, with George Kaye, nifty young comic, handling the reprise in mild manner, but which was good enough to garner sock milts. The personable Kaye's "Modern Trend" bit is sure-fire fodder, but Hackett's in his "Woman" turn in the No. 5 closer that he turns on the heat to break up the house with unusual material. Kaye also weaves his way thru his standard lunatic psychiatrist bit that leaves patrons yelling for more.

Outstanding, too, is the "I'm Glad I Quit" bit, featuring the attractive and shapely Louise Hoff, whose deadpan exhortation on the life of a casting director's secretary elicits handsomely. Miss Hoff also does a commendable job of holding the whole business together. Taking up the speedy pacing are Bambi Lane, Rod Alexander, Tommy Wonder, Margaret Banks, Marianne Sanders and Frank Sabela in a smartly accomplished "Dancers Wanted" routine that earns big hands. The gals are unusually attractive, and the lads equally handsome, and they match these gifts with top-drawer prancing.

No. 3 features a "Get These Behind Me Satan" theme, with Jody Miller, cute canary, handling the background vocals to the Cabots' (two lads and a gal) white-hot acro and adagio gymnastics to loud and long. Winning equal response was the feather-toe artistry of Miss Banks, a striking blonde. "No Fairer Than My Love" is ably presented by Dave Smith to turn the action over to an "Outside Gate" presentation wherein Bambi Lane and Rod Alexander respond with exciting temp antics. Just as spruced was the "Get With It" heel-and-too tappy of the handsome Tommy Wonder and Miss Hoff. The Songsmiths, three engaging youths who make excellent use of their strong pipes in "Let's Pretend" with Jody Miller, shine in a number of other bits as background vocalists.

Hidden behind the stage backdrops and sets, Bob Snyder's ork came up with its usual excellent job on the difficult music.

Bob Doepler.

Blue Angel, New York

(Wednesday, January 23)

Capacity, 150. Price policy, \$4-55 minimum. Operator-owners, Herbert Jacoby-Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated talent budget, \$2,000.

If fine shows are usual, then the room has its usual show. There's nothing radical about any of the acts. All are standard and all have well established reps. The only exception is the hands act of Les Mains d'Yves Joly, previously caught and reviewed at La Vie en Rose. Joly's act is exceptionally presented here. Result is an effect of a rare combo of genuine artistry joined with keen imagination that makes it one of the outstanding novelties around. Working to Ellis Larkin Trio and Stuart Hess piano, plus recorded music, Joly kept the jammed room spellbound.

Jane Dulo's satirical stabs at fem wrestlers and assorted personalities were as sharp as ever, well deserving of the yucks and hands they got. The Delta Rhythm Boys belted out a series of melodic numbers with their free rolling fashions. Their comedy numbers, particularly "Anticipation is Better Than Realization," are bell-ringers.

The outside lounge continues to be comfortably filled with Eadie and Rack's pianistics as the draw. Bill Smith.

BENEFITS MIXED BY OPS IN MIAMI

Freebees Seen Robbing the Clubs; AGVA Committee to Handle Charities

Continued from page 2

think up another plan and present it to us. Weinger, who called the session of leading ops of the area, was speaking in their behalf.

The ops discussed staging the hospital benefits in their own spots, but came to no agreement about how it would be done. Most of them said they would be willing to participate in a "round-robin" affair in which stars would move from club to club on one night and all or part of the proceeds would go to charity; or, they said, they would give cash.

"Glorified Saloon"

Weinger described the Miami Beach Auditorium, where benefit and other types of shows are staged almost every night, as a "glorified saloon." He pointed out that the \$2,000,000 hall is used for shows at which beer and food are served, competing directly with the night clubs. Other club owners explained that benefits hurt them in two ways.

They agreed that no one goes to a night club while a benefit is being staged, and when several thousand persons see all the performers in one show they aren't interested in night clubs until the performers they've seen are gone. They agreed on a stipulation to be inserted in all future contracts which will bar the performers appearing anywhere in Dade County—which embraces the Miami and Miami Beach area—for three weeks before and three weeks after their work with the contracting club.

The clause, however, would not effect performers in the lower-pay brackets, and would not bar anyone from performing at a hospital or place where his audience would not include night club patrons.

Present, in addition to Weinger and his partner, Sam Schuyler, were Jerry Baker, regional rep for AGVA; Ed Fleming, Jack Lynch and Irving Kolker, of the Beechamber; E. M. Lowe of the Latin Quarter; Jack Goldman of the Clover Club; Nick Condos, representing Martha Raye of the Five o'Clock Club; Henry Neyle of the Vagabonds, and Sandy Scott of Ciro's.

Irving's Stand

NEW YORK, Jan. 26.—Jack Irving, head of the American Guild of Variety Artists, in discussing the benefit shows, said: "We are aware that these benefits are unfair to night club owners, and something must be done to give employers of our members some protection."

Irving said ops had a perfect right to bar their performers from working or appearing in any other place while they were under contract to a club. "But I will not permit any clauses in contracts that will bar our members from working in the area three weeks before or three weeks after."

The Miami benefits were

BARD FOR CLUB VIA CARRADINE

NEW YORK, Jan. 26.—John Carradine will take his long-hair readings into the Vanguard starting February 8. Carradine will be on the bill with Martha Kilt and a male comic.

The idea is based on the "Don Juan in Hell" gimmick, the Carradine case, be'll work as a single, doing Shakespeare and similar readings. He'll be in for four weeks with options, the latter calling for successive increases in salary if the gimmick does business.

Max Gordon, Vanguard's prop, said readings were not new to the room. When it was a Village hangout for intellectuals, many budding poets and writers gave readings. In those days, however, the pay-off was a cup of coffee or a Coke. The pay-off today can rise to a \$1,000.

okayed by Henry Dunn, ex-head of AGVA, "over my objections," said Irving. To straighten out the benefit mess, which Irving characterized "a racket," AGVA's National Board appointed a new benefit committee which will pass on all future requests for clearance. New committee will have nationwide power. Personnel will consist of Margie Coate, head of AGVA's Welfare Department; Jack Irving, AGVA head; and a public member, Bill Smith, night club-vaudeville editor of the Billboard.

Toronto Bars Would Cut All Cocktail Units

TORONTO, Jan. 26.—Plan by city cocktail bars to suspend use of trios or any entertainment is being mulled by bars here this week. Suspension, which would come into force April 1, would be an experiment to see whether business would suffer.

A meeting of the owners in the

(Continued on page 20)

Jane Powell to Play N. Y. Copa

NEW YORK, Jan. 26.—Jane Powell will make her Stern cafe, bow February 28 at the Copacabana for an estimated \$8,000. When she worked at the Miami Beach Copa City, she got \$12,000. The Redheads will be on the bill with her.

The following bill will have Johnny Ray and perhaps Jack E. Leonard. Deal for the comic is on in the talking stage. Martin and Lewis are due at the Copa May 1 or May 8.

Olympics Stir Finland Clubs

HELSINKI, Jan. 26.—Night spots in Finland are getting set for a big year in expectation of a tourist rush as a result of the Olympic Games, which take place in Oslo, Norway. Although the competitions don't get underway here until July, there is much activity already, and no less than four cabarets are now in full swing.

The largest night spot is the Benhuset, which has a five-act floorshow, two acts of which are imported. The line-up consists of Truxo, mentalist; the Two Aediles, acrobats; Lelia and Invenius, acrobats; Julius Sandman, magician, and the Kellenroo Ballet.

Another spot, the Lucullus, has a show featuring the Canadian Capers, sister team, booked from Copenhagen. The Hotel Torn and the Adlon also are presenting floorshows.

European Artists Meet

HAMBURG, Jan. 26.—The annual meeting of the International Federation of Variety Artists, organized in Brussels last year, was held here Wednesday (16) and Thursday (17). Officers elected were Willy Feldman (Germany), president; George Banees (England), vice-president, and Rodi Roeters (Holland), general secretary. The next meeting will be held in Amsterdam, October 28-29.

Meetings were attended by delegates from Artists Federations of various European countries. Resolutions were adopted calling for a standard form of international contract and for retaliatory measures against the American Guild of Variety Artists. The fight against the high fees levied by AGVA on foreign acts working in America was led by Willy Hanley and Rose Erichsen, delegates of the Danish Artists Federation.

VAN STARTS ON HOST-MC STINT

MIAMI BEACH, Fla., Jan. 26.—After almost a half century in show business, Gus Van started to work in a new—for him—phase of the business this week, Van, now a permanent resident of Miami Beach, started a season-long stint last night as host and emcee at the Monte Carlo Hotel's Club Casino.

AGVA'S TUFF

Makes Tony Martin Pay 20G to Copa

NEW YORK, Jan. 26.—Tony Martin finally agreed to pay the Copacabana \$20,500 after he received a wired ultimatum from Jack Irving, American Guild of Variety Artists head, advising him either to set a date with the club or default the amount of salary he would have received.

Jack Katz, Copa attorney, on the West Coast when the ultimatum was received, came to terms with Martin, and papers were prepared. The Copa emphasized it wasn't interested in the dough; it wanted a date. Kopf's Jack Entratter said that half of the Martin money would go to various charities and half to the lawyer.

The Martin-Copa hassle was based on a 1947 contract. Martin was in for four weeks, plus two two-week options. He asked out at the end of his third week to do a radio show and suggested to play until dates at a later time to be agreed upon. Martin has been asked to set dates since then, but he refused, claiming that three shows a night were too much.

After a series of AGVA arbitrations, final ruling was that Martin owed the Copa three weeks or \$20,500, the salary he would have got if he played the full date. Irving sent the ultimatum Tuesday (22). The following day, the William Morris office, which handles Martin, notified Irving that Martin would pay.

Detroit House Seeks Talent

DETROIT, Jan. 26.—Cancellation of January bookings by the Paradise Theater, and renting of the house to a Negro church group for a few weeks, gave rise to reports that the church would permanently take over the structure. Check at the circuit of potential indicates that the theater would reopen as soon as business conditions warrant. The house, using top Negro names, frequently closes for months at a time, even in good times.

E. B. Dudley, who has produced such shows here since opening the Vaudeite in 1914, and has recently operated the Russell, said he is looking for a suitable local house to re-institute such a policy, which has elicited at intervals here over the past several years. With a local Negro population now estimated at 450,000, Dudley believes the area offers a good potential audience for this type of show.

Meanwhile, the Hollywood, 3,500-seat second-run theater, operated, like the Paradise, by the Cohen Circuit, is in the market for higher budget Western or hill-billy type talent, after a four-week experiment. The house ran shows with locally-booked talent for the test period on Saturday nights, broadcasting from the stage over WKMG, with enough satisfactory response to justify the management in deciding that bigger names would really draw.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appears on page 48. Radio-Television Reviews on pages 11 and 12.

L. Q.'S 12-WEEK RULE DRAWS FIRE

AGVA, Agents Hit Lou Walters Idea to Sew Up Talent "Before, During, After"

NEW YORK, Jan. 26.—Lou Walters' latest edict to talent agencies that he will no longer permit acts signed for the Latin Quarter to work anywhere in Greater New York for a month prior or a month after an LQ date, drew sharp rejoinders from agencies and from Jack Irving, American Guild of Variety Artists' topper.

In a letter dated January 18, Walters notified all major offices that starting immediately "... any acts which may play for us ... will under no condition be permitted to appear on television or in private places of entertainment, theaters and cafes in Greater New York for 30 days previous to their opening at our establishment, during their stay here, and for four weeks following the termination of their contract."

AGVA's Irving said: "Walters

or anybody else has a right to a member's exclusive services while he's being paid and is under contract. But he can't tell our people where they're to work before or after they finish the date. If Walters comes in with such a contract we'll throw it right back at him."

William Morris and Music Corporation of America were firm in their statements that Walters' rule was unworkable. They pointed out that no major attraction would agree to such a deal and "neither would we permit it." An MCA'er said: "We can get more for a single TV spot than we can from Walters. We'd be crazy to go for it."

A William Morris agent said: "Maybe Walters can bring pressure on some acts he gives a 12-week contract to. But if they are our acts, we won't go for it."

Irving said: "Let Walters pay for 12 weeks on a four-week job, and he'll have some right to his stand. In the meantime, Walters isn't making rules for our members."

Walters had left for London, and wasn't available for rejoinder.

Vine Gardens To 3-Day Sked

CHICAGO, Jan. 26.—Vine Gardens, near-North Side bistro which has played some of the top niteries acts to hit the Windy City, this week went on a three-day a week live act policy. Jimmy Pappas, operator, said the snow storms which plagued the city since early November had hit all nabe niteries where transportation via private conveyance is essential. Too, the normally slow Lenten season is now approaching, and, as a result, Vine Gardens decided on the weekend policy thru Easter.

Plans now call for the return to a full week immediately after Easter, and while the three-a-week program will be followed in general, Pappas said some shows in the next two and a half months may be used for a full week as depending on the draw. It is also planned to use some shows on a four-a-week basis, as Thursdays are usually heavy nights for special parties, banquets, etc.

Current bill, which opened Thursday (24) and closes Sunday (27), includes Rudy Horn, making his first niterie appearance since undergoing major surgery several months ago; Patricia and Russell, top team; Bill Baird, magician, and Gloria Palmer, former Tex Bencke and Lou Breese band chirp making her niterie debut.

Grosses Up at Stem Combos

NEW YORK, Jan. 26.—A welcome turn in grosses kept the combo houses cheerful last week, with Radio City Music Hall registering a bigger second week than its opener.

Music Hall (6,200 seats; average \$126,750) counted \$148,500 for its deucer with "Greatest Show on Earth," plus a house cast stage-show. Opening stanza saw \$146,000.

Roxy (6,000 seats; average \$53,000) did \$73,000 for its second frame with "Model and Marriage Broker," plus Alan Dale, Beatrice Okraif and Lew Parker, against an \$52,000 opener.

Paramount (3,654 seats; average \$50,750) came in with \$84,000 for its first week with the Ink Spots, Sarah Vaughan, Erskine Hawkins band and "Scandal Sheet."

Palace (1,700 seats; average \$37,875) did \$20,500 for only five shows with its two-a-day policy with Judy Garland for its 14th week (see separate story). House did \$38,000 for the previous week.

Two Ky. Clubs Do a Fold-Up

CINCINNATI, Jan. 26.—The Latin Quarter, Wilder, Ky., and Club Alexandria, Newport, Ky., two of the more popular niteries in the Cincinnati area, closed suddenly this week. Both managements gave harassment by enforcement officials and a resultant sharp drop in business as the cause for the fold-up.

Last September more than 50 Kentucky State Police raided the Latin Quarter, managed by George Gebhardt, arrested employees and patrons, and confiscated gaming equipment. As a result of the raid and subsequent investigations, the Kentucky liquor board suspended the club's licenses for 15 days and fined the operators \$550. Two weeks ago, on the night the suspension was to be lifted, James Harris, Marshall of Wilder, raided a bingo game at the club, charging the operator with setting up and operating a game of chance. With it went a warning from the Marshall to cut out bingo or face closing.

FBI agents confiscated more than 2,000 slot machines in an unexpected drive in Northern Kentucky last week. Arthur Dennert, manager of Club Alexandria, was among the 12 persons arrested on local warrants. At the time of the seizure of the slots, Dennert declared that the FBI action "broke me." Both he and a spokesman for the Latin Quarter stated that night club business in Northern Kentucky is shot and predicted that a number of other niteries and cafes in the area who depend upon receipts from slot machines to pay part of their operating expense would be forced to close or sell out.

LOTS A STITCHES BUT NO JOKE

MIAMI BEACH, Fla., Jan. 26.—Always leave em laughing may be the comic's credo, but a member of the audience left this comedian in stitches—66 of them, to be exact.

Somebody ground a broken glass into Tommy (Moe) Raft's face early Saturday (19) as he chatted with the ladies and three fern night club entertainers in a Miami Beach bistro. Medics required 66 stitches to sew up the wound.

Raft, currently heading the Paddock Club show, said he didn't know who did the deed, but Miami Beach police swore out a warrant for Willie Harris, local night club and bar operator.

The motive for the cutting was not clear, but it appeared to have a feminine angle, police said.

Film & ASCAP Lawyers Dicker On Moneys Due

Par, MGM Pay Up;
Theater Rate and
Writer Plan Unset

NEW YORK, Jan. 26.—Legal batteries representing both the American Society of Composers, Authors and Publishers as well as the various major film companies are still working out details of payment due the Society for the two-year interim period since the consent decree. It is understood that Paramount Pictures settled with ASCAP this week and forwarded its payment to the Society. Only other flicker firm to have made payment thus far is MGM, which came thru with \$135,000.

Until ASCAP and the movies come to final agreements on interim period payments, several other pressing matters are being held up by the Society. Still to be worked out is basis for and method of payment to ASCAP from theater owners using live talent and music.

Meanwhile activities on the ASCAP writer front concerned the Longsfield Committee proposal for changes in the distribution of writer money. The Longsfield group met yesterday (25) to put its plan in writing for final presentation to the writer board of directors. The most ASCAPers (Continued on page 39)

To Hear Morris On Movie Suit

NEW YORK, Jan. 26.—E. H. "Buddy" Morris' suit against the major movie companies charging them with monopolistic tendencies and conspiracy with regard to their activities in the music business will be resumed in the next few days when the disk makers' legal eagles resume pre-trial examination of Morris. The resumption of the hearings was scheduled for the current week but was temporarily put off.

Hearings were recessed a couple of months ago just prior to the beginning of the holiday season. Film-makers named as defendants in the Morris suit included Warner Brothers, Metro-Goldwyn-Mayer, 20th Century-Fox, Universal Pictures and Paramount Pictures.

Agency Battles AFM On TV Film Jingles

Continued from page 10

cost. According to Weintraub agency, a client is ready to spend thousands of dollars to employ musicians for jingles, but exorbitant royalty fees stymie the deal. Agency points out that AFM deal with networks covering the film is not so severe, the regulations providing for a fee of 3 per cent of the production cost.

Weintraub agency, in its efforts to obtain relief from the AFM regulation, pointed to the disparity between the royalty regulation as applied to agencies and indie producers on one hand, and networks on the other. Union, however, claimed that the royalty arrangement with the networks was tied in with the over-all network AM-TV pact, that the networks were big users of musicians and deserved "consideration."

Situation confronting Weintraub highlights a condition which has become general: Agencies and their client, in such production centers as New York, Los Angeles, Chicago and San Francisco, are ready to spend money to employ musicians on TV jingle production, but cannot meet the royalty bite when the campaigns run into reasonably

GOT A CAT? READ THIS

NEW YORK, Jan. 26.—Capitol Records this week sent out an urgent call for a tiger cub. Diskery is trying to set-up a special promotion here for the Les Paul-Mary Ford waxing of "Tiger Rag." Thus far, all efforts of Capitol promotion execs Hal Cook and Dick Linke to find a tiger have been fruitless. So, anyone who can deliver the cat is invited to contact Cook or Linke.

Anthony, May In Tiff Over Arrangements

HOLLYWOOD, Jan. 26.—Ray Anthony, who was involved in a musical feud with Ralph Flanagan, Tex Beneke and the lesser Glenn Miller imitators when the late trombonist's style was resurrected, is in the midst of another hassle. This time, arrangements are again involved, with the new shaded sax voicing of novice orkster, Billy May, the subject of controversy. Carlos Gastel, personal manager of the trumpeter-arranger whose Capitol diskings have been causing talk of their altered sax voicings and tricky brass figures, called Anthony and Capitol Records here this week, beefing about the fact that the ex-Glenn Miller trumpeter cut three arrangements in New York, which Gastel alleges are steals from the May style.

"It's bad enough when they start stealing from the dead," Gastel told Anthony, "but when they copy the living, it's too much." Gastel said he thought the arrangements for the Anthony session were by George (The Fox) Williams, veteran Anthony scorer. Gastel also said he had heard that Clyde McCoy had cut a Billy May-styled (Continued on page 47)

INDIE POPS CLICK

"Sleeper" Slicings Hype Disk Industry

NEW YORK, Jan. 26.—The current state of the music-record business is again being markedly influenced by the creations of a number of the smaller independent diskeries. Only a few short months ago accredited as "down" as entities in the pop wax field,

the small firms appear to have managed to avoid the "out" count and seem to be handing the industry several of its key stimuli of the moment.

The movement was sparked by the recent successes of the Tennessee label with its Del Wood waxing of "Down Yonder" and the Victoria waxery's etching of "Sin" with the Four Aces. With an interim of only a few months, these p.a.c.e.m.a.k.e.r.s are being joined by a handful of new small firm contenders which are being steamed into "sleepers" or which are already legitimately established in certain areas.

Most talked of "sleeper" of the day is the Derby diskings of "Wheel of Fortune" by an unknown thrush, Sunny Gale, with the Eddie Wilcox ork for backing. "Fortune," issued with intent to be a disk for the rhythm and blues market, took a fast hold in the pop field as well as the r.&b. field and has been recognized by the major waxers as a leading current competitive item. The (Continued on page 39)

Weintraub agency, it is known, has for the time being dropped plans to employ musicians on jingles, owing to the intractable attitude of the AFM. Weintraub point of view—which is shared by other agencies and indie producers and clients—is that musical film jingles in no way displace musicians; in fact, they are a new and expanding source of potential employment. Rather than seek ways of circumventing the spirit of the AFM regulation, Weintraub has initiated a policy of production plans and hopes Local 802 will intercede with the AFM national office. However, some indie producers are known to be mulling the advisability of producing TV jingles with music supplied by foreign disks. Thus, of course, would circumvent the AFM royalty pact.

Coming-of-Age Copyrights Raise Major Renewal Problems

ASCAP Holds Royalties in Abeyance
Pending Search Into 'Original Intent'

NEW YORK, Jan. 26.—Problems pertaining to copyright renewals are assuming proportions of major significance in the music industry, particularly since the coming months and years will bring to the renewal stage a great bulk of the most valuable copyrights in American songdom. Some of these problems are of such complicated nature that the American Society of Composers, Authors and Publishers is holding in abeyance the disbursement of royalties pending research into the "original intent" of writer-publisher relationships. The problems fundamentally boil down into these considerations:

1. In the past 28 years, the number of publishers with charters in the American Society of Composers, Authors and Publishers has expanded tremendously, most

heavily since World War II. The younger publishers, in battling to increase their availabilities, have been pursuing valued copyrights due for renewal with offers of cash and even publisher partnerships. This type of competition for renewal rights, today an open practice, contradicts an age-old unwritten law among the elder publishers that they would not compete amongst one another for renewals.

2. Some writers, particularly those with a tidy bankroll and a healthy income, have hit upon a new conception of dealing with renewals. Rather than give them up, these cleffers entertain ideas of forming their own publishing outlets to retain the 28-year-old tunes. Since, in many copyright cases, the 28-year-old copyrights were assigned on contracts which

are cloaked in ambiguous language, these writers have run into snags with publishers who claim that the renewals were automatically handed to them via the initial pact. The writers seeking to set themselves up in the publishing business and who have run into original publisher difficulties are anxiously awaiting the outcome of a suit filed by Billy Rose, as a songwriter, against Bourne Music, seeking the return of the Rose copyrights to the writer. Rose is one of those writers who is planning to open a publishing house for his renewal copyrights.

Picture Complicated
The entire renewal question has been further complicated by the changing methods of royalty payments at ASCAP, which have placed an increasing emphasis on performances. Also, the Society in working out a plan for payments on renewals, has stressed the philosophy of "original intent" in contractual arrangements between writers and publishers at the date of publication. The Society had up to this point determined payment by the position of the writer credits on the copyright. In other words, if the copyright credited one composer and two lyricists, then the composer would (Continued on page 47)

Patterson's Death A Blow to ASCAP

Ex-Secy. of War Was Trouble Shooter
On TV and Juke Box Legal Fronts

Continued from page 1

uation, which is of such major import to the Society, now stacks up as follows:

The Society has requested the TV stations to furnish data regarding income, this data to be sifted by the Society and presented to the courts which, ac-

ording to terms of the amended consent decree, will set an equitable fee. The Society has as yet received no data from the stations. Meanwhile the Society is making its own survey of TV which it will present in court. Meanwhile, efforts are going forward to seek a revision of the amended consent decree. ASCAP wants this revision in order that it might have a fair competitive position as against Broadcast Music, Inc. (BMI), for instance, which has a revision to this effect: that the Society no longer be required to offer BMI-licensed radio and TV stations per-program licenses. Stations do not get a per-program license from BMI, so why require ASCAP to furnish one?

When the courts act to set a fee will depend upon when the data is assembled. More than 50 TV outlets which had been paying ASCAP an interim fee back in April, were asked to discontinue, pending a new scale to be determined by the court.

TV execs who have been following the TV per-program story closely, feel the death of Patterson will be a delaying factor. ASCAP, however, is determined to press the matter to a conclusion as rapidly as possible. Work being with Finkelstein is Judge Ferdinand Pecora, of the firm of Schwartz & Frohlich.

Served Key Role in Capitol
WASHINGTON, Jan. 26.—Death of Robert Patterson has removed a major figure in ASCAP relations with the U. S. government. Patterson served a key legal role during ASCAP's conferences with the Department of Justice on the revised consent decree which established the policy.

Regarded in high esteem here as a legal trouble-shooter, Patterson attended every conference staged by Justice Department here during the negotiations and had been considered one of the best interpreters of the lengthy legal document.

MCA, McConkey Deal for Hill

CHICAGO, Jan. 26.—Tiny Hill whose band is one of the heaviest grossers in the one-night field, has been offered booking deals by Music Corporation of America and the McConkey office as his pact with Associated Booking Corpor- (Continued on page 47)

Mario Lanza Signs 6-Mo. La Scala Pact

HOLLYWOOD, Jan. 26.—Mario Lanza has been set for a six-month stint with the La Scala Opera Company in Italy. The appearances will begin in September after the singer completes his next movie, "The Vagabond King."

Lanza is also negotiating with the Metropolitan Opera Company in New York for four appearances with that group. The Met has long been reported anxious to get the slick-disk star to appear in its productions.

Big Golden Plans 8 More

NEW YORK, Jan. 26.—The Simon & Shuster kidiskery has scheduled eight additional releases on its Big Golden, 10-inch series, including disks featuring Jimmy Durante and Eddie Cantor. The label's entry into the 10-inch field last fall with seven 51 platters was in the nature of an experiment. Diskery execs are now prepping a steady expansion in this field.

On March 1, S. & S. will release the Durante disk on which he sings two tunes specially written for the record date, "I Like People" and "Yankee Doodle Bunny," and a "Snow White" medley disk. Two "Alice in Wonderland" disks released last fall are being dropped from the current 10-inch catalog.

Promotion Rack
Bob Bernstein, S. & S. sales manager, has prepared a heavy merchandising program to hype sales of the 10-inch line. The key promotional item is a revolving counter rack given free to dealers with the purchase of 48 10-inch disks. Included in the promotional plan is a heavy display campaign via Nat Shapiro.

The diskery also plans to concentrate sales effort on the 10-inch line thru regular disk distribution channels by signing additional disk jobbers in several markets. The latest S. & S. distributor named is the St. Louis Music Company. Meanwhile the label's &r. chief, Arthur Shlankin, will work on mating name artists with special kiddie material a la Durante and Cantor. Plans call for one-shot deals, though long-term pacts may be made in some instances.

Choral Works Lead Pops in Published Music Copyrights

Chamber Pieces Ahead of Compositions For Dance Orks in 1951 Fiscal Figures

• Continued from page 1

having been in third place numerically the previous fiscal year.

Of 48,319 musical works registered for copyright in the fiscal year ending last June 30, the number of published tunes to-

tailed 13,851, compared with 15,574 published in the 1950 fiscal year out of a total of 52,309 registered copyrights for dramatic or dramatic-musical compositions last fiscal year, and 4,427 the fiscal year prior to that.

Of the published musical copyrighted works last fiscal year, 7,975, or roughly 60 per cent were published in U. S.

Here is the box-score on major categories of published musical compositions copyrighted in the 1951 and 1950 fiscal years:

Kind of Music	1951 fiscal year	1950 fiscal year
Choral Works	2,700	2,296
Popular	1,804	2,665
Chamber Music	1,500	410
Dance Orchestra	1,500	410
Piano Music	850	1,066
Juvenile	740	779
Opera	328	303
Band Music	280	273
Movies, Music		
Compositions	250	289

Schwann Sues Goody On LP Catalog Issue

NEW YORK, Jan. 26.—William Schwann, publisher of the Schwann "Long Playing Record Catalog," filed a complaint in Federal Court here Wednesday (23) against Sam Goody for alleged infringement of the copyrighted Schwann LP catalog. According to the complaint, the catalog issued by Goody, about November or December of 1951, infringed on the Schwann copyright because it carried the same title as the plaintiff's. The complaint also stated that Goody copied the listings of LP records from the plaintiff's catalog for the month of November and December, with certain deletions.

Before the publication of the Goody catalog, the complaint charges, Goody solicited Schwann to publish an LP catalog for exclusive use by Goody that would omit the releases of certain LP companies. This, the plaintiff claims, was refused. The charges of the complaint, the defendant "deliberately and willfully infringed the plaintiff's copyright by copying the

Schwann catalog and putting the Goody name to the alleged infringing copy." By such means the defendant "avoided the necessity of purchasing Schwann catalogs and appropriated the work and effort of the plaintiff thru unfair trade practices and unfair competition."

Ads Involved

In addition to the above charges, the complaint states that Schwann received substantial income from ads placed in his catalog, more than \$6,000 in the last three months of 1951. The complaint charges that the defendant has falsely represented the Goody catalog as a "complete Long Playing Catalog" and that Goody has solicited record manufacturers for ads at rates competitive with those of the plaintiff. The legal action on the part of Schwann seeks an injunction to restrain Goody from publishing the alleged infringing catalog and that Goody be required to pay damages sustained and account for all retail profits derived from the alleged infringement.

The Goody catalog lists the majority of LP record releases, with the exception of Cetra-Serla, EMS, Griffin, REB, WCFM, Poly-music Records and a few others. It is understood that Goody's initial printing of his catalog, which is issued bi-monthly, ran to about 50,000 copies. The orders he had placed with Schwann for catalogs, prior to publishing his own, ran in the neighborhood of 20,000 copies per month.

NEW DELUGE

Old Tune in Splashy Plug Via Robbins

NEW YORK, Jan. 26.—The Robbins Music firm has seized on a novel idea to exploit its oldie "Singin' in the Rain." Seems that The Oregon Journal, in Portland, Ore., which gets much rain, has called for an annual "Rain Festival" to let everyone know that rain can be a blessing instead of a liability. As soon as this news leaked back to New York, the boys in the publicity and exploitation departments of Robbins jumped on the water-wagon. Letters went out to the Portland newspapers asking them to select "Singin' in the Rain" as the theme song of the event, enclosing sheet music of the tune. Disk jockeys in the Portland area were flooded with suggestions that they play one of the five recent disks of the song to exploit the Water Carnival. The tune is now in the process of revival via the forthcoming MGM musical "Singin' in the Rain."

H&R Vs. Capitol On "Heartsick"

HOLLYWOOD, Jan. 26.—A legal battle that will closely approximate the hassle between Acuff-Rose, Pee Wee King and Redd Stewart vs. Hill & Range Songs, Inc., is developing here, with Gene Aberbach, of H&R, sending out a letter this week to Capitol Records, informing them that his BMI firm is claiming royalties for mechanical rights on the tune, "Heartsick Soldier on Heartbreak Ridge," set by Wesley Tuttle and Jimmy Wakely on Capitol. Original publisher of the tune is Comet Music, a BMI affiliate owned by Max Fidler, side-man with Tex Williams, and a group of associates. Ditty has also been cut by Ernest Tubb on Decca, Gene Autry on Columbia and Victor has cut it with Elton Britt.

The Aberbach declined comment when contacted, his letter (Continued on page 25)

Authors' League, ASCAP Favor Wider Copyright

WASHINGTON, Jan. 26.—John P. Marquand and Rex Stout, representing the Authors League of America and Herman Finklestein, representing American Society of Composers, Authors, and Publishers, are among the latest to sign up as witnesses for hearings Monday, Wednesday and Friday (28, 30, 1) on a bill to amend U. S. copyright laws to permit protection of foreign works without requiring their being printed in the U. S. (The Billboard, Jan. 19 and 26).

The House Judiciary Committee will conduct the hearings on the measure which was introduced by Chairman Emanuel Celler (Dem., N. Y.). Both Celler and his committee are under pressure from the State Department and U. S. copyright officials as well as authors and publishers to approve the bill to bring U. S. laws into line with the draft of the

world-wide copyright pact proposed by United Nations Educational, Scientific and Cultural Organization (UNESCO).

Others joining the list of witnesses were: Eugene Reynal, vice president, Harcourt Brace & Company, representing PEN World Association of Writers; Harold Ingle, director, Johns Hopkins Press, representing American Association of American University Presses; J. Y. Crowell, Crowell Publishing Company; E. J. Volz, president, International Photo-Engravers Union of North America; and Sam D. Warner, copyright expert, representing himself.

Oscar Hammerstein II is scheduled to testify Jan. 30. Luther Evans, Librarian of Congress, Sidney Kaye, Broadcast Music, Inc., and John Schulman, chairman, Committee on Copyrights, American Bar Association, will be among lead-off witnesses Jan. 28.

First Action of New Record Group Will Be Fight on Bryson Juke Bill

NEW YORK, Jan. 26.—The Record Industry Association of America will take its first public action by testifying against the Bryson Bill when hearings resume in Washington February 4 on the measure which proposes a license fee for performance of diskings on juke boxes.

The new disk manufacturers' association that succeeded Research firm, is collating information from its members to present to the House Judiciary Subcommittee on Copyrights and Patents, which will conduct the hearings. The association expects to es-

tablish its permanent structure at a meeting February 5. Officers as well as board of directors will be elected. The meeting also will name a full-time executive secretary, choice of whom has been narrowed down to three persons.

WASHINGTON, Jan. 26.—More than a score of witnesses will be arrayed against the Bryson-Kaufman juke box copyright bill at the February 4 hearings. Because of the big line-up a runover hearing has been set for February 6. Additional time will be given if requested by either side. Propo-

EDITORIAL

Common Sense, Please! AFM Jingle Tune Sour

Elsewhere in this issue is a recounting of the efforts of the William H. Weintraub Agency to secure relief from the musicians' union's regulations covering TV film. Weintraub has a client who wants to spend thousands of dollars producing jingles on film for TV use. Union regulation calls for a royalty payment of 5 per cent of the cost of station time—a cost which becomes prohibitive when the jingles are used over many stations during campaigns extending beyond the initial 13 weeks.

The American Federation of Musicians refuses to buck down. Result, Weintraub's client will not use musicians.

This is not an isolated instance. Such "musical" jingles as are generally heard on TV were made with "faked" instruments, gimmicked sounds, voices, etc., in order to avoid royalty payments. With the growth of TV, agencies and indie producers are experiencing a demand for a better product. Sponsors want to use competent musicians. But the operation of this better product—and the employment it would mean for musicians—is blocked by the AFM's lack of flexibility. The AFM cannot sensibly argue that a jingle—which can scarcely be construed as displacing musicians—should be taxed to the point where clients find it prohibitive to use any musicians at all. That's what has happened.

Agencies and indie producers are not asking for a no-royalty deal. They merely want a deal which is economically sensible—sensible not only for advertisers but also for musicians. Petrillo's present deal is illogical for all concerned. It has blocked an avenue of employment. It hampers creative advertising. It is in need of revision.

BAND DISKS ON UPSWING

But Full-String Symp Treatment Is the Trick

NEW YORK, Jan. 26.—Instrumental diskings generally have been tagged the "kiss of death" among the know-how men of the industry since band slicings went on the wane five or so years ago. But there are indications that instrumentals are beginning to make a dent in the market once again.

Of course, the nature of the current better-selling instrumental etchings is quite remote from the "Tuxedo Junction" and "String of Pearls" types of the

band days. Current instrumental mode appears to fall into a "pops" or semi-symphonic, string-Baxter category. Most prominent example of public acceptance of this sort of strictly orchestral effort is the hit made by Mantovani's full-string reading of "Charmaine."

On the heels of the Mantovani effort has come a Decca waxing by Leroy Anderson, arranger for the Boston Pops Orchestra, of his own composition, "Blue Tango." This waxing appears to be taking firm hold on the best-selling lists, and currently is ensconced in 13th position on The Billboard's retail charts. The success of the Anderson slicing has provoked several coverage tries by competing waxers—Hugo Winterhalter made it for RCA Victor and Les Baxter for Capitol. The Winterhalter diskings, incidentally, was singled out this week by the Victor firm for an all-out promotion effort. Anderson, it is to be recalled, last year helped pave the way for acceptance of lush instrumental waxings with

(Continued on page 25)

Morris, SPA in Audit Dickers

NEW YORK, Jan. 26.—The Songwriters' Protective Association this week turned down the proposal made by pudger Buddy Morris under which he would pay the entire cost of an audit of his books if two proposed auditors, Eddie Traubner and Dave Blau, were eliminated in favor of other accountants. At the termination of an extremely friendly and businesslike meeting between the two parties, SPA did offer to forego the use of Traubner's services if Morris would accept Blau. Morris is expected to decide on the counterproposal next week.

One SPA council member said of the negotiations with Morris: "He is the last guy in the world we would want to offend—he has always been well liked and respected by the writers." Morris is also known to be ready to reach a quick and amicable agreement with writers.

Meanwhile there was still much behind-the-scenes palaver and activity in the still unsettled audit problem with the Lou Levy pubberies. A settlement between Levy and SPA is still seen as being a long-winded affair, unless both sides have a decided change of heart.

NBC 'Big Show' Renews V. Lynn

NEW YORK, Jan. 26.—English thrush Vera Lynn was this week renewed for an additional four weeks of guests shots on the National Broadcasting Company's "Big Show" radio opus. The current Lynn visit to the United States was originally set by NBC veepee Bud Barry after she did one guest shot on the program when it originated from London. The network has also set up a 15-minute Vera Lynn show for Friday night airing in the 9:15 to 9:30 time slot. Latter show may be a regular affair.

During her current visit here with her husband, Harry Lewis, Miss Lynn will stick to radio and TV appearances. She is turning down offers for theater or night club work. She is slated to return to England some time before March 1 when she begins rehearsals for a new musical to open at London's Adelphi Theater on April 12. The thrush, who waxes for the London label, may return here next September. Her deal with George and Alfred Black, producers of the upcoming musical, call for her release at that time.

In addition to "Big Show" appearances, Miss Lynn has been guesting on disk jockey shows, and she made her video bow here on the Milton Berle TV show. Singer is being handled here by the William Morris agency that the latter's tie-up with the Foster office in England. Current Lynn platter on London is "If You Go," French-English import which was the thrush's biggest-selling platter in England during 1951.

(Continued on page 76)

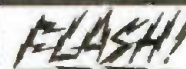
FORECAST

STOLEN LOVE and MARSHMALLOW MOON by Guy Lombardo 27962*

DECCA DATA

YOUR WEEKLY GUIDE

AMERICA'S FASTEST SELLING RECORDS



BROKEN HEARTED and SILVER AND GOLD by Alan Dale 27961*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

Table with 3 columns: Rank, Title, Artist. Includes 'MISSING IN ACTION' by Ernest Tubb and 'TOO OLD TO CUT THE MUSTARD' by Ernest Tubb and Red Foley.

COUNTRY

Table with 3 columns: Rank, Title, Artist. Includes 'SMOOTH SAILING' by Ella Fitzgerald and 'BLUE VELVET' by Arthur Prysock.

SEPIA

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

Table with 3 columns: Position Last Week, Position This Week, Title, Artist. Includes 'DANCE ME LOOSE' by Russ Morgan and 'THE LITTLE WHITE CLOUD THAT CRIED' by Roberta Lee.

COUNTRY

Table with 3 columns: Rank, Title, Artist. Includes 'IS HE SATISFIED' by Rex Allen and 'I LOST AN ANGEL' by Charlie Adams.

SEPIA

Table with 3 columns: Rank, Title, Artist. Includes 'I DO BELIEVE I LOVED ONE' by Lincoln Chase and 'IT IS NO SECRET' by Harmonizing Four of Richmond.

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

Table with 3 columns: Rank, Title, Artist. Includes 'TELL ME WHY' by Pearl Ace and 'A KISS TO BUILD A DREAM ON' by Louis Armstrong.

POPULAR

NEW RELEASES

SINGLES

Table with 2 columns: Title, Artist. Includes 'Stolen Love' by Guy Lombardo and 'Marshmallow Moon' by Guy Lombardo.

Table with 2 columns: Title, Artist. Includes '(Here Am I) Broken Hearted' by Alan Dale and 'Silver And Gold' by Guy Lombardo.

Table with 2 columns: Title, Artist. Includes 'I Ain't Gonna Give Nobody None O' This Jelly Roll' by Jimmie Davis and 'Forever's A Long Long Time' by Guy Lombardo.

ALBUMS

Table with 2 columns: Title, Artist. Includes 'PARLOR PIANO' by Frankie Frobs and 'MEREDITH WILLSON PROGRAM' by Meredith Willson.

SENSATIONAL BROADWAY SINGING STAR!

DOLORES GRAY

sings DID ANYONE CALL and I'VE GOT A FEELIN' YOU'RE FOOLIN'



Featured in MGM Picture 'Sleeping in the Rain' Decca 27942 (78 RPM) and 9-27942 (45 RPM)

DECCA
RECORDS



**A great new record
with 2 smash sides!**

Connie
BOSWELL

SINGS

**"BEGIN THE
BEGUINE"**

AND

"BELIEVE IT BELOVED"

DECCA 27945

(78 RPM)

and 9-27945

(45 RPM)

with Orchestra directed

...by

SY OLIVER

DECCA
RECORDS

America's Fastest Selling Records

**A great new record
with 2 smash sides!**



Connie
BOSWELL

SINGS

**"BELIEVE IT,
BELOVED"**

AND

"BEGIN THE BEGUINE"

DECCA 27945

(78 RPM)

and 9-27945

(45 RPM)

with Orchestra directed

... by

SY OLIVER



America's Fastest Selling Records

PROTEST "HIDDEN COSTS"

Dealers Ask Ethics Code
On Video Ads in Papers

NEW YORK, Jan. 26. — The National Appliance and Radio Dealers Association this week urged newspaper advertising execs to aid dealers in wiping out such unethical practices as eliminating compulsory warranty and excise tax charges from advertised retail prices of video sets. NARDA prexy Mori Farr wired the proposal to Louis E. Heindel, president of the Newspaper Advertising Executives Association which held its convention in Chicago this week.

Farr pointed out that withholding the compulsory charges from ads gave some dealers a false competitive advantage. He asked that NAEA aid in the widespread adoption of the code of ethics created by the Milwaukee Journal. His telegram said, in part, "It is our conviction that truth in advertising is the very finest sales ammunition."

Sets Expanding Area

NEW YORK, Jan. 26. — Despite the freeze on construction of new television stations, the area served by video is continuing to expand, department store execs and merchandisers were told this week by J. B. Elliot, vicepres in

RCA Extends
Field Support;
Alters Staff

NEW YORK, Jan. 26. — RCA Victor this week made some personnel changes as part of the diskery's continuing program of strengthening its field force. Bill Hill, former Capitol Eastern regional sales manager, was appointed record field manager for the New York metropolitan area. Bob Baggs, who formerly held the post, has been named a special distributor liaison exec. a newly created position.

Hill's territory will include northern New Jersey in addition to the New York and surrounding area. Baggs will work closely with all RCA Victor distributors on personnel, warehousing, sales and merchandising problems.

Westminster,
Period Sign
Europe Deals

NEW YORK, Jan. 26. — Two of the more conspicuous independent longhair diskeries have worked out arrangements with European record firms to press and sell their LP's thruout the Continent. Westminster Records are now being released in France, Holland, Belgium and Switzerland at the rate of 10 per month by the Selmer-Ducretet-Thomson combine. Period Music, producer of Renaissance, Period and Oceanic records here, is having its LP's distributed in France under the Classe label, and in England by the Nixa Record Company.

Westminster's set-up in Europe works as follows: Selmer presses the disks and Ducretet-Thomson distributes them along with their own electronics equipment to most of the nations in Western Europe. Over 30 LP's have been issued to date. In addition, Westminster is releasing here new recordings made by the Selmer Company in France which are suitable for the American market. The first of these was the recently issued "King David," by Honneger. The firm is now working on plans to have Westminster disks distributed in England and the commonwealth countries.

West to Hear
Miss Truman

NEW YORK, Jan. 26. — Margaret Truman has been set for a March concert tour thru the West and British Columbia. The singer has been booked for a flat fee of \$1,500 per concert.

Dates arranged for Miss Truman include Victoria and Vancouver, B. C.; Seattle; Conway, Ark.; Denver; Pueblo, Colo.; Laramie, Wyo., and Hibbing and Duluth, Minn.

charge of RCA Victor consumer products. "We are expanding television's service area by manufacturing better receivers," he said.

Pee Wee King
Crew Set for
String of P.A.'s

CHICAGO, Jan. 26. — Pee Wee King and his band, featuring Redd Stewart, finally worked their way out of TV contractual difficulties with WAVE-TV, Louisville, and are preparing to capitalize on the popularity of their Victor diskings of "Slow Poke" thru personals, which will be booked by Associated Booking Corporation. King inked with Joe Glaser of ABC last week. The ex-Autry accordionist, who has had his own band in Nashville and Louisville for the past seven years, is set to work the Hartford Theater, Hartford, Conn., February 23-24, and other dates are being filled in for the tour. The King band will probably play the Paramount, New York, for at least two weeks.

The King waxing of "Slow Poke" has already passed the 800,000 mark, and Bob McCluskey, Victor flack chief, this week sent out 1,000 copies of a record which carries the tune on 78 r.p.m. on one side and 45 r.p.m. on the other. Gimmick is that the d.j. is asked to spin the 78 and then the 45 speed disk on a 78 turn-table. The 45 side holds its meter and a different novel effect is achieved.

Charlie Adams of Ridgeway Music, Hollywood, rubbery co-owned by King and Stewart, has turned over foreign rights to "Silver and Gold," latest King-Stewart tune, to Bourne, Inc. Chappell handled "Slow Poke" on foreign deals.

The Victor diskings for Britain on "Slow Poke" has had its moniker changed to "Slow Coach," for the former title has a salacious connotation in the British Isles. Victor has also changed the billing on the band from "Pee Wee King and His Golden West Cowboys" to "Pee Wee King and his band, featuring Redd Stewart" in order to eliminate the lib. stigma, which might keep the band out of pop record stores and theaters.

Coral's Biz at
All-Time Peak

NEW YORK, Jan. 26. — Coral Records is enjoying the biggest month in the two year history of the wholly-owned affiliate of Decca Records. Diskery, like all the leading firms reported in The Billboard last week as doing a booming business, currently is moving merchandise at the heaviest volume since the firm was created.

Leading items for the diskery include the still-strong Ames Brothers-Les Brown ork slicing of "Undecided," the Ames' newest etching "I Wanna Love You," Teresa Brewer's "I Don't Care," Johnny Desmond's "Oh My Darling," and Kenny Roberts' "Mountain Dew." In addition to the singles, diskery, which has been placing a heavy accent on package merchandise, has been doing its most successful job to date with albums and LP's.

Victor to Skip
Feb. 4 Platter

NEW YORK, Jan. 26. — In order to concentrate selling, promotional and merchandising efforts on current items, RCA Victor will forego a pop disk release for the week of February 4. The diskery used this same tactic several months ago on an experimental basis. Results, according to RCA Victor execs, were sufficiently successful for the diskery to follow-up with another "no release" week.

During the week of February 4-10, RCA Victor factory and distributor forces will concentrate on the label's best-selling pop disks such as recently released Eddie Fisher, Pee Wee King, Eddy Arnold, Hugo Winterhalter, Bell Sisters and Mario Lanza platters.

SPA ROMBERG
HONOR TO WIFE

NEW YORK, Jan. 26. — The Songwriters Protective Association this week presented to Mrs. Sigmund Romberg a memorial tribute to the late SPA president. Text of the parchment scroll is as follows:

"For more than a score of years men and women who write the music which our country loves and enjoys have looked to Sigmund Romberg as their leader, their friend and their advisor. Genial, energetic and with an innate gift of diplomacy, he guided the destinies of the songwriters and their organization, Songwriters' Protective Association, thru good times and bad. So sound was the foundation which he built that even though he is no longer with us, Songwriters' Protective Association will stand as a perpetual monument to his memory. The Council of Songwriters' Protective Association in meeting assembled, records with grief and sorrow the death of its president, Sigmund Romberg, and extends to his widow, Lillian H. Romberg, the heartfelt sympathy and sincere condolences of all of songwriters of America upon the loss of a great and good human being.

FROM RINKSIDE

Dick Tracy
Plugs 'Dance
Me Loose'

NEW YORK, Jan. 26. — One of the more unusual plugs for a song was handed out this week by the Dick Tracy comic strip on the ditty, "Dance Me Loose." The syndicated strip has been running portions of the lyrics in a sequence which involves a skating rink. The song does not refer to skating, the ditty's history is based on Arthur Godfrey's penchant for the blades and the rink.

Godfrey suggested the song idea to writers Lee Erwin and Mel Howard after the TV star finished a skating lesson under tutor Fritz Diehl, whose conversation is replete with "Sheboygan Dutch" phrases like "don't hold your arms so extra out." Godfrey made the suggestion in the morning of November 20. The song was completed near midnight the same day and performed the following morning on Godfrey's CBS radio show. It was recorded November 25, shipped to deejays on December 4 and hit The Billboard best-seller lists Christmas via Godfrey's Columbia etching. Since then several other disk versions have become active, particularly the Russ Morgan Decca and Mindy Carson RCA Victor disks.

Merit Award
To Barkmeier
And Dave Finn

NEW YORK, Jan. 26. — The RCA Victor Award of Merit, the company's top citation to its employees, was presented this week to Paul Barkmeier, vice president in charge of the record department, and to Dave Finn, record department advertising and sales promotion manager.

Citation to Barkmeier was his department's record during 1951. Award read, in part: "The record department showed one of the greatest gains among all the company's activities." Finn was cited for a "tremendously effective advertising and sales promotion program."

WOR Closing Deal
For All-Night DJ

NEW YORK, Jan. 26. — Radio Station WOR this week virtually completed arrangements for a late-night, all-night jockey show to be handled by Ted Lawrence. Not yet set is the restaurant or night club from which the show will emanate. It is understood the station is close to a deal with a swank East Side night spot.

Copyright Figures Reveal
Drop in Music and Drama

WASHINGTON, Jan. 26. — Musical and dramatic copyrights in fiscal 1951 dropped sharply below figures for the previous year, it was revealed this week. But gains were chalked up for motion pictures.

Official figures for the 12-minute period ending June 30 showed 48,319 musical copyrights, 690 below the previous year but 195 above 1949 which was the lowest in a decade. The number of dramatic or dramatico-musical compositions totaled 3,992, as compared with 4,427 the year before and 5,159 in 1949.

Film photoplays registered reached 833, an all-time high and a gain of 50 over 1950 and 198 above 1949. Non-photoplay motion pictures rose to 1,314, a gain of 201.

Both the 1951 and 1950 totals

for musical copyrights show sharp drops from the 1948 record figure. The 1948 record was particularly unusual because copyright fees were upped that year from \$1 to \$4. Indicative of the trend in music copyright registration are the following figures: 1943, 48,348; 1944, 52,087; 1945, 57,835; 1946, 63,367; 1947, 68,709; 1948, 72,539; 1949, 48,210; 1950, 52,309, and 1951, 48,319.

World Labor
Group Hails
AFM's Action

MIAMI BEACH, Fla., Jan. 26. — The work of James C. Petrillo to safeguard American musicians from the inroads of mechanization has strongly influenced action in behalf of all performers at the international level, the executive board of the American Federation of Musicians was informed during its sessions at the Lombardy Hotel here this week.

The efforts of the AFM president will be brought to the attention of the 13-nation Advisory Committee on Salaried Employees and Professional Workers of the International Labor Organization, a United Nations specialized agency, which will discuss the question of performer's rights at its second biennial session in Geneva, Switzerland, on February 18.

The AFM executive board was told by Snowden T. Herrick, an official of the ILO, that the Advisory Committee is expected to draft proposals calling for an international convention — similar to that now governing the copyrights of authors and composers — establishing that the performer himself has a proprietary interest in an artistic performance, as well as the author, the manufacturer and the broadcaster.

Petrillo has already, in effect, established such a right for the American musicians. Performers in other countries are also concerned about the threat created by developments in the mechanical reproduction of sound, and hope to establish a "right of authorization" to enable them to control the exploitation of a single performance.

More Locations
For Kenton Ork

HOLLYWOOD, Jan. 26. — Orkster Stan Kenton has decided upon more one-night dates and locations with his 20-piece dance band and far less stress on concerts. Kenton told The Billboard that he will break in a new dance unit in mid-February before opening a two-weeker at the Oasis, Los Angeles jazz citadel. After that date he'll one-night thru Southern California and then go east to the Blue Note, Chicago, where he opens a two-weeker April 4. It's Kenton's first date at the Windy City jazzery. Kenton hopes to book other location dates in jazz cities, interspersing dance dates.

Kenton hopes to work out, with the aid of Bob Allison, his manager, and GAC, his booking office, a deal whereby he can do a one or two-a-day location in theaters. He hopes to package his band, together with an outstanding comic and several acts, for this experiment.

Kenton's ork will have a slightly different set-up in that, in addition to five saxes, five trumpets, four rhythm and four tenor trombones, he'll carry a bass trombone and two French horns. Also he'll keep the Capital disk hits in the library, he intends to junk about 70 per cent of his last year's library for the first time. Kenton also is searching for two band vocalists, as neither Jay Jackson nor June Christy will be with him. Capitol is backing up the Kenton dance band push by cutting the new ork in several sessions before he goes on the road.

Toronto Bars
Would Cut All
Cocktail Units

Continued from page 14

city was held this week to discuss the plan, and 98 per cent said they were in favor. One owner said: "We can't tell whether the trios are helping out business any and with the price we have to pay them, what is the use of keeping the fellows on?"

Another problem facing the owners is the censorship of their acts. The owners say they can't control what the acts are going to include in their material, and they don't feel they should be held responsible. Recently two spots have had their licenses lifted by the Liquor License Board for so-called "blue material."

The dining lounges would be unaffected by the proposed closure. No comment was coming forth from the musicians' union. Operators also say they are paying the highest rates on the North American continent for their musicians.

Russian Disk
Issued Twice;
Tiff Results

NEW YORK, Jan. 26. — An unusual hassle developed in the LP market this week with the almost simultaneous issue of the same recording of Shostakovich's oratorio, "Song of the Forest," by two different LP indies, Vanguard and Colosseum Records. The work, originally recorded in Russia by the Choir and State Orchestra of the USSR, conducted by Eugene Mravinsky, was released a week ago by Vanguard, and will hit the market this Thursday (31) from Colosseum Records.

Vanguard claims its etching of the work is the only "authorized" version on the American market and was waxed from tapes supplied by Leeds Music, who "have sole rights to mechanical reproduction of Russian music in the Western Hemisphere." Leeds Music supports Vanguard on this, and states that it obtained the tapes from Russia. However, the Colosseum diskery claims that it obtained the "original" tapes via a "neutral" country in Europe, and that its etching is the "proper" one.

Shaw Chorale
To Tour Auds

NEW YORK, Jan. 26. — The Robert Shaw Chorale concert package will play 25 one-nighters on its spring tour, hitting 26 cities in 12 States, starting February 2, thru March 26. The package, which will carry 30 singers, a pianist and a 19-piece orchestra, was sold on a flat fee basis of \$2,500 per performance.

The choral group will sing in civic, college and high school auditoriums, and a few college field houses. The tour opens in Williamsport, Pa., and includes Wilkes-Barre and Norristown, Pa.; Portland, Me.; Hanover, N. H.; Worcester, Mass.; Allentown, Pa.; Baltimore; Lynch.

(Continued on page 50)

FIRST MERCURY RELEASE!

XAVIER CUGAT

AND HIS SENSATIONAL ORCHESTRA



'BABALU'

FEATURING

RICHARD HAYES

COUPLED WITH

"MORE THAN LOVE"

MERCURY 5780 • 5780 X 45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

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Would Nix Poetry Disk Exclusives

NEW YORK, Jan. 26.—Esoteric Records, indie longhair and jazz diskery, has filed a brief with the House Judiciary sub-committee on copyrights asking for a change in the proposed copyright amendment bill (HR 3589), so that recording rights in non-dramatic literary works will be subject to the same type of compulsory copyright license as those now governing musical selections. In the proposed copyright amendment bill, non-dramatic literary works are brought under copyright protection for the first time, but Esoteric claims that, as the amendment now stands, a disk firm that receives the right to record poetry from a publisher has the right to record that work exclusively, and it cannot be waxed by any other diskery.

According to Esoteric attorney Nathan Samuelson, Congressman Bryson (writer of HR 3589) informed the firm that this was the first time that the differences in present compulsory licensing laws on musical selections and the proposed copyright laws on literary works had been brought to their attention. Esoteric Records has released one album of poetry by Yeats, and it is understood that additional poetry disks have been recorded.

Illustration of a man with a sign that says 'BREAKING NEWS! "/>

TANNEN MUSIC, INC. 146 West 51 St., New York 19

BOB MERRILL'S LATEST BALLAD "WE WON'T LIVE IN A CASTLE" OXFORD MUSIC CORP. 1619 Broadway, New York 19, N. Y.

from the M-G-M film "THE BELLE OF NEW YORK"

oops! LEO FEIST, INC.

Watch this "NATURAL" HIT MOUNTAIN LAUREL Recorded by VAUGHN MONROE (Victor) JANE TURLEY (Decca) Others to Follow Piccadilly Music Corp. 1619 Broadway, N. Y.

Another BMI Pin-Up Hit! AT LAST—AT LAST published by Decca Recorded by (Decca) Bino Crosby (Decca) Tony Martin (Decca) Ted Brown (Decca) Teddy Johnson (Decca) Ray Martin (Decca) Sunny Turch (Decca) Smil Sava (Decca) Exclusively licensed by BROADCAST MUSIC, INC.

Music as Written

Green to Toot MGM Disk

In N.Y., Talk New Music... Johnny Green, director of music for the MGM picture plant, arrived in New York last week for a several-week stay to discuss music plans with the flicker's pubber outlet, Robbins-Feist-Miller-Lion. He'll also make the local deejay rounds with a new MGM disk which couples "Invitation," a title theme from a coming MGM flicker, with "Lygia," the love theme from the current "Quo Vadis."

New York:

Eddie White has formed a personal management company, and is now handling Eddie "Piano" Miller, the Three Baritones, Dorree and Bill Post and Ricky Vallo. Disk Jockey Norm Prescott in town this week to do narrations for Dynamic TV Films. Harry Sullivan, New York Coral Record distributor, is on a trip to Rochester, Buffalo and Syracuse. Counterfeit disks of the Kern platter "I Want To Say Hello" have turned up in Scranton, Pittsburgh and some western cities.

Jim Davis, head of RCA-Victor Custom Records is on vacation in Florida, just fishin'. Paul Breisch has been signed to join the conducting staff of the New York City Opera Company. Harold Arlen and Dorothy Fields are writing the music and lyrics for the 20th Century film, "The Farmer Takes a Wife." Arthur Rubinstein is skedded to appear as himself in "Tonight We Sing," film musical about Sol Hurok. Billy Jones and The Beachcombers, five-piece combo, are featured on Sunday's "Miniature Matinee" on TV Station KPMF in San Diego.

Chicago

Leo Peiper, who opens at the Schroeder Hotel, Milwaukee, April 1 for two weeks, will then return to the Trianon here for a month starting April 15. Ray Pez, now at the Muehlebach, Kansas City, Mo., will follow Peiper into the Trianon May 13, also for a one-month stand. Morrie Price, Mercury sales manager, flew East on business last week.

Frankie Carle set for one week at the Casaloma Ballroom, St. Louis, starting March 25. Eddie South opens a one-month stand at the Theatrical Grill, Cleveland, February 18. The Weavers set for a week at the Yankee Inn, Akron, starting February 4. Pearl Bailey, returning to New York this week after closing the Chicago Theater, set for the Ed Sullivan show February 4.

Detroit

Ricky Vallo, MGM artist, opened Monday at the Club Gay Haven in Dearborn. Harry Richman is headliner at the reopened Elmwood Casino in Windsor. Gwen Parks, pianist, reopened Sunday at the Woodward Grand Ball. Donna Hightower opened at the Flame Show Bar, black-and-tan, with tenor Andre D'Orsay holding over. The Day Dreamers, with a revamped personnel, are the new headliners at Yeamans' supper club.

El Paso Top MGM Distrib

NEW YORK, Jan. 26.—MGM Records' sales contest among its distributors for the biggest volume achieved on standard catalog items during the Christmas season wound up this week. The Frontier Distributing Company, El Paso, Tex., operated by William Shapiro, was the winner. Shapiro won a free two weeks round-trip vacation to Bermuda, and those of his salesmen who participated in the sales drive were gifted with \$100 Defense Bonds.

Second prize was copied by Len Smith, whose distrib firm handles the MGM line out of Albany, N. Y. Smith was awarded a \$500 Defense Bond. Smith incidentally, takes care of his territory solo—his firm being a one-man operation. He also handles about eight labels in addition to MGM.

Hollywood

Tennessee Ernie set at Chi-Chi, Palm Springs, Calif., in a week, and the Four Dukes, Detroit, early in March for 10 days. Paul Cohen, of Decca, paired the Anita Kerr Singers with Sister Rosetta Tharpe in a Nashville disk session last week. Hal (King) Cole has been set by Carlos Castella to do two songs in a forthcoming Jane Powell MGM starrer, "Small Town Girl." Frankie Carle, searching for band vocalists, has worked out an e.t. promotion campaign with Bob McLaughlin, KLAC, Los Angeles, D.J., where in the platter pilot spins a recording of Carle asking for auditions on budding chirpers over his many disk shows.

Alan Livingston, Capitol's a.d. chief, has inked Dean Martin to a long-term pact. Johnny Mulvihill, who inked GAC in New York, where he headed the radio-TV department, will confer with Bob Wonders, Arena Stars chief, about repping the Wonders-Spike Jones org in New York since Leonard Romm left. Wonders told The Billboard that he has one other man in mind, but new man probably will be Mulvihill. Arena Stars is seeking a top man to concentrate on radio-TV in Gotham. Eddie and Leo Kanner, of Aardian and Score, the local r.&h. diskery, are going more into the pop field with their Intro label (The Billboard, January 19). They are on the verge of linking the Merry Macs, singing group and another vocal-instrumental group headed by Joe Burston, the jazz pianist-singer who formerly worked in Chicago territory.

Ernie Felice, accordionist, has returned to Capitol disks and Ari Vasa Danuso has received his release.

Modern Records has hired Barney McDewitt, the flack, to debut their distribution and sales effort on Tower Records, the Dick Bradley firm. Portem Distributors, New York, is the first firm to handle the Tower disks thru the Bihari brothers.

Nozman Grams, the jazz impresario, has established headquarters at 451 North Canon Drive. The Carlos Castella are expected in March. Lena Horne and her hubby, Lenny Hayton, the conductor, leave for a six-month trek thru Europe, mixing concerts and locations with pleasure trips. Bob McLaughlin's annual popularity poll of listeners to his many segs over KLAC, Hollywood, showed Doris Day, Frankie Laine and Jerry Gray heading their respective categories. Twist was that Les Paul and Mary Ford headed the singing group classification. Miss Ford, doing the singing, with multiple dubbing adding the group effect.

Will Jurgens, manager of his brother Dick's ork, reports that Jurgens opens his Midwestern 1952 tour at Frank Drouby's Crystal Ballroom, Colona, Mich., April

Pubber Action Flares Anew

CHICAGO, Jan. 26.—Pubber activity, at a low point here since the great exodus which started a year ago when major firms began shuttering Windy City offices, began boiling again this week, sparked by an all-Chicago east. Firm spearheading the action is Altom Music, owned by Archie Levington. And the tune involved, "Wishin'," was written by Chicagoans, was first recorded by a local band, and was cut by a hometown label, Mercury.

Levington, former Leeds staffer here, started Altom Music last July. Recently he signed the tune, "Wishin'," which was written by Al Trace, Ben Trace and Teddy Simmons. Initial platter was cut last week by Teddy Phillips and his band, a local org, on the King label, and immediately thereafter, Mercury followed with an Eddy Howard side, the latter also a Chicagoan.

This week the song was recorded by Russ Morgan for Decca and Eileen Barton on Coral. Waxings are also scheduled to be made within the next few days by Capitol, Columbia and RCA.

Disk jockeys here already have hopped on the tune, and retail music stores thruout the city have promised displays for sheet music and platters by next week.

13, followed by two weeks at the Aragon, Chicago, April 29. The Jurgens' brothers expect to do only 60 one-nighters in the next 12 months. They did only 74 during 1951.

Bill Emard, advance man for Stan Kenton, will open a Kenton flackery office in New York this week. He'll promote Kenton dates and Capitol disks on the East Coast. Nellie Lutcher cut four sides for Capitol last week with full string orchestra. Charlotte Austin, 18-year-old daughter of singer Gene Austin, famed for his Victor diskings in the '30s, was signed last week by 20th Century-Fox for a build-up.

Nacio Brown Jr., son of Nacio Herb Brown, the free-lance writer, expects to debut an ASCAP and a BMI firm within six weeks.

Plans Pushed By New Disk Dealers' Org

NEW YORK, Jan. 26.—In spite of internal dissatisfaction within the newly chartered Association of Record Dealers (The Billboard, January 26), the ARD is going ahead with plans it formulated at its first open meeting a few weeks ago. The ARD, which now includes a small percentage of dealers from the metropolitan area, has met with an executive of one of the major record companies, via ARD organizer Charles Gerner, and Gerner will meet individually with the distributors of all the major labels here during the next few weeks.

The object of the meetings between Gerner and the distributor heads, according to ARD chief Charles Lichtman, is to see if the distributors are interested in maintaining the list prices of the records they sell.

At the next open meeting of the ARD, which is skedded for February 19 at the Henry Hudson Hotel, the agenda is said to call for Gerner to report on his meetings with distributors and the names of all officers of the ARD to be disclosed. Meanwhile the ARD is going on a membership campaign.

Danish Ork Coming Over

COPENHAGEN, Jan. 26.—A contract for an American concert tour by the Danish State Radio Orchestra is expected to be signed momentarily. Frederick Schang, president of Columbia Concert Artists' Bureau, has been conferring with the American-Scandinavian Foundation in New York and is ready to sign as soon as a Danish Radio representative arrives in New York.

First concert is set for October 13 in New York's Carnegie Hall. Orchestra will consist of 93 musicians under the baton of Erik Tuxen. Three Greyhound buses for the musicians and a truck for the instruments will take the orchestra to Chicago and New Orleans, then back to New York. Concerts will be given at large cities en route. Columbia Concerts' budget for the tour is \$16,000 per week. Each musician will get \$100 a week for hotel, meals and expenses.

Romm Veepee For Alexander

NEW YORK, Jan. 26.—Leonard Romm this week joined the Willard-Alexander Agency in the role of veepee in charge of the band, act and theater department. Romm recently left Arena Stars, Inc., and previous to that was with the General Artists' Corporation.

More Gospel Groups Added By Bibletone

NEW YORK, Jan. 26.—Bibletone Records is expanding its operations in the country gospel field and the resurgent semi-religious city market. Donald Becker, in charge of artists relations for the label, signed up The Harmonizers Quartet, The Happy Goodman Family, and the Ilii Neighbors Quartet, on a recent trip thru the Carolinas and Georgia, to add to the firm's line-up of gospel groups. The company's latest releasing schedule calls for eight to 12 sides per month of sacred tunes for the Southern and Western markets. Bibletone is also pushing its entry into the big-city markets with an etching of "Mother, at Your Feet is Kneeling," sung by Philadelphia disk jockey Stu Wayne, plus two new sides by singer Ken Carson, backed by the Hal Kanner Ork. These disks will be released next week.

The gospel company has been active in other fields too, having set up its own transcription firm last month, which rents transcriptions of sacred music to radio stations on a single performance deal. It has also increased its gospel disk jockey network to 200 stations thruout the West and South. In addition to the 30 distributors handling the line, Bibletone Records are now being sold to religious book stores by the Van Kampen Press in Illinois.

Cetra-Soria Skeds 12 Sets

NEW YORK, Jan. 26.—Cetra-Soria Records, indie LP firm specializing in Italian opera, has skedded 12 new opera sets for debut in 1952, which will give them a total of 45 operas in their catalog by the end of the year.

Seven of the 12 have already been recorded, and two of the works, "Tosca" and "Francesca da Rimini," are due for release this week.

CLIMBING FAST! DANNY DAVIS Singing "CRAZY HEART" MGM 11103 (78 rpm) K-11103 (45 rpm)

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

AMERICAN MUSIC, INC 1536 Broadway, N. Y. 10019

Stop-Look-Listen NAT COLE'S New Release "UNFORGETTABLE" Capitol 1808

BOURNE, INC. 799 7th Ave. New York 19, N. Y.

WATCH THIS TUNE — YOU'LL HEAR IT SOON I Never Knew I Cared So Much (Until You Said Goodbye) Featured by JANETTE DAVIS on ARTHUR GODFREY'S TV and Radio Shows Sheet Music Available — Records Sold David Weingarten Music Publications 164 ALEX STREET BRIDGEPORT, CONN.

"AT LAST"

JUST OUT . . . and ALREADY PICKED TO HIT!
for you . . . and AMERICA'S #1 BAND

• **The Disk Jockeys Pick**
THE BILLBOARD JANUARY 26, 1952

AT LAST . . . Ray Anthony Ork. Capital 1912

RAY ANTHONY



Featuring TOMMY MERCER
and the Anthony Choir



*by Mack Gordon and Harry Warren
from "Orchestra Wives" of 1942

CORAL
RECORDS

EILEEN BARTON

sings ...

"WISHIN'
and
"WHEN
YOU'RE
NEAR
ME"

CORAL 60651 (78 RPM)
9-60651 (45 RPM)

Orchestra directed by
Paul Neilson

CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of BECCA RECORDS, INC.)

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

PERCENTAGE

\$4,000 Deal, But Hardly Makes Cents

NEW YORK, Jan. 26. — It's news these days when a band turns down a \$4,000 one-nighter. That's what orkster Ralph Flanagan did this week.

The Flanagan band was offered \$4,000 to play a festival in Tampa, Fla., on February 12. But the Flanagan crew is scheduled to play a date in Amarillo, Tex., the night before. In order to make the Tampa date and be in Phoenix, Ariz., on February 13 for a one-nighter, Flanagan figured he would have to span 3,600 air miles which would run up a plane bill of \$3,500. Thus the actual net on the date would run below \$500 if he took it.

Stewart Quits Balto Symp

BALTIMORE, Jan. 26.—Blaming competition from other orchestras and reduction of the concert season, Reginald Stewart submitted his resignation on Friday (18) as conductor of the Baltimore Symphony Orchestra.

Stewart declared that he is "unwilling to continue under existing conditions," in which "the unremitting competition of visiting orchestras with long-established local followings," and the reduction of the concert season by two weeks, has caused "consternation" among the musicians, of whom "about 40 per cent—30 players—departed for greener fields."

The Canadian-born maestro, who has led the Baltimore Symphony since 1945, is paid \$500 each for 31 concerts. He receives, in addition, \$17,500 a year as director of the Peabody Conservatory, a position in which, Stewart declared, he "does not contemplate any change."

Fuss Now on 'Yonder' Mate

NEW YORK, Jan. 26.—Tennessee Records certainly has had its legal headaches with its hit plating of "Down Yonder." The diskery, operated by Reynold Bubis, ran into an infringement case and lost it on "Yonder" at the early stage of the Del Wood waxing.

This week Bubis was served with papers claiming that the coupling to "Yonder," a ditty called "Mine, All Mine," was a prior copyright belonging to Fairway Music Corporation and Fred Stryker. The claim is that "Mine" was published and recorded by Jimmy Wakely in 1948. The suit was filed in District Court, Nashville, by the law firm of Orenstein & Hudgins there.

Marrow Leading 'Come of Age' Ork

NEW YORK, Jan. 26.—Macklin Marrow, MGM Records' musical director, is conducting the orchestra in Guthrie McClintie's production of "Come of Age," legit play in words and music which opened at the City Center here Wednesday (23) for a two-week run. Richard Addinsell wrote the music for Clemence Dane's play. Marrow conducted the ork for the same show in 1934 when it was first presented in this country.

Mindy Carson Signs With Film Agency

NEW YORK, Jan. 26.—Mindy Carson signed a contract last week with Charles Feldman's Famous Artists for agency representation for motion pictures. The thrush is represented by General Artists Corporation for personal appearances, as well as radio and television.

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 25 Opera Place, Cincinnati or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati International Revenue Bureau, see Page 53.

WHERE E'ER YOU LOOK—SEBASTION

NEW YORK, Jan. 26. — Pyramid Records has set a unique advertising campaign to push its latest disk, "Oh, Sebastian," the Elmo Russ tune whose lyrics are made up of 68 song titles. Small white stickers reading "Oh, Sebastian! Ask For It At Your Nearest Record Store," have been pasted thruout subway stations here, on the pillars, the vending machines and even in the men's rooms. (This proves that The Billboard reporters cover everything.)

Mayhams Suing King for \$15,000 Over "Bungalow"

NEW YORK, Jan. 26.—Norris H. Mayhams has filed a suit in Federal Court here against King Records, Inc., charging infringement of his tune "We'll Build a Bungalow." The suit asks \$18,000 damages and an injunction.

The complaint says King Records published and placed upon the market a disk containing the tune "We'll Build a Bungalow" which was copied from his work. Mayhams also claims that before the alleged infringement he filed a notice of user as required, but that King Records reproduced the tune without consent, and without giving notice of its intention to use the tune, as required by the copyright law.

Mayhams claims that he wrote the song prior to September 1940, and that it was copyrighted. In November 1940 he assigned all his rights in the tune to Mellin Music, but he states that in June 1950, Mellin Music re-assigned the tune back to him. Mayhams claims that his copyrighted work is in the form of a phonograph record.

Plan U. S. Tour Of De Vol Band

HOLLYWOOD, Jan. 26.—Frank DeVol will take out a 15-piece crew on his first one-night cross-country tour when his five-times-a-week radio show terminates next July. Tour is being booked by Music Corporation of America. DeVol will return here in September to resume his CBS radio chores. DeVol played the Capitol Theater in New York last year with his own dance crew.

The tour will be built around a two-week date at the New York Paramount Theater. DeVol will play the Lido, formerly the Majestic Ballroom, Long Beach Calif., on February 1 and 2. His date there will tee-off a name band policy week-ends at the spot operated by the Long Beach Amusement Corporation. The spot is experimenting with names and will continue to use the Frank Gould local crew Sunday evenings.

Phono Mfrs. Name Adams

NEW YORK, Jan. 28.—The Phonograph Manufacturers' Association this week named A. D. Adams as executive secretary, and set up permanent headquarters for PMA on lower Broadway here. Adams operates an advertising agency under his own name, and represents the PMA as an agency. The latter set-up is not affected by his new appointment.

PMA is also organizing an industry-wide research program thru the co-operation of the group's member manufacturers.

SET SALES BIG IN NOVEMBER

WASHINGTON, Jan. 26.—Department store sales of records, sheet music, and musical instruments during the first 11 months of 1951 climbed 5 per cent above corresponding period of 1950, the Federal Reserve System reported this week. Sales of radio, TV, and phono sets fell 16 per cent in the same period. Set sales for November 1951 were 46 per cent above November 1950. Music department sales in November showed an 8 per cent climb over November 1950.

THANKS, BUD

U. S. Official Praises Our Disk Makers

WASHINGTON, Jan. 26—Paying tribute to U. S. disk-makers for a major role in "the world-wide dissemination of music," Dr. Harold Spivacke, chief of the Music Division of the Library of Congress, told a music conference sponsored by the American Council of Learned Societies here that "concerted steps" by the world powers are needed. "It is my belief," said Dr. Spivacke, "that a really successful international exchange (of music) will have to depend on a collaboration of governmental and commercial enterprises." He said "it will also require the co-operation of the public and private organizations such as libraries, universities, symphony orchestras and others. But without governmental and commercial initiative, little can be accomplished."

Dr. Spivacke said musical interchange among people of the world is jeopardized by "nationalistic tendencies" in governments of the world. He voiced the belief that the United Nations Educational, Scientific and Cultural Organization has missed its opportunity on this score. He cited one example in which UNESCO, seeking to propagate some folk music, produced an edition of 100 albums, "barely enough to send one to each member nation."

"It so happens," said Dr. Spivacke, "that there are many—possibly hundreds of albums of authentic folk music already available in various countries of the world but about which little is known outside the country of origin. The small sum available (to UNESCO) could have been used to list these and organize exchanges of the recordings between the different countries," he said.

Music Printers to Mull Restriction In February Confab

NEW YORK, Jan. 26.—National Music Printers and Allied Trades will hold its annual convention here at the Hotel Roosevelt, February 22. One of chief topics on the agenda is that of governmental restrictions, according to Gill Clappin, exec secretary of the printers trade org. Problems stemming from the restrictions, if not properly solved, will cause unnecessary curtailment of production, said Clappin, and will adversely affect publishers' requirements.

Convention will consider printers' efforts to meet heightened costs of labor, paper and metal shortages, etc.

H&R Vs. Capitol

Capitol's accounting department claims that the ditty was written by Frances Kane, whom he has under a writer's agreement. Stanley Fleishman, attorney for Comet Music, maintains that the song was written by Fidler and Nellie Kane, sister of Frances. Fidler and Nellie Kane have collaborated on a number of songs, all in the Comet catalog. Fleishman added. Several of their songs, he said, have been turned over to H&R in the past, but none have gone to the Aberbach firm recently. Fidler said that the song was written about three months ago and turned over to Comet Music immediately. He said that he had submitted the song to Tubb and later received a call from Aberbach, seeking the song for Ernest Tubb Music, a BMI affiliate within the Hill & Range structure. Frances Kane, when contacted, said that she never had anything to do with the writing of the controversial tune and has refused to sign an affidavit to that effect, proffered by Aberbach.

Fleishman expects to initiate suits for declaratory relief and slander of title in State Court here soon.

On the Stand

Eddie O'Neal

Reviewed January 16 at the Empire Room, Palmer House, Chicago. Managed by Music Corporation of America.

Trumpets: Andy Marchesi, Tony Magliaro and Art Priebe.

Saxes: Jim Daly, Angelus Delabadia, Dick Rollins and Jasper Buzara.

Rhythm: Eddie O'Neal, piano; John Durand, bass; Todd Calvin, drums, and Abe Meltzer, violin.

Arranger: Art Priebe. Vocals: Marshall Gill and the O'Neal Quartet, with Tony Magliaro, Art Priebe, Marshall Gill and Jim Daly.

Versatility keynotes this 12-piece combo, which has all the ingredients for a top society-type org. Equally versed in show tunes, pops, Latin-America tempos and standards, the band handles a difficult show book with ease, then swings into the dance sets with a book perfectly suited to this type location.

Paced by O'Neal, one of the better 88 men fronting a crew, band leans toward the sweet side. Jim Daly, on alto sax, and Angelus Delabadia, tenor, double on flute, while Dick Rollins, alto, switches to oboe to create some excellent effects. A fine rhythm section, strengthened by one fiddle, together with one trombone, gives the group a strong, well-rounded tone.

Strong Vocal Corps

O'Neal has built a strong vocal corps, but has wisely used them sparingly. Marshall Gill, trombone, handles the solos, then doubles with Art Priebe, Tony Magliaro and Jim Daly to form an excellent quartet which performs in the same manner as the instrumentalists, on the soft, smooth side.

Band's book is well diversified for the dancing patrons, mixing in pops with waltz and Latin-American rhythms to keep the flock of regulars coming back for more. Group should be a natural for a wax pact in the near future.

Norman Weiser.

Nashville Gets 1st Music Legal Eagle

NEW YORK, Jan. 26.—It's been generally accepted in the trade that Nashville has become a second capital of the music business. But it wasn't until last week that Nashville acquired its first exclusively music business legal eagles.

Attorney Harold Orenstein, who left Broadcast Music, Inc. some months ago to open his own law practice, was admitted to the Tennessee bar and opened an office in Nashville in partnership with Ward Hudgins, U. S. attorney for the district of Nashville.

Disks on Upswing

Continued from page 16
his etching of "The Syncopated Clock."

Mantovani's success with "Charmaine" has set the London diskery off on a specially prepared merchandising tactic to capitalize on the wedge they've made with this artist. Diskery currently is pounding on a sequel waxing, "Wyoming," and has a major promotional effort being keyed for a Project "X" waxing by the English conductor-arranger.

The market factor of acceptance of these lush instrumentals has cued a major pubber, Robbins Music, to prepare a strictly instrumental plug for the spring season. Melody is a pic title theme for a coming movie called "Invitation." The theme is a miniature piano concerto type of composition and it has been recorded three ways already with a strong likelihood that the piece will grab full diskery coverage before it hits release date. Diskings have been sliced by Percy Faith for Columbia, Les Baxter for Capitol and Johnny Green for MGM.

Of course, the honky-tonk piano type of instrumental is another type of non-vocal disk which has been attracting handsome profits these days. This vogue was revived largely by the Del Wood slicing of "Down Yonder" and has since been adapted as a cheap-to-make-and-profitable school of recording by most wax firms.



JACK HASKELL

sings . . .

with the HEATHERTONES

"GOODBYE SWEETHEART"

and

"SILVER and GOLD"



CORAL 60652 (78 RPM)
9-60652 (45 RPM)

Orchestra Directed by Richard Maltby

CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

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

New Popular Records

Week Ending February 2, 1952

Tomorrow's Hits - TODAY

- 78 rpm 45 rpm
- "COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell 1944 F1944
 - "ANY TIME," "CRAZY HEART" Helen O'Connell 1895 F1895
 - "TIME," "I WANT YOU SO" Terry Preston 1947 F1947
 - "SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION" Clyde McCoy 1937 F1937
 - "HONEY, HONEY, HONEY," "CRY BABY BLUES" Rod Morris 1946 F1946

TOP SELLERS in POPS

- "TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford 1920 F1920
- "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole 1888 F1888
- "JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford 1825 F1825
- "DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr 1777 F1777
- "WINE, WOMEN AND SONG," "A WEAVER OF DREAMS" Nat "King" Cole 1925 F1925
- "CRY," "CHARMAINE" The Four Knights 1875 F1875
- "SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell 1837 F1837
- "ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and The Dinning Sisters 1911 F1911
- "WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE" Billy May 1919 F1919
- "THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse 1922 F1922

in WESTERN & FOLK

- "HEARTBREAK RIDGE," "TENNESSEE ROSE" Wesley Tuttle 1916 F1916
- "THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson 1942 F1942
- "MESSIN' IN ACTION," "JUST A LITTLE MORE WAITIN'" Jimmy Wakely 1936 F1936
- "A NICKEL FOR A DOZEN ROSES," "ONE MORE BEER" "Big Bill" Lester 1909 F1909
- "TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson 1870 F1870
- "POSTAGE DUE," "ALL I DO IS SIT AND CRY" Jack Hunt 1934 F1934
- "WOULD YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely 1888 F1888
- "BLUE WEDDING BELLS," "TEARS ON MY GUITAR" Eddie Dean 1915 F1915
- "SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson 1900 F1900
- "LIPS THAT KISS SO SWEETLY," "I'VE GOT A BROKEN HEART TO HEAL" Jimmy Lee 1924 F1924

CAPITOL

A Rock'em, Sock'em, Double Hit!



TENNESSEE ERNIE and the DINNING SISTERS

"ROCK CITY BOOGIE" and "STREAMLINED CANNON BALL"

RECORD NO. 1911

WESTERN-COUNTRY



JACK HUNT
RADIO'S TOP COUNTRY SINGER

"POSTAGE DUE" and "ALL I DO IS SIT AND CRY"

RECORD NO. 1934

BUYERS' GUIDE

This Week's Releases

THE NO. 1 SONG WITH THE NO. 1 ALBUM FOR DANCING

HOUSE PARTY HOP **RAY ANTHONY AND HIS ORCHESTRA**

great music - great arrangements that carry the melody straight through

100% SINGLES - 100% SINGLES - 100% SINGLES

ARTIST	RECORD	78 rpm	45 rpm
BILLY MAY and His Orchestra	UNFORGETTABLE SILVER AND GOLD	1895	F1895
RAY ANTHONY and His Orchestra	BERMUDA (More Am I) BROKEN HEARTED	1956	F1956
RAY ANTHONY and His Orchestra	SINGIN' IN THE RAIN I LET A SONG GO OUT OF MY HEART	1957	F1957
JIMMY HEAP and His Orchestra	LIFETIME OF SHAME - TRUE OR FALSE	1958	F1958
GISELE MCKENZIE and GORDON MACRAE	MY BUICK, MY LOVE AND I A LOVER'S WALTZ	1959	F1959
CLIFFIE STONE and His Orchestra	CAROLINA WALTZ DEAD END STREET	1960	F1960
MICKY KATZ and His Orchestra	HERRING BOATS (Shrimp Boats) SIN	1961	F1961
STAN FROBERG and His Orchestra	MAGGIE - TELE-VEE-SHUM	1962	F1962
JESS WILLARD	TRUCK DRIVERS BOOGIE MY MAIL ORDER MAMA	1963	F1963
PAUL WESTON and His Orchestra	LAURA INTERMEZZO	1670	F1670



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

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received January 23, 24 and 25

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the *Moore Hall of Fame, Music Popularity Chart, Part 1*. (F) Indicates tune is from a film; (M) Indicates tune is from a legit musical.

POSITION	Weeks	Last	This	to date	Week/Week	Artist	Record	Label
11	1	1	CRY	J. Ray	Decca 782640; (45)4-4840—BMI			
10	3	2	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 782640; (45)4-6840—ASCAP			
8	2	3	TELL ME WHY	Four Aces A. Alberts	Decca 782786; (45)7-2786—BMI			
3	9	4	TIGER RAG	L. Paul M. Ford	Capitol 781920; (45)F-1920—ASCAP			
12	5	5	SHRIMP BOATS	J. Stafford-P. Weston	Capitol 783958; (45)H-3958—ASCAP			
4	6	6	TELL ME WHY	E. Fisher-H. Winterhalter	Vocalion 782442; (45)47-4427—BMI			
19	4	7	SIN	E. Howard	Mercy 781571; (45)5713K45—BMI			
8	7	8	ANY TIME	E. Fisher-H. Winterhalter	Vocalion 782439; (45)47-4399—BMI			
10	10	9	SLOW POKE	Pee Wee King	Vocalion 782304; (45)48-0489—BMI			
9	8	10	SLOW POKE	R. Flanagan	Vocalion 782437; (45)47-4373—BMI			
4	15	11	BERMUDA	Bell Sisters	Vocalion 782442; (45)47-4422—BMI			
11	30	12	UNFORGETTABLE	Nat (King) Cole	Capitol 781808; (45)F-1808—ASCAP			
6	12	13	DANCE ME LOOSE	A. Godfrey	Capitol 783963; (45)H-3963—ASCAP			
2	17	14	KISS TO BUILD A DREAM ON	H. Winterhalter	Vocalion 782445; (45)47-4455—ASCAP			
4	23	15	SLOW POKE	A. Godfrey	Capitol 783963; (45)H-3963—BMI			
3	24	16	BE MY LIFE'S COMPANION	Mills Brothers	Decca 782789; (45)H-2789—ASCAP			
12	14	17	JALOUSIE (Jealousy)	F. Laine	Capitol 783958; (45)H-3958—ASCAP			
10	—	17	CHARMAINE	Manlowani	Vocalion 781020; (45)45-1020—ASCAP			
1	—	17	CHARMAINE	B. May	Capitol 781919; (45)F-1919—ASCAP			
7	21	20	SLOW POKE	H. O'Connell	Capitol 781837; (45)F-1837—BMI			
1	—	20	LE FIACRE	G. MacKenzie	Capitol 781907; (45)F-1907			
4	13	22	CRY	E. Barlon	Capitol 782659; (45)H-6592—BMI			
3	27	23	I WANNA LOVE YOU	Ames Brothers	Capitol 783601; (45)H-6017—ASCAP			
18	11	24	UNDECIDED	Ames Brothers-L. Brown	Capitol 783656; (45)H-6566—ASCAP			
1	—	25	TRUST IN ME	H. Winterhalter-E. Fisher	Vocalion 782444; (45)47-4444—ASCAP			
2	20	26	(Here Am I) BROKEN HEARTED	J. Ray	Capitol 783963; (45)H-3963—ASCAP			
3	—	26	WHEN IT'S SLEEPY TIME DOWN SOUTH	L. Armstrong-G. Jenkins	Decca 782789; (45)H-2789—ASCAP			
1	—	28	GARDEN IN THE RAIN	Four Aces	Decca 782786; (45)H-2786—ASCAP			
1	—	29	RETREAT	P. Page	Mercy 781572; (45)572K45—BMI			
1	—	30	STOLEN LOVE	E. Howard	Mercy 781571; (45)5713K45			
1	—	30	DANCE ME LOOSE	R. Morgan	Decca 782790; (45)H-2790—ASCAP			

VOX JOX

By JUNE HUNDY

Ad Lib Cuttings

Howard Miller, WIND, Chicago, stopped in New York last week for one-day marathon interview cutting spree. MGM stars put on platter included Bill Hayes, Tommy Edwards, Art Lund, Leroy Holmes, Billy Williams and Danny Davis. Disk flack Jerry Johnson, who has just returned from one of his four annual cross-country treks, hitting 134 radio stations, notes the following changes: "New stations: K P U Y, Puyallup, Wash.; KGAE, Salem, Ore.; KBOX, Modesto, Calif. Del Lundborn has moved from KGON, Oregon City, to KGEM, Boise, Idaho. San Luis Obispo, Calif. Station KMNS changed call letters to KATY. Frank Darrien, KSJO, San Jose, Calif., has moved from evening time slot into 2-4 p.m. afternoon series. Carson Pinckley, ex-KAVL, Lancaster, Calif., to KPMD, Pomona, Calif. Bill Griffith, ex-KOL Seattle, now doing video at KLAC-TV, Hollywood. Thanks Jerry. KUSD, Vermillion, S. D. (connected with University of South Dakota) will expand its current three-hour daily schedule to a 9:30 a.m. to local sunset routine on February 15 with a power boost to 1000 watts.

Trend Talk

"Western artist Lefty Frizzell draws more requests than any other Western or pop diskster in this part of New York."—Ben Turnbull, WSLB, Ogdensburg, N. Y. "Seems to be a trend toward hillbilly and away from pop artists. Would like to see some of the name bands record more of the top hillbilly tunes."—Johnny Argo, KWCB, Seneca, Ark. "I predict two-piano work will become a national fad with release of Forrest and Margaret Perrin's new MGM album."—Bob Watson, WSB, Atlanta. "Using 20-year-old Ray Noble."—Al Bowley, waxing of By the Fireside' as theme on my new nightly disk show."—Howard Tinley Jr., WBTM, Danville, Va. Jackson Heaton, who recently switched from KFSB to WMBH, Joplin, Mo., is plugging Johnny Ray. Robin Seymour, WKMH, Detroit, polled 15,000 listeners in a 31-day survey to determine top tunes, vocalists and bands of 1951. Results were as follows: Favorite male and female vocalists Frankie Laine and Patti Page; favorite new vocalist, Johnny Ray; favorite 1951 record, Tony Bennett's "Because of You"; favorite band, Les Brown; "Jockey Jack," ex-WERD, Atlanta, has joined WLOU, newest Louisville station. Negro deejay's mail is already "running average of 525 letters a day," according to station's John A. Wellife. Jack has daily a.m. and p.m. jockey club shows, plus a man-on-the-street airtel, for which he wears "jockey silks, boots and all."

Preems

Bob Gillan and Roger Galleguez will alternate in a three-hour morning show, recently vaeated by Ted and Doris Steele over WMCA, New York. The latter pair bowed out to concentrate on Steele's daily three-hour TV show over WFIX, and ready a radio remote program when they may air from their 300-acre dairy farm this spring. Ari Tackler has joined WHEE, Boston. Bill Taylor, WOR, New York, has added a new half-hour (5:30 to 6 o'clock) on his early morning stanza. Polka King Victor Zembruski has lined up his regular trio of Sunday shows for 1952, including airtel over WLAD, Danbury, Conn.; WATR, Waterbury, Conn.; and WAVZ, New Haven, Conn. Jim Landrey, WETB, Johnson City, Tenn., who recently came up from New Orleans, wants "late releases for plugging and info concerning the disks."

Best Selling Sheet Music

Based on reports received January 23, 24 and 25

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is legit musical; (R) indicates tune is available on records.

POSITION	Weeks	Last	This	to date	Week/Week	Artist	Record
12	1	1	SLOW POKE (R)	Ridgeway			
7	4	2	CRY (R)	Mellow			
6	2	2	LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier			
19	5	4	DOWN YONDER (R)	La Salle			
8	6	5	SHRIMP BOATS (R)	Disney			
19	3	6	(IT'S NO) SIN (R)	Algonquin			
5	7	7	CHARMAINE (R)	Lion			
5	8	8	TELL ME WHY (R)	Signet			
3	10	9	ANY TIME (R)	Hill & Range			
12	10	10	DOMINO (R)	Pickwick			
3	13	11	DANCE ME LOOSE (R)	Erwin-Howard			
2	14	12	BERMUDA (R)	Cody			
14	9	13	UNDECIDED (R)	Leeds			
31	12	14	BECAUSE OF YOU (R) (F)	Broadcast Music			
17	—	15	AND SO TO SLEEP AGAIN (R)	Paxton			

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peabody's Audience Coverage Index. The Index is projected soon available less more available to Peabody's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 20 songs in the case of 1952 sales (unavailable). This music checked is representative (over 60 per cent) only.

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

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POSITION	Weeks	Last	This	to date	Week/Week	Artist	Record
1	1	1	A Kiss to Build a Dream On (F) (R)	Mills—ASCAP			
2	1	1	Always (R)	Belle—ASCAP			
3	1	1	Amoroso (R)	Hill & Range—BMI			
4	1	1	At Last (R)	Duchess—BMI			
5	1	1	Be My Life's Companion (R)	E. H. Morris—ASCAP			
6	1	1	Bermuda (R)	Cody—BMI			
7	1	1	Charmaine (R)	Lion—ASCAP			
8	1	1	Cry (R)	Stinson—BMI			
9	1	1	Domino (R)	Pickwick—ASCAP			
10	1	1	Down Yonder (R)	La Salle—ASCAP			
11	1	1	Gianna (R)	Life—BMI			
12	1	1	How Close (R)	Life—BMI			
13	1	1	I Could Write a Book (R)	T. H. Harris—ASCAP			
14	1	1	I Talk to the Trees (R) (M)	Chappell—ASCAP			
15	1	1	I Wish I Had a Girl (R)	Mills—ASCAP			
16	1	1	I'll See You in My Dreams (R)	Felix—ASCAP			
17	1	1	It's All in the Game (R)	Wilkins—ASCAP			
18	1	1	Life is a Beautiful Thing (R)	Farnam—ASCAP			
19	1	1	Little White Cloud That Cried (R)	Spier—ASCAP			
20	1	1	Manhattan (R)	E. S. Marks—BMI			
21	1	1	My Love (R)	Life—BMI			
22	1	1	Never Before (F) (R)	Paramount—ASCAP			
23	1	1	Please, Mister Sun (R)	Wells-Barry—BMI			
24	1	1	Shrimp Boats (R)	West Disney—ASCAP			
25	1	1	(It's No) Sin (R)	Algonquin—BMI			
26	1	1	Slowpoke (R)	Piggott—BMI			
27	1	1	Take Me Home (R)	Revlon—ASCAP			
28	1	1	Trust in Me (R)	Adams—ASCAP			
29	1	1	Tulip and Heather (R)	Shapiro-Berstein—ASCAP			
30	1	1	Undecided (R)	Leeds—ASCAP			

England's Top Twenty

POSITION	Weeks	Last	This	to date	Week/Week	English	America
14	2	1	LONGEST FOR YOU	Starling	Lufton		
31	1	2	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robson		
17	3	3	BECAUSE OF YOU	Dash	Broadcast Music		
7	4	4	SOME ENCHANTED EVENING	Williamson	Williamson		
14	5	5	I LOVE THE SUNSHINE OF YOUR SMILE	New World	Johnson-Mentel		
5	6	6	SHRIMP BOATS	Disney	Disney		
5	13	7	AT THE END OF THE DAY	Chappell	Chappell		
8	8	8	ALLENTOWN JAIL	Source Music, Ltd.	Source		
4	14	9	MISTAKES	Libereaux Wright	Nidi Music		
11	7	10	ROSALINE	Michael Rella	*		
14	9	11	BELLE BELLE, MY LIBERTY BELLE	Dash	Oxford		
10	10	12	IF YOU GO	Maurice	Leeds		
7	11	13	LOVE'S ROUNDABOUT	Cleynhoek	*		
22	12	14	TOO YOUNG	Sue	Jefferson		
1	—	15	THERE'S ALWAYS ROOM AT OUR HOUSE	Camshell-Cornelly	Santley-Jay		
8	15	16	I WISH I WUZ	Maurice	United		
2	20	17	WHY WORRY	Mac Merritt	*		
1	—	18	DOMINO	Leeds	Pickwick		
24	19	19	BEGGAR IN LOVE	Cleynhoek	Santley-Jay		
1	—	20	DOOLES OF NOODLES	Edward Co.	Robson		

* Publisher not available as The Billboard goes to press.

WEEKLY SPECIAL



TWO SUPERB NEW SIDES FOR THE DIVINE SARAH!

SARAH VAUGHAN

Don't Miss Sarah's Great Wordless Vocal!

PINKY from "Pinky"

A MIRACLE HAPPENED

Both with PERCY FAITH and his Orchestra

78 rpm 39634
45 rpm 4-39634



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

Based on actual sales figures for week ending January 26th

★ **POPULAR**

- PLEASE, MR. SUN
BROKEN HEARTED
JOHNNIE RAY
39636—4-39636
- DANCE ME LOOSE
SLOW POKE
ARTHUR GODFREY
39632—4-39632
- WHY DON'T YOU LOVE ME
BE MY LIFE'S COMPANION
ROSEMARY CLOONEY
39631—4-39631
- JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585
- SILLY DREAMER
SINCE MY LOVE HAS GONE
TONY BENNETT
39635—4-39635
- WE WON'T LIVE IN A CASTLE
WIMMIN
GUY MITCHELL
39639—4-39639
- BABY DOLL
OOPS
DORIS DAY
39637—4-39637
- COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- BECAUSE OF YOU
I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362
- SOLITAIRE
BLUE VELVET
TONY BENNETT
39555—4-39555

- DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- HEY, GOOD LOOKIN'
GAMBELLA
JO STAFFORD
FRANKIE LAINE
39570—4-39570
- ONCE
NEVER
TONI ARDEN
39577—4-39577
- SHRIMP BOATS
LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581—4-39581
- CHARMAINE
AT DAWNING
PAUL WESTON
39616—4-39616
- THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595
- JUST A MOMENT MORE
I RAN ALL THE WAY HOME
SARAH VAUGHAN
39576—4-39576
- SUN
JEALOUS EYES
SAMMY KAYS
39567—4-39567
- JEZEBEL
ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
39367—4-39367
- FRANCESCA
MAMBO NO. 5
KAVIER CUGAT
39349—4-39349

★ **FOLK**

- ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862—4-20862
- HOW LONG WILL IT TAKE!
GIVE ME MORE, MORE, MORE
LEFTY FRIZZELL
20885—4-20885
- ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- IF TEAR-DROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—4-20799
- TIS SWEET TO BE REMEMBERED
EARL'S BREAKDOWN
LESTER FLATT, EARL SCRUGGS
20886—4-20886

- THERE'S NOTHING AS SWEET AS MY BABY
LET'S LIVE A LITTLE
CARL SMITH
20796—4-20796
- BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842
- IF YOU'VE GOT THE MONEY I'VE GOT THE
TIME
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739—4-20739
- HELP ME, LORD, TO STAND
THE SIGNS BY THE SIDE OF THE ROAD
THE CHUCK WAGON GANG
20887—4-20887

OKEH BEST SELLER

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

★ **GOING STRONG**

- MY LEE-EE-YAMA
YOU KNOW YOU BELONG TO SOMEBODY
ELSE
SAMMY KAYS
39633—4-39633
- OID ANYONE CALL!
TENDERLY
ROSEMARY CLOONEY
39648—4-39648

- WOULD YOU!
I TALK TO THE TREES
PERCY FAITH
39638—4-39638
- A KISS TO BUILD A DREAM ON
CHERRY PINK AND APPLE BLOSSOM WHITE
JIMMY DORSEY
39526—4-39526

COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ©, ®, Reg. U. S. Pat. Off. Marcas Registradas

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received January 22, 24 and 25

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

POSITION	Weeks Last This	Title	Artist	Label
11	1	1. CRY	J. Ray	Decca
		Little White Cloud That Dried		Decca
9	2	2. TELL ME WHY	Four Aces-A. Alberts	Decca
		Garden in the Rain		Decca
11	3	3. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca
		Cry		Decca
14	4	4. SLOW POKE	Pee Wee King	Mercury
		Whisper Waltz		Mercury
9	5	5. ANY TIME	E. Fisher-H. Winterhalter	Mercury
		Never Before		Mercury
12	6	6. SHRIMP BOATS	J. Stafford-P. Weston	Capitol
		Love, Mystery and Adventure		Capitol
3	7	7. TIGER RAG	L. Paul M. Ford	Capitol
		It's a Lonesome Town		Capitol
5	8	8. TELL ME WHY	E. Fisher-H. Winterhalter	Mercury
		Treat in Me		Mercury
20	7	9. SIN	E. Howard	Mercury
		My Wife and I		Mercury
5	10	10. BERMUDA	Bell Sisters-H. Rene Ork	Mercury
		Jane Night		Mercury
12	10	11. CHARMINE	Manhattan	London
		Just for a While		London
2	21	11. PLEASE MR. SUN	J. Ray	Capitol
		(Here Am I) Broken Hearted		Capitol
4	13	13. BLUE TANGO	L. Anderson	Decca
		Belie of the Ball		Decca
6	15	14. DANCE ME LOOSE	A. Godfrey	Capitol
		Slow Poke		Capitol
18	13	15. UNDECIDED	Ames Brothers-L. Brown	Capitol
		Sentimental Journey		Capitol
5	17	16. SLOW POKE	A. Godfrey	Capitol
		Dance Me Loose		Capitol
13	17	17. JALOUSIE (Jealousy)	F. Laime	Capitol
		Flamenco		Capitol
6	28	17. KISS TO BUILD A DREAM ON	L. Armstrong	Capitol
		I Get Ideas		Capitol
8	23	18. SLOW POKE	H. O'Connell	Capitol
		I Wanna Play House With You		Capitol
2	27	20. (Here Am I) BROKEN HEARTED	J. Ray	Capitol
		Please, Mr. Sun		Capitol
1	21	21. I WANNA LOVE YOU	Ames Brothers	Capitol
		I'll Still Love You		Capitol
16	19	22. DOWN YONDER	J. (Fingers) Carr	Capitol
		Iravay Rag		Capitol
5	20	22. MOTHER AT YOUR FEET IS KNEELING	B. Wayne	London
		Innoculate Mother		London
23	14	24. DOWN YONDER	Del Wood	Tenneco
		Wine, All Wine		Tenneco
14	22	25. UNFORGETTABLE	Hof (King) Cole	Capitol
		My First and My Last Love		Capitol
5	24	26. GARDEN IN THE RAIN	Four Aces-A. Alberts	Decca
		Tell Me Why		Decca
1	26	26. BE MY LIFE'S COMPANION	Hills Brothers	Decca
		Low Lies		Decca
4	28	28. SLOW POKE	R. Lee	Decca
		I Wanna Play House With You		Decca
21	15	29. SIN	Four Aces-A. Alberts	Decca
		Arizona Moon		Decca
16	30	30. DOWN YONDER	C. Butler	Capitol
		Waz Up in North Carolina		Capitol

Best Selling Classical Titles

LAST WEEK	THIS WEEK	Best Selling 33 1/3 R.P.M.
1	Verdi: La Traviata (Complete Opera), L. Albanese, E. Campanelli, P. Demiss, J. Carris, R. Merrill, J. Morland, J. Perrot, W. Steffan, NBC Symphony Ork & Chorus; A. Toscanini, conductor; Withinsky, director	W333LM-6003
2	Debussy: La Mer, NBC Symphony Ork. A. Toscanini, conductor	V333LM-1223
3	The Great Caruso, M. Lanza, RCA Victor Ork; E. Califfano, conductor	V333LM-1127
3	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; P. Monteux, conductor	V333LM-1082
5	Chopin: Nocturnes, A. Rubinstein	V333LM-6005
Best Selling 45 R.P.M.		
2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, P. Monteux, conductor	V45WDM-920
2	Puccini: Highlights From Madame Butterfly; L. Albanese, J. Morland, L. Brannigan; RCA Victor Ork	V45WDM-1068
3	Caruso (Treasury of Immortal Performances), E. Caruso	V45WDM-111
3	Love Songs and Neapolitan Serenade, M. Lanza, RCA Victor Ork; Sinatra, conducting	V45WDM-1606
3	Tchaikovsky: Rostand's Suite, E. Ormandy, Philadelphia Ork	V45WDM-1020

DEALER DOINGS

Trade Talk
Reber's Music Shop, Sunbury, Pa., has been doing a lot of newspaper advertising lately, especially on the new Les Paul-Mary Ford disks "Tiger Rag" and "It's a Lonesome Old Town." The House of Music, Stockton, Calif., writes that they have found 78 r.p.m. records becoming more and more popular with customers. The store says that 78's now constitute over 95 per cent of their disk business. Dick and Bob of the Turntable Record Shop, Columbus, O., want to know "How much better can business get? January is making December seem small-time. After Christmas our 45 r.p.m. record sales increased to 70 per cent of our single record volume. And Johnnie Ray's "Cry," which has been our biggest seller for nine weeks, doubled its sales last week. This new 'Record Industry' is terrific."

News and Views
Adrian's Record Shop, Hutchinson, Kan., has some praise and tips for RCA Victor, and a compliment for their local Capitol Records salesman: "RCA Victor's 1951 fall order plan rates a round of applause. We hope that in 1952 all other companies follow suit. Here is a tip for Victor, by the way—the oldie, 'Manhattan,' is showing a lot of interest. A good Flanagan recording of the tune would, we believe, revive it, or even put it on the top 10 list. We would also appreciate any suggestions from record dealers concerning 45 r.p.m. record losses. The 45's are fine in every respect, except that they are too easy to swivel. Before we close this letter we want to give a big bouquet to Don England, Capitol salesman, for being by far the best record salesman who called on us during the year 1951. It's a real pleasure to see him walk into our shop."

Chatter
Steve Vaughn, Colburn Electric Company, Upland, Calif., writes: "How much longer will the dealer tolerate the policy of record distributors who refuse to exchange or make good defective records? Many LP's are particularly bad due to blisters and pits. And Columbia and Mercury's records are often bad due to surface noise. When will we protest on this?"

Donald H. Richards, Richards' Music Company, Safford, Ariz., states: "Columbia should release Frankie Carle's record of 'Sunrise Serenade' and 'Carle's Boogie' on 45 r.p.m. disks. We have constant calls for these recordings on 45."

Nick Lomakin, Lomakin Music Co., Pittsburgh, protests strongly against Columbia Records. He writes: "Capitol Records dumped a great number of Telefunken 45 r.p.m. platters in Pittsburgh to one store. This is rotten!" Best Music Store, Oakland, Calif., informs us that whenever they have introduced unusual or foreign records into their area, they have been extraordinarily successful, as long as the disks themselves were good. Their latest odd hit is a tune called "La Virgen de la Macarina," by Raphael Mendiz. The store did not mention the name of the label that released the disk. And Louis Dean, Dean's Record Shop, Hyannis, Mass., states that "this was a crazy Christmas. There was no really good, outstanding song, and the ones that had possibilities started being played too late to turn it into a hit. No tune this season like 'Rudolph the Red-Nosed Reindeer,' I'm sorry to say."

Best Selling Children's Records

Based on reports received January 23, 24 and 25

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

POSITION	Weeks Last This	Title	Artist	Label
27	1	1. ALICE IN WONDERLAND (One Record)	R. Gravenhorst-E. Wynn	V781Y-437; (45)WY-437; (33)LY-1
103	2	1. CINDERELLA (Two Records)	J. Wynn and Others	V781Y-399; (45)WY-399
59	5	1. TWEEETY PIE (One Record)	M. Blanc-B. May	Capitol-CAS-3074; (45)CAP-3074
36	7	4. LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record)	C. Treadle	Dec-781K-29; (45)1-152
41	5	5. PETER AND THE WOLF (Two Records)	Sterling Meloway	V781Y-386; (45)WY-386
18	6	5. HENRY HAWK (One Record)	M. Blanc	Capitol-CAS-3098; (45)CAP-3098
19	4	7. TWEEETY'S PUDDY YAT TWIDDLE (Two Records)	M. Blanc	Capitol-CAS-3076; (45)CAP-3076
30	14	8. LONE RANGER VOL. 11 (He Finks Silver) (One Record)	C. Treadle	Dec-781K-30; (45)1-153
171	—	8. BOZO AT THE CIRCUS (Two Records)	M. Blanc	Capitol-CAS-3098; (45)CAP-3098
46	7	10. LITTLE ENGINE THAT COULD (Two Records)	P. Wynn	V781Y-384; (45)WY-384
20	—	10. SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Comet Dis.	V45WY-35; (78)Y-35
5	11	12. THREE ORPHAN KITTENS (One Record)	D. Wilson	Capitol-CAS-3096; (45)CAP-3096
53	11	13. BOZO AND THE BIRDS (Two Records)	C. Wynn	Capitol-CAS-3074; (45)CAP-3074
66	11	14. BOZO ON THE FARM (Two Records)	P. Carlin-B. May	Capitol-CAS-3076; (45)CAP-3076
1	—	14. HOWDY DODDY'S DO'S AND DON'TS (One Record)	Howdy Duddy B. Smith	V781Y-445; (45)WY-445

Best Selling Pop Albums

Based on reports received January 23, 24 and 25

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

LAST WEEK THIS WEEK

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

1	1.	AN AMERICAN IN PARIS	G. Kelly-G. Gately-J. Green	MGM781MGM-93; 633E-93
2	2.	SHOW BOAT	Original Cast-R. Grayson-A. Gardner-H. Keel	MGM781MGM-94; (33)E-559
3	3.	GLENN MILLER CONCERT	G. Miller	V781P-25; (33)LP-16
4	4.	SOUTH PACIFIC	Mary Martin-Elio Pinea	Capitol781MGM-850; (33)M-4310
5	4.	KING AND I	Original Cast	Dec-781DA-876; (33)OL-9008
10	6.	CARNEGIE HALL JAZZ CONCERT VOL. 1 AND 11	B. Goodman	Capitol3315L-160
6	6.	I'LL SEE YOU IN MY DREAMS	Doris Day-Original Cast	Capitol781C-289; (33)CL-6190
7	8.	NEW SOUND VOL. 11	L. Paul M. Ford	Capitol781C-286; (33)H-286
4	9.	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork.	V781BDM-1506; (33)LM-1127
8	9.	PAINT YOUR WAGON	Original Cast	V781D-64; (33)DL-1006

Best Selling 45 R.P.M.

1	1.	AN AMERICAN IN PARIS (Four Records)	G. Kelly-G. Gately-J. Green	MGM781MGM-93; (45)K-93
2	2.	SHOW BOAT (Four Records)	Original Cast-R. Grayson-A. Gardner-H. Keel	MGM781MGM-94; (45)K-94
3	3.	GLENN MILLER CONCERT (Four Records)	G. Miller	V781P-25; (45)WPP-25
4	4.	NEW SOUND VOL. 11 (Three Records)	L. Paul M. Ford	Capitol781C-286; (45)CCP-286
5	5.	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork.	V781BDM-1506; (45)WDM-1506
7	6.	NEW SOUND VOL. 11 (Three Records)	L. Paul M. Ford	Capitol781C-286; (45)CCP-286
6	7.	SOUTH PACIFIC (Seven Records)	M. Martin-Elio Pinea	Capitol781MGM-850; (45)A-850
8	8.	HONKY TONK PIANO (Three Records)	F. Laime	Capitol781C-289; (45)WPP-327
9	9.	I'LL SEE YOU IN MY DREAMS (Four Records)	Doris Day-Original Cast	Capitol781C-289; (45)H-289
10	10.	ONE FOR MY BABY (Four Records)	F. Laime	Capitol781C-287; (45)H-287

Classical Reviews

POPULAR OVERTURES — Philharmonia 78
Ork of London-Anacard Festival, Cond. (3-107)
RCA (33) E-120
Nicolaï-Merry Wives of Windsor Overture; Paganini-Diana Overture; Rimsky-Korsakov-MAY NIGHT Overture.

Of the three overtures done here, only the Nicolaï work shows more than a clue to the secret of his popularity on the Continent. He seems completely at home as the romantic Brahms' melius and draws out a lyrical line with the best of them. While responsive ears will appreciate the melius, they are of the type which many an LP buyer can appreciate because of their stirring feeling. In all, this is a fairly strong package of programmatic music, well performed, nicely recorded and boasting the orchestral and conductorial name of Merrill-Bull tapes appeal.

ROSSINI: BRITTEN: SOIREE MUSICALES 75
—Royal Opera House Ork-Covered Garden, Norwich-Sir Thomas, Cond. (3-107)
MGM (33) E-117
Benjamin Britten, the contemporary English composer, has fashioned little highlight and lovely critical consider Britten a composer of the first rank. He has assumed a great deal more popular success than critical acclaim. Yet none the severest of critics considers Britten a composer of the first rank. In this collection of fifty-minute background and earlier items, his lighter side is accurately presented by the Royal Opera House orchestra of Covent Garden. The two works "Soiree Musicale" and "Musical Sketches" are both based on Rossini melodies and done here in a single cast, the they were written a few years apart and for different purposes. In all, the collector of semi-classical or light-classical music, be it Strauss, Goldoni, etc., should be well pleased with this set. Both the recording and performance are fine.

PIANO MUSIC OF HENRY COWELL — 62
Played by the composer, (3-127)
Circle (33) L-52-101
Cowell, a modernist whose harmonic explorations have led him to devise new technical approaches to the piano, is here represented by 20 short pieces. Some clusters, his own harmonic invention, require him on occasion to strike many contiguous notes and that he accomplishes by using open palms, clenched fists or the entire forearm. Sometimes he reaches inside the instrument to pluck or rub the strings. But there is more than curiosity value here and the pieces show sound musical construction. Now teaching in New York, Cowell has concentrated widely since 1912 and has undoubtedly led small groups of followers in many communities that are different purposes. A bonus gimmick is the composer 7-inch disk, part of the set, on which the composer tells of his work in non-technical language.

AMERICA'S NUMBER ONE BAND

ralph flanagan

"ON MY WAY" (Got On My Travelin' Shoes)

VOCAL BY THE CINCINNATI SHOUTER AND AUDIENCE

- RECORDED AT STATE THEATRE, CINCINNATI.
- AUDIENCE (1000) SINGS ON RECORD—FIRST TIME EVER DONE!
- MADE AT COST OF OVER \$3,000 FOR ONE SIDE!
- A REAL "SHOOTER"

in his latest

RCA VICTOR
20-4487
47-4487

RCA Victor's Treasury of Immortal Performances —Second Series

*They sing again!
They play again!*
THEY SELL AGAIN!

SIDNEY BECHET

Sweetie Dear (1932) • I'm Coming, Virginia (1941)
• The Mocho (1941) • Strange Fruit (1941)
• Rose Room (1941) • Oh, Lady Be Good (1941)
(WPT-31—LPT-22)

BENNY GOODMAN TRIO

Tiger Rag (1936) • After You've Gone (1935)
• Someday, Sweetheart (1935) • Body and Soul
(1935) • Nobody's Sweetheart (1936) • Oh, Lady
Be Good (1936)
(WPT-26—LPT-17)

GREAT TENOR SAX ARTISTS

Coleman Hawkins—Crazy Rhythm (1937) • Charlie
Ventura—High on an Open Hill (1940) • Chu Berry
(Lionel Hampton Orch.)—Sweethearts on Parade
(1939) • Ben Webster (Duke Ellington Orch.)—Cotton
Tail (1942) • Bud Freeman—The Get (1939)
• Illinois Jacquet—Black Velvet (1949)
(WPT-36—LPT-27)

GREAT TRUMPET ARTISTS

Louis Armstrong—Basin Street Blues (1933) • Big
Bendische (Paul Whiteman Orch.)—From Monday
On (1928) • Bunny Berigan—Frankie and Johnnie
(1937) • Bunk Johnson—The Saints Go Marching
In (1945) • Roy Eldridge (Gene Krupa Swing
Band)—Swing It Here (1936) • Dizzy Gillespie—
Anthropology (1946)
(WPT-35—LPT-26)

LIONEL HAMPTON

On the Sunny Side of the Street (1937) • Don't Be
That Way (1938) • Shoe Shiner's Drag (1938)
• Gin for Christmas (1939) • Buzzin' 'Round With
the Bee (1937) • Jivin' the Vibes (1937)
(WPT-27—LPT-18)

EARL HINES-BILLY ECKSTINE

Stormy Monday Blues (1942) • Water Boy (1941)
• I Got It Bad (1941) • Some Choo (1941) • Jelly,
Jelly (1940) • Skylark (1942)
(WPT-29—LPT-20)

METRONOME ALL-STAR BANDS

Blue Lou (1939) • The Blues (1939) • Metronome
All Out (1946) • Look Out (1946) • Bugle Call
Rag (1941) • One O'Clock Jump (1941)
(WPT-30—LPT-21)

McKINNEY'S COTTON PICKERS

Laughing at Life (1930) • Baby, Won't You Please
Come Home (1930) • Zonky (1930) • It I Could
Be With You One Hour Tonight (1930) • Travlin'
All Alone (1930) • Rocky Road (1930)
(WPT-33—LPT-24)

JELLY ROLL MORTON

The Chair (1926) • Pompadour Blues (1930) •
Doctor Jazz (1926) • Original Dixieland Blues (1926)
• Georgia Swing (1928) • Black Bottom Stomp
(1926)
(WPT-32—LPT-23)

ARTIE SHAW FAVORITES

Indian Love Call (1938) • Carola (1939) • What
Is This Thing Called Love (1935) • Donkey Serenade
(1939) • Softly, as in a Morning Sunrise (1932)
• Rosalie (1939)
(WPT-37—LPT-28)

Recording date is shown
in parenthesis after each
title

*16 rpm cat. nos.

Going Strong...

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

- Any Time/Never Before
Eddie Fisher 20-4359—(47-4359) *
- Slow Poke
Pee Wee King 21-0489—(48-0489) *
- Tell Me Why/Trust in Me
Eddie Fisher 20-4444—(47-4444) *
- Bermuda/June Night
The Bell Sisters 20-4422—(47-4422) *
- Silver and Gold
Pee Wee King 20-4458—(47-4458) *
- Tulips and Heather/Please, Mr. Sun
Perry Como 20-4453—(47-4453) *
- Call Her Your Sweetheart/Bundle of Southern Sunshine
Eddy Arnold 20-4413—(47-4413) *
- A Kiss To Build a Dream On
Hugo Winterhalter 20-4455—(47-4455) *
- Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300) *
- Slow Poke/Charmaine
Ralph Flanagan 20-4373—(47-4373) *
- Domino/It's All Over But the Memories
Tony Martin 20-4343—(47-4343) *
- Turn Back the Hands of Time
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257) *
- I Get Ideas
Tony Martin 20-4141—(47-4141) *
- Be My Love
Mario Lanza 10-1561—(49-1561) *
- Heart Strings/Somebody's Been Beatin' My Time
Eddy Arnold 20-4273—(47-4273) *

Coming Up...

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

- AT LAST, AT LAST
Tony Martin 20-4477—(47-4477) *
The Billboard Pick, January 26th issue.
- TULIPS AND HEATHER
Perry Como 20-4453—(47-4453) *
The Retailers Pick, January 26th issue, Billboard.
- PLEASE, MR. SUN
Perry Como 20-4453—(47-4453) *
The Disk Jockeys Pick, January 26th issue, Billboard.
- HEART OF A CLOWN
Wade Ray 20-4430—(47-4430) *
The Country and Western Disk Jockeys Pick, January 26th issue, Billboard.

TIPS ON MY WAY NOW Ralph Flanagan
20-4487—(47-4487) *

DEE-JAY DOIN'S



Donn Tibbetts
WKXL, Concord, N. H.

Donn has come up with a very unique way of handling weather reports on his two morning shows, "THE TOP SHELF" and "THE RISE 'N SHINE BREAKFAST CLUB" using records. The gimmick goes as follows:

If it's a clear day with good weather then SUNSHINE KISSES by the Three Suns is the disc he spins. For bad days the Honeydreamers with Henri Rene tell the weather musically with their waxing of RAIN. Up in New Hampshire, however, this third disc is the one used for the weather report most often. SNOW-FLAKES by Freddy Martin, The Fontane Sisters, & Merv Griffin.

It gives the weather report a different twist and is certainly easy on the ears of early morning listeners anxious to know what to expect for the day's weather.

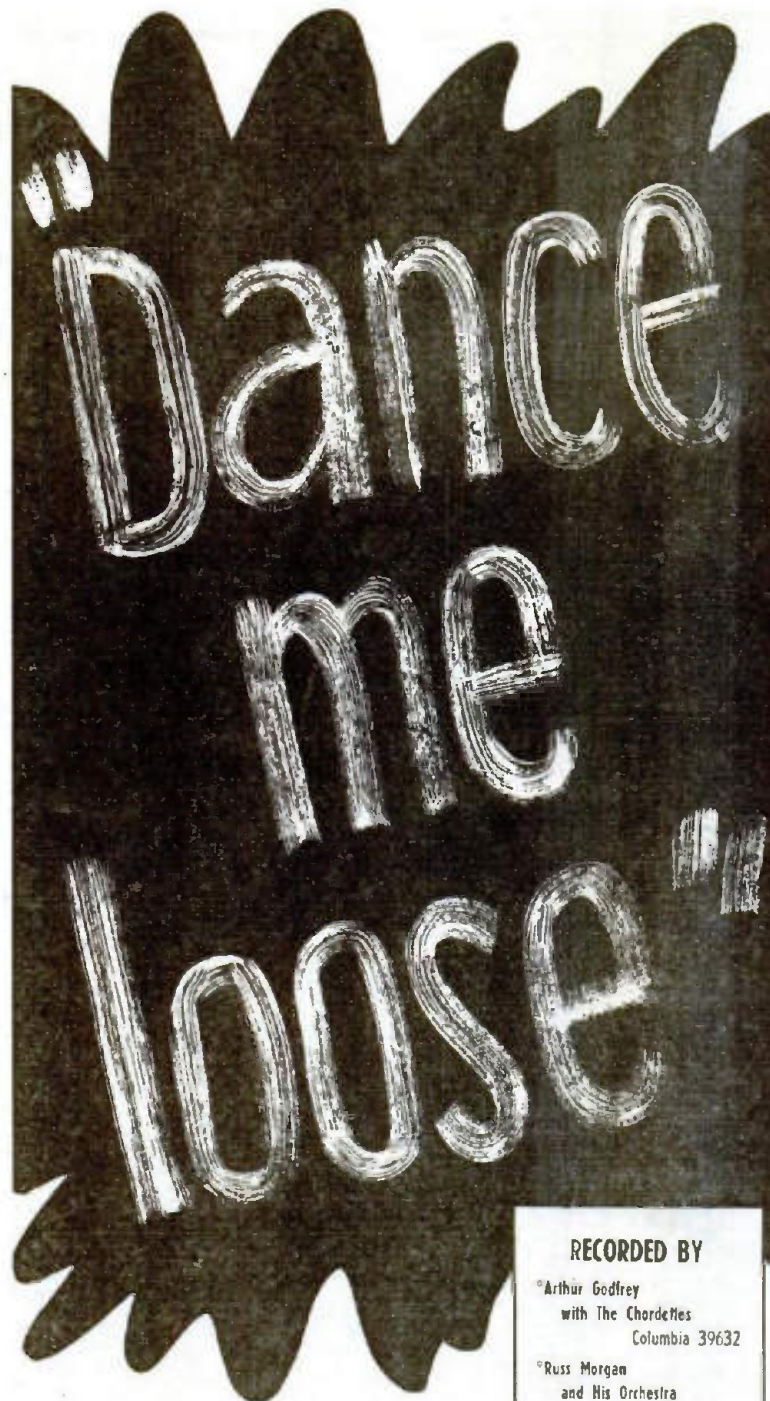
Congrats, Donn, a great idea—we feel sure your listeners appreciate the way you handle the weather reports.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

The First Smash Hit of '52



**ERWIN-HOWARD
MUSIC CORP.**

501 Madison Ave., New York 22, N. Y.

RECORDED BY

Arthur Godfrey
with The Chordettes
Columbia 39632

Russ Morgan
and His Orchestra
Decca 27906

Mindy Carson
with Hugo Winterhalter
Orchestra and Chorus
Victrol 20-4457

Al Trace and His Orchestra
Vocal by Lola Amosche
and The Jack Halloran Singers
Mercury 5770

*Listed in the order of release

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities,
secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Also the number of stores carrying in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

NEW YORK

- CRY
J. Ray—Decca
- SLOW POKE
Pee Wee King—Victor
- TELL ME WHY
Four Aces—A. Alberts—Decca
- ANY TIME
E. Fisher—H. Winterhalter—Victor
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- SIN
E. Howard—Mercury
- TIGER RAG
L. Paul—M. Ford—Capitol
- PLEASE, MR. SUN
J. Ray—Columbia

CHICAGO

- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- BERMUDA
Dell Sisters—Victor
- FLYING FINGERS
B. Snyder—Decca
- SHRIMP BOATS
A. Godfrey—Columbia
- CRY
J. Ray—Decca
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- DANCE ME LOOSE
A. Godfrey—Columbia
- PLEASE, MR. SUN
J. Ray—Columbia

LOS ANGELES

- CRY
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- BERMUDA
Dell Sisters—Victor
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- SIN
E. Howard—Mercury
- SLOW POKE
Pee Wee King—Victor
- SLOW POKE
A. Godfrey—Columbia

BOSTON

- TELL ME WHY
Four Aces—A. Alberts—Decca
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- ANY TIME
E. Fisher—H. Winterhalter—Victor
- STAIRWAY TO PARADISE
G. Guitler—MGM
- BLUE TANGO
L. Anderson—Decca
- SLOW POKE
Pee Wee King—Victor
- CRY
J. Ray—Decca
- TELL ME WHY
E. Fisher—H. Winterhalter—Victor
- TIGER RAG
L. Paul—M. Ford—Capitol

ST. LOUIS

- CRY
J. Ray—Decca
- ANY TIME
E. Fisher—H. Winterhalter—Victor
- MOTHER AT YOUR FEET IS KNEELING
B. Wayne—London
- SLOW POKE
Pee Wee King—Victor
- TRUST IN ME
E. M. Jackson—King
- TELL ME WHY
Four Aces—A. Alberts—Decca
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- TIGER RAG
L. Paul—M. Ford—Capitol
- BUTCHER BOY LAELUNA BEZZUMARE
E. Deenan Quintones—Mercury

ATLANTA

- TELL ME WHY
Four Aces—A. Alberts—Decca
- CRY
J. Ray—Decca
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- BLUE TANGO
L. Anderson—Decca
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- KISS TO BUILD A DREAM ON
Winterhalter—Victor
- DOMINGO
T. Martin—Victor

DALLAS-FORT WORTH

- CRY
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- SIN
E. Howard—Mercury
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- SLOW POKE
Pee Wee King—Victor
- TIGER RAG
L. Paul—M. Ford—Capitol
- KISS TO BUILD A DREAM ON
L. Armstrong—Decca

SEATTLE

- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- CRY
J. Ray—Decca
- GARDEN IN THE RAIN
Four Aces—A. Alberts—Decca
- WIMOWEH
G. Jenkins—Weiners—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- TIGER RAG
L. Paul—M. Ford—Capitol
- TELL ME WHY
E. Fisher—H. Winterhalter—Victor
- SLOW POKE
Pee Wee King—Victor
- BERMUDA
Dell Sisters—Victor
- BLUE TANGO
L. Anderson—Decca

PITTSBURGH

- CRY
J. Ray—Decca
- ANY TIME
E. Fisher—H. Winterhalter—Victor
- TELL ME WHY
Four Aces—A. Alberts—Decca
- BLUE TANGO
L. Anderson—Decca
- SLOW POKE
Pee Wee King—Victor
- TRUST IN ME
E. Fisher—H. Winterhalter—Victor
- TELL ME WHY
E. Fisher—H. Winterhalter—Victor
- PLEASE, MR. SUN
J. Ray—Columbia
- (HERE AM I) BROKEN HEARTED
J. Ray—Columbia

PHILADELPHIA

- CRY
J. Ray—Decca
- SLOW POKE
Pee Wee King—Victor
- TELL ME WHY
E. Fisher—H. Winterhalter—Victor
- PLEASE, MR. SUN
J. Ray—Columbia
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- ANY TIME
E. Fisher—H. Winterhalter—Victor
- TIGER RAG
L. Paul—M. Ford—Capitol
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- I WANNA LOVE YOU
Ames Brothers—Coral

DETROIT

- CRY
J. Ray—Decca
- TELL ME WHY
E. Fisher—H. Winterhalter—Victor
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- DANCE ME LOOSE
A. Godfrey—Columbia
- TIGER RAG
L. Paul—M. Ford—Capitol
- I WANNA LOVE YOU
Ames Brothers—Coral
- SLOW POKE
M. O'Connell—Capitol
- SLOW POKE
A. Godfrey—Columbia

NEW ORLEANS

- CRY
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- SLOW POKE
Pee Wee King—Victor
- SIN
S. Churchill—Victor
- (HERE AM I) BROKEN HEARTED
J. Ray—Columbia

WASHINGTON, D. C.

- CRY
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- BLUE TANGO
L. Anderson—Decca
- TIGER RAG
L. Paul—M. Ford—Capitol
- SLOW POKE
Pee Wee King—Victor

DENVER

- CRY
J. Ray—Decca
- TELL ME WHY
Four Aces—A. Alberts—Decca
- LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
- SLOW POKE
Pee Wee King—Victor
- SHRIMP BOATS
J. Stafford—P. Weston—Columbia
- TIGER RAG
L. Paul—M. Ford—Capitol

the HIT maker

tony MARTIN

SINGS ANOTHER SMASH by the WRITER of "I GET IDEAS"



"MAKE with the MAGIC"

RCA VICTOR
20-4477
47-4477

the great **NEW**
Hits are on ...

and
"AT LAST,
AT LAST"
(No.1 Hit in France)



RCA VICTOR RECORDS

ANOTHER EXCITING

Art Mooney

SMASH



"... the MOST EXCITING BEAT OF 1952"

Vocal by
SHORTY LONG

MGM 11171 (78RPM)
K11171 (45RPM)



THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received January 23, 24 and 25

Records listed are those receiving the greatest play on the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of same listed here will be found in the Hit Parade of This Music Popularity Chart, Part I.

POSITION	Weeks Last This to date/Week Week	TITLE	Artist	Label
10	1	1. CRY	J. Ray	Decca 7816840; (45)4-4840—BMI
13	2	2. SLOW POKE	Pee Wee King	Victor 78121, 0100; (45)4-0489—BMI
9	3	3. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Owen 7816840; (45)4-6840—ASCAP
7	4	4. TELL ME WHY	Four Aces A. Alberts	Decca 78127860; (45)4-27860—BMI
8	6	5. SHRIMP BOATS	J. Stafford-P. Weston	Columbia 78134581; (45)4-39581—ASCAP
9	7	6. ANY TIME	E. Fisher-H. Winterhalter	Victor 78120, 4350; (45)4-7439—BMI
19	5	7. SIN	E. Howard	Mercury 7815713; (45)4-31145—BMI
3	9	8. TIGER RAG	L. Paul-M. Ford	Capitol 7811920; (45)4-1920—ASCAP R. Cook, Albany 15053; Mr. Good-Burns, Mercury 5641; Gro. Barnes, Decca 27939
8	8	9. SLOW POKE	H. O'Connell	Capitol 7811832; (45)4-1832—BMI
4	20	10. TELL ME WHY	E. Fisher-H. Winterhalter	Victor 78120, 4464; (45)4-4464—BMI
18	11	11. UNDECIDED	Ames Brothers-L. Brown	Columbia 78160566; (45)4-60566—ASCAP
4	28	12. BERMUDA	Bell Sisters	Victor 78120, 4422; (45)4-4422—BMI R. Robt. Lee, Decca 27893; R. Anthony Oks, Capitol 1954
25	11	13. COLD, COLD HEART	T. Bennett-P. Faith	Columbia 78139449; (45)4-39449—BMI E. Armstrong, Decca 27816; T. Fontaine, Mercury 5643; Fontaine Sisters, Victor 20-4274; K. Henderson Oks, Decca 48758; E. Johnson Oks, Chess 1483; M. Williams, MGM 10904; S. Wilson, Decca 27783; Homer G. Wilton, Victor 48347-347
6	15	13. DANCE ME LOOSE	A. Godfrey	Columbia 78139632; (45)4-39632—ASCAP R. Morgan, Decca 27906; Minny Carson, Victor 20-4451; A. Trace Oks-J. Walker Singers, Mercury 37701
12	9	15. JALOUSIE (Jealousy)	F. Laïne	Columbia 78139585; (45)4-39585—ASCAP E. Torch Oks, Coral 40198; Florian Zaback, Decca 27596; Oks Bawars, Capitol 1873; Lulu Arzoo Oks, Victor 20-4637; Rudy Morrow Oks, Mercury 3783; Billy Eckstine, MGM 11131; J. Crawford, Decca 27905; Vera Lynn, London 11563
9	25	16. SLOW POKE	R. Lee	Decca 78127792; (45)4-27792—BMI
3	28	16. SHRIMP BOATS	D. Gray	Decca 78127832; (45)4-27832—ASCAP
5	15	18. GARDEN IN THE RAIN	Four Aces A. Alberts	Decca 78127860; (45)4-27860—ASCAP P. Como, Victor 20-4443
3	—	19. KISS TO BUILD A DREAM ON	L. Armstrong	Decca 78127720; (45)4-27720—ASCAP E. Dorsey, Decca 39924; B. Eberly, Capitol 1269; J. Haddell, Coral 40374; E. Brown, Mercury 3770; M. Lewis, MGM 11061; H. Winterhalter Oks, Victor 20-4453
1	—	20. STOLEN LOVE	E. Howard	Mercury 7815713; (45)4-31145
2	23	21. PLEASE MR. SUN	J. Ray	Columbia 78139636; (45)4-39636—BMI Bill Kelly, Decca 27948; T. Edwards, MGM 11114; Perry Como, Victor 20 4453; L. Baxter Oks, Capitol 1964
20	13	22. SIN	Four Aces A. Alberts	Victrola 101—BMI
16	21	22. SIN	S. Churchill	Victor 78120, 4286; (45)4-4286—BMI
2	28	22. RETREAT	P. Paue	Mercury 7815772; (45)4-31145—BMI B. Bunch, MGM 11853
6	—	22. CHARMAINE	G. Jenkins	Decca 78127859; (45)4-27859—ASCAP
7	18	26. CHARMAINE	Mantovani	London 7811070; (45)4-51020—ASCAP
12	22	27. DOWN YONDER	J. (Fingers) Carr	Capitol 7813779; (45)4-3779—ASCAP
6	15	27. DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas-R. Patton-E. Lawrence	King 78115137; (45)4-15137
32	13	29. BECAUSE OF YOU	J. Bennett-P. Faith	Columbia 78139362; (45)4-39362—BMI E. Smith, United 104; Cowboy Copas, King 3244; L. Devere, Light Oks, Remington R-25009; C. DeHaem-G. Lombardi Oks, Decca 27864; R. Barber, Mercury 5675; L. Baxter, Capitol 1993; Bob Crosby, Coral 40440; J. Pevera, Victor 20-7425; L. Armstrong, Decca 27838; J. Desmond, MGM 10947
23	23	29. DOWN YONDER	Del Wood	Tenneco 781775; (45)4-5-775—ASCAP
1	—	29. CHARMAINE	P. Weston	Columbia 78139616; (45)4-39616—ASCAP

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MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Folk (Country & Western) Records

Based on reports received January 23, 24 and 25

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations involve Country and Western records.

POSITION	Weeks in List	Title	Artist
19	1	1. SLOW POKE	Poo Wee King
13	3	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
5	2	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell
5	6	4. BABY, WE'RE REALLY IN LOVE	Hank Williams
4	5	5. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
11	4	6. ALABAMA JUBILEE	Red Foley

(Continued on page 47)

• Best Selling Retail Folk (Country & Western) Records

Based on reports received January 23, 24 and 25

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks in List	Title	Artist
18	1	1. SLOW POKE	Poo Wee King
11	2	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
5	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell
2	10	4. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
23	3	5. MOM AND DAD'S WALTZ	Lefty Frizzell

(Continued on page 47)

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Shorly Long, who operates Santa Fe Ranch, Reading, Pa., during the summer, is doing a two-hour daily a.m. show at WPAZ, Pottstown, Pa., plus three hours on Saturday. He needs records. Jack Pennington, who does the "Garrett Snuff Show" on WMC, Memphis, reports that he has inked to do 26 weeks of 30-minute films for the same sponsor. Films will be shown in five Southern cities starting next fall. He reports that Eddie Hill (Mercury) has left WMC for a berth in Nashville. Dee Kilpatrick, Mercury a. and r. chief, reports that contractual difficulties between Hill and the Carlisle Brothers have been settled and both attractions are now with Merc on long-term contracts. Alfalfa, comedian with Stu Davis (Aragon) and His Melody Mavericks, CJCA, Edmonton, Alta., is the father of a son born recently. Leon McAuliffe (Columbia) has been forced to cancel a three-week swing to the Coast because of conflicting dates. Webb (Wondar's) Pierce (Decca) has organized the Southern Valley Boys at KWKH, Shreveport, La. Personnel includes Floyd Cramer, piano; Jimmie Day, steel; Jack Kay, fiddle, and Radar Franks, fiddle.

C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week.

HONKY TONK BLUES
I'M SORRY FOR YOU, MY FRIEND
Hank Williams.....MGM 11160

Hank Penny (Victor) is now heard regularly on Pappy Shonkey's Round-up, KFIJ, Los Angeles, Saturday nights, and from

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received January 23, 24 and 25

6	3	1. GIVE ME MORE, MORE, MORE	Lefty Frizzell
15	2	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
21	1	3. SLOW POKE	Poo Wee King
5	4	4. WONDERING	W. Pierce
4	5	5. BABY, WE'RE REALLY IN LOVE	Hank Williams
2	—	6. TOO OLD TO CUT THE MUSTARD	Carlisle
2	—	7. HOW LONG WILL IT TAKE?	Lefty Frizzell
3	9	8. 'TIS SWEET TO BE REMEMBERED	Cowboy Copas
1	—	9. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
1	—	9. 'TIS SWEET TO BE REMEMBERED	E. Hank E. Scroggs

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers, operators, disc jockeys but do not have strength to be listed in best selling (most played) category.

1.	SILVER AND GOLD	Poo Wee King
2.	YOU KNOW I'M STILL IN LOVE WITH YOU	W. Pierce
3.	MISSING IN ACTION	E. Tubb

Town Hall, Compton, Calif., later the same night over KFI. Herman the Hermit, who in real life is Cliffie Stone's dad, is slated for a part in the forthcoming 20th-Century-Fox release, "Dream Boat." Fiddlin' Red Herzon (King) is now a member of Dick Bill's band, the Sandia Mountain Boys, at KOB, Albu-

querque, N. M. Bills, formerly with 4 Star, has switched to Morgan Records. Ambrose Haley (Mercury), KIMO, Hannibal, Mo., has started doing a one-hour daily disk show. He intends to start booking names into the local armory, February 1 and is trying to line up Little Jimmy Dickens for the first jamboree. He will also run Sky View Ranch again this summer. He reports that Hal Barton, WTAD, Quincy, Ill., is doing two hours of h.b. records per day and doing a good job of plugging the artists.

• Folk Record Releases

Blooming Suth Off Me Beer—Rocky Bill Ford—Sarnet Ramblers (Vocal) Gill-Edge 5058
Cryin' in the Deep Blue Sea—Hank Thompson—Blanton, Walker, Boye (Vocal) Cap 1942
Eight-Thirty Blues—Maddox Bros. & Rex (Vocal) 4-Star 2536
First Time I Saw That Gal—Jerry Iribi—The Ramblers (Singing) 4 Star 1591
Forever's a Long, Long Time—Jimmie Davis (Vocal) Dec 46296
Get Back in Line—Don Raull-Canyon Caravan (Vocal) 8-C-102
Honky Tonk Blues—Hank Williams—Drifting Cowboys (Vocal) MGM 11160
I Ain't Gonna Give Nobody None of This Jelly Roll—Jimmie Davis (Vocal) Dec 46296
I'm Gonna Find Another Sweetheart—Gene O'Quinn (Vocal) Cap 1943
I'm Sorry for You, My Friend—Hank Williams—Drifting Cowboys (Vocal) MGM 11160
Jambass Blues—Elliott Britt (Singing) V 20-4472
Let Me Change Your Name—Gene O'Quinn (Vocal) Cap 1943
Promenade Indian Style—Carson Robison—Pleasant Valley Boys (Square) MGM 11159
Singing in Line—Post & Ray (Vocal) Mer 6374
Square Dance Polka—Carson Robison—Pleasant Valley Boys (Promenade) MGM 11359
Standing on the Corner—Jerry Iribi—Ramblers (First) 8-C-102
Summer Kisses—Ethan Britt (Singing) V 20-4472
You've Got Your Love—Hank Luckin (Tomorrow) 4-Star 1594
Tomorrow Is Just Another Day to Cry—Hank Luckin (Vocal) 4-Star 1594
You Little Lovin'—Don Raull-Canyon Caravan (Vocal) 8-C-102
What Would You Do—Rocky Bill Ford—Sarnet Ramblers (Singing) Gill-Edge 5058
Wild Side of Life—Hank Thompson—Blanton, Walker, Boye (Vocal) Cap 1942
You're Lovin' Me—Hank Williams—Mer 6374
You're Been Cheatin' on Me, Davlin—Post & Ray (Singing) Mer 6374

Don W. Richardson, WJEF, Grand Rapids, Mich., is moving to Radiozark Enterprises, St. Simons' outfit at Springfield, Mo., where he'll do promotion and scripts. Siman was in Hollywood the last two weeks cutting e.l. shows with George Morgan and Jerry Byrd and the Skylarks and Smiley Burnette. Gene Aubry and his troupe left last week for about 40 one-nighters thru the country. They wind up in Orange Bowl, Miami, as special attraction in conjunction with the two-day Variety Club Circus. Harry Stone, ex-WSM, Nashville, general manager, has left KPHO, Phoenix, Ariz., to take a regional sales post with the American Broadcasting Company in San Francisco. Wesley

(Continued on page 47)

Dear D.J. don't miss

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AND HIS MISSOURIANS
SINGING

"Honey, Honey, Honey"
AND
"CRY BABY BLUES"

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"I FEEL LIKE A WRECK"
"DRUNKARD'S BLUES"
RECORD No. 1882

Capitol RECORDS

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Jimmie Shimmer on Capitol Records No. 1935

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"HEART STRINGS"
"SOMEBODY'S BEEN BEATIN'
MY TIME"
RCA-VICTOR #20-4273
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"A BUNDLE OF SOUTHERN
SUNSHINE"
"CALL HER YOUR
SWEETHEART"
RCA-VICTOR #20-4413
(47-4413)

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Publicity—Beep Roberts, Hinton Bradbury & Associates

THE BILLBOARD Music Popularity Charts

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

RHYTHM & BLUES NOTES

By IAL WEBMAN

Johnny Hodges and his All-Stars are set for a three-month tour starting February 3 (they April 22. The ork opens in Milwaukee for two weeks from February 3 to February 17; then plays Cleveland, February 18 to 23; Denver, March 3 to 17; Sacramento, March 19 to 24; San Fran-

organization... Atlantic recording through Ruth Brown kicks off on a long tour early in February. The Bill Davis Trio, who were at Birdland, New York, only a few weeks ago, have been set for a six-week return engagement starting March 13. After that they play Philadelphia, Cleveland, Columbus and the Blue Note Club in Chicago.

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.

TELL ME WHY
Dinah Washington... Mercury 8267

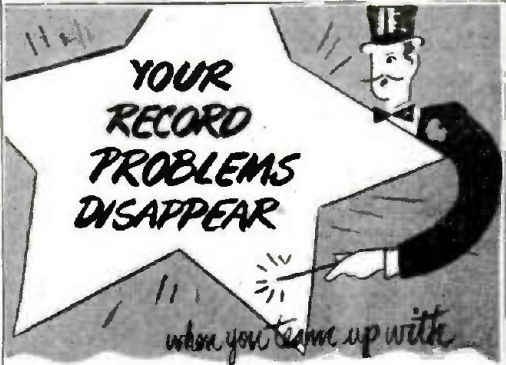
WHEEL OF FORTUNE
KISS ME BABY
The Cardinals... Atlantic 958

San Francisco, March 25 to April 9, and finishes in Los Angeles, April 9 to 22.

Billy Shaw, of Shaw Artists, has left for the West Coast to check on operations in the newly established California office of the

Slim Gaillard into the Hi Hat Club, Boston, for eight weeks starting February 4. Griffin Brothers and Peppermint Harris will play 60 one-nighters thruout the West and Texas starting in February. Sarah Vaughan, the Joe Morris Ork and Ruth Brown have been set for dates at the Celebrity Club in Providence.

A package consisting of The Orioles, Lowell Fuson, Hal Singer, Jackie "Mama" Mabley, Nina Echols and the Edwards Sisters, has been set for the Howard Theater in Washington, D. C., for February. There will also be two (Continued on page 39)



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Breaking Big!
"GOT YOU ON MY MIND"
John Greer
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Most Played Juke Box Rhythm & Blues Records

Based on reports received January 23, 24 and 25

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records

POSITION	Weeks	Last This	to date	Weeks	Artist	Label
5	2	1	THREE O'CLOCK BLUES	B. B. King	RPM 399-8481	
8	1	2	WEEPING AND CRYING	Griffen Brothers	Dec 1073	
14	10	2	I'M IN THE MOOD	J. L. Hooker	Modern 835-8481	
1	—	4	CRY	J. Ray	Decca 17816840; (45)45-6840-8481	
14	5	5	FOOL, FOOL, FOOL	The Clovers	Atlantic 944	
11	—	6	COLD, COLD HEART	D. Washington	Mercury 7815726; (45)57-28X45-8481	
19	3	7	I GOT LOADED	Peppermint Harris	Atlantic 7815097; (45)45-3097-8481	
2	5	7	LOVIN' MACHINE	W. Harris	King 7814485; (45)45-4485-8481	
3	—	9	BECAUSE OF YOU	Tab Smith	United 104	
8	3	10	CHILL IS ON	J. Turner	Atlantic 949-8481	
9	7	10	BEST WISHES	R. Milton	Specialty 414-8481	

Best Selling Retail Rhythm & Blues Records

Based on reports received January 23, 24 and 25

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION	Weeks	Last This	to date	Weeks	Artist	Label
12	1	1	FLAMINGO	E. Best	King 7814475; (45)45-4475-ASCAP	
5	2	2	THREE O'CLOCK BLUES	B. B. King	RPM 399-8481	
7	6	3	CRY	J. Ray	Decca 17816840; (45)45-6840-8481	
8	3	4	BEST WISHES	R. Milton	Specialty 414-8481	
10	8	5	BECAUSE OF YOU	Tab Smith	United 1781104; (45)71-04X45-8481	
18	4	6	FOOL, FOOL, FOOL	The Clovers	Atlantic 944	
10	6	7	COLD, COLD HEART	D. Washington	Mercury 7815726; (45)57-28X45-8481	
9	5	8	WEEPING AND CRYING	Griffen Brothers	Dec 1073	
1	—	8	I DIDN'T SLEEP A WINK LAST NIGHT	A. Prysock	Dec 78127871; (45)19-27871-8481	
3	9	10	LOVIN' MACHINE	W. Harris	King 7814485; (45)45-4485-8481	
13	—	10	I'M IN THE MOOD	J. L. Hooker	Modern 835-8481	

Rhythm & Blues Record Releases

Back to the Blues—Herman Manzy Ork (Tab) Fidelity F-3003

Bounce the Parties 1 & 2—Sherman Williams Ork—Fidelity F-3002

Carl's Help—Bar Love You—Lil Greenwood (Lowe) Specialty 421

Case 1 Last My Helping Hand—Lil Miss Corcoran (So) Coral 65077

Charmaine—Annett—Coco Ork (17) Clark 8851

Charmaine—Lorne Morgan Quintet (Jack) Atlantic 953

Daddy Will Be Home One Day—Lightnin' Hopkins (New) Atlantic 5117

Deep Wading Blues—Ed Wiley Ork—Roulette Wardell (So) Atlantic 959

Dick's Satisfy You—Doris Terry (Twenty) V 20-4474

Good Good My Into Some Day—Memphis Slim Ork (Hep) Mer 8266

Good Giding—Willis "Guitar Tail" Jackson Ork (Ward) Atlantic 957

Hard Times—Charles Brown Ork (Tennor) Atlantic 3110

Hot Box—Horace Henderson Ork (Lido) Dec 48275

I Love That Frell—Harold Nicholas (So) V (45) 47-4475

I Love a Shoulder to Cry On—Billy Swan & His Buddies (17) V 20-4483

I'm a Shoulder to Cry On—Billy Swan & His Buddies (17) V 20-4483

I'm Gone Jump in the Ring—Buddy Johnson Ork—Ella Johnson & Bee Jays (17) Dec 48275

I'm in the Mood for Love—Annett—Coco Ork (Charmaine) Dec 6851

I'm Your Rockin' Man—Herman Manzy Ork (Back) Fidelity F-3003

Jack—Morgan Quintet (Charmaine) Atlantic 953

Kiss Me Baby—The Cardinals (Wheel) Atlantic 958

Let the Rock Door Me—Vee Wee—Peppermint Harris—Marvin Davis (P. H. Blue) Atlantic 5106

Let's Have a Ball Tonight—Joe Morris Ork (Someday) Atlantic 954

Let's Party—Jesse Allen (My) Coral 65078

Like Walk—Horace Henderson Ork (Hep) Dec 48275

Louise—Doris Terry—Bumbee Bee Slim (14) Fidelity F-3004

Love, Love, Love—Oscar (Big Blues) Black Ork (Troubled) Atlantic 956

Love Will Make You a Slave—Lil Greenwood (Dad) Specialty 421

My Suffering—Jesse Allen (Lil) Coral 65078

Naturally Too Weak for You—The Victorians (Part) Specialty 420

No Ball Blues—Memphis Slim Ork (Gomall) Mercury 8266

P. H. Blues—Peppermint Harris—Marvin Davis (Lil) Atlantic 3108

Part Time Sweetheart—The Victorians (Naturally) Specialty 420

Sad—Harold Nicholas (I Love) V (45)47-4475

So Glad I'm Free—Ed Wiley Ork—Roulette Wardell (Deep) Atlantic 959

So Long—Lil Miss Corcoran (Case) Coral 65077

Sunday Year'll Be Sorry—Joe Morris Ork (Lil) Atlantic 954

Tell Me Why—Oran Washington (Wheel) Mer 8267

Tender Heart—Charles Brown Ork (Ward) Atlantic 3110

1711 My Baby Comes Back—Buddy Johnson Ork—Ella Johnson & Bee Jays (17) Dec 27947

Troubled Mind Blues—Oscar (Big Blues) Black Ork (Lil) Atlantic 956

Twenty-Four Years—Doris Terry (Dick) V 20-4474

Wee Wee Wee, Parts 1 & 2—Stick McGhee Ork—Atlantic 955

Where of Fortune—The Cardinals (Kiss) Atlantic 958

Where of Fortune—Dinah Washington (Tet) Mer 8267

Where of Wine—Willis Jackson Ork (Good) Atlantic 957

You're Not Going to Worry My Life Anymore—Lightnin' Hopkins (Dad) Atlantic 3117

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- JACK RICHARDS and THE MARKSMEN THERE'S A BLUE SKY WAY OUT YOURS YOU'RE NOT WORTH MY TEARS 15161 and 45-15161
- SONNY CALELO CINDY LOU THE KING 15158 and 45-15158

FOLK-WESTERN

- HAWKSHAW HAWKINS SLOW PORE TWO ROADS 998 and 45-998
- BE MY LIFE'S COMPANION EVERYBODY'S GOT A GIRL BUT ME 1019 and 45-1019
- COWBOY COPAS TIS SWEET TO BE REMEMBERED BECAUSE OF YOU 1000 and 45-1000
- THOSE COME AND LEFT ME BLUES COPY CAT 1014 and 45-1014

- ANN JENES TOO OLD TO CUT THE MUSTARD I CARRY YOUR PICTURE IN MY HEART 1017 and 45-1017
- MOON WITHELAN HEARTLESS LOVER ANOTHER HEART IS COMING 984 and 45-984
- BOB NEWMAN HANGOVER BOOCIE I'M GONNA GIVE YOU A DOSE OF YOUR OWN MEDICINE 1008 and 45-1008
- FODDIE SMITH and THE CHIEF BEER BARRIL POLKA MOURNING LOVE 1041 and 45-1041
- JIMMIE OSHORNE MISSING IN ACTION GIVE BACK MY BING AND PICTURE 1038 and 45-1038

- ANN JENES TOO OLD TO CUT THE MUSTARD I CARRY YOUR PICTURE IN MY HEART 1017 and 45-1017
- MOON WITHELAN HEARTLESS LOVER ANOTHER HEART IS COMING 984 and 45-984
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- MOON WITHELAN HEARTLESS LOVER ANOTHER HEART IS COMING 984 and 45-984
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THE DOMINON I AM WITH YOU WEEPING WILLOW BLUES 10019 and 45-10019

DELUXE ROY BROWN CAR ROOM BLUES GOOD ROCKIN' MAN 3319 and 45-3319

distributors King RECORDS INC. CINCINNATI 7, OHIO

THE BILLBOARD Music Popularity Charts

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

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	REPUTATION	QUALITY
JOHNNY BENNING'S-TEACHO ORK Come On Home PRESTIGE 922—A slow tempo blues item receiving a fine vocal from the singer, and good support from the orchestra. Coolin' to the Roofin' A routine blues tune is given a good go by Benning's with the orchestra backing solidly.	77--78--74--78 68--68--68--68			
THE CABINERS-TEACHO ORK Baby Mine PRESTIGE 917—A pretty ballad is handled with style by the group. Orchestra backing features a pianistic sax solo. Fine performance could make this a strike entry. What's the Matter With You? The Cabiners render this slow bluesy ballad in nice fashion, spiced by baritone lead.	77--78--75--76 74--74--74--74			
GENE AMMONS ORK Because of Rain PRESTIGE 921—Instrumental reading of a pretty tune at slow-tempo shows off the expressive Ammons sax and some pleasant piano. Until the Real Thing Comes Along A slow beat waltzing of the blues receives good treatment and warm and moody sax styling, over a smooth band arrangement.	72--73--71--72 68--70--65--69			
VELMA MIDDLETON (Jazz Smith Ork) Spokin' DODONE 104—La Mizzotone is still a first-rate singer as demonstrated by this version of the oldie. Few muted trumpet solo adds jazz interest to the disk. Let Me Hear It Again An easy slow ballad is handled in a slow, mood tempo. Result is infatigable war.	69--72--66--68 65--68--62--64			

RHYTHM AND BLUES NOTES

Continued from page 38

bands, not selected as yet, who will engage in a battle of music, and will also play for the acts. Charlie Parker and a 30-piece orchestra conducted by Joe Lipman cut some sides for Mercury Records under the supervision of Norman Granz this week.

Indie Pops Click

Continued from page 15

Derby waxing stoked up the excitement about 10 days ago and since then every major waxer and a number of lesser firms have moved quickly to cover on the Benjamin-Weiss song. Kay Starr on Capitol, Sammy Kaye on Columbia, Dinah Washington and Bobby Wayne (two separate versions) on Mercury, Jimmy Scott on Coral, Arthur Froysook on Decca, the Cardinals on Atlantic, and the Billy Williams Quartet on GMG include most of the new quick coverages made on the song.

Second most vital of the current "sleepers" is a ditty called "Good-bye Sweetheart," done by June Ward and Lee Barrett on the Abbey label. Disking and song were said to have taken hold early this week and the tune is being covered heavily across the waxery board.

Third prominent giant-killer is a ditty titled "Wishin'" as introduced on the King label by Teddy Phillips' orchestra. Late this week, reports came drifting in from the St. Louis area about a Pearl diskling by Larry Vincent of a standard song, "All I Do Is Dream of You." Song is shortly to be exploited, strictly a coincidence the publisher reports, because of its inclusion in the forthcoming flicker bios of singer Jane Froyman.

A good number of the day's

hits, while they are not on lesser labels, began their lives as "sleepers," most prominent of which are the two diskings by Johnnie Ray, an unknown, zoomed to national prominence on the strength of his first diskling ("Cry" and "The Little White Cloud That Cried") in a most unexpected manner. London Records has a couple of "sleepers" going strong at a hit pace in the Mantovani etching of "Charmaine," and the Bobby Wayne slicing of "Mother at Your Feet Is Kneeling."

Film & ASCAP

Continued from page 14

hold out little hope for the group's proposals being adopted, there was still much trade talk generated by the disclosure of the plan.

The ASCAP board of directors will hold its regular monthly meeting next Thursday (31). It is not expected that the Longfellow Committee's plan will be ready for formal presentation at that time.

Distributors

WANTED

BROADWAY 102 CHIC CHOCS

SUGAR Backed with

"THEM THERE EYES"

AND

BROADWAY 101 NOBLE SIZZLE

"HARLEM'S POPPIN'"

Backed by

"There's a Bit o' Vagabond in Ya"

BROADWAY RECORD CO. INC.

701 SEVENTH AVE.

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OSCAR "Big Blues" BLACK
"LOVE, LOVE, LOVE" and "TROUBLED MIND BLUES"
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Stick McGhee and Willis Jackson

AND HIS BUDDIES "GATOR BOY"
"Wee Wee Hours" "Wine-o-Wine"
PARTS I & II
ATLANTIC RECORD NO. 955 ATLANTIC RECORD NO. 957

ATLANTIC'S HOT NEW BLUES TEAM!!! ED WILEY and ROOSEVELT WARDELL

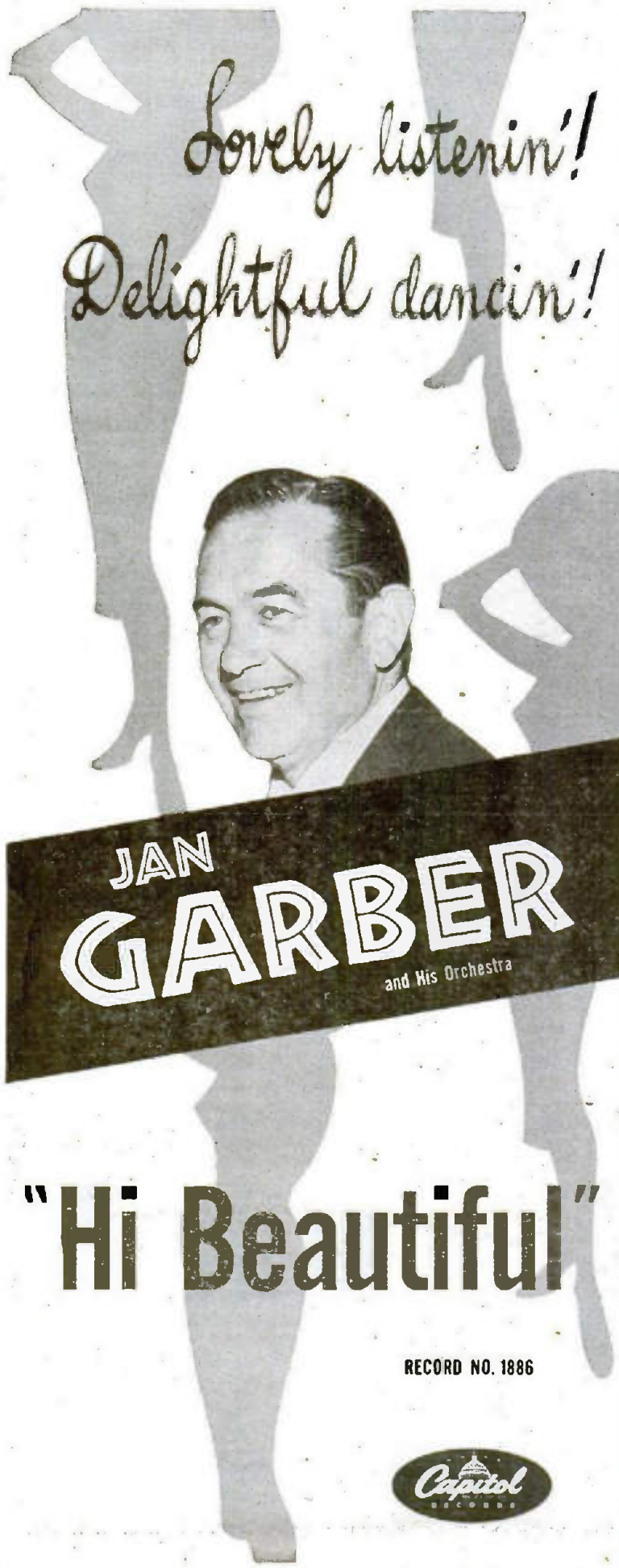
"So Glad I'm Free"
"Deep Moanin' Blues"
ATLANTIC RECORD NO. 959

JOE MORRIS' and THE LOUMELL MORGAN QUINTET

BLUES CAVALCADE featuring Billy Mitchell
"Let's Have a Ball Tonight"
"Someday You'll Be Sorry"
ATLANTIC RECORD NO. 954
"Jock-o-Mo"
and
"Charmaine"
ATLANTIC RECORD NO. 953

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Coming Up Fast!
SAVOY #831
MEL WALKER with J. Ott's Orch.
"SUNSET TO DAWN"
and
"Feel Like Cryin' Again"
RECORD CO., INC.
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JAN
GARBER
and His Orchestra

"Hi Beautiful"

RECORD NO. 1886



THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song writer, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential 20; establishment record advertising-promotion force, length and other "buggy" stuff, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULAR
			POPULAR
	TONY BENNETT (Percy Faith Ork)		
	Since My Love Has Gone	CDL 13615—Lester Kreeger of a melody from Verdi's "La Traviata" is lovingly set forth in this disk. It's arranged to allow Bennett the chance to build a big emotional climax. Sounds like a strong one for the hot balladier.	88--88--88--88
	Silly Dreamer	The infectious ballad is given an appealing reading by Bennett. Strings and soft rhythm stay well in the background and let the voice set the intimate tone.	85--85--85--85
	BILL KENNY (Sy Oliver Ork)		
	Please, Mr. Sun	DECCA 27046—Top talent has climbed aboard this one fast. Here, Kenny's effective styling is framed engagingly by the appreciably scored string to point up the whimsy of the ditty. It's bound to catch a good share of the business.	88--89--87--88
	If I Forget You	Interpretation by the lead singer of the Ink Spots is solid with the score's word strings. Altogether an excellent cover making of the standard.	82--84--80--82
	BOBBY MAXWELL ORK		
	Chinatown, My Chinatown	MERCURY 1773—An exciting and swinging performance of the classic by Maxwell and his orchestra over hot horns. The arrangement is nice. The horns punch all the way, and the disk could well be a color catcher.	86--87--86--86
	Shuffle Off to Buffalo	The classic is given a new fresh treatment by Maxwell, with the tubbed horns singing away on major and minor chords. A good entry. The set does not have the excitement of the flip.	78--79--75--79
	LEE BARRETT ORK-JUNE WARD (The Barrett-Tones)		
	Goodbye, Sweetheart	ABBEY 15062—Big sleeper potential here. A fine alternating verse chorus waltz is handled a compelling reading by June Ward, the Barrett ork and choral group. This could step out strongly on its own merits.	85--86--84--85
	Too Sure	(The Bill Baker Trio) Jimmy Carter handles the lyric with Pittsburgh's Babel Trio in the background. It's agreeable.	68--70--67--67
	CLYDE MCCOY ORK		
	Sugar Blues Boogie	CAPITOL 1837—With enough swing this could make the grade as a big sales item. The McCoy ork runs thru its "Sugar Blues" standard with a driving boogie beat and McCoy's luring trumpet gimmick. The rest of the horns team with McCoy in a few spots for a lively new sound.	84--84--83--84
	I Just Love Affection	Chop seldom could sound like a good band singer as she handles the lyric on a rousing disc which should make the difference.	72--74--70--72
	VOICES OF WALTER SCHUMANN (Eddie Miller)		
	I Love That Feelin'	CAPITOL 1953—A sparkling new ballad receives an expert and beautifully polished performance from the Voices plus a fine Eddie Miller sax solo. A strong disk.	83--85--81--83
	Paradise	A warm and lovely version of the classic by the Voices, backed smoothly by the sax. This disk could net a lot of sales.	81--84--78--80
	DOLORES GRAY		
	I've Got a Feelin' You're Foolin'	DECCA 27042—The track is relaxed and completely at home in this waret rendition of the lovely old song reviewed in the pic. "Single" in the 90s.	81--82--80--82
	Did Anyone Call?	Milo Gray hits sweet the lovely feeling of this mood ballad. Avid ork leader Sy Oliver handles the lush string treatment for full emotional support.	79--80--77--80
	PEARL BAILEY (Don Redman Ork)		
	Nothing	CORAL 60438—Days could give this one enough spins to make it a strong seller. The material is slickly paced with the girl's charming style. A big disc item.	80--83--80--78
	8th Street Association	The Unruh hands the ditty a strong reading, but the material is not quite the type of song which lends itself to her unusual talents.	75--78--73--75
	PETE MANDY		
	Beer Barrel Polka	MERCURY 1774—An inspired and lusty instrumental rendition of the classic, played in double speed tempo in honky-tonk style plus lots of musical gimmicks. It is a strong disk and could catch some cash.	80--82--75--84
	Stardust	A cornball version of Hoagy Carmichael's masterpiece, with loud piano and soaring sax. The humor and satire in this instrumental could help it out a lot of sales, particularly in the country.	75--77--72--77
	MARTHA TILTON-LAURINDO ALMEIDA		
	Misirlou	CORAL 60439—A wenda is the former Stan Kenton guitarist. The ditty is the familiar item with lyric added. Result is an engaging wao item, sparked by the guitar, rhythm and voice cutting gimmick.	80--80--80--80
	Happy Bird, The	The lovely Latin-American melody as played by Almeida and the ork becomes an infectious thing. Miss Tilton does well with a solo lyric.	75--80--72--74
	FRANKIE FROSA ORK (Adeline Niece)		
	(Whatever Happened to the) Piano Players (That Played Like This?)	DECCA 27040—Talented forces are combined here to dig this old-time fender. It's a happy rendition that will contribute to the cheer wherever it's played—and that will be most everywhere. Timing (2:24) is extra fine for juke.	80--78--78--83
	I Wanna Say Hello	A therapy professional pitching, with Miss Niece's fine willing job set off by a buoyant rousing backing. A little later, too, for optimum cash returns.	76--76--74--78

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	TOPICAL	CLASSICAL	COMEDY
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POPULAR

LOU DINNING (Don Robertson's Ork) Give Me Time CAPITOL 1049—Miss Dinning is on the Jerome Ray side here. The song is a beautiful thing penned by Alec Wilder. Result is a ringing performance which might burst out of the back for some good action.		78--80--77--77			
Sid This side is a typical Tin Pan Alley wower. Again the Ray-sounding piano project with the kind of drive which may make the disk active.		76--76--74--78			
HELEN O'CONNELL & BOB EBERLY (Harold Mooney Ork) I'll Always Be Following You CAPITOL 783—The offering duo set an unusual ditty with spirit here. Some a nostalgic little item with a country-like shuffle-beats beat, could get sales.		78--80--76--78			
Don't Play That Song Eberly handles the lyrics on the new torch ballad while the O'Connell pipes are used in the background humming a counter melody thru an echo chamber. Eberly is noticed more than a good try at a new formula.		72--74--70--72			
DON CHERRY (Sy Oliver Ork) I'll Sing to You DECCA 27984—Cherry turns in a big-voiced chant in a busy ballad background by the link Oliver ork and choral group adds color to the performance.		77--79--76--77			
My Sentimental Heart A warm ballad effort by Carmen Lombardo and John Jacob Love is fashioned into an equally warm disk by Cherry.		73--75--72--73			
PEGGY LEE (Sid Feller Ork) Shame On You CAPITOL 1026—Peggy pipes a Salade Cooley duet with lots of personality but not much drive. The arching background sports a fine and full chorus sound.		75--78--75--73			
Would You Dance With a Stranger? Material here is a listenable tempo ballad. The chorus does okay, but the song still takes too many.		75--78--75--73			
THE FOUR KNIGHTS I Wish I Had a Girl CAPITOL 1930—The infectious beat and swing of the group is effectively used to pound out a trim version of the plate being peddled via the "I'll See You In My Dreams" track.		75--78--72--76			
Way I Feel, The First-time release of the new teacher could get a good share of the action if the ditty makes it. This offering should do well in the r. and b. market, too.		74--76--72--73			
LEO DIAMOND Mambo No. 5 AMBA 55A008 1003—Diamond shows that he knows his way around a bunch of harmonies on the world-sounding, guitar-filled, wild mambo antics that could catch some change. All 80's and 90's—100's and Les Paul started.		74--76--70--76			
Sweethearts Forever Same as above record that the tempo is slower on side. Another strong melody.		69--70--67--70			
KEN CARSON (Hal Kanner Ork) Lord's Been Good to Me, The RIBLETONE 773—This side was issued previously but has been shortened for this re-casting. It is still a fine tune, sold extremely well by the singer.		73--75--70--74			
There's a Time to Reap and a Time to Sow Carson turns in a classy and outstanding rendition of this timely semi-religious tune. Chorus and ark lend solid support.		71--73--69--73			
ELMO RUSS (Melotone Trio-Seven Ladies) Oh Sebastian PYRAMID 644—A screen effort using 58 word titles in lyrics, all to the tune of "Oh Sebastian" is recast and sung (it really is Russ and the Seven Ladies. Some of the comedy bits, most doesn't. Wacky enough to create comment, maybe even sales and sales.		72--80--72--65			
Pan Cake Polka, The An attempt at a high humorous tune flares due to poor material. But does well with what he has.		50--50--50--50			
DICK BEAVERS (Les Baxter Ork) Rosa of Louisiana CAPITOL 1032—A folk-type item is delivered by Beavers and gary-sing chorus. It's a rhythmic item, but not sufficiently catchy to break thru.		71--72--70--71			
Heart Strings Beavers here is the current Eddy Arnold entry. Beavers performance is okay.		71--72--70--71			
VINNY DE CAMPO-DENNY VAUGHAN ORK Til Now CORAL 60395—Strong vocal by DeCampo on a pretty ballad with tender lyrics. Backed solidly by the ork.		71--73--68--72			
What's to Become of Me? Singer is capable on a newly discovered Russ Columbia tune, with pleasant ork backing.		67--69--65--67			
LINDY DOHERTY (Sid Feller Ork) With No One to Love Tonight CAPITOL 1028—Doherty delivers a capable reading of an attractive ballad.		69--69--69--69			
Sweet Temptation Country ballad penned by Cliffie Stone and Merle Travis is handled on a reasonable go by Doherty.		67--69--66--66			
SARA LOU HARRIS (The Gem Tones) Could You Ever, Ever, Ever? EMERALD 7071—The thrust is consistent on a cute rhythm tune tho the effort is marred by poor recording.		57--57--57--57			
Yesterday's Song An effective performance by the chanter on a slight nice at material.		55--55--55--55			

CHILDREN

MEL BLANC (Arthur Q. Bryan-Billy May Ork) Bunny Meets Elmer Fudd, Parts 1 & 2 CAPITOL CAS-3111—Hester Fudd is assisted by the bunny with the high I. Q., who mistakenly thinks the gun tater is out after rabbit meat. The story is paced a little slow, but kids will like to meet the owl, turtle and meadow bird, each of whom is given some funny lines to speak. There's a surprise ending, too.		85--85--85--85			
MEL BLANC (Billy May Ork) Porky Pig in Africa, Parts 1 & 2 CAPITOL CAS-3113—The familiar Porky leads a safari in this one and in the course of the trek gets to meet a good many of the jungle creatures. He's curious about them all, and gag lines or situations about each will delight small fry.		85--85--85--85			
MEL BLANC (Billy May Ork) Daffy Duck Flies South, Parts 1 & 2 CAPITOL CAS-3112—Daffy's aerial trip to a warmer climate is studded with all kinds of humorous misadventures. He hits a chimney and crashes. Flies thru storm and fog, and finally touches down in Backwards Land, where everything is reversed. Realizing the wrong way arose he takes off, he inadvertently returns north for a round trip that will be appreciated most by six to 10 year olds.		84--84--84--84			
CANDY CANDIDO (Billy May Ork) Little White Duck, The CAPITOL CAS-3110—The cute neoprene that's calling very well in another version should do really well with the talented forces displayed here.		81--82--80--85			
I'm Popeye the Sailor Man The indestructible tar lines, or brass, or muscular powers which, of course, are all due to his strong addiction to the leafy vegetable. Most of the fun here is in the gaudy up ark arrangement.		78--78--78--78			

SPIRITUAL

GAY SISTERS God Shall Wipe All Tears Away SAVOY 4021—The sisters display excellent timing and phrasing in well on great singing while they rock over the lyrics of this slow-tempo spiritual.		80--80--80--85			
We're Gonna Have a Good Time A buoyant, hand-clapping revival type here is given a powerful and exciting reading by the lead chanters and vocal group.		78--80--77--78			

THE DISK WITH THE EXTRA POWER



TOMMY EDWARDS
Sings

"PLEASE MR. SUN"

b/w
"WHERE I MAY LIVE WITH MY LOVE"

MGM 11134 - 78 RPM • MGM K 11134 45 RPM

STRONGER THAN EVER

"IT'S ALL IN THE GAME"
b/w
"ALL OVER AGAIN"

MGM 11035 — 78 RPM
K11035 — 45 RPM

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MGM BRINGS THE HITS TO YOU IN '52

THANKS TO ALL THE WONDERFUL DISC JOCKEYS

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OPERATORS

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DEALERS

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MERCURY RECORD 5786-5786X45

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
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• Album and LP Reviews

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

POPULAR

TOP BANANA—Phil Silvers, Rose Marie,
Jack Albertson, Lundy Dowdy, Judy
Lynn, Bob Schriver, (1-1271)
Cap (33) 5-308

The new musical comedy is already in the
6th class, with such writing names as Johnny
Mercer and My Kraft and a raft of good singing
voices, the event on way to a disappointment.
Perhaps the show is much too broad, perhaps the
score is lyrically loaded but musically ordinary.
In any case, those who've seen the show will
probably go for the original cast disc version,
Silvers, who works well on records. The rest of the
cast is just ordinary on the disc. Not enough of
the show's spirit and color has been transferred
to the recorded version. Mercer's lyrics are
flat, but seem to get behind under completely
run-of-the-mill music. Capitol's system of
building some of the musical numbers with spoken
lines does much to make the story line tenuous.
The orchestra and choral group are fine, in all,
collectors of show scores and those who've seen
the show are the potential buyers.

MUSIC IN THE AIR—Jane Pickens-Al 78

Goodman Or. (4-77)
V (45) WK-32
I've Told Every Little Star, Prayer, There's a Hill
Beyond a Hill, I'm Alone, I'm So Alone, One More
Dance, in Etern on the Tropic Sea, The Song Is
You, We Bring Together.

This new edition of the old Kern-Mannstein
musical was issued to coincide with the Milt
Broner's revival of the show. Even the the

revival closed a short while back, the album with
some of the prettiest tunes written by Kern should
still be in demand. Jane Pickens does a strong
job on the songs she sings which includes some
of the 10 in the album, and Al Goodman's Ork
and the Gold Chorists lend fine support. Among
the songs: "I've Told Every Little Star" and "The
Song Is You" standard still, and the others are all
easy to listen to. The show time disks include
a booklet with outline of the plot.

JAZZ TREASURY OF IMMORTAL PER. 75

FORMANCES (10 Albums)—B. Goodman, 75
L. Marmion, E. Hines-B. Eckstein,
Metronome All-Star-S. Bechet-Jelly Roll Morton-
McKinney's Cotton Pickers-Great Trumpet Artists-
Great Tenor Sax Artists-Ork (10) 7-1

V (45) WPT-26-27-29-30-31-32-33-35-36-37

Ten new volumes have been uniformly packaged to
be added to Victor's slow but sure release of the
hundreds of jazz gems in the new history of jazz
are included in this batch, which in total covers
60 titles. The Goodman Trio's gem, Billy Eckstein's
early vocal with Earl Hines' band, the
trumpet drive of the 1930's Hot Five band, the
powerful musicianship of the several all-star
ensembles present in the Metronome All-Star
collection, the brilliant work of Don Redman and
McKinney's Cotton Pickers, the brilliant and
moving of Sidney Bechet on both clarinet and
soprano—all this is available in the 10
albums and more. Jazz collectors should have a
ball dipping thru these sets to find what they're
after.

• Advance Record Releases

Records listed are generally approximately two
weeks in advance of actual release date. List is
based on information supplied in advance by record
companies. Only records of these manufacturers
wholly supplying information are listed.

POPULAR

- Approach Situation—Tommy Dorsey-Frances
Tava (Vocal) Dec 27943
- Allegory Flucter (Eugene-Oudis) Dal—Joan Turay-
Sonia Blom Ork (MCA) Dec 27949
- Always—Marion Morgan-Four Hits-Skip Martin Ork
(Tape) MGM 11152
- All Last! At Last!—Tony Martin-Heidi New Ork
(Capitol) V 20-6477
- Brain the Heart—Conce Dowell (Believe) Dec
27945
- Believe It, Beloved—Conce Dowell (Believe) Dec
27945
- Blue Flame—Woody Herman Ork (New) MGM
11154
- Blue Tango—Les Baxter Ork (Pines) Cap 1906
- Blue anyone Call—Bobby Clancy-Percy Faith
Ork (Columbia) Col 19042
- Eight Street Association—Pearl Bailey-Don Red-
man Ork (Vocal) Coral 60638
- For the First Time—Francis Craig Ork (Play) Dec
27937
- Geneva's Moon—George Shearing Quartet (Third)
MGM 11153
- Give Me More, More, More—Margaret Whisler-
Jimmy Wally (Lil) Cap 19045
- Give Me Time—Jeri Southern (What) Dec 27950
- Goodbye, Sweetheart—Lee Barrett Ork-June Ward-
Barrett-Tones (Tape) ABC 15062
- Happy Bird—Martha Tilton-Laurindo Almeida
(MCA) Coral 60639
- Heart of a Clown—Tommy Furtado-Leroy Holmes
Ork (Bell) MGM 11157
- Heart of a Clown—Bobby Wayne (What) Mer 4006
- Herring Bait—Shirley Bell—Mickey Katz Ork
(Sire) Cap 19043
- I Don't Want to Take a Chance—Ella Fitzgerald-
Ray Charles Singers (Roulet) Dec 27946
- I Love This Feeling—Voices of Walter Schumann-
Lodie Miller (Parade) Cap 1933
- I Talk to the Trees—Percy Faith Ork (World)
Col 39630
- I Wanna Love You—Kay Starr-Harold Moore Ork
(World) Cap 19044
- If You Go (S) To Paris—Alan Dean-Leroy
Holmes Ork (Sire) MGM 11156
- I'll Never You You Cry—The Nocturnes-Chico
Messina (Milestone) MGM 11158
- I'll Sing to You—Don Cherry-Sy Oliver Ork (M)
Dec 27944
- I'll Still Love You—Victor Young Ork-Fred Duran
(Unich) Decca 27941
- I'm on a Seaside of Love—Andrew Sisters-Guy
Lombardo Ork (Play) Dec 27910
- It's Whining (Why Must It Keep on Raining)—June
Vali & Tony Baxter-Norman Leyden Ork (What)
V 20-4485
- Let Me Mother Nature Have Her Way—Margaret
Whisler-Jimmy Wally (Sire) Cap 19045
- Little Liza—Wes Strasse (Sire) Mer 5177
- Lord's Been Good to Me—Ken Carson-Hal Kanter
Ork (Ther's) Bilitone 773
- Louis Mackay—Teresa Brewer-Ray Block Ork
(Hoodini) Coral 60640
- Make With the Magic—Tony Martin-Moore Revue
Ork (Lil) LHM V 20-4477
- Melting—The Nocturnes-Chico Messina (Lil) MGM
11158
- Melting—Martha Tilton-Laurindo Almeida (Happy)
Coral 60639
- Mountain Laurel—Jane Terry-Remo Blend Ork
(Ampex) Dec 27949
- My Sentimental Heart—Don Cherry-Sy Oliver Ork
(Lil) Dec 27944
- New Golden Wedding—Woody Herman Ork (Blue)
MGM 11154
- Nothing—Percy Faith-Don Redman Ork (Sire)
Coral 60638
- Oh, So Beautiful—Eino Rossi-Melrose Trio-Sonia
Lodier (RCA) Pyramid 644
- Oh My Way Now—Ralph Flanagan Ork (Dee)
Victor 20-4487

- One Alone—Ralph Flanagan Ork (Dee) Victor 20-
4487
- Plan Come Palms—Eino Rossi-Melrose Trio-Sonia
Lodier (RCA) Pyramid 644
- Parade—Voices of Walter Schumann-Eddie Miller
(Lil) Cap 1933
- Paris, Paris!—David Rorr Ork (Why) MGM
- Play Me a Harlot's Tune—Andrew Sisters-Guy
Lombardo Ork (Lil) Dec 27910
- Pup, Three Bows—Francis Craig Ork (For) Dec
27937
- PLEASE, Mr. Sun—Les Baxter Ork (Blue) Cap 1906
- Regular Man—Francis Wayne-Neal Hefti Ork
(Vocal) Coral 60637
- Rough Rider—Ella Fitzgerald-Ray Charles Singers
(Lil) Dec 27944
- Six—Mickey Katz Ork (Herring) Cap 1906
- Since My Love Has Gone—Alan Dean-Leroy
Holmes Ork (Lil) MGM 11156
- Sinking of the Flying Enterprise—Wes Strasse
(Lil) Mer 5777
- Tape Me Now—Marion Morgan-Four Hits-Skip
Martin Ork (Always) MGM 11152
- Ten—The Nocturnes-Chico Messina-Percy Faith Ork (Lil)
Col 39648
- There's a Time to Read and a Time to Sleep—Ken
Cannon-Hal Kanter Ork (Lil) Bilitone 773
- Three Alone—George Shearing Quartet (Geneva)
MGM 11153
- 'Til Now—Vivian De Campo-Drup Vaughn Ork
(What's) Coral 60595
- Too Soon—Lee Barrett Ork-June Ward-Barrett-
Tones (Goodbye) ABC 15062
- Unchained—Tommy Furtado-Leroy Holmes Ork (M)
MGM 11157
- Unchained—Tommy Furtado-Leroy Holmes Ork (M)
MGM 11157
- Unchained—Victor Young Ork-Fred Duran (Lil) Dec
27941
- What Good Am I Without You—Jeri Southern
(Sire) Dec 27950
- What You Don't Know of Love—June Vali & Tony
Baxter-Norman Leyden Ork (Lil) V 20-4485
- What's to Become of Me?—Vivian De Campo-Drup
Vaughn Ork (Lil) Coral 60595
- Wheel of Fortune—Kay Starr-Harold Moore Ork
(Lil) Wama) Cap 19044
- Wheel of Fortune—Bobby Wayne (What) Mer 4006
- Why Do You Pass Me By—Davis Ross Ork (Paris)
MGM 50521
- Would You—Percy Faith Ork (I Talk) Col 39630
- You Left Your Brown-Eyed Baby—Ella Fitzgerald-
Donny-Frances Inna (Ampex) Dec 27943
- You're the Only One I Love—Frances Wayne-Neal
Hefti Ork (Regular) Coral 60637

POPULAR ALBUMS

- Hollywood Melodist Album (Lil)—George Stahl,
MGM Stereo Ork—Pagan Love Song, Blue Moon,
Templating, You Were Meant for Me, Lullaby,
I'm in the Mood for Love, One for My Baby,
September in the Rain—MGM E-31
- I'll See You in My Dreams Album (Lil)—Doris
Day, Danny Thomas, Paul Weston Ork, Norman
Lamont (Dee) Bilitone (What's) It Had to Be
You, Auntie Mame, I'll See You in My
Dreams, My Buddy, The One I Love, I Wish I
Had a Girl, Everybody's Sweetheart—Col (33)
Col-6198
- Music in the Air Album (4-77)—Jane Pickens, Al
Goodman Ork—I've Told Every Little Star, Prayer,
There's a Hill Beyond a Hill, I'm Alone, I'm So
Alone, One More Dance, in Etern on the Tropic
Sea, The Song Is You, We Bring Together—
V (45) WK-32
- Music Life on Two Plates Album (Lil)—Morley
& Genevieve—Col (33) ML-20555
- Prisoner of Love Album (Lil)—Gordon MacLae-
Walter Gross Ork; Prisoner of Love; You Go to
(Continued on page 46)

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CRAIG**
And his Orchestra

“**FOR the
FIRST
TIME**”

(in a LONG TIME)

and ...

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and ...
9-27937 (45 RPM)

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SOLID SELLERS

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A WEAVER OF DREAMS

b/w

TAKE ME BACK

78 RPM—MGM 11125 45 RPM—MGM K11125

LeROY HOLMES

IN A PERSIAN MARKET

b/w

I'LL SEE YOU IN MY DREAMS

78 RPM—MGM 11126 45 RPM—MGM K11126

TOMMY EDWARDS

PLEASE, MR. SUN

b/w

WHERE I MAY LIVE WITH MY LOVE

78 RPM—MGM 11134 45 RPM—MGM K11134

IT'S ALL IN THE GAME

b/w

ALL OVER AGAIN

78 RPM—MGM 11035 45 RPM—MGM K11035

DEBBIE REYNOLDS

OOGIE OOGIE WA WA

b/w

OOPS!

78 RPM—MGM 30493 45 RPM—MGM K30493

VICTOR MARCHESI

FLAMINGO

b/w

WHEN I DREAM OF HOME

78 RPM—MGM 30494 45 RPM—MGM K30494

LEE MONTI TUTONES

ORCHIDS IN THE MOONLIGHT

b/w

SHOULD I

78 RPM—MGM 11140 45 RPM—MGM K11140

HANK WILLIAMS

BABY WE'RE REALLY IN LOVE

b/w

I'D STILL WANT YOU

78 RPM—MGM 11100 45 RPM—MGM K11100

LIONEL HAMPTON

SAMSON'S BOOGIE

b/w

HELPLESS

78 RPM—MGM 11108 45 RPM—MGM K11108

DANNY DAVIS

CRAZY HEART

b/w

I'M NOT ALONE

78 RPM—MGM 11103 45 RPM—MGM K11103

BARBARA RUICK

RETREAT (Cries My Heart)

b/w

YOU COULDN'T BE CUTER

78 RPM—MGM 11151 45 RPM—MGM K11151

FRANK PETTY TRIO

I WANNA SAY HELLO

b/w

LOVE LETTERS IN THE SAND

78 RPM—MGM 11141 45 RPM—MGM K11141

TED STRAETER

AT LAST! AT LAST!

b/w

ONLY IF YOU'RE IN LOVE

78 RPM—MGM 11145 45 RPM—MGM K11145

BILL HAYES

WE WON'T LIVE IN A CASTLE

b/w

TULIPS AND HEATHER

78 RPM—MGM 11142 45 RPM—MGM K11142

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MGM BRINGS THE HITS TO YOU IN '52

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- BLUE TANGO** Hugo Winterhalter Ork RCA Victor 20-4518
 Winterhalter comes thru with a novel treatment of the Leroy Anderson instrumental. His coverage figures to cut off a sizable piece of the pie.
- CHINATOWN, MY CHINATOWN** Bobby Maxwell Mercury 5773
 Maxwell, a hot harpist, has manufactured a 24-sec. swingy rendition of the evergreen done via the multiple-note route. The low sound and swinging spirit should carry this one far.
- MAKE WITH THE MAGIC** Tony Martin RCA Victor 20-4477
 Martin's vibrant reading of a buoyant lyric set to Paul Williams' familiar air stacks up as a potent entry, rising with the previously placed "At Last, At Last."
- WHEEL OF FORTUNE I WANNA LOVE** Kay Starr Capitol 1964
 Kay comes thru with a couple of coin-slaging covers.
- SILVER AND GOLD** Pee Wee King RCA Victor 20-4458
 King, currently blazing via "Slow Poke," has a lively work-chop novelty at hand which already is clipping off profits in the country market and looks like it will shortly take off nationwide.
- GOODBYE, SWEETHEART** June Ward-Lee Barrell Mercury 15062
 A soulless word-chorus instrumental takes up its spot in the "Mercury" quarters of early 1952. Etching has a mood and feeling which should attract the attention.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what late disk jockeys think tomorrow's hits will be:

1. PLEASE, MR. SUN Johnny Ray Columbia 39636
2. PLEASE, MR. SUN Perry Como Victor 20-4453
3. I WANNA LOVE YOU Ames Brothers Coral 40617
4. AT LAST Ray Anthony Ork Capitol 1912
5. BLACKSMITH BLUES Ella Mae Morse Capitol 1922

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what late record retailers think tomorrow's hits will be:

1. TULIPS AND HEATHER Perry Como Victor 20-4453
2. STOLEN LOVE Eddy Howard Mercury 5771
3. WIMDOWEN Warren-Gordon Jenkins Ork Decca 27928
4. RETREAT Phils Page Mercury 5772
5. I WANNA SAY HELLO Sophie Tucker Mercury 5262

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what late disk operators think tomorrow's hits will be:

- BE MY LIFE'S COMPANION** Mills Brothers Decca 27889
- HERE AM I BROKEN HEARTED** Johnny Ray Columbia 39636
- I WANNA SAY HELLO** Ellen Sutton, Six Harbors Pine King 2210
- TRUST IN ME** Eddie Fisher-Hugo Winterhalter Ork Victor 20-4464
- IT'S A LONESOME OLD TOWN** Les Paul-Mary Ford Capitol 1920

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. SILVER AND GOLD Pee Wee King Victor 20-4458
2. YOU'LL KNOW I'M STILL IN LOVE WITH YOU Webb Pierce Decca 46365
3. HEART OF A CLOWN Wade Ray Victor 20-4429
4. MOUNTAIN DEW Kewey Roberts Coral 64115
5. I WOULD IF I COULD The Carlisles Mercury 6371

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LYGIA

Lyric by
PAUL FRANCIS WEBSTER
Music by
MIKLOS ROZSA

THE ALL-TIME FAVORITE!

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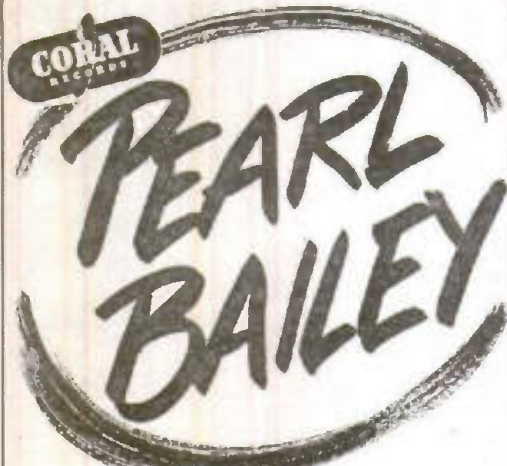
by
ARTHUR FREED
and
NACIO HERB BROWN

78 rpm 10-3738 • 45 rpm 49-3738



RCA VICTOR RECORDS

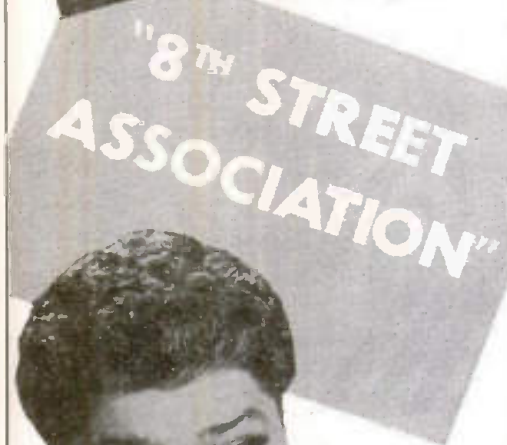




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In CANADA, Rogers-Majestic Radio Corporation Ltd. Toronto-Montreal

• **Advance Record Releases**

• Continued from page 42

My Heart Is Like But One Heart; Stars Fell on Alabama; They Say It's Wonderful; Full House and Empty Arms; I'm So Lonesome I Could Cry; You Keep Coming Back Like a Song—MGM (33) E-104

HOT JAZZ

Overland Rhythm Kings Album (2-10")—Mama Don't Leave; Salsville Blues; Riverside Blues; Buddy's Habit; Dev in the Glove; Dirty Bottom Stomp; Nobody Knows You When You're Down and Out; When the Saints Go Marching In—Parade (33) 6002
Get on Board Album (3-10")—Sonny Terry-Brownie McGhee-Coral McRobbie—Midnight Special; Rhythm Sun; In His Care; Prudence; I Shall Not Be Moved; Pick a Bale of Cotton; A Man Is Not a Dog; Mama Blues No. 2; Raise the Roof—Follows (33) FP-28
Jazz at Storzville Album (3-10")—Edmond Hall, Vic Dickenson, Johnny Windburn, Jo Jones, Baby Duff, John Felix, George Shearing, Stripling With Some Barbecue; Sweet and Lovely; 'S Wonderful; Sister Kate; Ad Lib Blues—Parade (33) 6003
Jazz Vol. No. 3—New Orleans (3-12")—New Orleans Wanderers' Red Head's Band; King Oliver's Creole Jazz Band; Dallas Jug Band; Bunk Johnson's Band; Jelly Roll Morton; Louis Armstrong & His Seven; New Orleans Rhythm Kings; Bad Dragon Jazz Babes; Johnny Dodds Orchestra—Follows (33) FP-57
Jazz Vol. No. 5 Album—Chicago No. 1 (3-12")—Fred Keppard; Tom Ladner; Jim Moore; Pauch Miller; Lou Armstrong; Joan Davis; Al Noyes; Jim Hyshe; King Oliver; Jelly Roll Morton; Pat Dominguez; Jasper Taylor; Roy Palmer; Bud Dry; Omar Swenson; Andy Hjalte; George Mitchell; John St. Cyr; John Lindsay; Eddie Vinson; Bud Scott; Earl Hines; Joe Poston; Louis Armstrong; Bert Cobb—Follows (33) FP-63
Leadbelly's Legacy, Vol. No. 3 Album (3-10")—Pigeon; Black Saddle Mountain; Paris 1 & 2; Fox World and Dallas Blues; See See Riser; Daddy, I'm Coming Back to You—Follows (33) FP-24
Modern Sounds Album (3-10")—Shorty Rogers & His Giants—Piano; Dull Across; Fox Trot; Over the Rainbow; Sam and the Lady—Cap (33) H-294

CHILDREN

Carbon the Copy Cat—Tex Ritter (M, Buzard) Cap CAS-3103
Circus—Fanny Brice-Billy May Ork (Estate) Cap CAS-3116
Crossing Streets—Fanny Brice, Billy May Ork (Estate) Cap CAS-3117
Good and Bad—Fanny Brice, Billy May Ork (Estate) Cap CAS-3116
Hoodlum Cassidy and the Story of Topper, Parts 1 and 2—William Boyd, Billy May Ork—Cap CAS 3110
Happy Wacky Birthday, Parts 1 & 2—William Boyd, Billy May Ork—Cap CAS-3114
Kindness to Animals—Fanny Brice-Billy May Ork (Estate) Cap CAS-3117
Mr. Buzard—Tex Ritter (Carnegie) Cap CAS-3103
Table Manners—Fanny Brice-Billy May Ork (Estate) Cap CAS-3115
Tom and Jerry and the Rocket Ship to the Moon, Parts 1 & 2—Bert Williams-LeRoy Hatten Ork—Savaria (MGM) S-20
Truthfulness—Fanny Brice-Billy May Ork (Estate) Cap CAS-3115

INTERNATIONAL

Bourbon Polka—Gene Witkowski's Harmony Bell Orchestra (Dance) Dana 3073
Drunken Tea Unterland—Bitty, Rheino, Papa (Dance) Alpha F-704
Kochka Malo—Frank Wojciszewski Ork (Marna) Dana 751
Let's Be Happy—Bitty, Rheino, Papa (Dance) Alpha F-704
Mawna—Frank Wojciszewski Ork (Kochka) Dana 751
Oh Henry—Frank Wojciszewski Ork (Wepok) Dana 3065
Oh Warsaw Polka—Gene Witkowski's Harmony Bell Ork (Bourbon) Dana 3073
Repeat Polka—Frank Wojciszewski Ork (Oh) Dana 3065

LATIN AMERICAN

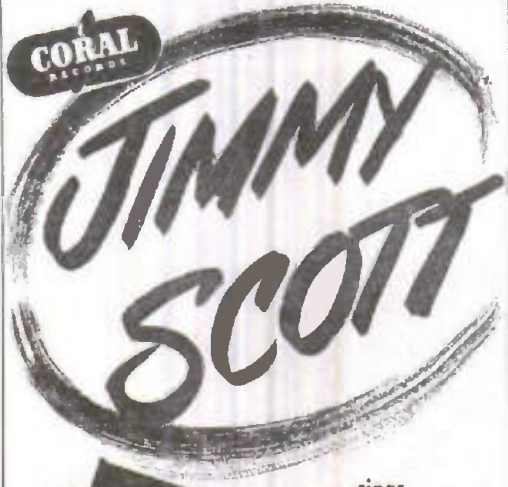
Compassion—Los Charumbelos (Frenchie) V (45) 51-5627
Canela en Rama—Acerina-Y Su Danzonera (Empuja) V (45) 51-5628
Danzonera a la Tumba—Johnny Rodriguez Trio (Ullimo) Erika 20-307
Empuja—Acerina-Y Su Danzonera (Canela) V (45) 51-5628
Frenchie a Frenchie—Los Charumbelos (Compassion) V (45) 51-5627
Ultimo Borgo—Johnny Rodriguez Trio (Danote) Erika 20-307

SACRED

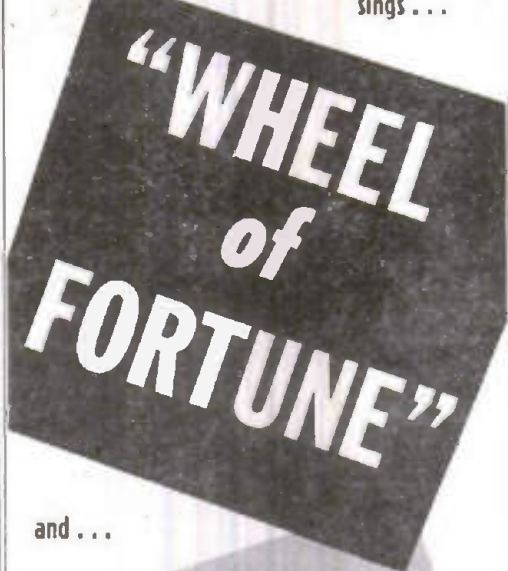
Behold Thy Mother—Lydia Summers-Hal Kanzer Ork (Bona) Biltmore 6051
Beloved Enemy—George Beverly Shea (Each) V (45) 47-4471
Born in a Manger—Lydia Summers, Hal Kanzer Ork (Behold) Biltmore 6051
Each Step of the Way—George Beverly Shea (Beloved) V (45) 47-4471
Gentle Hands—Sally Sweetland-Johanne Moreland (Gentle) MGM 33155
In the Garden—Ken Carson-Hal Kanzer Ork (Sweet) Biltmore 6071
Mother at Your Feet Is Kneeling—Sally Sweetland-Johanne Moreland (Gentle) MGM 11155
Sweet Hour of Prayer—Ben Carson, Hal Kanzer Ork (In) Biltmore 971

SPIRITUAL

God Shall Wipe All Tears Away—Gay Sisters (We'll) Story 4031
Lord, Hold My Hand—Pilarin Travelers (Mercy) Specialty SP-817
Never Knew Joy Before—Pilarin Travelers (Lord) Specialty SP-817
We're Gonna Have a Good Time—Gay Sisters (God) Story 4031



sings ...



and ...



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CORAL 9-60650 (45 RPM)

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 Adu Maria—HM-101; There's Something About You—HM-102
 45 and 78 RPM
DORMAN RECORDS San Bernardino, Calif.
 105 Arrowhead

• **Most Played Juke Box Folk (Country & Western) Records**
 • Continued from page 36

15	7	7	CRAZY HEART	Hank Williams	MGM 7811094; (45)K-11094-ASCAP
1	—	8	WONDERING	W. Pierce	Dee 78146364; (45)P-46364-BMI
32	—	8	COLD, COLD HEART	Hank Williams	MGM 7811094; (45)K-11094-BMI
15	8	10	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	W 78120-4273; (45)W-4273-BMI

Coming Up

1.	HOW LONG WILL IT TAKE?	Lefty Frizzell	Cap 78120895; (45)H-20895-BMI
2.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	W 78120-4413; (45)W-4413
3.	TOO OLD TO CUT THE MUSTARD	R. Foley & Tubb	Dee 78146387; (45)P-46387-BMI

• **Best Selling Retail Folk (Country & Western) Records**
 • Continued from page 36

26	6	5	ALWAYS LATE	Lefty Frizzell	Cap 78120837; (45)H-20837-BMI
8	8	7	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	W 78120-4376; (45)W-4376-BMI
6	5	8	ALABAMA RUBILEE	Red Foley	Dee 78127810; (45)P-27810-ASCAP
44	7	8	COLD, COLD HEART	Hank Williams	MGM 7811094; (45)K-11094-BMI
1	—	10	TOO OLD TO CUT THE MUSTARD	R. Foley & Tubb	Dee 78146387; (45)P-46387-BMI

Coming Up

1.	MISSING IN ACTION	E. Tubb	Dee 78146399; (45)P-46399-BMI
2.	WONDERING	W. Pierce	Dee 78146364; (45)P-46364
3.	CALL HER YOUR SWEETHEART	E. Arnold	W 78120-4413; (45)W-4413

Coming-of-Age Copyrights
 • Continued from page 15

get 50 per cent and the lyricists 25 per cent each. This basis for payment was used because ASCAP did not have access to the actual terms of the contracts affecting composers and authors on the one hand, and writers-pubbers on the other.

One of the results of the ASCAP research into "original intent" is that the Society is holding in escrow a considerable sum of money representing royalties on copyrights whose original terms either are not clear or have not been determined. The Society is using several methods to clarify "intent": searching out samples of old royalty distribution from the publisher source, hunting for copies of notarized royalty deals between writers and pubbers as well as deals made on paper among the writers themselves.

Date from Mid-20's

The copyrights coming due in the coming years are products of the mid-twentieth, considered one of the golden eras in the annals of music business. While most of the monied pubbers have found it not to their advantage to grab shares of renewals or to have their renewals split, such is not the case among the newer pubbers whose

primary goal is to build catalog and availability values. These younger pubbers, particularly those who are loaded with taxable monies, are making strong bids to capture either whole or partial renewals with cash offerings and propositions to open partnership companies with writers. These younger pubbers have, thru their maneuvers to land renewals of value, upset the general nature of the renewal market. Values on renewals in actual cash outlays and in contractual terms have risen considerably. Too, many writers whose tunes are coming up for renewal, prefer to have the copyright remain with the original publisher, rather than see the tune split among two pubbers. The latter situation, they feel, is conducive to small action on the song.

MCA, McConkey
 • Continued from page 15

ation draws to an end. Hill, who switched to ABC from MCA in January, 1948, winds up his present contract February 1.

Reaking up what were termed "phenomenal grosses" last year when the band worked one-nighters steadily from April 1 thru January 1 this year, Hill has been doing week-end dates in Denver, spending the balance of the time on his dairy ranch located near that city. This week he trained here to meet with MCA, McConkey and ABC, cut five sides for Mercury, then returned to Denver without signing with any office.

For the present, it was learned, Hill will continue to book thru ABC, altho he will not renew with that office, or sign with another, for an indefinite period. ABC has set Hill into the Muehlebach Hotel's Terrace Grill for four weeks starting February 13, and is also lining up dates starting April 1 when the band resumes its one-nighter season.

Hill had been associated with Freddie Williamson, ABC vice president in charge of the Chicago office, when he was central booking topper in 1944. He then switched to MCA, resuming the affiliation with Williamson in 1948.

FOLK TALENT AND TUNES
 • Continued from page 36

Turtle (Capitol), who is doing a daily platter show over KFVD, Los Angeles, is heading up a big Western Jamboree in San Fernando Valley, January 23, which is sponsored by the Pacoma, Calif., Kiwanis Club.

Disk Jockey Doings
 Cousin Ed Pebbles, formerly with WTOD, Toledo, has joined Johnny Williams as d.j. at WSPT, Thomaston, Ga. . . . Pot Cook is doing three hours and 15 minutes of h.b. wax per day at KSTL, St. Louis. He has purchased a horse, Lucky. . . . Dick Embody, KGGF, Coffeyville, Kan., offers to send any h.b. or Western artist a tape if he'll use it to cut an interview with him. . . . Elmer Snodgrass, WAKE, Greenville, S. C., reports that Arthur Crisp, local promoter, did well with his first dates on Carl Smith and Lefty Frizzell and expects to book more name one-nighters. . . . Gwenne Winters, WRYO, Rochester, Pa., writes that a local theater is trying h.b. for a one-day event, with Stoney Cooper and Wilma Lee (Columbia) coming in. . . . Ray Anderson, WHTN, Huntington, W. Va., has started a record firm, using local talent. . . . Don Davis, WLW Cincinnati, had Wade Ray (Victor) and Al Miller, the Victor h.b. sales manager, who are touring the South as his guests.

Marty Roberts, formerly an Illinois jockey, is working on WCKY Jamboree with Nelson King. . . . Nick Barry, WCMW, Canton, O., attended the New Year's Day jamboree staged by Connie Gay in the new Municipal Auditorium there. Featured were Hank Snow, Cowboy Copas, Little Jimmy Dickens and Minnie Pearl.

Jim Eanes and his Shenandoah Valley Boys, WBTM, Danville, Va., have a new record part with Doc Eanes and his group are doing two shows a day over the station. . . . Uncle Don Andrews has two new segs on WSGW, Saginaw, Mich. The "Hillbilly Hit Parade" is aired from 10-10:25 a.m., and "Bar-None Ranch" is heard at 1:15-2 p.m.

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Hocus - Pocus

By BILL SACHS

MENTALIST Joe Dunninger and actress Ann Southern appeared as guests on the B. F. Goodrich "Celebrity Time" over the CBS-TV network from New York Sunday night (27). . . . The Great Harrison is playing schools on one to three-day stands thru Eastern Canada under fire department auspices. He gets a \$1 for adults and 25 cents for kiddies at both the matinee and night shows. A blindfold auto drive is used as a bally. . . . George Marquis, who opened his show recently at his headquarters town, Wayne, Mich., has moved into the Deep South for the remainder of the winter. Assisting him and doubling on specialties are the DeHaven Sisters. Marquis says the snow was so deep on his opening stand that he had to use a bobbed to move his equipment from his barn to the theater. . . . Cedric, prominent English magus, is now manager of Percy Abbott's magic emporium in the Tuller Hotel Building, Detroit. . . . Walt E. Bode, Edward Lindo, Jack Larkin and Frank Will of the Houdini Club of Wisconsin, Mil-

waukee Chapter, performed for the residents and friends of the Carmelite Sisters' Home for Boys, Wauwatosa, Wis., last Wednesday night (23). . . . Jack Jerkie, old magicker known professionally as Jack Murray, is planning to open a talent booking office in Detroit. . . . The Amazing Mr. Ballantine (Carl Sharpe) has just finished a week at the Seville Theater, Montreal.

HERMAN L. WEBER, magician and showman, of Allentown, Pa., is recuperating at his home, 127 N. 17th Street, that city, after a long stay in University of Pennsylvania Hospital, Philadelphia, where he underwent surgery for the removal of a brain tumor. Author of a number of works on magic, Weber also operated his own Spook Show for a number of years under the management of Claude H. (Eld) Long, now in retirement in Ocala, Fla. Weber also plans to settle in the Sunshine State, near St. Petersburg, in the near future. . . . Don Grossini, after two weeks at the Blue Sky Cabaret, Montreal, moves his bag of nitties to the Savoy Cafe in the same city. . . . Sidney M. Levine, Montreal stage-board expert, has signed to manage Sunshine Camp for kiddies at St. Margaret's, Que., for his eighth consecutive summer season. . . . Charles Ruben posts from Los Angeles: "Appeared on recent International Brotherhood of Magicians show here and managed to effect hardest escape of my career, as is, namely the milk-bag trick while wearing a tight straightjacket properly put on. Bag being very narrow should give some idea of the nature of things. Vic Perry appeared on the same bill. His act is one of the best of its kind anywhere. One magic dealer here (Unique) has sold out, and the manager of another (Storming) recently died of a cardiac disorder. Paramount Pictures will start work on the Houdini picture in a couple of months, they inform me. Joe Schad, Western band leader, writes from his home in Enid, Okla., that he has been putting in the winter to date building illusions for a six-people magic show which he expects to launch in the spring. Highlight will be a vanishing elephant, he promises.

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Extra Added

New York

Maurice Lapew has joined Leony Green's Mercury Artists Corporation as general manager. . . . Blackstone the magico, now working the Comerford theaters. . . . Strand will go back to flesh after the Sadler's Wells Ballet finishes there. . . . "If flesh is coming back to the Capitol it's news to us," say Lou exers. . . . Gloria DeHaven will get \$4,000 from the Roxy when she opens there March 14. . . . Tax Accountants Associated, a new outfit, offering to save money for performers via their tax service. . . . Lou Walters' burn at acts that double from his LQ was occasioned by an act he lent to the Music Hall which, in turn, permitted it to go on a TV show.

Chicago

Willie Shere has been booked into the Chi Chi, Palm Springs, Calif., for four weeks starting February 25, then goes to the Park Lane, Denver, for two weeks, following with a run at the Last Frontier, Las Vegas, Nev.

The Ames Brothers start a nitery tour following their current run at the Chez Paree, teeing off at Duffy's, Cleveland, in mid-February, then work the Home Builders' Show, Grand Rapids, Mich., March 10; Don Carlos Casino, Winnipeg, starting March 18 for one week, and the Four Dukes, Detroit, for 10 days opening March 27.

Mel Bourne, comic, who has been working this area with a new partner, Frank Zelasko, has been signed by Power Conversions Company to do a series of comedy shows.

Al Dvorin Agency, local talent office, will open a New York office, February 1. Charles Shean, of the Chicago office, will manage.

Entertainment Managers Association held its annual dinner dance at the Bismarck Hotel Monday (28), with such acts as the Ames Brothers, Al Bernie, Evelyn Knight and other headliners appearing at local bistros participating. Mary Himmel and Jack Lau co-chairmaned the event. . . . George Gobel opens a two-week stand at the Baker Hotel, Dallas, February 11. The Martinis return to the Henry Grady Hotel, Atlanta, March 27 for three weeks.

Burlesque Bits

By UNO

BENITA FRANCIS is in her 10th week at Gary's Melody Club, West Palm Beach, Fla., where other acts are Tina, the Girl in the Fishbowl; Countess Paulana, dancer and singer, and Neva's Big Six ork. . . . Red Dulin, after an extended run at the Empress, Detroit, has entered a Chicago hospital for a checkup. . . . Harry Cleax, comic, and wife, Shirley Stanley, strip, on their first appearance East in nine years, upon completion of the circuit's tour will return to their home in Burbank, Calif. . . . Jet Smith, First Wheel new comer, is a strip-talker from the Troc, Philadelphia, and the Globe, Atlantic City. . . . Tiny Fuller, comic, will remarry his first wife, Lillian Kelly Scharff, soon after February 4 when his divorce from Harriett Beck becomes final. . . . Diane Shaw is in the Michael Reese Hospital, Chicago, for a second operation.

TIRZA and Her Wine Bath move into Cirò's, Philadelphia, for two weeks, starting April 14. Featured with Tirza in her Coney Island, N. Y., Girl Show this summer will be Shelley Wynne. Tirza's ma, Daisy Duval, has taken over the animal pet shop.

pearing at local bistros participating. Mary Himmel and Jack Lau co-chairmaned the event. . . . George Gobel opens a two-week stand at the Baker Hotel, Dallas, February 11. The Martinis return to the Henry Grady Hotel, Atlanta, March 27 for three weeks.

Here and There

Jimmy Heizer's theatrical agency, Huntington, W. Va., closed the 1951 season with more than 400 industrial and sales promotion bookings to its credit, and plans increased emphasis on this type of booking in 1952. Lamont's Cocktail and Macaw's is set for the season at Rainbow Gardens, Boynton Beach, Fla.

Tropical Hobbyland, Miami Beach, Fla. . . . New at the Empress, Detroit, are George Keystons, Torchy Darrall, Margo Marsha King and Wanda. . . . Hank Henry and Jo Ann Malone, who filled in at the Hudson, Union City, N. J., the week of January 20 as a replacement for Jack Rosen, taken ill in Pittsburgh two weeks before, have returned to their recently purchased home in Las Vegas, Nev., where Jo Ann has a date with the stork in June. . . . Mill Schuster, Chicago booker, has entered into a working agreement with Eddie Kaplan, Miami Beach, Fla., booker, to fill in some of the latter's local acts at Minsky's Plaza. . . . Jack Montgomery's latest placements include Sally Lane for the Log Cabin Club, Louisville, opening January 18; Delilah Wilde, for a return to the Folies, Chicago, starting the same date; Tiger Lilly, for a road show which opened at the Palace, Buffalo, January 17; Jungola, Jumbo Cirò, Milwaukee; Amy Feng, Cirò's, Philadelphia, January 25, and Alma Barry, midget striptease, Show Club, Calumet City, Ill. . . . Scotty Humbert, formerly producer at the Gayety, Detroit, is new manager of the Apollo Theater, that city. . . . Bill Ferrara's Beretina Folies, Honolulu's only burly house, has in its cast comics Harry Vine and George B. Hill, Max Cooper, Malene King, Leri Valle, Yvette, Jean DuPre, Florence Lane, Rickie DuVal Silva, Laura McVey and Jennie Star, Assistant manager is Dave Oka. Cashiers are Betty Quick and Lucy Hoodli. Harold Chang leads the three-piece pit ork. . . . Betty Dean has returned to Duffy's Tavern, Duquesne, Pa., after 10 weeks at the Hollywood Show Bar, East Pittsburgh.

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CLUBS FRANTIC FOR NEW TALENT

Blue Angel, Ruban Bleu See Acts Without Agents; Others Like %-ers

NEW YORK, Jan. 28.—Clubs around town are sending frantic calls out for "new and fresh talent" in the hope that something will come up that is usable.

One cafe op said that many acts make the mistake of waiting for their agents to submit them. "I'll see anybody and give them an audition, with or without an agent," said Herbert Jacoby, of the Blue Angel.

Ruban Bleu's Al Mele said: "I'll look at acts no matter who they are. Agents aren't necessary." Ruban Bleu has auditions every other Tuesday. The Blue Angel has them every Tuesday and Thursday.

West Side niteries prefer to deal thru agents. The consensus of West Side opinion was that "Agents know what we want, so they don't waste our time by sending over unsuitable acts." But they added they wouldn't discriminate against an act because of no agent representation.

Basically, these smaller spots, including the chi-chi East Side rooms, are just average payers. Few acts going in such places make more than \$250 unless they're names. The result is that agents prefer to submit their acts in spots where they can make a buck.

Opinions Vary
There's a general feeling among the larger spots and more important bookers that there must be something wrong with an act which doesn't have an agent. This impression was not accepted by the small East Side spots as valid. They claimed that many agents who do submit acts frequently don't know their rooms and send the wrong people.

As a rule the plush-lined East Side cafes want girl or boy sinners who understand standards rather than act out. Special material users must have subtle rather than obvious acts. The commercial pop seller can find the demand better west of Fifth Avenue.

Novelties are always in demand, but there again they must have class and subtlety. Jugglers and magicians, unless they have amusing chatter, won't find much work in New York except in the larger commercial clubs like the Latin Quarter. Dance teams are unsuitable for the smaller rooms.

Because of lack of space comes with smart, subdued material, singles or teams are always in demand.

Caught Again

LATIN QUARTER, MIAMI BEACH, Fla.—To his lavish and exciting and colorful revue, Lou Walters has added Egyptian dancer Samia Gamal after a big press build-up. She appeared only in the late show, making her appearance at 1:45 a.m., for exactly four minutes, and revealed considerably less talent and entertainment than any act in the show. Miss Gamal was introduced as a Nautch dancer. Instead of the belly dancer she had in Cairo and Paris. She writhed on stage, executed some graceful arm movements and kicked out her hips in time to the Oriental music background. Her reception varied from slightly enthusiastic to mere interest. Herb Rau.

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 25 Opera Place, Cincinnati, or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 53.

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Shop Talk

Chorus Equity Rebels Against Revival Concessions

Chorus Equity membership at its quarterly meeting at the Hotel Astor this week protested to Equity Council against concessions granted pop-priced road company revivals, and requested that such not be renewed. The concessions reduced the chorus road minimum from \$100 to \$80 a week and allowed chorus members to work nine performances a week when asked to do so by the producer. Membership, likewise, went on record as opposed to blacklisting.

'Saint Joan' Tour To Begin Feb. 22

Margaret Webster's production of "Saint Joan," which has been playing at the Century at reduced prices, will close next Saturday (2) instead of a week later. The tour will begin February 22, and it is expected that Jennifer Jones will play the part. Feature players, except for Alexander Scourby, will remain. Scourby has left for Hollywood for film making. His role is taken by understudy John Straub. The United Scenic Artists have declared the upcoming production of "Collector's Item" unfair because it is bringing its sets from England. The union is conferring with the League of New York Theaters to form a policy on the importation of foreign productions.

Umhey Quits as City Center Director

Frederick Umhey, executive secretary of the International Ladies' Garment Workers' Union, this week resigned his membership on the board of directors of the City Center of Music and Drama. In a long letter to board chairman Newbold Morris, Umhey said he was resigning because he could not go along with his dismissal of Lazzio Halasz as director of the New York City Opera Company. Umhey termed dismissal "in violation of elementary concepts of our system of justice and fair dealing." Bob Russell, emcee of TV quiz show "It's in the Bag," will produce an all-Negro musical tent fall entitled "Sing to the Moon." Songs are by Walter Kent and Kim Gannon and the book is by David De Koven. John F. Dwight, a New York promoter associated with Oscar Hammerstein and Eddie Selick, also a New York promoter, have rented the Gateway Casino at Somers Point near Atlantic City, N. J., as a summer playhouse. Interior will be remodeled for 800 seating capacity. Rehearsal will get under way in June with "Brigadoon" as the opener.

'Month of Sundays' to Quit After Philly

"A Month of Sundays" will go into dry dock after its two weeks at the Forrest, Philadelphia, instead of going on to New York. Producer Carly Wharton still contemplates the Stem in late spring after B. F. Shovelove's book has been radically revised. "Sundays" represents an investment of some \$250,000. In Washington Rev. Roy Wier, of Minnesota and Rep. Carroll Kearns, of Pennsylvania, introduced measures to establish a memorial theater-opera house with some of the million dollars that had been allocated to the National Capital Sesquicentennial Commission. The Palace Theater in Chicago reverts to a pic policy next week after having served as a legit house for the run of "Gentlemen Prefer Blondes." Unable to get another legit show after "Blondes," the house has been dark for the past month.

Lester Mulls 'Sally' Revival; 'Yox' to Tour

Edwin Lester, West Coast producer, contemplates a revival of "Sally" with Bobby Clark and Mizi Gaynor in the leading roles. Lester wants to put on "Sally" at the Los Angeles and San Francisco Light Opera theaters for a total of eight weeks and then bring the show to Broadway for a limited run. "Sally" made its original Stem bow in 1920, with Leon Errol and Marilyn Miller starred. It was revived by Hual Stromberg Jr. and William Bar-

ney four seasons back with Willie Howard and Bambi Lion. The revival ran 38 performances.

"Bagels and Yox," which closes at the Holiday February 12, will play two houses of the subway circuit before going on its cross-country tour. The Flatbush Theater, Brooklyn, will get it February 15; the Windsor in the Bronx will get it February 25, and the show will open in Boston March 3. Dorothy Sarnoff will be absent from the cast of "The King and I" for four weeks during which time she will be in Hollywood working in "Park Row." Her role in the musical will be taken by Terry Saunders. Also, four of the children in the cast have outgrown their roles and will be replaced next week. One of them, Barbara Luna, will remain with the show in the role of the royal dancer. Miss Luna began her stage career as one of the children in "South Pacific" in 1949.

ANTA 'Elms' Extended, Other Dales Set Back

The run of "Desire Under the Elms" at the ANTA Playhouse has been extended two weeks until February 9 by the American National Theater and Academy because of the great demand for tickets. After that, it may be moved to another Stem house if the ANTA board approves. The board will also have to decide if ANTA itself will sponsor the transfer. Roger Stevens has offered to take on that chore on behalf of ANTA. Mary Chase's new comedy, whose title has been switched from "Mrs. Thing" to "Mrs. Med. Thing," will be the second offering in the ANTA series. It opens February 12. The third presentation will be a revival of Clifford Odets' "Golden Boy," with John Garfield in the role created by Luther Adler in 1937. Mary Chase's new comedy, "Bernardine," will be a Theater Guild-American Theater Society subscription selection during its two-week run in Boston. A revue with a cast of kids at least seven years old may hit the Stem in the spring. Entitled "Seven Up," it will be produced by Joe Franklin, Samuel Rose and Benjamin Bonito.

Notes of Names, Plays On Future Dockets

Larry Storch has been signed as featured comic in Mervyn Nelson's "Curtain Going Up," which will open on the Stem March 6 after a two and a half week tryout in Philadelphia. The national company of "South Pacific" ends its Chicago run February 23 after 68 weeks. The show is currently booked until April 12. Ingrid Bergman reportedly likes the script Fred Finklehoffe sent her and may consent to appear in the untitled melo in London. "Gumbo Ya-Ya" is the new title of the musical formerly referred to as "Careless Love" for which Alice Hammerstein wrote the lyrics. The Amherst College Masquers will present a new play, "Red Two," by James Michael, at their Kirby Theatre for a week beginning February 21. Diana Herbert has replaced Norma Crane in the cast of Alexander Groendale's "A Little Evil," which opens in Wilmington, Del., on February 8.

Dramatic & Musical Routes

Autumn Garden (Colonial) Boston. Bill, Book & Candie (Hubert) Detroit. Candide (Victory) Dayton, O. 36 (Morris) Indianapolis. 31-Pet. 2. Cocktail Party (Flanders) Chicago. The Duchess at Noon (American) St. Louis. Dear Bernardine (Flatbush) Wilmington, Del. 31-Pet. 2. Gentlemen Prefer Blondes (Lyceum) Minneapolis. Greco, Jane, Spanish Ballet (Blackstone) Chicago. Guys and Dolls (Royal) Alexandria, Toronto. Member of the Wedding (Metropolitan) Seattle. Merry Widow (Hubert) Boston. Mr. Roberts (Brimmer) Los Angeles. Moon Is Blue (Harris) Philadelphia. Moon Is Blue (Harris) Chicago. Oklahoma (Collaume) St. Louis City, Mo. 31. (Kurt) N. Y. Phil. Feb. 1-2. Rose Taitoo (Case) Detroit. Showgirl (Cornelia) Ochs (Locust St.) Philadelphia. Step of Pleasures (Hanna) Cleveland. South Pacific (Hubert) Chicago. Sunset Boulevard (Forsyth) Washington. Venus Observed (Hubert) Philadelphia. Williams, Emily (Plymouth) Boston.

SCRAPBOOKS

Scenes Pay Off for Actors And Schools

NEW YORK, Jan. 28.—The first public showing of the Theater Scrapbook Productions, Sunday (20), at the Equity Library Theater served as more than a showcasing of acting and directing. It gave the general public a look-see at the project itself, which has been playing in school assemblies of New York, Brooklyn, the Bronx, Queens, Westchester and New Jersey since last fall.

As an outgrowth of the ELT Paid Employment Committee, the Scrapbooks go farther than providing employment for actors; they are designed to co-ordinate the theater with classroom studies and stimulate interest in legit itself. So far only two such programs have been set up, with money trouble being the major factor in holding them back. ELT charges a nominal fee plus transportation for each showing, and the schools have been focusing the tab out of general organizing funds which are built up from extra-curricular activities. The last teachers' strike put a crimp in such activities and resultant funds. So the Scrapbooks have been successful, with requests for many more follow-ups to 12 engagements played so far, real expansion of the project will have to wait till next year.

Community Theater

As a side issue in presenting Scrapbooks, it is felt by ELT execs that these assembly programs might stimulate interest also in the full three-act Equity Community Theater plays done now at the DeWitt Clinton High School in the Bronx and the Bryant High School in Long Island City. Last year a Scrapbook was put together for special showing at Bryant and added weight to talks going on then for the three-act ECT productions.

The worthiness of the project is not questioned by this reporter, tho there is room for improvement in the presentation of the scenes. The European Scrapbook is made up of scenes from Schnitzler's "Affairs of Anatol," Wilde's "Importance of Being Earnest," and Rostand's "Cyrano de Bergerac." The first two items are excellently done, with James Lanpher, James Costigan and Betty Novacek turning in fine jobs in both. The addition of Elizabeth Parrish in "Importance" is a happy one, and she also manages to hold some interest in "Cyrano." But that scene is badly wanting a new de Bergerac.

Shakespeare Book

The Shakespeare Scrapbook of "Henry IV, Part 1," "Julius Caesar," and "The Taming of the Shrew," is considerably below the European par. Perry Wilson in "Shrew" contrives a creditable Kate, with Irwin Charone's Falstaff, John Kirshnick's Brutus and William Tregoe's Antony meriting some attention in their respective scenes.

Both Frank Brady's costumes in the European and Harriet Winters in the Shakespearean books are excellent. The idea of the two-fold standing backdrop for these scenes is also a good one, tho not well executed.

Both books have been smoothly co-ordinated and supervised by Dorothy Davies, with Dorothy Sarris, Mary Hunter and Ernestine Perrie as directors of specific scenes. Congratulations are due all around for their work, and also for the project itself. Its multiple purposes deserve fulfillment.

Dennis McDonald

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 23 Opera Place, Cincinnati, or Care the Billboard, Cincinnati. For lists of a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 53.

BROADWAY SHOWLOG

Performances Thru January 26, 1952

Table with columns for show titles, dates, and performance counts. Includes titles like 'Affairs of State', 'Anna Christie', 'Antony and Cleopatra', 'Candide', 'Come to Age', 'Desire Under the Elms', 'Gigi', 'I Am a Camera', 'Point of No Return', 'Remains to Be Seen', 'Saint Joan', 'Staling 17', 'The Cornet', 'The Forester', 'The Moon Is Blue', 'The Shrine', 'Ballet and You', 'Call Me Madam', 'Guns and Dolls', 'Point Your Weapon', 'Pal Joey', 'South Pacific', 'The King and I', 'Top Banana', 'You on the Loose'.

MUSICALS

Table with columns for show titles and performance counts. Includes titles like 'Ballet and You', 'Call Me Madam', 'Guns and Dolls', 'Point Your Weapon', 'Pal Joey', 'South Pacific', 'The King and I', 'Top Banana', 'You on the Loose'.

COMING UP

Table with columns for show titles and performance counts. Includes titles like 'Gigi', 'Jury'.

Broadway Opening

COME OF AGE City Center

A play in music and words by Clemente Diaz and Richard Adolph. Directed by Guthrie McClintic. Settings by Raymond Sorey. Costumes by Valentine and Noel Taylor. Conductor, Melvin Morrow. Artistic director, George Schaefer. Company manager, Gilman Raab. Stage manager, Seymour Milberg. Press representatives, Sol Jacobson and Lewis Harmon. Presented by the New York City Theater Company. A Boy, Robert Brown. A Shadow of Death, Robert Harrison. A Woman, Judith Anderson. A Man, Melville Ruick. A Close Friend, Marian Selde. Around the Woman, Ethel Cain. Barbed Wire, James Nolan. Little Dal, Paolo Stefano. Rose, Muriel Rahn. James, Barbara Furrace. Gerry, John. Phoebe, Mackaye. Peter, Brandon. Bill, Krash. Jacqueline, De Wit. To Entertain, Muriel Rahn. Duo Pianists, George Bauer, Jack Eisenberg. Sinner for the Woman, Muriel Rahn. Singer for the Music, Beverly Foster. Sinner for the Boy, Thomas Motta.

Continued from page 3

until he turns up in a modern London apartment.

Therein, he meets a lady twice his age and of somewhat sketchy morals, and the two fall violently in love. It is not a happy liaison. The lady puts him thru a three-ringed hell, and when she finds her hold slipping, gets fighting drunk and auctions him off to the highest bidder among her giddy (yet) friends. Follows contrition and recrimination, but out of it all—a reporter is far from sure just how the lad announces that he has "come of age." He now knows life's true spiritual meaning. A reporter guesses it is love. And so death reclaims him.

Just what connection all this has to do with the late young Thomas Chatterton, who killed himself "because poison was cheaper than bread," is a moot question. Presumably his prototype symbolizes the frantic searching for life's fulfillment. Perhaps Chatterton might have made a similar deal with the grim reaper, but from this pew, as Miss Dane tells it, he wouldn't have got much of a bargain.

Star and Assistants

But in Miss Anderson's hands these esoteric maunderings take on a driving vitality. Her disillusioned woman is something of a frantic secker on her own ac-

Applause

So. Pacific Improved by Geo. Britton

NEW YORK, Jan. 25.—Every once in so often a star gets sick, gets snowbound or what have you, and an understudy gets the long-hoped-for, temporary, break. But for the first time, at least in this reporter's memory, an understudy steps into a permanent top-slit assignment in a hit song-and-dancer, because management has seen fit to give its star the gate.

The reasons for Messrs. Rodgers and Hammerstein's enforced retirement of Roger Rico from the cast of "South Pacific" are beside the point. The Frenchman's inability to master the English language was given as the principal issue. This pewster can only report that, when he sat in on Mr. Rico's initial appearance last June, the latter's vocal ability couldn't hurdle an obvious, un-intelligibility and lack of sex appeal. Inasmuch as the role of the middle aged De Becque requires plenty of s.a., and it is also nice to understand what he is saying, M. Rico didn't look like a good bet. Evidently, he didn't improve and Messrs. R. and H. told him so as of Monday (14) to the tune of paying his \$2,500 salary up to September 1, or until an Actors' Equity arbitration calls for an over-all cash settlement of his contract. It will be a nice spot of change, no matter how it is sliced.

S. A. Too

This brings us down to reporting on George Britton, the above-mentioned understudy who has stepped into the Rico shoes. The report is completely favorable. Britton has an excellent voice—hardly the equal of a Pinzu or a Middleton in power—which does ample justice to the Rodgers score. Over that, he manages a fine French accent which is easy and understandable on the ear, and better still makes De Becque the sort of a fellow not a salary Ensign Nellie Forbush would fall for. These are matters essential to making "South Pacific" tick—and the show is that much the better for them.

Otherwise, this week's visit to "South Pacific" proves that its charm is practically indestructible. Most of the newer members of the cast are veterans by now. Martha Wright's Nellie Forbush has rounded and filled out after months of playing. Old-timers Myron McCormick, Martin Wolfson, William Tabbert, and Harvey Stephens are still tops in their assignments. Irma Sandre, new to this reporter, is delightful in the role of the little island girl.

If a criticism is to be leveled, it could be against Odette Myrtle, who two weeks back took over the chore of Blooming Mary. Miss Myrtle is playing at being "Bloody Mary," and hasn't yet mastered the essential earthiness of the part. Being the actress that she is, improvement will doubtless be forthcoming.

The current status at the Majestic Theater only points up again that Rodgers and Hammerstein are pioneers in their line. It takes courage to toss a star overboard for the sake of improving a show. But their judgment is justified. "Pacific" is better.

Bob Francis

count, and Miss Anderson gets both fire and compassion in her portrait. Robert Brown does ably enough by the poet, altho a stylized approach and the rhyming couplets often bog him down. There are competent assists from Robert Harrison, Melville Ruick and Marian Selde, and Muriel Rahn solos one song adequately. Guthrie McClintic has given the fantasy highly polished direction, and Raymond Sorey's sets, after the designs of the original production by James Reynolds, are excellently conceived.

In sum, the New York City Theater Company has done an outstanding production on this last of its winter play series. But "Age" is just an interesting revival experiment. Any real draw will be up to Miss Anderson. It's strictly her show.

Henie Houston Date Wins Top Business

Attendance Reaches 138,000 for Run; Coliseum Seating Capacity Boosted

HOUSTON, Jan. 26.—Cash in the till marked the Sonja Henie Ice Revue as one of the strongest attractions to play Sam Houston Coliseum, it was reported here. The show played to approximately 138,000 persons and grossed about \$300,000 during the January 9-20 run.

Normal capacity of the auditorium was upped 1,500 thru addition of temporary seating on the lower floor. Tickets went for \$1.50, \$2, \$3 and \$3.60. Passes totaled less than 200, it was reported.

Every performance was at or near the sellout point. Opening night seats, except for some in lower brackets, were sold days in advance. Second performance was sold before noon that day and from then on, according to staffers here, the shows were sold out two and three days ahead of time.

Representatives of Life magazine flew here (16) to catch the show. On the next day, Larry Jim Gross, poster boy in the current March of Dimes campaign, appeared at intermission.

The Henie show moved from here to Denver for a Thursday (24) opening in Denver Coliseum. Advance sale at Denver had reached the \$125,000 mark by January 19, it was reported. An engagement at Tulsa will follow the Denver dates.

Henie Partner Closes

Miss Henie continues as the feature in six of the acts. Bob Harris, her partner, closed here and returned to his home because of illness. Charles Eain has been working with the star since then. Buddy LaLonde, Narena and Norris, Betty Atkinson, McKellen Brothers, Mickey Michaels, Bob Miller and Rusty Rogers continue in featured roles.

Autry to Play Philadelphia

PHILADELPHIA, Jan. 26.—Gene Autry will bring his show into the Philadelphia Arena, February 14, it was announced this week by Peter A. Tyrrell, spot's president-general manager.

With Autry will be Smiley Burnette, Pat Buttram, Johnny Bond, Cass County Boys and Jemez Indians. Groups will give a 4 o'clock matinee for school kids and an 8 p.m. show. Children under 12 will be admitted at half price to each performance.

AMA Skeds Eskew Rodeo

NEW YORK, Jan. 26.—Negotiations are in progress for the appearance of Gene Jim Eskew's J-E Ranch Rodeo at arenas in Cleveland and Toledo, O., and Pittsburgh and Johnstown, Pa. It was announced this week by John J. Hickey, booking manager of the Arena Managers Association.

Des shows would start April 15, and Hickey said exact times would be set shortly. Houses involved would be the Cleveland Arena, Sports Arena, The Gardens and the Cambria County War Memorial.

Traveling staff includes: Sonja Henie, producer and director; Frank J. Zamboni, general manager; Lief Henie, treasurer; Tam Macmore, business manager; Elizabeth Kennedy, assistant to Miss Henie; Jack Pfeffer, musical director; Dorothy Howes, executive assistant; Vera Shaefer, Miss Henie's wardrobe; Otto Hunt, technical director; John Schaefer, electrician; Frank Maher, carpenter; Irving Olson, electrician; Edna Royster, props; Joe Mandel, sound; Albert Cernak, lights; Paul Sprosty, musical arrangements; Ken Stevens, vocalist; Elsie Clark, girls' wardrobe; Otto Grebe, men's wardrobe; Janet Van Sickle, captain of girls; Charles Hain, captain of boys; Dimitri Koooschinoff, music supervisor, and Frank Zamboni, designer of ice resurfacing machine.

H'wood Icer's N. Y. Business Seen Below '51

NEW YORK, Jan. 26.—The business for the first eight days of the Hollywood Ice Revue being staged at Madison Square Garden here was reported as better than expected, it was added that the take for the new version of the show, minus Sonja Henie, was not up to the sum for the comparable period in 1951.

However, it was pointed out that the nut for the present show, featuring Barbara Ann Scott, is well below that of the Henie period. Show got off to a fast start when a three-day attendance record (18-19-20) for ice offerings was broken, the show playing to about 66,000 persons, according to the Garden.

Icer opened Thursday (17) and shuttered temporarily Thursday (24) so that regular Garden events could be accommodated. It returns Monday (28) and runs thru February 6.

Shaw Chorale To Tour Auds

burg, Va.; Lexington, Ky.; Louisville, Dayton, O.; Mt. Vernon and Wauson, Ill.; Chicago; Flint, Ann Arbor, Grand Rapids and Saginaw, Mich.; Greensburg, Pa.; Wierton, W. Va.; Pittsburgh; New Castle, Del.; and York, Pa.

After the tour, the Shaw chorus will return to New York to appear with Arturo Toscanini and the National Broadcasting Company Symphony orchestra in a performance of Beethoven's Ninth Symphony, on February 29. Then the group will play a one-nighter in Lancaster, Pa., on April 3.

The program for the Shaw Chorale package on its tour includes the Mozart "Requiem," which they just recorded for RCA Victor, and a group of Brahms' songs. Most of the concerts played by the group are booked as part of a community or college series. The tour was set by the James Davidson Agency.

Arena Routes

Send to 2180 Patterson St. Cincinnati 22, O.

Davenport, Orin. Circus: Detroit, Mich., 28-Feb. 30.
 Harold Myron Circus: Milwaukee, Wis., 4-6.
 Holiday on Ice of 1952: 621th Auditorium, Memphis, Tenn., 28-Feb. 3; (Memorial Hall), Chattanooga 4-8.
 Hollywood Ice Revue: (Madison Square Gardens), New York, N. Y., 28-Feb. 8.
 Joe Capadia's 1952: (The Arena) New Haven, Conn., 28-30; (Olinger Arena) Washington, D. C., 11-Feb. 12.
 Joe Follies of 1952: (Maple Leaf Gardens), Toronto, Ont., 28-Feb. 1; (The Forum), Montreal, 3-6.
 Polack Bros. Eastern Circus: (Field House), Huntington, W. Va., 31-Feb. 2.
 Polack Bros. Western Circus: (Civic Auditorium), Hammond, Ind., 28-Feb. 3; (Scott Air Force Base), Ill., 6-8.
 Stating Wintiles of 1952: (KENT Theater), Des Moines, Ia., 28-Feb. 1; (I.M.A. Auditorium), Flint, Mich., 3-6.

CIRCUS REVUE

Quality Stands Out in Polack Western Unit

By TOM PARKINSON

Western unit of Polack Bros.' Circus this season is a king-size company including a fair share of the kings of the ring. Again, the show has succeeded in maintaining the quality standard of the past few years.

The populous program includes three troupes of nine each—the Wallendas, Therons and Ward-Bell Flyers—and its census of performers exceeds 50, high for the organization. It brings with it an equal proportion of entertainment value.

Variety, staging and good taste are well accounted for in the make-up. There is less accent this year on animal acts, although there are nearly as many as last year, and there are no horse or riding acts. Presence of Joyce's Trained Camels and Peterson's Jockey Dogs, however, makes the others unnecessary. Louis Stern, managing director, and Ethel Robinson, booker and talent scout, have retained, created, captured and discovered an assortment of talent that should please patrons and auspices throughout the 40-odd weeks upcoming.

At Fort Wayne, Ind., Monday (21), the circus was not seen to best advantage because of the limited size and stage facilities of Quimby Auditorium. In addition, the camel act was working with the show's Eastern unit for this week only. The Western unit opened at Flint, Mich. (13-19).

Ballet as Opener

BoJo Barnett has the clown's prolog spot, using his midget cat entry and dog act with some new bits. First on the bill is an eight-girl aerial ballet, returned to the program after a year's lapse. It's

(Continued on page 59)

ABC Peddles N. Y. St. Nick's For Video Use

NEW YORK, Jan. 26.—Purchase of St. Nicholas Arena, for many years a boxing center here, from the American Broadcasting Company by Webb & Knapp, Inc., local real estate firm, was announced yesterday (25) by William Zwickendorf, president of the latter concern.

The arena, on West 66th Street here, will be used as a future point of origin for nationwide television shows. Transaction is subject to a lease which ends in September, 1953, and contains a 10-year renewal option. St. Nick's is currently assessed at \$345,000, of which \$260,000 is on the land. The arena is a two-story structure with a seating capacity of about 5,000 persons.

For News of Indoor Circuses and Rodeos Playing Arenas or Auditoriums, See Page 58.

GENE AUTRY UNIT ON 40-DAY TREK

11 Dates Completed as Western Star Gets Cross-Country Route Under Way

HOLLYWOOD, Jan. 26.—Gene Autry, his trained horses and his musical troupe are currently in their first big trek across the country this year. Tour's itinerary has included: Wichita (Kan.) Forum, January 16; Hutchinson Convention Hall, 17; Topeka Municipal Auditorium, 18; St. Joe (Mo.) Auditorium, 19; Waterloo (Ia.) Hippodrome, 20; Austin (Minn.) Auditorium, 21; Cedar Rapids (Ia.) Coliseum, 22; Rockford (Ill.) Army, 23; Milwaukee Auditorium, 24; Palace Theater, South Bend, Ind., 25; and Hobart Arena, Troy, O., 26.

Coming up are Cincinnati Garden, 27; Huntington (W. Va.) Field House, 28; Pittsburgh Gardens, 29; Johnstown (Pa.) Auditorium,

30; Capitol Theater, Wheeling, W. Va., 31.

Canton (O.) Municipal Auditorium, February 1; Marion (O.) Auditorium, 2; Cleveland Arena, 3; Buffalo (N. Y.) Auditorium, 4; Rochester Arena, 5; Elmira, N. Y., 6; Schenectady Armory, 7; Providence (R. I.) Auditorium, 8; Springfield (Mass.) Auditorium, 9; Worcester Auditorium, 10; Hartford Memorial Hall, 11; New Haven Arena, 12; Philadelphia Arena, 14; Baltimore Armory, 15; WRVA Theater, Richmond, Va., 16; Norfolk Auditorium, 17; Raleigh (N. C.) Memorial Coliseum, 18; Charleston (S. C.) County Hall, 19; Jacksonville (Fla.) Armory, 20; Tampa Armory, 21, with a three-day wind-up with the Variety Club Circus at the Orange Bowl, Miami, February 22-24.

2 Toledo Expos Combined; Busy Detroit Season Starts

TOLEDO, Jan. 26.—For the first time two Toledo expositions will be combined into a single show this year when the Sports, Home, Boat and Auto Show and the Home Builders and Industries Exposition are presented together at Civic Auditorium February 10-24.

Heretofore the two have been separate shows on different dates. Officials of each agreed to the combination, according to Paul Spor, managing director and producer of both.

A completely furnished six-room ranch-style home will be built on the arena floor. The first showing of plastic boats and special displays from the State Conservation and Wildlife Bureau will be among the features.

Special days will be set aside for students to view displays. Other days will be designated for housewives, businessmen and others. The general public will be admitted on certain days. Merger of the events is expected to increase interest in the exposition.

Detroit Season On

DETROIT—January and February are lavish months for the theater, dance, drama, music and shows at Detroit auditoriums.

At the Masonic Temple Manager C. W. Van Lopp has the Cincinnati Symphony, Thor Johnson directing on January 20 and William Warfield on the following night. The Ballet Theater will be presented on February 1-2.

The Shrine Circus holds forth at the State Fair Coliseum January 28-February 10. Ten weeks of legit shows will open at the Theater-in-the-Round, February 4, with "Voice of the Turtle." At the Olympia Stadium, Arthur M. Wirtz's "Hollywood Ice Revue" with Barbara Ann Scott, is booked for February 8-March 2.

The Cass Theater has the New York cast of "The Rose Tattoo" for two weeks, starting January 21, and "The Moon Is Blue" comes in for six nights, starting February 4.

The continental revue, Jose Greco and his Spanish Ballet Company, making their first American tour, opened January 21 at the Schubert for six days. The show, "Bell, Book and Candle," opens a two-week engagement on Tuesday (28).

Prepare for Mardi Gras

NEW ORLEANS—The Municipal Auditorium here is in the preparation throes of the most spectacular and busy part of its season. Bill Coker, manager, is deep in the planning of the annual Mardi Gras schedules. Many of the exclusive parties, processions and balls are held at the Auditorium.

The carnival entertainment begins Sunday, February 24, with the Venus, Thor and Mid City parades ending at the Auditorium. On February 25 reserved seats can be obtained for the Parade of Proteus and the ball at the Auditorium.

Tuesday, February 26, is the Mardi Gras Day or Shrove Tuesday which marks the climax of the pre-Lenten celebration, bidding "Farewell to Flesh," with a day of revelry, re-enacting in pageantry the "histoire du Roi," or the King's Party, on the Twelfth Night. On this day the great parades of Rex and Comus call for day and night revelry, and the Auditorium that night becomes a great palace. The great King Rex will hold his party within the Auditorium walls with the crowning of a "Queen and the state ball with all maids of honor and escorts and guests by invitation. The public may purchase reserve seat tickets to watch the ceremonies and dancing.

Denver Dedicates Coliseum, Opens Stock Show This Week

DENVER, Jan. 26.—Dedication of the new \$3,000,000 Municipal Auditorium will be held Thursday (10) day before opening of the annual National Western Stock Show (11-19), the event which was a factor in the decision to build the new structure.

Formal opening comes about two months after the building actually was opened. First event to use it was "Ice Follies of 1952," which played to sellouts for eight performances in its six-day run. New Coliseum has 8,000 fixed seats and 3,800 portable seats. Arena floor has 27,000 square feet, including 18,600 square feet of ice floor. Height of the ceiling allows hoodroom for a fire truck with aerial ladder upraised, a gimmick actually used in photo publicity for the building.

Parking is provided for 2,500

cars, and the Coliseum is served by highways and railroad sidings as well as city buses. It is located across the street from the old Stockyards Stadium and is 20 minutes from Downtown Denver.

Handles Wide Variety

Management of the building reports it is fully equipped to house circuses, ice shows, trade shows and indoor sports events.

National Western Stock Show, exhibiting pure-bred cattle and including a rodeo, outgrew the Stockyards Stadium by the end of World War II. It had been housed there for about 45 years. Taxpayers of Denver okayed a bond issue which raised much of the construction costs for the new building, and business interests made contributions to complete the fund.

Lighting system of the new structure consists of 10 125-amp, high intensity carbon arc spots, 36 2,000-watt Kleig incandescent down spots, 38 arena bank light units and 144 arena flood lights.

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Roadshow Rep

K. W. (KLINK) LEMON, widely known rep and tab show performer, is being featured with his piano at Guerra's Hub Bar and Cocktail Lounge, Tampa. Among showfolk visitors to the spot recently were **Will G. Fry**, with whom Klink trouped on the Frank Ginnivan Show, and **T. D. Haynes**, who also was with Ginnivan; **Mr. and Mrs. Henry L. Brunk**, who had their trailer parked next to the Lemons for a week at the Hilltop Trailer Park, which is owned and operated by **Bee Williams**, also a former trouper, and **Arthur E. Butler**, general agent for the Hummel Girls. Klink and his wife and the Brunks visited **George Robertson** in St. Petersburg, Fla., during the Brunks' stay in Tampa. Fry is living in retirement in Soffner, Fla. . . . **The Dancing Berkleys**, who were with the La Vern Slout Show several years ago, are playing the Frolic, Tampa nitery.

S. B. WARREN, manager of New Orleans Minstrels, is directing activities at show's winter quarters three miles south of Greenwood, Miss., for org's opening early in March. Quarters crew, headed by **Romie Johnson**, is readying all equipment and org will use a 70 by 100-foot tent sensation. All chairs and poles have been repainted. Show is to be transported on eight trucks and semi trailers. Current plans call for the performance to be a minstrel revue type. Warren, a veteran in the minstrel field, plans to name his staff and cast later. A recent visitor to quarters was **Leon DeLeon**, who is making his headquarters in Greenwood. . . . **Bert (Dutch) Farley**, who left

Boise City, Okla., recently, is en route to Winifred, Mont., where he will spend the remainder of the winter promoting indoor fairs and hobby shows.

ELROY JAMES, who is playing halls and schools in Eastern Washington, recently added some small animals to his attractions. He says that while he was in Twisp, Wash., he met **H. H. Henry**, who has a solo show doing a full evening bill, featuring mixed comedy and drama. James also met **Mr. and Mrs. J. Leroy Jameson** while he was in Idaho last fall. He reports that they have a nifty puppet show which was doing okay. "We've struck some cold water of late and it has set us back considerably. This section of the country is for tough troupers," he concludes. . . . **P. W. Kiley** comments from Lawrence, Mass., that "Bob Corbett's news about the old-timers was okay, but should have included **Joe Cook**, who made his home in Lowell, Mass., and who had many old-time shows on the road. Here's the dope for the writer from Hartford, Conn., who wanted information on the Phalen Stock Company. This outfit came out of Lynn, Mass., and was one of the most popular of its time."

GIFFORD FAMILY SHOW, which has been playing to good business in Ashland, Ore., plans to remain in that sector for a while to play some school dates before heading into Idaho. Unit combines dramatics with 16mm. pix and music. "We have been playing a poor section of the country for our type of presentation," the Doss & Mae Show writes from Silverton, Tex. "We will make one long trek to get up into country better suited to our attraction. Plan to move over into Florida, playing anything that comes along. We do some merchandising and that doesn't jell in many Texas spots."

Drivin' Round The Drive-Ins

JOHN G. EINBINDER was granted a permit recently by the Baltimore County Board of Zoning Appeals to operate a drive-in on U. S. Route 40, west of the city limits. . . . Construction work is going forward on a new drive-in theater in Monroe, N. C. The open-air, to accommodate 500 cars, will be owned and operated by **C. H. Faw**, of Charlotte, and **H. A. Goodman**, of Monroe, present operators of Moonlite Drive-In Theater, Wingate, N. C., and Monroe Drive-In Theater on the Waxhaw Road. In addition, Faw owns and operates the Thrift Drive-In Theater, Charlotte. New theater will be located on 10 acres of land between Highway 209 and Highway 151 on the outskirts of Monroe. Opening is set for March 18.

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Stockton Kids Hold Top Slot In Speed Loop

MONTEREY Calif., Jan. 26.—Members of Stockton Skating Club, Stockton Rollerium, for the fourth straight time took first place in the Northern California inter-club racing championships held January 8 at Del Monte Gardens here. The Stockton skaters rolled up 480 points, followed by Monterey with 300; San Francisco, 250; Salinas, 150, and Watsonville 80. Stockton now leads the league with a season's total of 2,180 points, followed by Monterey, 1,060; San Francisco, 790; Salinas, 640; Watsonville, 320, and Irvington, 20. Final meet of the season will be held February 3 at Watsonville Civic Auditorium rink.

In relay racing Stockton was first, followed by San Francisco and Monterey in that order. Results: Tiny tot girls: Sandra Kirkpatrick and Darlene Choise, both of Monterey, tied; Judy Biljick, Watsonville, third; Juvenile girls: Shirley Sussell and Penny Thorns, both of Stockton; Patty Biljick, Watsonville, third. Novice girls: Barbara Allman, De Ana George and Sharon Norton, Stockton. Novice boys: Jerry Holman, Stockton, and Robert Reese, San Francisco, tied; Douglas Choissier and Gary Cordero, Monterey, tied; Jerry Keenan, San Francisco, third. Intermediate boys: Russell Bates, Monterey; Leon Moon, Salinas, and Joe Lucero, Monterey, tied, and Glen Miller, Watsonville, third. Junior men: Jensen Woods, Salinas; Fred Layton, Monterey, and Don Osborn, Salinas, tied; and Omar Dunn, Watsonville, tied. Senior ladies: Elwanda Riekman, Stockton; Virginia Dunn and Dorothy Hunt, San Francisco. Senior men: Robert Ward, San Francisco; Charles Steiberg, San Francisco, and Doc Riggs and Larry Spada, Stockton, tied.

Twin City Members Map Big 'Fantasies'

ELIZABETH, N. J., Jan. 26.—Twin City Skating Club of the America on Wheels chain of rinks is putting finishing touches on its 1952 skating show, "An American Fantasy," to be staged January 28 at Twin City Arena here. Club members, say Twin City officials, are out in force to roll up a record advance ticket sale for the show, proceeds of which will be used by the club to finance the expense of sending its skaters to the 1952 championship of the United States Amateur Roller Skating Association.

Members also are putting forth every effort to make the production measure up, artistically, with their show of three years ago which drew acclaim from many observers, who called it one of the best skating shows staged in the East that year. Many weeks of rehearsals have been utilized to produce unusual and beautiful numbers, say Twin City officials, and rink organizer Estelle Martineque has been equally diligent in fitting music to the various skating numbers. Club members and their mothers are supplying a variety of extravagant costumes for the show. "Fantasies" will open with a collegiate number featuring the entire cast. This will be followed by a variety of specialties, including "Dutchland," Pat Johnston, and chorus of eight girls; "Winter Wonderland," Mary Louise Leahy plus a group of 10 girls and an exhibition of a skating eightsome; "Street Scene in New Orleans";

John Haddad and eight couples; a South American number, featuring Jude Cull with a group, and a dance by Audrey Mallette and Harold Hunt; "Two Girls in Blue," Doris Williams and Marcy Maurer; an appearance by Judy Snyder and Larry Segott, guests from the Mineola (N. Y.) Skating Club; comedy number, Jude Cull, James Chobanian and Andy Kramer; "Four Aces," George Cummings, Betty Cunningham, Edward Monteferrante and Frieda Shaloub; "Apple Blossom Time," Millie and Andy Kramer; a "shadow" number, Doris and Alfred Dhal; "Candy Sweet Shoppe," Dianne Lanzotti; tap dancing by Jerry Schwartz and the "Show Boat" finale.

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ARSA Nationals To Curvecrest

NEW YORK, Jan. 26.—National championships of the United States Amateur Roller Skating Association, June 23-28, have been awarded to Perry B. Giles' Curvecrest Skating Rink, Michigan. It was announced this week by Ozzie Nelson, USARSA secretary-treasurer. At the same time Nelson reported that the following USARSA State championships have been awarded: Pennsylvania, Neville Island Dance & Figure Club, Rollerdrome, Neville Island, California; Pasadena Dance & Figure Club, Moonlight Rollerway, Pasadena; New York, Skating Club of Mount Vernon, Mount Vernon (N. Y.) Arena, and Washington State, Skateland Dance & Figure Club, Skateland, Everett.

Det. Speed Events Go to Ambassador

DETROIT, Jan. 26.—John Salagan, operator of Ambassador Roller Rink in Suburban Clawson, is to be host to speed contests Tuesday (29) under Roller Skating Rink Operators' Association sponsorship, with guest skaters expected from other rinks in Southeastern Michigan. Under the program, regular skating will be held the earlier part of the evening, with speed events following at 9:15.

11 Groups Swell ARSA Roster of Clubs to 186

NEW YORK, Jan. 26.—Accepted by the United States Amateur Roller Skating Association of 11 club applications brings total club membership in the association to 186, plus four State associations and two sectional associations, reports Ozzie Nelson, USARSA secretary-treasurer.

The new organizations are: Co-Ed Dance & Figure Club, Allston, Mass.; Cotton Bowl Dance & Figure Club and Cotton Bowl Speeders, Dallas; Gilroy Dance & Figure Club, Gilroy, Calif.; North Avenue Dance & Figure Club, Melrose, Park III; Rainbow Dance & Figure Club, Van Nuys, Calif.; Rollerium Figure Dance & Speed Club, Jackson, Mich.; Rollaway Figure & Dance Club, Davison, Mich.; Swanik Dance & Figure Club, Chicago; Rocket Skating Club, Akron, Ind., and Westminster Skating Club, Westminster, Md.

The State groups are: Michigan Roller Skating Association, Southern California Amateur Roller Skating Association, New Jersey ARSA and Indiana ARSA. Sectional organizations are the South-eastern States ARSA, with jurisdiction over Washington, Maryland and Virginia, and the New England ARSA, with jurisdiction over Connecticut, Massachusetts, New Hampshire, Vermont, Rhode Island and Maine. Cotton Bowl Dance & Figure Club is sponsoring a sectional meet

in its Dallas rink, February 2-3, open to USARSA members in Texas and Louisiana, said Nelson. Contestants from Galaxy Dance & Figure Club, New Orleans, are expected to take part in the competitions.

ROLLER RINK FOR SALE

Doing \$1200 month, will double on better next year. Permanent setup camp being built 2 1/2 miles from rink. Permanent arena (one acre) located 8 miles from rink. 8 hours of ice. 1952 being placed at camp cost 25 months. Colonial Waco rink 10 acres land. Area 10,000 sq. ft. At present, rest can be used as very little expense. Three room and bath estate. Twin Coach Bus, rink completely equipped. Hurr in a business this is a real money maker. Come down and look it over. You will be glad you did. FULL PRICE \$40,000, other interests force me to sell.

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EDITORIAL

We Can Dream

A fair can be almost indestructible. Proof of that is the Michigan State Fair. For years it has been jolted from pillar to post politically. There has been no continuity of managers. They change with the governors, and since governors change often in Michigan, the managers do too.

What's more, once in the job, some managers have found themselves caught between a governor of one political party and a State Legislature of the opposite persuasion. As a result, there has been no long-range planning, either of plant or programing. There has been little up-dating of departments to match changing times. And there has been little chance to build good will, respect and co-operation for the fair or its management.

Almost miraculously, the Detroit fair nevertheless has survived. In 1951 it wasn't given good weather. Moreover, it was caught in the middle of a jurisdictional dispute between unions. Yet it drew almost a half million people, a remarkable testimonial to the inherent appeal of a fair.

Sound Management

In the light of that, imagine what the fair would draw if given good management, and the enthusiastic support of the press, business interest, farm groups, and State and city agencies?

It could be another Minnesota State Fair, widely respected and staunchly supported as a meaningful institution.

It will not do that until it is given continuity of management—of sound, progressive management, such as given by Ray Lee and his successor, Doug Baldwin, at Minnesota. But to select and hold men of the caliber of Lee and Baldwin the fair will have to be lifted out of politics.

At the present time the administration of the Michigan State Fair is being probed by a one-man grand jury.

This is just another of many blows to hit the fair, for even if no charges stem from the investigation, the attendant publicity will send the public's regard for the fair lower.

Quix and Good Purpose

But the investigation could serve a good purpose if it did nothing else but point up the need to take the fair out of politics.

Anyway, we can dream of that as a possible result of the present investigation.

And if that dream came true, it would then be possible to attract and hold men like Lee and Baldwin. It would be possible to develop men who would know the fair business, who would be capable of staging truly great expositions, and who would be respected.

Then the Michigan press would enthusiastically support the fair.

Other Benefits

Responsible business interests would give their hearty support.

Co-operation, instead of harrasing, would come from other sources.

The State would benefit. So, too, would the City of Detroit—its hotels, its stores and other businesses.

And the people, not alone from Michigan but from adjacent States, would throng to the fair.

In addition, the State's politics would be cleaned up a notch or two, as well.

The current investigation could lead to that. At any rate, we can dream. We hope the probe makes the dream come true.

SOUTHERN NOTES:

N. C. Confab Rated Top Dixie Meeting

RICHMOND, Va., Jan. 26.—Those persons making the full route of Eastern fair meetings were unanimous in tagging the North Carolina session the best, both as to the interest generated in the business sessions and the banquet which climaxed the confab. That the evening fun session turned out as well as it did is remarkable in view of the fact that the banquet was revived after a lapse of several years.

Responsible for the turnout of more than 200 members and guests were Chairman Norman Y. Chambliss and his assistants, Dr. A. H. Fleming and William T. Kysse. Sam Bundy, a home-grown humorist with the appeal of a Sam Levenson, rocked the audience for an hour, but appealing as much, if not more to the gathering, were the several participation stunts ar-

ranged by Chambliss.

The seek presentation, containing all of the appeal of a hog calling contest, was the quartet composed of George A. Hamid, Bernard (Bucky) Allen, James E. Strates and Tony Vitale, who undertook to sing "Dixie" simultaneously in Arabian, Yiddish, Greek and Italian.

Beth Behney Debuts

Vying for honors was Beth Behney, five-year-old daughter of Bill and Ginger Harris Behney, whose song and dance routine won audience for her in both Raleigh and Richmond. Mother Ginger, a highly accomplished performer, went on as scheduled despite a virus infection.

Modest Start for Finch

Curtis C. Finch, new president of the Virginia Association, worked at the Danville Fair which he now operates, first as a ticket seller in 1942. He took over the full operation of the annual in 1946. In addition he also operates a livestock market and presents highly successful barn dances weekly at the fairgrounds. Finch, an industrious student of fairs, regularly attends the North Carolina sessions as well as those staged by the Virginia group.

Lee Scores Victory

Because of the price advantage in buying spirits from State operated stores, all show and attractions representatives scheduled re-stocking operations for Virginia. Nearly all entered the State on Saturday (19) and everything would have been under control except for the fact that it was Lee's Birthday, a State-wide holiday, and all of the liquor stores were closed. As a result the Hotel John Marshall had the driest Saturday and Sunday in connection with a Vir-

(Continued on page 65)

Pendleton Roundup Sets Night Show, Prunes One Day

PENDLETON, Ore., Jan. 26.—The Pendleton Round-Up for the first time in its 41-year history, will run a night performance this year, directors announced.

In deciding on a night show, directors elected to a three-day schedule instead of four days in vogue since 1945. Dates are set for September 11-13. The night show will be on September 12, in addition to a matinee that afternoon.

Stockholders of the association elected Berkeley Davis, this city, as their new president and Pius Kirkpatrick, vice-president. New directors are Jack Nelson, J. C. Hodgen, Rube Leslie, Walter Holt Jr., and Dan Bell.

N. Y. BEASTS' BUDGET HIT BY INFLATION

NEW YORK, Jan. 26.—Observing that inflation had hit his charges, too, Fairfield Osborn, president of the New York Zoological Society this week submitted to the city a 1952-'53 budget request of \$636,523 for the 2,500 animals at the Bronx Zoo, \$44,180 above the current appropriation.

The zoo proposes to spend \$84,000 of the requested amount on hay, horsemeat and fish. The sum does not include care for the animals in the Central Park Zoo, operated by the Parks Department.

Osborn cited the case of a resident walrus, who, since he has not reached his full growth, eats more fish each day than the day before. On the bright side is the fact that zoo visitors pay five cents to view a platypus, with the proceeds going toward food bills.

Charge Mich. State Fair Board Member With Bribe-Taking

Phillips Indicted by Grand Jury; '52 Contract Award Is Deferred

By HERB DOTTE

DETROIT, Jan. 26.—Sidney J. Phillips, head of the Michigan State Board of Fair Managers, Thursday (24) was charged with taking a \$300 bribe from a carnival representative at the 1951 fair here. The charge was made by Circuit Court Judge Chester P. O'Hara, sitting as a one-man grand jury probing State fair affairs of the past five years.

Phillips was released on \$5,000 bail, pending trial before a Recorder's Court here. The jury's warrant against Phillips, charges that the bribe was given to obtain

the permission to remove a Side Show to a better location.

Judge O'Hara, in addition to making the charge, also announced that he was writing Gov. Mennen Williams and the State Legislature, citing other instances in which Phillips had taken money from carnival representatives.

Fair Program Hit

The judge's action followed by two days the close of the annual convention of the Michigan Association of Fairs which was thrown into a spin when about a dozen carnival representatives, attraction bookers and concessionaires were subpoenaed to appear before the grand jury.

Here for the convention at the Fort Shelby Hotel, the showmen were served with subpoenas early Monday (21), a few hours before the opening of the convention. Thru the remainder of that day and all of the following day, the showmen had to leave the hotel to appear before the jury, with some testifying only a few minutes, others for as much as four hours.

As a result, the routine of contract-signing at the convention was upset. Fortunately, an unusual amount of contracting had been done on Sunday (20), the day prior to the convention's opening, and that largely offset the time lost by those summoned to testify.

Board Mfg. Surprise

The concession committee of the State Fair Board of Managers Mon-

(Continued on page 64)

SEDLMAYR, YOUNG WIN "A" CIRCUIT

Royal American, Chi Agency Repeat In West Canada; Grossman Takes "B"

WINNIPEG, Man., Jan. 26.—Carl J. Sedlmayr's Royal American Shows again were awarded the carnival and concession contracts for the important Class A fair circuit in Western Canada, and Ernie Young, Chicago, was awarded the grandstand contract for the second consecutive year. On the B Circuit, Irving Gross-

man, of the Irving Grossman Agency, Des Moines, again won the grandstand contract. Jimmy Sullivan, of Wallace Bros' Shows, still has two years to run on a five-year carnival contract with the B Circuit.

The contract awards were made at meetings of the Western Canada Association of Exhibitions and Western Canada Fairs' Association, meeting at the Hotel Alexandra here Monday thru Wednesday (21-23).

The Royal American Shows bid for the carnival contract was unopposed. J. C. McCaffery, of the ACA Shows, and Gerald Snellens, of the World of Mirth, attended but entered no bids.

Acts accepted in Young's grandstand show included Farias Duo, roly poly; Ben Beri, juggler; Antaleks, perch; Chords, impersonations; White Guards, song; Lola, dog act; Dick and Dinah.

(Continued on page 64)

Chitwood Inks Florida Dates

READING, Pa., Jan. 26.—Series of dates for Joie Chitwood's Auto Daredevils was announced here this week, with the thrill show operator set to accompany the unit.

Inked are afternoon shows February 6, 15 and 17 at the Florida State Fair, Tampa; Memorial Stadium, Daytona Beach, Fla., February 7, and Medley Stadium, Miami, the night of February 9 and the afternoon and evening of the following day.

Chitwood said he is negotiating for another stall date on the Florida East Coast for mid-February. Russ Moyer, Reading Fair publicity man, will beat the drums for the Florida stands.

New Pyro Firm Formed By Conway

DAYTON, O., Jan. 26.—F. A. Conway this week announced the formation of his own pyro firm, the Atlas Fireworks Company.

Conway, well known to many buyers of fireworks by virtue of his long association with the United Fireworks Company, said that he would continue to concentrate on his usual territory, the South and Midwest.

Polack Signs Pittsburgh

LANSING, Mich., Jan. 26.—Polack Bros' Eastern Unit contracted Monday (21) to play Pittsburgh under auspices of the Syria Shrine Temple there. The temple, largest in the nation, has not sponsored a circus recently.

The show will be in Pittsburgh March 10-18. Promotion Manager Henry Barrett moved into Pittsburgh Tuesday (22) to start work on the date.

Cooke and Rose Name Matthews To Sales Staff

READING, Pa., Jan. 26.—Harry Cooke, a partner in the firm of Cooke and Rose, Lancaster, Pa., booking agency, this week announced the addition of Sport Matthews to the sales staff.

Cooke said the press of business made the addition in sales personnel necessary. Matthews, who does a high sway pole act, will continue to fill engagements when necessary, he said.

IS YOUR NAME HERE?

Tax Refunds Due Many Showfolk

CINCINNATI, Jan. 26.—Recent releases by the local Internal Revenue Bureau of a list of people who are entitled to tax refunds on income tax reports dating back to 1943 contains the names of many show people who gave their permanent address as care The Billboard or 25 Opera Place. The Billboard's former Cincinnati address. More than \$500,000 in tax refunds awaits the 15,000 people

whose names appear in the list.

If your name or the name of a friend or relative appears in the below list, indicating that the person gave The Billboard or 25 Opera Place as a permanent address, it means that a tax refund awaits that person, and that the person will receive a refund by writing to Claims Division, Internal Revenue Bureau, Federal Building, Cincinnati.

- | | | |
|-------------------------|--------------------------------|---------------------|
| Adams, Guy M | Phn, Toe | Rishko, Glenn |
| Adams, Harry Julius and | Phn, James B and Brutish | Lambert, Mrs. E |
| Boulab | Phn, Vincent | Lane, John Earl |
| Allen, Cecil | Phn, Juanita | Lucky, James M. |
| Bancroft, Harry | Phn, Basil | Mansell, Ray |
| Barr, Gertrude A. | Phn, Gustafson, Gerald C. | McCary, Cecil |
| Brimm, Rose | Phn, Charles | O'Brien, Johnny |
| Brs, Berale | Phn, Marshall | Payton, Miss |
| Brundt, Fred E. | Phn, Hayes, William J. | Poplin, Charles |
| Burnard, Arthur | Phn, Reichelmann, Ralph Eugene | Proyer, Isaac B. |
| Burke, J. A. | Phn, Fred E. | Riffelbach, James |
| Cheneval, Leonard Carl | Phn, Hill, Robert | Russell, William H. |
| Cheney, Leonard | Phn, Hollman, Arnold | Smith, Loy |
| Dorothy | Phn, Crowley, Fred E. | Taylor, John R. |
| Enos, Philip B. Jr. and | Phn, Johnson, Jack | Wells, William C. |
| Fielding, Althe | Phn, Johnson | Williams, Hammet |
| | Phn, King, Lucille and George | Woods, Robert |

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Out in the Open

Publicist Dick Sullivan was a New York visitor recently, coming by way of Springfield, Mass., after handling the Saturday and Sunday (5-6) Miami Air Show, sponsored by the Florida Air Pilots' Association. Dick will beat the drums again for Ward Beam's auto thriller this year. He reported that within a matter of minutes after hitting Springfield, where Beam was attending the Massachusetts fairs' meeting, he was enlisted by a photographer of the Springfield Union in finding pie material among fair men. Result was that the somewhat bewildered Beam barely said "hello" to Dick before he was snapped for a shot that ran on the front page the next day. Incidental info includes the fact that Beam has taken up ceramics as a hobby and spent some time at Springfield comparing pastimes with Irish Horan, operator of the Lucky Hell Drivers, who indulges in leather work. Dick is scheduled to deal out publicity on the Sebring (Fla.) International Grand Prix of Endurance March 15.

Mrs. Ernie (Lucille) Young, wife of the Chicago booking agent, spent several days recently in the Orthopedic Hospital, Chicago, undergoing treatment for a wrenched back.

Two Michigan fair secretaries, both past presidents of the Michigan Association of Fairs, now are in India for two years, giving agricultural guidance and instruction under the Four Point Plan. They are Hans Kardel, Charlotte, and Gordon Schlubatis, Coldwater.

Harry LeBrequé was in Chicago recently for the National Home Builders' Show. He continues as general agent of the National Home Shows, Inc., of Dallas.

Maurice E. Harnett, manager of the Calgary (Alta.) Exhibition and Stampede, recently took over four new jobs in three days when he was elected secretary of the Alberta Horse Breeders', Alberta Cattle Breeders', Alberta Sheep Breeders' and the Alberta Swine Breeders' associations. In each case he succeeds J. Charles Yule. Harnett also was recently named a life member of the Saskatchewan Agricultural Graduates' Association.

Beam to Bow In Early June

GOSHEN, N. Y., Jan. 26.—Thrill show operator Ward Beam will open his season in early June probably in the Midwest, it was revealed recently, and in charge of booking, publicity and promotion will be Dick Sullivan, marking his sixth straight year with the org.

Show now is being put in shape, with Beam's headquarters here. He formerly worked out of Bronxville, N. Y. All new Plymouths will be used. Assisting Sullivan with bookings will be Cap Ramsey, who will work the Midwest.

Territory to be covered by the show extends roughly from the Atlantic to Wisconsin and from New England to Maryland. It was reported that still date bookings for the season are well above last year's and that the number of fairs contracted is slightly better. Many of the fair dates will be repeats.

O. Davenport Puts 2d Unit Into Saginaw

SAGINAW, Mich., Jan. 26.—Orrin Davenport brought a number of his regulars and several additional feature acts here to frame a second unit which runs thru Grand Rapids (Mich.) concurrently with his Grand Rapids date. Several of the acts here will join the Davenport production at Detroit next week and others will make later stands on Davenport's route.

The program here included: Ridola, comedy ladders; Joe Geoger, comedy jugglers; Corrine Deano, Joanne Day and Marjorie Cordell, individual aerial turns and ballet; Hofman Troupe, plate spinning; the Skating Macks, a second unit with another at Grand Rapids; Ridola's comedy zebra; Helen Haag's chimps; The Shyrettos, cycles; Sonny Moore's Roustabouts, dogs; intermission.

The Florida rolling globe, Miss Tarrant, trapeze; Doris Konyot's high-school horses; the Marcus Family, juggling; Harry Han's elephant, Judy; Ely Ardely, aerial; the Bokara Troupe, teeterboard, and George Keller's wild animal act.

Clovers included Oscar Lowande, Jackie LeClaire, Joe Lewis, Jack Klippel and George LaSalle. Preston Lambert was the announcer, and Jack Cervone had the band while Izzy Cervone had the band at Grand Rapids. Charles Jones was master rigger and property boss at Saginaw.

A. E. (Buck) Waltrip handled promotion for the date here as well as in Dayton, two of the few spots where the Davenport show works this phase. Orrin Davenport was in Saginaw as manager while Harry Thomas filled that role in Grand Rapids.

Chi Tribune Opens Drive For Lake Front Fair Revival

CHICAGO, Jan. 26.—Chicago Tribune, powerful factor behind the Chicago Railroad Fair and the

Chicago Fair of 1950, this week launched its opening campaign for revival this year of the lake-front event on a permanent basis.

Initial move was made by Mayor Martin Kennelly in an appeal to Chicago business men for \$1,000,000 to finance the annual, and the newspaper took it from there, devoting large space daily as a kick-off to the fund raising.

The contributions sought would be in addition to \$475,000 made available to the fair here thru a 1 per cent levy on permitul betting at Illinois race tracks, passed by the Legislature last year.

In his appeal, Kennelly announced that if the \$1,000,000 was raised, Maj. Lenox R. Lohr, manager of the railroad fair and Chicago's 1933-'34 world's fair, would take over as director of the revived exposition. The mayor also said he was preparing to revitalize the '50 fair commission, which was headed by Kent Chandler.

While most business heads here were quoted as being in favor of the revival, Randall H. Cooper, president of the State Street Council, whose members provided most of the finances for the '50 event, said such a program should not be started this year.

The two-year railroad fair drew 2,500,813 patrons in 76 days in 1948 and 2,832,729 in its 100-day run in '49. The '50 exposition, which ran 73 days, was visited by 1,708,004.

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203 WABASH

NAAPPB Moves Chi Offices To New Spot

CHICAGO, Jan. 26.—Offices of the National Association of Amusement Parks, Pools and Beaches have been moved in new quarters at 203 North Wabash Avenue, Chicago. Secretary Paul H. Huedepohl reported that the switch was completed this week.

While the office contains less floor space, he said, a better arrangement will permit more efficient operation. Included in the new quarters is a general office, private office and work room. The suite number is 1312.

The change is expected to prove convenient also in contacting other offices dealing in outdoor show business. The building includes a large colony of booking offices as well as circus and carnival offices. The park association formerly was at 176 West Adams.

Plan New Auto Ride At Palisades

NEW YORK, Jan. 26.—Palisades (N. Y.) Park received shipment on 10 scaled-down racing cars last week from England for use on the spot's Speedway, and plans were being made for a more extensive offering of them in 1953.

Irving Rosenthal, co-owner of the park, said that a circular, banked track would be built next year. Track would consist of two concentric lanes, the inside one to have moderate-speed cars for children and the outside strip for faster-moving autos to be used by adults. The plan also would see a grandstand constructed at the track's perimeter.

About 20 cars could be used at once, according to Rosenthal. The devices have one-horsepower engines, can do up to 30 miles per hour and have multi-colored paint jobs.

You may have an income tax refund due you if at any time since 1949 you gave as your permanent address on your income tax report the Billboard's former address, 25 Opera Place, Cincinnati, or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 53.

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NEVER FALL FOR A DANE

COPENHAGEN, Denmark, Jan. 26.—Walter Rasmussen, brakeman on the Scenic Railway at Tivoli Park here, recently was sentenced to two weeks in jail after being convicted of endangering his passengers because of a too-sharp eye for pulchritude.

He fell off a train he was operating while the device was passing thru a tunnel but the device was stopped in time to avoid injury to passengers. Investigation showed that Rasmussen had imbibed heavily before starting work. Part of the charge against him stated that he turned his head to wink at a girl just before he fell off his car.

A. C. Damaged Area's Future Undecided

ATLANTIC CITY, Jan. 26.—Future of the structures damaged in the \$4,000,000 fire here recently remained undecided this week, with a strong possibility that most of the three-block Boardwalk area, already containing several large parking lots, would remain vacant for some time.

Demolished in the blaze were four hotels, the Globe Theater, 17 stores and a dozen guest houses. Exact fate of the St. Charles Hotel, largest of these, and the Globe, which played burlesque during the summer, depended largely on a further assessment of damage. No decision concerning the theater will be made until it is determined whether walls will need razing and new construction required or only interior repairs and decorations are necessary.

Insurance and real estate men here feel that the trend of Boardwalk business would not warrant rebuilding of the area. The possibility would mean a considerable drop in rates and taxes for the city. Estimated loss in rates was \$1,000,000. On the basis of the resort's 1951 tax rate, it would mean an annual tax loss of \$80,000.

Playland, Rye, Net \$\$ Jump 386 in 1951

RYE, N. Y., Jan. 26.—Net income for Playland here, operated by Westchester County, for 1951 rose \$38,850 above the sum for 1950, it was revealed this week in a report of Evans Ward, supervisor of the Playland Commission, to the Board of Supervisors.

Gross receipts for 1951 were \$1,207,240 and \$1,112,700 in 1950, being an increase of \$94,539. Operating expenses in 1951 were \$845,272 and \$789,382 in '50 a rise of \$55,890. Net income for last year was \$361,967, against \$323,317 for the previous year.

Helyn Horwitz Plans to Open Motor City Spot

DETROIT, Jan. 26.—Plan for reopening Motor City Park here were confirmed by Mrs. Helyn Horwitz, widow of Victor Horwitz, owner-manager, who died in September. Mrs. Horwitz, who was associated with her husband in the business, operated it for two seasons when he was in ill health. She will manage the operation this season.

A major shift in policy and appeal was made within the past two years, with addition of attractions to enter to the adult trade as well as the juveniles.

Opening date will be as early as weather conditions permit. With a location at the entrance of the largest municipal recreation park, Motor City has usually been the first to open among amusement parks here.

ATLANTIC CITY TO PUSH DRIVE FOR MORE BIZ

ATLANTIC CITY, Jan. 26.—Because of constantly increasing taxes and today's keen competition for the vacation dollar, Atlantic City will have to intensify its advertising and promotional efforts in order to lure its share of the resort business. This was told the co-operative advertising committee, organized more than a year ago to help attract off-season business here, by their general chairman, Joseph McDonell, at a luncheon meeting in Haddon Hall.

Committee members, satisfied that their 1951 campaign conducted in newspapers, radio and television paid dividends, were unanimous in the decision to add impetus to the advertising drive during the coming winter months. Short \$27,000 of their \$100,000 goal pledged for this year, chairman of the various committees will go out to enlist the co-operation of all Atlantic City businessmen. They were instructed to seek contributions to the advertising drive. Individual members of the group they solicit.

Adrian W. Phillips, advertising counselor, cited advertising of resort hotels in the 1890's to attract winter business to Atlantic City and said "this is nothing new."

What is comparatively new, he pointed out, is the spirited competition for vacationists' trade. He said the competition of Florida resorts, South American and Caribbean cruises is big business. The ever-increasing popularity of mountain resorts, together with modern travel facilities that make it easy to reach these places and universal use of the automobile, contribute to the battle for business, he added.

Moll Dodson, the resort's director of promotion and advertising, informed the group that New Jersey's new high-speed Turnpike is not to be overlooked as a new avenue of business into the resort. He said arrangements have been made to place 72-foot outdoor billboards costing \$11,000 at Turnpike interchanges to attract metropolitan New York travel. They will be at points passed by more than 100,000 automobiles a day.

Proposals in the co-operative advertising and promotional campaign for the 1951-'52 season were outlined by Edgar Wallace, of the Durand Advertising Agency. The tentative appropriation calls for \$100,000 for newspapers, television and radio with collateral advertising as developed. Based on the schedule already followed for November and December, it comprises a series of small advertisements appearing three and four times weekly in 14 newspapers in metropolitan areas of Middle Atlantic States. Appropriated for this purpose is \$69,497.95, of which \$12,688 was expended in November and \$10,908.95 in December.

A sum of \$12,500 is set aside for one-minute films three times a week on television stations of New York and Washington. And a sum of \$15,000 is allocated to one-minute spot announcements in popular radio participating programs, including the "Kate Smith Show," "Breakfast With Dorothy" and "That Man Sars."

A report on results of resort advertising and promotion for the first half of 1951 submitted by Dodson showed 3,125 inquiries from the co-operative committee's keyed advertisements, 5,453 attributed to the Chamber of Commerce, and 15,510 by the City Press Bureau, for a total of 24,098 inquiries. These together with inquiries thru the New Jersey Council, travel shows and the "Brooklyn Eagle" Travel Show in Brooklyn, N. Y., totaled 34,673.

Jersey Resort Okays Project

OCEAN CITY, N. J., Jan. 26.—City Commission this week adopted an ordinance authorizing expenditure of \$100,000 for rebuilding two sections of the Boardwalk and decided to receive contractors' bids February 15.

Ordinance provides for restoration of the older part of the Boardwalk, rebuilding approach ramps at street ends in the same area and redecking a section of the new Boardwalk. State approval was secured "or the adoption, since the measure provided for a bond issue to finance the project.

In a roundup of the City Press Bureau activities, Dodson said travel editors of more than 250 daily newspapers receive a weekly release of Atlantic City events. In addition, he said, picture syndicates, television newsreels and magazines are supplied with photographs and story material. During the past year more than 5,000 pictures were provided these outlets. He said that 200 newspapermen and women, photographers and magazine writers covered the Miss America Pageant events.

Spent by the city itself for promotion and advertising during 1951, Dodson's figures showed, was \$182,409. Of this amount, \$120,000 was appropriated for advertising with the entire amount expended. An additional amount of \$67,500 was earmarked for promotional purposes, all of which but \$5,031 was spent. Under advertising appropriations were listed \$58,400 for newspapers; \$25,800 for national magazines; \$11,500 for radio; \$12,400 for television; another \$3,800 listed for miscellaneous magazines; \$5,800 for signs and \$5,300 for miscellaneous services. Among the promotional events were such diversified activities as a Clam Eating Contest, Honeymoon in June and Hydrangea Week.

Westinghouse Starts Drive To Install TV

NEW YORK, Jan. 26.—Westinghouse Electric Corporation's plan to install television sets in parks throughout the nation got rolling last week, but company spokesman said Thursday (24) that it was still too early to gauge reaction.

Distributors all over the country got the go-ahead after a Westinghouse district managers' meeting early this month. Plan's object is to place a 24-inch Westinghouse TV set in a tent-like peaked roof structure capable of seating 50-60 persons, the chairs are not included in the \$2,700 package. Set would be guaranteed for a year, and the idea calls for local dealers, preferably, to operate the video locations. Parks using the package would retain all concession privileges, the spokesman said.

Under the scheme, the dealer would pay a nominal rent to the park. Advertising and promotion projects would be worked out between the distributor, dealer and park operator. Distributors have complete discretion in selecting parks for the plan.

Idea was broached at the November meeting of the National Association of Amusement Parks, Pools and Beaches in Chicago by Fred S. McCarthy, Westinghouse sales promotion manager, Sunbury, Pa.

Pa. Spot to Steinbaugh

FAYETTEVILLE, Pa., Jan. 26.—L. J. Steinbaugh has taken over Hockey Park here and plans to feature dancing and hillbilly name attractions. Rides and concessions also are planned for the spot.

WANT FOR 1952 PARK SEASON

Kiddie Rides, Ferris Wheel, Shooting Gallery, Hi-Striker, Merry Go-Round, Portable Roller Skating Rink. Will give X on these. Can use some prize every time games. One of best spots in Pennsylvania mountains. Near largest Army and Navy Ordnance Depots. Plenty more to draw from.

HOCKEYS AMUSEMENT PARK

LEW STEINBAUGH, Mgr.
365 East King Street Phone 9582 Chambersburg, Penna.

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CAROUSEL
(Illustrated Circulars Free)

W. F. MANGELS CO., Coney Island 2-4, N. Y.

Slate Night Excursions At Rockaways

NEW YORK, Jan. 26.—Wilson Line, excursion boat firm serving Rockaways' Playland, will run night trips to the Long Island spot from this city for the first time this season, it was announced this week.

City is constructing two new wharves, which should be completed in a month, to handle the boats. The park fronts the wharves from the city, and the additions will bring to four the number available.

The park will repeat on a tie-up effected last year with the Long Island Railroad. Purchaser of round-trip tickets to Rockaways were given a free ducat, good for a ride at the spot. Park management has induced a local manufacturer to print and distribute post cards picturing the spot thru local five-and-dime stores, starting in May or June.

Committee of the local American Legion post which sponsored a Mardi Gras in the Rockaways area at the tail-end of last season met this week. Larry Waldman and Richard Shelly were appointed co-chairmen for this year's event, and dates were fixed at September 1 thru 7. It is planned to round up 26,000 volunteer firemen from Queens, Nassau and Suffolk Counties and during the Mardi Gras stage contests to select the best companies in various categories.

Entire wiring system at the park is being repaired, and new equipment installed by a crew headed by chief electrician Edward Eveson.

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America's Favorite Skill Game
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Parks, Resorts or Location.
Capacity 80 Games Per Hour.
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WANTED
FOR WABASH AMUSEMENT PARK
Merry Go-Round, Ferris Wheel, about three Kiddie Rides, Pony Ride, Carousel, Ballroom, Ball Game, Hi-Striker. Must be good equipment, no junk. No drinks, no grub. This park now has Wildcat Herd, Track and Breeds, Miniature Golf Course, Drive-in, 36-Passenger Train, small Zoo, Picnic Tables, modern Toilet, 22 ft. cement tank for boats, 19 feet for rowing. Also want a good promoter to work on percentage in this park.
H. B. MUNNUTT
RFD 23, Syracuse, Ind.

FOR SALE
#5 LI WHEEL—
Good condition—priced to sell. Must make room for new rides coming in March 1. Write or wire operators for information. Neb. Camp. Write, get in touch with Hymic. Good deal.
COASTAL AMUSEMENT CO. OF N. J.
118000 Dollar Pier, Atlantic City, N. J.

HUNT DATES SET THRU JUNE 29

Show to Use Auspices, Sales For Season; Slate April Bow

FLORENCE, N. J., Jan. 26.—As of this week, Hunt Bros' Circus had all dates thru June 29 contracted and will have all stands for the season set by the time the tour starts in early April. Harry Hunt, manager of the show, reported.

The show, now in winter quarters here, is about ready to roll and will hit virtually the same territory played last year, he said. In 1951, Hunt Bros. played about 80 per cent of its season under auspices and thru outright sales. This year the route will be 100 per cent sponsored and purchased, Hunt revealed. On the basis of long experience with the ground to be covered in 1952, he predicted that most of the stands would be sellouts.

Well aware that Ringling-Barnum is going whole hog on sponsored stands, Hunt was not heavily concerned. He pointed out that the show will be marking its fifth season this year and in that time has built strong friendly relations with sponsoring groups in communities on the route. Some of these towns have been played for 41 years, he said. Another point is that the difference in size between the circuses keeps each to separate communities.

Television, considered a bugaboo for outdoor attractions when it mushroomed a few years ago, does not pose too strong a threat at present, according to Hunt. With the circus being used as the basis for a TV film series (The Billboard, Jan. 26), resultant publicity via video figures to boost the gate, if and when the series acquires a sponsor. Hunt said that when television started growing attendance at the circus would be light very

R-B Picture Opens Jan. 31 At Sarasota

SARASOTA, Fla., Jan. 26.—Paramount Pictures' film, "The Greatest Show on Earth," based on the Ringling-Barnum circus, will open at the Florida Theater Thursday (31), it was announced here this week.

The movie, which includes many circus and Sarasota people, will be given the full "premiere" treatment here. A street parade will be staged, and John Ringling North and Art Conello of the circus have offered full co-operation of the show. The showing here will be the first in the United States outside of New York where the film is doing big business at Radio City Music Hall.

Governor Warren of Florida is expected to attend, and Cecil B. DeMille will speak via long distance telephone from the location of his current picture work. Jerry Pickman, Paramount press chief, is in Sarasota. Paramount news will film the premiere events.

By coincidence, it was reported, opening here will be exactly one year after the movie company arrived at the Ringling winter quarters here to start shooting the film. The Florida theater is to be decorated in big top style for the event.

Rocket Car Set for H-M

NEW YORK, Jan. 26.—Holger Rasini's Rocket Car, Danish thrill act, arrived here last week from Denmark bound for a series of dates with the Hamid-Morton Circus and booked by Stanley W. Wathon, of this city.

Feature of the act is a mid-air loop and a 35-foot free fall onto a platform after a run down an inclined track. Rasini has worked the act in Caracas, Venezuela, with the Circus Amar in France and in Danish parks.

There is a possibility of fair dates for Rasini following the circus appearances.

Tuesday night, when the Milton Berle stanza was carried, but that period soon passed. The circus is a once-a-year proposition, while video is omnipresent, he said.

Working with Paul Little of Pepsi-Cola's New York office, Hunt said a deal was closed recently giving the firm the exclusive in the cola line on the show. The pact will last for two years. Coca-Cola held the exclusive last year.

Program this year will offer a number of new acts. Annual changes are necessary because of the repeat territory played. Virtually all new canvas, supplied by Arthur Campfield of New York, will be used. Most of Hunt's motorized equipment will be new, all Chevrolet. Trucks are used for 50,000 miles before being replaced.

Ed Bohn, who was front door supervisor and with Hunt Bros. for 12 years, died last month in Trenton, N. J. He has been replaced by George Gifford. Hunt, who started contracting for this season last November, expected to finish up by mid-February and spend two weeks in Florida.

Only use made of Hunt Bros. equipment or stock during the off-season came with two appearances of show elephants on "The Big Top," circus-type television offering originating in Camden, N. J.

TRADITION, BALANCE

Orrin Davenport Shows R-B Bonanza

GRAND RAPIDS, Mich., Jan. 26.—A full scale production of top circus talent is the Orrin Davenport show, which again utilizes a bonanza in the form of a Ringling-Barnum feature package. The Davenport show opened at Toledo last week and this week had its main unit at Grand Rapids, Mich. A temporary second unit was at Saginaw, Mich., and included some acts which will augment the other show later. A traditional, balanced offering marks the Davenport show.

Albert Rix's bears, one of the R-B headliners, open the show and at matinees are worked by an assistant, altho Rix, who is breaking a second act, also is in the arena. The Sensational Ortons, dual sway poles, make a pleasing appearance.

Working at the same time, the Chatta Sisters and the Eionias demonstrate Ringling's plight of being unable to use all the talent they possess. The Chattas are from the Chaludi act and turn in a competent head-balancing act not used on R-B. The Eionias are slotted on Fredonay and feature a neat judging bit of stacking cups and saucers on the man's head, another act unused on Ringling.

Top Clowns In

Dick Lewis works his table rock in the company of Felix Adler, Paul Jerome, Frankie Saluto and Charley Bell. Otto Griebling and Irv Romig as well as other R-B clowns also are with the Davenport show and all prove ability at bits for which Ringling is too large. The nondescript business which accompanies the table rock is one example. Later, Romig's "Shrimp Boats" walkaround scored with a more usual Ringling approach.

LaBlonde Trio appears in a standard comedy bar act. The routine always is good and this one is well executed. Four Skating Maccks, roller skaters, top a fast and uninterrupted performance with a double iron-jaw spin. Kinko shows his midget car and lionkin gags while Saluto an old-timer will sure catch the eye. Francis Hogan works the Roland Tiebor seals along traditional lines and the over-all result is strong.

The Chaludis turn out in full to do their cycle and headstand

POLACK SETS OPENER FOR '53

FORT WAYNE, Ind., Jan. 26.—Even before most shows have opened for 1952, Polack Bros' Western Unit comes up with its opening date for 1953. Louis Stern, managing director, said here this week that the show has signed to repeat at Flint, Mich., and will open there January 18-24 of next year.

Flint was the opener for this season, too.

Circus Corp. Signs Dates, Seeks Clemens

REDONDO BEACH, Calif., Jan. 26.—Circus Corporation has signed contracts with Junior Chambers of Commerce at Redondo Beach and Bellflower, Calif., and has decided pending with Jaycees at Modesto and Hollywood. Also set is a Pasadena stand under Grotto auspices, but building arrangements for this one have not been completed, according to General Agent Charles Jacobsen. The outfit, opened promotion Friday (25) for its upcoming stand for the Moose Lodge at Burbank, Calif.

Show is negotiating with Dick Clemens for presentation of his five-lion act with the circus this season, Jacobsen said. Acts signed recently include Leo Gaskins, tight wire and balancing, and Wally and Sophie Wallace, revolving ladder and clowns.

act and top it here, as on Ringling, with three-high on a bike.

Loyal-Repenski Ride

Guistino Loyal and the Loyal-Repenski Family (8) bring forth an imposing array of rosebuds, comedy and carrying act capably. Guistino's backward flip from horse to horse is the feature point.

Charley Bell and his dog do their well-known hunting gag. He's followed by Ruby and Naomi Haag with their full dog and pony. (Continued on page 72)

Morris Signs Harvey, Buys 2 Cole Elephants

HAVANA, Ill., Jan. 26.—Sale of two elephants from the Cole Bros' Circus herd to the Kelly-Morris Circus is in the final stage, according to Bill Morris, manager of the latter show. He said Thursday (24) that he expects to take title to the elephants Monday (26).

At the same time, it was revealed that R. M. Harvey, veteran circus agent of Perry, Ind., has signed with Kelly-Morris and will travel two weeks ahead of the show, placing special newspaper material and increasing interest in the show with the auspices members.

Harvey and Morris conferred in Chicago last week-end, at which time the deal was made. Morris now is at his home here, while his show is in quarters at Punta Gorda, Fla.

Buys Blanche, Wilma

Morris said that he had purchased Blanche, the largest bull in the Cole herd and reportedly the largest in the country. The second elephant is Wilma. He said the pair will be left at the Peru, Ind., quarters of the Cole show for about two weeks while a specially built truck is prepared to haul the over-sized bull.

The transaction will bring the Kelly-Morris herd up to four elephants and will trim Cole Bros. to 11. It marks the first important sale of Cole Bros' property since that show was acquired by Arthur M. Wirtz two years ago. The ele-

MORE PERSONNEL SET FOR WALLACE

Steam Calliope Added; Acts, Staffers Include Holdovers From Compo Bros.

GONZALES, Tex., Jan. 26.—Wallace Bros. Circus announced this week the signing of additional staffers, a partial make-up of the program and addition of more equipment. At the same time, the opening date, March 21, was revealed.

The show, for which Ben C. Davenport will be manager and W. M. (Bill) Moore will be general agent, also will have these staff and department heads:

James A. Winters, auditor and treasurer; Bob (Bonham) Stevens, promotion manager; Mal Fleming and B. J. Collins, contracting agents; Charles Wilde, contracting press; Stephen Kusmick, car manager with six men; Jim and Billie Plunkett, concession managers; Mrs. Eva Davenport, front door superintendent; Heavy Kohler, lot superintendent; Charley Barry, equestrian director; Ed Martin, ring stock, and Streamline Frizell, elephants. Some of these also were announced earlier, and negotiations are underway to fill remaining vacancies, the show reported.

Scott Retains Concert

Rambling Tommy Scott and his Hollywood Jamboree will be the concert attraction. Scott recently completed a new series of recordings for King Records, and like several other acts and staff people was on Davenport's 1951 Campa show.

Set for the Wallace Bros.' program are Arumi Singh, 12-lion act; Capt. Rico Cody's performing bears; Senorita Emma Campa Valdez, and Scott, all to be featured in the new line of paper. Contract for the paper has been let to Colcraft Poster Company, Oklahoma City. The billing also will include special paper for the newly acquired hippopotamus.

Tiger Bill Snyder continues in charge of building projects at winter quarters here and Willie Rawls has begun lettering vehicles.

Adds Steam Calliope

A steam calliope wagon is among the new units added to the show's rolling stock, the office reported. Other units include a fully-equipped shop truck, two sleepers, a stock van, two cages and a tank trailer for the hippo.

Charles Barry has arrived in quarters and is breaking new acts. The Plunketts and Mrs. Davenport are expected to arrive early in February from Sarasota, Fla. Bob Heth, promotional manager

of the Austin office, recently visited winter quarters. Similar offers now have been opened in several other cities.

Opening stand will be Gonzales, with the Chamber of Commerce as auspices. Proceeds will benefit the polio hospital at Ot-tine, Tex. Following the first stand, the show will play two days at Lackland Air Force Base, San Antonio, before starting its regular route at Austin.

Guistino Loyal Signs With RB, Plans Own Trek

GRAND RAPIDS, Mich., Jan. 26.—Guistino Loyal, head of the Loyal-Repenski Family, said his bareback riding act will appear next season with Ringling Bros. and Barnum & Bailey Circus. Loyal was appearing here with the Orrin Davenport indoor circus.

He also announced plans for taking his circus Loyal to Guatemala, Cuba and Puerto Rico for a 24-week tour starting after the close of the Ringling circus next November.

The Loyal circus toured Puerto Rico previously but bucked 31 days of continuous rain, which Loyal said prompted the outfit to quit plans for touring Central America then. The show now is stored at Sarasota.

He reported the tent built for his show and patterned after an unusual German top worked very well and still is in perfect condition. The Loyal Circus, he said, was erected regularly in two and a half hours. Following a European practice, the Loyal show spread straw on the site of the big top for each stand and replaced the straw when the top was lowered. This he credited with maintaining the tent's condition.

Ringling, Cole Horses, Bulls To Davenport

GRAND RAPIDS, Mich., Jan. 26.—One act of Cole Bros' elephants will work the Orrin Davenport date at Rochester, N. Y., and all three will be with the show starting with the Columbus stand, Ringling bulls, new with the show will be brought up to three-ring strength for the Davenport show's Detroit and Cleveland dates.

Two more Cole Bros. Liberty acts will be added for the Detroit and Cleveland engagements, with Alabama Campbell and John Smith working them.

In addition, a 16-girl aerial ballet number has been purchased by Davenport from Ringling of the Detroit and Cleveland stands only.

Enlarged Rogers Show Sets March 19 Opener

FORT MYERS, Fla., Jan. 26.—Si Rubens announced this week that he will put an enlarged Rogers Bros' Circus in the field this season, opening March 19 at Homestead, Fla., and playing all dates under auspices.

A four-day stand at Miami will follow the first stand, and Rubens said the show will play a number of three and four-day stands, with one-week stands a definite possibility. Most of the Rogers show's major 1951 dates have been re-contracted, he said, with some of them being fourth timers.

Joe Horwath again will work the Rogers cat act, which now includes three roll-over tigers, one walking bottles and another

jumping thru fire; three working lions, and a puma. Rubens reported that his program will include 60 individual acts, which will keep all rings filled for all displays except those with the cats, the three elephants and the six-person teeterboard finale. There will be 19 displays, he said, plus clowning by eight to 10 jocos. Skinny Goe will have a nine-piece band. Doc Tomb will have a Wild Life Show on the midway again but no Side Show will be used.

Grandstand for 2,000 chairs and blues have been completed in quarters. Red Maynard and Ginsburg are in charge of quarters work.

Polack Western Packs Quality

Continued from page 50

unusual to open a show with this turn, but since on most circuses it seems to be either a must or find talent which might as well be used, the first slot is a proper place.

Crosson brings his bareback riding dogs to Polack after a stint with Ringling, and its good to know that this novelty still will be seen in this country. When a small dog leaps to the back of a large one to stamper its way to the horse, the act becomes a hit in any show.

Polack's clown line-up again has been shuffled but there are several holdovers. Included now are Barnett, Laurence Cross, Harry Dann, the Sherman Brothers, Rusty Benson, Tommy Roberts and Dennis Stevens. In the first of four appearances, the crew comes up with some novel walkarounds using better than average props, but thereafter the productions are not outstanding. Facilities at Fort Wayne, however, may have restricted the capers.

Myrons' 1st U. S. Circus Making their first circus appearance in this country are the Myrons, whose foot perch and foot juggling are set apart by off-center zig-zag spinning of a wheels-and-axle prop. The understanders base rigging is mounted on a swivel so the act may be turned to the angle best suited for showing each phase.

Lemke's Chimps add to the collection of animals on the show and to the assortment of vehicles now mastered by chimps. One of these manipulates an old-style bedstead equipped with bicycle pedals.

Francis Brunn, the "Saber Dance" juggler, has lost none of his speed. New to most of his audiences this season will be his juggling while jumping rope, a turn added late last season. Brunn was handicapped this week by a finger injury.

Albert Spiller's Seals and Penguins are making Polack after a two-year effort on the show's part. While the seals are adequate, the penguins are a disappointment. They do little more than appear.

One of the biggest names and biggest troupes to sign a Polack contract is the Wallenda Family. Long-term followers of the act will spot three new faces in the group and will miss Gunther, who is in the Army.

New Wallenda Routine The family's revised routine includes a rollback on a shoulder bar, pretty young Carla's head

stand and splits on a bar, Carl's hands-to-heads stand, and the seven-persons pyramid, with Carla as top-mounter. At Fort Wayne, the pyramid was at its lowest level, but only so far as altitude was concerned. Because of the stage size, the wire was only 10 feet high, and while the act has worked at that level, this was the first time the big pyramid had been worked so low.

After intermission, action is resumed with the Ibarra Brothers' bar act. This act is strong unless compared with last year's copy. Juan Ibarra is recuperating from his November accident, and Aurelio Atayde substitutes in a clowning role. Result is that the interworking full revolutions are all but lost. However, they still offer figure eights and a leap from the first to third bar for good results. The Karrells (Wal) had an adder act and a clown turn follow.

Tom Packs' baby elephants have grown much in the past year and no longer are in the infant class. Their routine, guided by Mac and Peggy McDonald, is as speedy and uniformly precise as ever. The fifth and smallest bull has been completely integrated into the act.

Geraldo Provide Thrills Chilling spines all along the route is the Geraldo's. Their rapid-fire aerial gymnastics are of the variety that hypnotize some eyes and turn others; their feet-to-feet catch shouldn't be possible but usually is. The duo is using a small net this season.

A real stage-filler is the big Theron cycle act, which puts a wide variety of wheels into motion and spices speed and skill with restrained comedy. Maurice Theron now jumps rope a wheel. And he still rides that rimless wooden wagon wheel.

Gautier's Excess Baggage, novel dog act, is a natural for the Polack "continental" circus pattern. It's a stage act but circus fare, too, and it's shown to top advantage in the intimate Polack production, its alone in its field.

The Nine Ward-Bell Flyers again hold down the closing position. By force of numbers, their triple flying act creates effects others can't achieve, and notable among these is that of filling the air with people as they perform three passing loops. Originally, these were simultaneous, but now they are staggered and the resulting impression is that there are more people in the air for long. There's a lot of flying to see by the time the six leapers return to the boards.

Their wardrobe is new and outstanding, with the men wearing Greek-style jackets. Customizing is first class throughout the show with the Wallenda acts and ballet number also among the best.

No changes have been made in the Polack staff. With Stern are Ross Paul, assistant manager; T. Dwight Pepple, general agent; Justus Edwards, press; Arthur Springer, announcer; Bee Carsey, band; George W. Paige, concessions; and Soldier Longsdorf, properties.

Kriel-Admire Moves to Ga.

ROME, Ga., Jan. 26. — Kriel Bros. & Admire Indoor Circus got off to a good start at Terre Haute, Ind., the week ending Saturday (19) and will enter Georgia at Rome Monday (28) for a week's stand, according to J. C. Admire. A week at Decatur, Ga., will follow.

Performance includes tight wire, trampoline, contortion, juggling, horizontal bars, clown numbers, rolling globes tap dancing, single and double traps and comedy bike riding. No animals are carried. Show also features a band with piano, violin, double drums, trombone, cornet and saxophone, Admire reported.

Admire and James Vigo are contracting the circus and handling press and radio. Billing is done by the auspices and consists of two styles of tag cards, daily heralds. The show operates without promoters. Auspices sell all tickets, both in advance and at the door.

In Soldier Longsdorf's props crew on Polack Western are Chester Stanley, Cleo Gamble, Russell Nafus, Arnold Hess, Tommy Byers and Parsley Freeman.

Under the Marquee

Moritur, who had a cycle-and-globe thrill act with Ringling-Barnum last season and played the Big One's recent Havana date, left New York Friday (25) for work in Germany and Sweden.

Three acts appearing with the Circus Strassburger at Amsterdam, Holland, currently have appeared in recent years with the Ringling-Barnum circuses. They are Gulla, gorilla parody; Leon De Rousseau, novelty high dive, and Los Onas, perch act. Nina Karpouva, trapeze, and Lilly Kohler, tumbler, also appearing with Strassburger, were reported signed for the coming season to appear with R.B. by the show's European rep, Umberto Schiecht-hols-Bedini.

Burl Wilson, Chicago fan now on his annual trek thru the Southwest was in Texarkana, Tex., recently, and also stopped over at Hugo, Okla., where he visited Don McLaughlin, of Cole & Walters, and Bill Woodcock. Neal and James Walters were in Hugo Monday and Tuesday (14-15). Ed Wideman is breaking an elephant at Stevens Bros. quarters at Hugo.

Earl and Hattie Shipley have returned to Chicago after several weeks in Sarasota, Fla. . . . Tip Hale and Terrell Jacobs visited in Tampa, Sarasota, Gibsonton, Punta Gorda and Fort Myers, Fla., where shows and acts are wintering. Jacobs will play the Miami date for Frank Wirth. Charles H. (Dad) White recalled his days with the early Barnum show in a story carried by The Kansas City Star Sunday (13). . . . CFA Wilbur B. Robinson, Springfield, Ill., and Ellen Kiger, Nashville, were married Saturday (12).

George Westerman arrived in Cincinnati Thursday (24) to direct promotional activities for Polack Bros. Circus Western Unit's stand at the Taft Theater, March 19-29. . . . Matt Leter arrived in the Waelder, Tex., quarters of Tiger Bill's Wild West Show last week, adding four pieces of equipment for the Side Show. Bill says that a special stage trailer has been constructed for use in the Side Show and all acts will be presented from it. Work on a new bannerline also has been completed, he says.

Joy and Roy Thomas, who were forced to cancel their Hamid-Morton Circus dates when Joy suffered a paralytic stroke, ended a visit from Helen and Buster Haag at the Thomas home in Gibsonton, Fla. Roy says that Joy has received numerous cards, gifts and get-well letters from their numerous friends in the business since she was stricken ill. Her condition is reported as serious.

Russell Harrison, a member of the Kelly-Miller Circus band for the past two seasons, is in McCloskey Veterans' Hospital, Temple, Tex., but he's ready and anxious to begin touring again. He'd like to read letters from friends.

Following dates with the CIO Circus in Birmingham and Gadsden, Ala., Charles and Marnie Baker, clowns, have been vacationing at Venetian Trailer Park, St. Petersburg, Fla. They expect to remain there until late in March. They visited Charley Fisher and family, of the Flying Fishers.

Art and Antoinette Concello were pictured in The Chicago Daily News Saturday (19) in connection with a feature story on Bloomington, Ill. . . . Mrs. and Mrs. Strine, former circus people, had a balloon and novelty stand at Woodbridge, N. J. for the welcome accorded Capt. Kurt Carlsen. . . . The Bozo Lamont Troupe will repeat its show at Decatur, la., Saturday (2) for the March of Dimes.

Irene Parry, of the Ringling Side Show, has been hospitalized at Detroit since returning home from winter quarters. Phil Starz, advises that she still is unable to answer her mail. The Small Brothers' clowns were in Chicago this week and arranged bookings for the Minneapolis and Chicago Stadium dates this spring.

Rayford, the preacher clown, will start his 57th year of trouping this spring.

James Sopher is assisting with the Lemke chimp act on Polack

Western. Mal Henry is working with the Spiller seal act. Assistants on Peterson's Jockey Dog act are Fred Clark and Thomas Johnson. Philip Finkel assists the Myron Duo. . . . Rex Ronstrom has the drums on Polack Western again after a year with Ringling. Wally Newberry again plays the organ for Polack.

Members of the Wallenda Troupe now with Polack Bros include Carl, Carla, Herman, Edith and Gertrude. Arden L. Garry, Johnny Manko, Norbert Keisch and Dick Faughnan, the last three being newcomers to the wire. In Mexico City with the Atayde Circus are Hales, Rieta and Arthur Wallenda and Don Edwards. Rieta will join Polack in Chicago and the other three will come on at Cincinnati.

Included in the Zoppi riding act, with Polack Eastern, are Bee Konyot, Jeannie Wallenda, Zoppi and Nina Unus. . . . Wayne G. Newman and family are wintering at the Cole & Walters quarters, Hugo, Okla., and are breaking a rosinback riding act which they will present along with their posing horses. . . . Clowns Ernie Burch, Carlo, Mingo, Harold Hall, Bobby Kay, Mark Anthony, George Perkins, Walsey Steick and Rene Theison worked the March of Dimes parade at Tujuga Sunland, Calif. Burch got announcements along the line of march that he appears in "The Greatest Show on Earth" movie.

Marjorie Towson has been spending the winter at her summer home, Sleepy Hollow, at Lindstrom, Minn., while her daughter, Jean Erica, attends school in Minnesota. While in St. Paul recently she bumped into Paul Fine, formerly of the Cole and Ringling shows and husband of Florence Tennyson, circus prima donna. Fine, who is with the St. Paul Civic Light Opera, resides with his wife in the Hotel St. Paul.

German Orgs Pool Talent

BRUSSELS, Belgium, Jan. 26. —Circus Williams and Circus Franz Althoff, of Germany, have pooled their animal acts as nucleus for an indoor winter circus season in the Cirque Royal arena here. Mrs. Harry Williams, widow of the late Harry Williams, is a daughter of Althoff and took over the Williams circus on the accidental death of her husband in England last year.

Animal acts appearing on the current program are elephant, bear and seal-lion groups. The Williams Liberty and high school horses are presented by Eugen Karoly. Circus acts on the bill for the first two seasons are Trio, trampoline; Recha, Illusionist; Chy-Bao-Guy troupe, acrobats; Three Perseley, perch and ladders; Two Janekes, trapeze, and Four Vekos, jugglers. Clown alley features George and Bilbo and the Bentos.

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 25 Opera Place, Cincinnati, or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 53.

PHONE MEN

Syria Shrine Circus, Pittsburgh Office opens this week.

POLACK BROS.' CIRCUS

HENRY F. BARRETT

Syria Mosque, Pittsburgh 13, Pa.

Wire or write where you can be reached. No phone calls.

PROMOTIONAL DIRECTORS WANTED

Must be capable of getting money. Plenty of towns, starting now. Great work, low commission. Police Dept., Fire Dept., Lions Club, Drunks and Firefighters, Day After Tomorrow. This is not a legitimate corporation. If you can produce, you can get well here. Wire where I can call you.

BILL MORRIS, KELLY-MORRIS CIRCUS Havana, Ill., or Punta Gorda, Fla. Care Western Union



Now Playing
Moslem Temple Shrine Circus
Dorset, Mich.
For bookings, contact
MAY PEARCE PRODUCTIONS
BOX 4017, STATION A, DALLAS, TEX.

GENERAL AGENT CIRCUS

Available 1952 season, for Railroad-Track Circus, or other featured attractions, well versed in all details routing, contracting or booking sponsorship dates, Fraternal and Masonic Affiliations. Sober, reliable, any territory, good car, state your proposition.

BOX NY-136
THE BILLBOARD
1544 Broadway, New York 19, N. Y.

PROMOTERS

Can use three reliable, sober Promoters with Crew Teams all set. No delays. Ed O'Neill, Tom Huttie, Kirt Martin, contact.

MRS. JULIEN WEST
General Delivery, Galveston, Texas
Western Union—Phone 37459

General Agent Booklet

Transmitting Booklet High class attraction. Earnings \$15,000 and over for capable party. Give full details. Howard Ehrhart, writer.

L. F. Sherman Agency
350 West 90th Street, N. Y. C.
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FOR SALE

30 ft. heavy Ring Set, suitable for Elephant, Liberty Horses or Pony Acts. Price \$1500. Don't worry about labor shortage. Have very good stable Driver for sale. Fairbanks-Morse Engine, new rollers, excellent condition. Will drive either long haul or stand states.

James M. Cole Circus
Quarters, Penn Yan, N. Y.

EXPERIENCED "BANNER MEN"

Enlarging for CIRCUS or BIGGER and BETTER Shows—Can keep 3 busy now to November. If you can handle your details, are a gentleman, not a floater, can give you steady work. Pay daily. The better promoters, I got phone BODIS DE BOLD, P.O. 5, McClellan, Pa. 15204. Don't want Ding Artists, Drunks, Woodchoppers or Limbsters.

BURLING BROTHERS CIRCUS

Wants Assist. Billboard. Acts doing two or more. Circus and Wild West. Don't forget People, Ballpole Player, Base Catcher, Mechanic with tools, Banner Man, Phonograph and useful People. State all in first letter. Acts, send photo.

HENRY L. VONDERHEID
General Delivery, Centerville, Pa.

WANTED

Old Circus or Carnival Exploration Man and a good Sound and Maintenance Man.

Manor Theatres, Inc.
102 N. Fourth St. Toronto, Ohio

PHONE MEN

Can use two—Man and Woman or two Men. Permanent Legion deal.

HARRY KEHOE
113 East 31st St., Kansas City, Missouri

PHONEMEN

Police and Fireman combined Sponsors. Banners, U.P.C., Block Tickets. Pay every night. You get it. We'll get it at Bill Broc. Circus date. Wire.

DICK ROGERS
Care Western Union, Kansas, West Va.

PHONE MEN

Syria Shrine Circus, Pittsburgh Office opens this week.

HENRY F. BARRETT
Syria Mosque, Pittsburgh 13, Pa.
Wire or write where you can be reached. No phone calls.

PROMOTIONAL DIRECTORS WANTED

Must be capable of getting money. Plenty of towns, starting now. Great work, low commission. Police Dept., Fire Dept., Lions Club, Drunks and Firefighters, Day After Tomorrow. This is not a legitimate corporation. If you can produce, you can get well here. Wire where I can call you.

BILL MORRIS, KELLY-MORRIS CIRCUS
Havana, Ill., or Punta Gorda, Fla.
Care Western Union

CLOWN & FLAP SHOES

Made of finest quality
leone wearing materials.

SEND FOR FREE CIRCULAR

LESTER, LTD. 10 W. Lake St. Chicago 1, Ill.

ACTS WANTED

Can use one or two more standard circus and Radio Acts for two nights of White County Clear Bazaar. . . . The South's Most Spectacular Cigar Tournée. Griffithville, Arkansas. February 28-March 1. We accept all different routines. Write at once to W. E. Program Chairman, Seary, Arkansas.

EDDIE NEWCOMER, SLIM BIGGERSTAFF and DON WEIR

Wire Walker: Letter of Chicago Billboard Office

HAGEN BROS.' CIRCUS WANTS

Promotional Managers to start work immediately. Also Billposters with own trucks. Electricians, Bone Carvers, Concession People and Working Boys. HARRY ALLEN, 1000 Broadway, Black Hotel, Oklahoma City, Okla.

PHONEMEN WANTED

For U.P.C.'s, Banners and Programs. 40 weeks without layoffs. Now working Charleston Jr. Chamber of Commerce. This is Bill Broc. Circus promotion. Positive nothing but top salaries. One street parade of 15 alphabets. Contact CHARLES GREENWOOD, Holly Hotel, Charleston, W. Va.

6 PHONEMEN

Plenty of work NOW—40 weeks

W. G. PHILLIPS
Phone—Main 3310
Source Hotel, Columbus, Ohio
(No collects)

Brannon Outlines Fair's Importance In National Effort

Pennsy Group Hears U. S. Agricultural Secretary; 600 Attend Annual Banquet

READING, Pa., Jan. 26.—Charles F. Brannon, United States Secretary of Agriculture, stressed the importance of food in the grand strategy designed to secure freedom for peoples all over the world and outlined the importance of annuals in this effort at the 40th annual meeting of the Pennsylvania State Association of County Fairs here Thursday (24).

Brannon said that there is hope that some day the great expense of the government's international program will eliminate the threat of a third World War. While the profit and satisfaction derived from operating a county fair are important, the job played by these events in furthering the production of food is just as vital, he said.

Only by remaining militarily strong and making possible for the freedom-loving peoples of the world to attain a standard of living comparable to that in the United States will it be possible to forestall the spreading of Communism, he said.

Officers Re-Elected

All officers were re-elected. They are: Walter B. Parker, Stoneboro, president; R. W. Gammell, Honesdale; A. C. Brice, Bedford, and Paul D. Jacobs, Bloomsburg, vice-presidents; and Charles W. Swoyer, Reading, secretary-treasurer.

Two new directors were named to replace deceased members. They are Edward C. Clark, Clearfield, and Dwight Hower, Port Royal. Re-elected directors were Harry B. Correll, Bloomsburg; John S. Giles, Reading; B. S. Swartz, Carlisle; R. W. Gammell, Honesdale; Elton

B. Edkin, Hughesville; H. D. Holcombe, Troy; A. J. Richards, Butler; Dr. H. W. Turner, New Hope; Philip W. Farrer, Mansfield; Joseph M. McGraw, Washington; Frank R. Diehl, Lehighton; Ira E. Fasnacht, Ephrata; John B. Bloom, Ebensburg; Ralph Bard, Kutztown, and Howard Sinnmaster, Allentown.

In his annual report Secretary Swoyer said that while all fairs favored by good weather enjoyed excellent returns in 1951, the outlook for 1952 was even brighter, barring a reversal in the economic trend.

He pointed out the importance of good, wholesome entertainment and the value of publicity. The latter was relatively easy to secure, he said, if a capable publicity agent had the proper attractions with which to work. Coming under the latter classification are good acts, exhibits and horse racing, among other things, he said.

Miles Horst, secretary of the

(Continued on page 72)

Meetings of Fair Assns.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. J. G. Byrd, 2601 Howard Street, Little Rock, secretary.

Utah Fair and Livestock Shows, Newhouse Hotel, Salt Lake City, February 1.

Western New York State Fair Association, Hotel Lafayette, Buffalo, February 2. C. J. Larson, Dunkirk, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture, Parliament Buildings, Toronto.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 14. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Va. Group Studies New Tax Structure

Curtis Finch, Danville, Named Prexy At 35th Annual Meeting in Richmond

RICHMOND, Va., Jan. 26.—The intricacies of the tax structure pertaining to fairs were clarified in part for members of the Virginia Association of Fairs attending their 35th annual meeting at the Hotel John Marshall here Sunday thru Tuesday (20-22).

James P. Tucker Jr., representing the Richmond Office of the Department of Internal Revenue, explained the circumstances under which agricultural fairs were exempted from paying the 20 per cent federal tax on admissions. Pointing to the need for study in each case, Tucker nevertheless held out the hope that other ticket charges within the grounds might possibly be exempted from the tax under some special circumstances.

Numerous fair execs and some showmen participated in the question and answer period. The interpretation of the law was considered liberal in some instances, but it was stressed that final rulings would all have to come from Washington.

Elected Finch President

Curtis C. Finch, Danville, was named president, succeeding L. F. Altater, Warsaw. All other officers were re-elected. They are Donald Garman, Woodstock; J. A. Mitchell, Richmond; C. T. Sydenstricker, Lewisburg, W. Va.; and J. L. Palmer, Galax, vice-presidents; and Charles B. Reiston, Staunton, secretary-treasurer.

During the discussion of excise taxes, Finch outlined the operational procedure at Danville which involves a single admission price for all features except midway attractions. The success of the operation was such that it might prove advantageous to other in-

stitutions, he said. He stated, however, that the single charge was the direct result of the grandstand failing to earn sufficient revenue to cover the cost of the show.

Norman V. Chambliss, representing the North Carolina Association of Agricultural Fairs, again urged the group to seek the sanction of the Virginia Department of Agriculture. He illustrated his plea by outlining the advantages gained by the North Carolina group in the three years that it has operated directly under the supervision of the State agricultural body.

Chambliss also urged a closer relationship between shows and fairs and asked that the annuals subscribe to the bond issue floated by the National Showmen's Association to buy its own home. He later reported one definite sale and several potentials.

Jack Wilson, of the Cetlin &

(Continued on page 74)

Less Date Conflict Sought by Ill. Execs

Clyde Lee Re-Elected President, Board of Directors Renamed

SPRINGFIELD, Ill., Jan. 26.—Increased co-operation between county fairs in Illinois thru the elimination of overlapping dates was urged by Harold Homan, of the Du Quoin (Ill.) State Fair, at the annual meeting of the Illinois Association of Agricultural Fairs here Sunday thru Tuesday (20-22).

The date conflicts are working hardships on livestock exhibitors in addition to attraction suppliers. Homan told a crowded session of fair execs here in the St. Nicholas Hotel.

Rules on boxing and wrestling as fair attractions were outlined by Joseph Triner, chairman of the Illinois Athletic Commission. He told the delegates that in order to stage these events as fair attractions, they must secure a 350 promoter's license and also pay for a referee, doctor and other officials to be supplied by the commission. In addition, in order to hold the matches within a mile of an incorporated area, it would be necessary to get an okay thru a referendum vote.

E. G. Hurst, Hillsboro, Ill., engineer, in a slide-illustrated talk before the confab, outlined the construction of a new type concrete grandstand that he claimed can be built in Illinois at an approximate cost of \$7.65 per seat.

Much of this year's business session was turned over to an open question program, with T. T. Dewey, Greenville, as moderator. The board of experts, decked out in colorful caps and gowns, did their best to answer questions on fair operation from the floor. Included in the panel were J. R. Skinner, Griggsville; M. C. Alwert, Alkanton; and Paul Stenger, Mendota.

The rest of the business sessions were presided over by Clyde Lee, association president. Speakers included Clifford C. Hunter, secretary, who reported on the annual

meeting of the International Association of Fairs and Expositions in Chicago; John G. Gordon, Vienna, who reviewed horse and mule pulling contests during 1951; and A. F. Ferchow, Department of Internal Revenue, outlined procedures in handling Federal amusement taxes and Social Security payments.

Hubert W. Elliott, secretary of the Illinois State Fair, and supervisor of State aid, urged more co-operation from the fairs in their applications for aid payments. He also announced that a fair manager's school of instruction would be held sometime after March 15 with the date to be selected later.

Stricter enforcement of running race rules as they apply to jockeys was urged by Jack Stumpe, vice-president of the fair association, who brought up several specific violations during the '51 season.

Other speakers on the program included C. H. Hough, Sandwich, who described the Sandwich Fair's success with a full-time grounds keeper; Ralph Peck, Winchester, headed a panel on horse shows; Roy H. Robinson, Kanakakee; "Tractor Red" Hamilton, Winters, Highland; "Free Admissions" and Highland, "Free Admissions" and Highland. (Continued on page 72)

Georgia Group Elects Hughes Prexy for '52

ATLANTA, Jan. 26.—Otis Hughes, Macon, was elected president of the Georgia Agricultural Fairs' Association at the Piedmont Hotel here Monday (15). He succeeds R. T. Ragan, Eastman, who was elevated to the post of chairman of the board.

Ben Winslow, Manchester, was named vice-president; E. Ross Jordan, Macon, secretary; and Tillie Shapiro, Atlanta, treasurer. Elected to the board of directors were Otis H. Weaver, Griffin; Marshall Jackson, Rome; Sam McGuire, Augusta; Jack Comer, Cordele; Felix Jenkins, Columbus; George Adams, Macon; John L. Sunday, Savannah; and Joe J. Fontana, Augusta.

Nebraska Execs Seek Answer To Carnival Shortage Problem

LINCOLN, Neb., Jan. 26.—Solution to the carnival situation in Nebraska was sought this week by fair executives attending the annual meeting of the Nebraska Association of Fair Managers here Monday thru Wednesday (21-23), but more than several fair boards left the Hotel Cornhusker without midway contracts for this year.

As a result of overlapping fair dates and State legislation that requires midway operators to purchase a special permit, and Nebraska license plates for their trucks, carnival representation here hit a new low.

Earl Ramsey, manager of the Buffalo County Fair, Kearney, and H. B. Manners, manager of the Lincoln County Fair, North Platte, were active in discussions on the problem but no official action was adopted by the association.

The money was received from business firms and individuals, he said, and deed to the property soon will be turned over to the fair. Tract is three miles South of this city on Highway 321.

At the meeting of the State Board of Agriculture, Chet Marshall, Arlington, was re-elected president of the Nebraska State Fair. Other officers include Don Thompson, vice-president; Henry Monday, three-president, and Ed Schultz, secretary.

While carnival representation was light, a total of 31 attractions and show supplies firms had reps here. These included:

- DeWald's Attractions, Barnes-Carruthers Theatrical Enterprises, Pete Bailey Third Show, Hale's Shows of Tomorrow, Eliz & Sons Merriam's Midway Shows, Mario Show Productions, J. C. Michaels, Art B. Thomas Shows, Colorado Wildcat Victory Exposition Shows, William and Lee Attractions, Wheel of Fortune Agency, Rich Brothers, E. O. Smith & Company, Sunny Schells Troupe, George Straka & Company, Gus Sub-Steve, Greenman, Bookings Agency, Paul Long Hodge and the Green Sun ThruLodge.
- Steady Shows, Sitons Amusement Company, Central State Shows, Joe Chiswood Auto Daravertis, National Speed, E. W. Wilson, J. H. Wilson, Central County Fair Shows, Paramount Fireworks Company, Regula Manufacturing Company, Birch Entertainment Inc., Fred Drake Agency, William Attractions, C. W. Darling, Cady Reimister Corral, Gank Music Corporation of America, W. A. Thomas Rides and the Baker Agency.

Northey Named CNE President; Hughes Aims

1951 Commercial Exhibits Net 700G, Up 11G From '50

TORONTO, Jan. 26.—J. A. Northey was elected president of the Canadian National Exhibition for 1952 at the annual meeting this week. He succeeds R. C. Berkinshaw.

R. H. Saunders is vice-president and W. A. Harris is second vice-president. Heading the three sections of the board are W. C. McBrien, S. F. D. Sampson and Kenneth E. Deacon.

Mr. McBrien represents that section covering civic units, while Mr. Sampson represents the industrial section of the fair. Mr. Deacon is representative of the agricultural aspect.

Elwood Hughes, CNE general manager, told the meeting he was interested in developing the exhibition into an international exposition. He said he wasn't referring to "anything about entertainment."

"As long as I am in the driver's seat I will take direction from the board (referring to the board of directors), and I am going to make it as international as possible."

Presenting the annual report for 11 months in 1951, retiring President R. C. Berkinshaw said the exhibition was more national than local in character.

He pointed out that last year's attendance figures did not match the record set in 1950. It did surpass any previous year's total. Rain or snow, he said, combined with some remarkably cold weather cut into the attendance figures. The final total of 2,699,000 fell just 24,000 short of the 1950 record.

The retiring president said all space was sold out well in advance of opening day, but that a rearrangement of space allocations, additional space was available. Revenue from space totaled close to \$700,000, which was \$11,500 higher than any preceding year.

He claimed the CNE was established as the leader in its field, "but it is not a time for complacency or for us to rest on our laurels."

Seeks New Control For Detroit Plant

LANSING, Mich., Jan. 26.—Control of the Michigan State fairgrounds by a nine-man board of fair managers is sought in a bill introduced here recently by Rep. Louis C. Cramton, Lapeer.

The present 20-member board controls the plant only during fair time with the Department of Agriculture having the authority the balance of the year.

Nat'l Orange Show Contracts Fanchon-Marco

SAN BERNARDINO, Calif., Jan. 26.—Contracts for the shows, a vaudeville-type in Swing Auditorium and an one-ring outdoor circus, at the National Orange Show, March 6-16, have been awarded to Fanchon & Marco in Los Angeles, Russell Z. Smith, manager, announced. Obtaining of the pact puts F. & M. back as producer after an absence of three years.

With the theme of the event to be "The Circus Comes to Town," Russell Stapleton, of F. & M., said that the circus show will be designed for the family trade. These performances, two a day, will run about an hour each. The Swing Auditorium event, running 75 minutes, will feature a line of 12 girls and featured television bands and talent. The budget with pay for featured stars from time to time thruout 11-day run will be over \$30,000.

Prior to 1949 when another agency booked the annual Stapleton featured a movie star daily on his program.

With the contract signed this week, Stapleton said that a list of talent will soon be compiled.

Mellville Signs 3 Dixie Events

RICHMOND, Va., Jan. 26.—Frank Mellville, New York booking agent, reported signing the Roanoke (Va.) Fair for the fourth consecutive year; the Wilson (N. C.) Fair for the second year and the South Boston (Va.) Fair at the conclusion of the annual meeting of the Virginia Fair Association.

Wilson will use a high act in addition to a revue presentation, and South Boston will also present a revue, Mellville said.

Lenoir, N. C., Buys New Grounds

LENOIR, S. C., Jan. 26.—Caldwell County Fair here has obtained funds to complete the purchase of a 32-acre tract for use as a fairgrounds, Dr. Verne H. Blackwelder, president, announced.

The money was received from business firms and individuals, he said, and deed to the property soon will be turned over to the fair. Tract is three miles South of this city on Highway 321.

N. D. ASSN. MULLS DECEMBER CONFAB

Robert Finke Elected '52 Prexy, Wright Named Vice-President

GRAND FORKS, N. D., Jan. 26.—The North Dakota Association of Fairs, in an effort to avoid overlapping of its annual meeting dates with those of other State organizations, this week appointed a three-man committee to investigate the possibility of changing its meeting to the second week in December. The action was taken at the organization's winter convention here Thursday and Friday (24-25) in the Dakotah Hotel.

The three-man group is made up of the officers elected here this week, Bob Finke, secretary of the North Dakota State Fair, Minot, president; R. Wright,

Jamestown, vice-president, and Dr. G. A. Ottinger, Jamestown, secretary. Next year's meeting will be held in Fargo.

Attendance at the two-day confab here was hurt by a driving blizzard that made highways impassable and temperatures that plunged to 26 degrees below zero. Key speaker at the business sessions was Don Miller, executive vice-president of the United States Trotting Association, who spoke on harness races.

Attraction representatives, although delayed in some instances by the snow and cold, turned out in good force. Those on hand included Billy and Gladys Williams, Williams & Lee Attractions; DeWaldo DeWaldo's Attractions; Fred H. Kressmann and Rube Liebman, Barnes-Carruthers Theatrical Enterprises; Aut Swenson, Swenson Thrillcade; Carl Marlo, Marlo Booking Agency; Irving Grossman, Irving Grossman-Gus Stein Booking Agency; Ernie Young, Ernie Young Agency; William Ehr, attraction booker, and Art Bries, Theatre-Duffield Fireworks, Inc. Carnivals and their representatives included William T. (Billy) Collins and Art Signor, William T. Collins Shows; Jack Vomberg, Badger State Shows; Mike Smith, Northern Exposition Shows; Charles Carroll and John McDonald, Veterans United Shows, and Al Martin, 20th Century Shows.

Management Course Reset In Michigan

State Association Elects Irving Pratt As '52 President

DETROIT, Jan. 26.—The Michigan Association of Fairs again will sponsor a short course on management, it was voted at the organization's annual convention here Monday and Tuesday (21-22) at the Hotel Fort Shelby. Dates for the course have not been set but they will fall sometime in April, with Lansing again selected as the city.

Irving Pratt, Ludington, was elected president of the association, with Harold Sellers, Choboygan, first vice-president; Clinton D. Buell, Kalamazoo, second vice-president; H. D. Parish, Midland, third vice-president; Joy O. Davis, Mason, fourth vice-president, and Roy Brigham, Marshall, fifth vice-president. Harry B. Kelley, Hillsdale, was re-elected secretary-treasurer.

Principal convention speakers included Walter D. Jackson, manager of the Western Fair, London, Ont., and president of the International Association of Fairs and Exhibitions. Jackson spoke on "Canadian Fairs."

Other speakers included Charles B. Drewry, supervisor of county and district fairs in Wisconsin, whose subject was "Wisconsin Fairs"; William Logan, Bad Axe, led a panel discussion on "Cooperation between schools and county fairs."

Hopkinton, N. H., Elects Kimball

HOPKINTON, N. H., Jan. 26.—Frank M. Kimball has been elected president of the Hopkinton Fair Association. George C. Ciley is vice-president; Charles A. Jones, secretary, and Harold R. Clough, treasurer.

Directors are Kimball, Joseph H. Young, Lewis A. Nelson, Clough, Neal J. Rice, M. R. George, Robert Russell, Harry Wells, Ciley, Richard Hill, Robert B. Farnum, E. W. Holden, Jones, Paul E. Fenton, Robert Culliffe, Harold S. Martin, F. A. Savory, H. L. Holmes and E. Phelps. The dates of the fair are August 30 thru September 1.

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 25 Opera Place, Cincinnati, or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 53.

WANT RIDES

Three or four Middle Riders, could use two of these Killdo Riders for Michigan's First Fair, Lake Okech, Mich., July 4-5. Horse Racing—Horse Chasing—Livestock
H. H. CHASE, Pres.

Winter Fairs

- ARIZONA**
Mesa-Maricopa Co. Fair, March 1-8, Maricopa
Dupoire, 1911 N. 10th St., Phoenix
- CALIFORNIA**
Imperial-California Mid-Winter Fair, Feb. 20-March 2, D. V. Stewart
Indio-Riverside Co. Fair & National Date Festival, Feb. 19-24, R. M. C. Pullen
San Bernardino-National Orange Show, March 6-12, R. Z. Smith
Del Norte-Beas-Hillman Fair, First week in March, Turner
Cocoma-Indian River-Orange Jubilee, Feb. 20-23, R. I. McClure
Daytona-Beach-Hallam Fair, Feb. 18-23
Delray Beach-Gladhill Fair, Feb. 18-23
E. C. Lawrence
Buda-Fla Sportsman's Expo-Lake Co. Fair, March 17-22, Karl Lehmann
Tavares
Fort Myers-Southwest Fla. Fair, Feb. 4-8, Jack D. Hughes
Largo-Florida Co. Fair, Feb. 18-23, J. T. Logan
Orlando-Central Fla. Expo, Feb. 25-March 2, Crawford T. Rindford
Palmetto-Manatee Co. Fair, Jan. 20-Feb. 2, Ed L. Ayers
Plant City-Florida Strawberry Festival, Feb. 25-March 1, O. R. Patten
Tampa-Florida State Fair & Gasparilla, Feb. 25-March 2, J. C. Strader
Winter Haven-Florida Citrus Expo, Feb. 18-23, Phillip Lyons
- LOUISIANA**
Saint Francisville-West Feliciana Fair, Assn. Feb. 21-23, C. L. Powers
- TEXAS**
Fort Worth-Southwestern Expo & Fair Stock Show, Jan. 25-Feb. 1, Raymond Buck
Houston-Houston Fair Stock Show, Jan. 30-Feb. 10, Herman Engel
San Antonio-Livestock Expo, Feb. 18-24, James F. Grock

Revival Plans Completed For Nazereth, Pa.

NAZARETH, Pa., Jan. 26.—Plans for the revival of the Nazareth Fair have been completed, it was announced here this week. Event, which will be sponsored by the Farmer's Market Corporation, is slated for the week of August 4. Joe Sherman has been named secretary.

Sherman said that the midway contract had been awarded to the Lawrence Greater Shows. Other entertainment features will also be contracted, he said.

Add 153 Acres At Ronceverte

RONCEVERTE, Va., Jan. 26.—An additional 153 acres were added recently to the plant of the West Virginia State Fair here. The present plant contains 70 acres. New ground is located directly across the road from the fair and C. T. Sydenstricker, manager, said that the acreage would be used principally for parking this year. The acreage is sufficient to provide for nearly all planned future expansion, he said.

Circus Theme for Nat'l Orange Show

SAN BERNARDINO, Calif., Jan. 26.—Theme of the 1952 National Orange Show here March 6-18, will be "The Circus Comes to Town." Motif will be carried thruout the event, with individual feature exhibits, fruit displays and decorations reflecting the tanhark atmosphere. Governor Warren is expected to be a guest opening day. Final day's feature again will be the American Legion parade, drill contests and stagershow. Russell Z. Smith, manager, said. Cash awards totaling \$33,000 will be distributed among winning exhibitors. All citrus fruits will be featured at this all-industry event. Crafts 20 Big Shows will be on the midway for the second consecutive year. Organization held the local midway past for several years but in 1950 the contract was held by Ferris Quater Shows.

Gaithersburg, Md., Ups Exhibit Space

GAITHERSBURG, Md., Jan. 26.—Montgomery County Fair here will soon start construction of three additional cattle barns for the '52 event, officials announced this week. Midway contract for this year's fair, skidded to be held August 19-23, has been awarded Beam's Attractions. Other attractions are expected to be signed soon.

Illinois State Plans to Add 2,500 Seats

Name Attractions, Tent Show Sought For '52 Program

SPRINGFIELD, Ill., Jan. 26.—Illinois State Fair this year will increase its grandstand capacity by 2,500 seats providing necessary materials are available and federal okay of the project is received. Hubert W. Elliott, secretary-manager, announced this week. The addition would bring total capacity to 14,000, he said.

Attraction plans for this year, the fair's centennial celebration, will again include name entertainers and negotiations are under way to bring one or more motion picture or radio artists to the fair. In addition, a replacement show is being sought for "Holiday on Ice" which was presented in a tent during last year's fair.

A new feature of the fair's horse racing program will be the two Illinois State Fair Colt Stakes, which will pay out more than \$100,000 in prize money. Over 200 entries have already been received, Elliott said. Total prizes for the race program, which will include Grand Circuit and Big Five events, will be in excess of \$235,000.

Other attractions, including the midway, night grandstand, and auto and motorcycle races, will be signed within 30 days, Elliott said. Other plant improvements will be the addition of a paddock illumination and decoration of Lane Boulevard and a general repainting program.

Peoria, Ill., Sets Early Run

PEORIA, Ill., Jan. 26.—Heart of Illinois Fair has moved its 1952 dates forward to June 30-July 6 following a reorganization that has placed fair's control in the hands of the Junior Chamber of Commerce.

Robert Riley, promotional director of Station WMBD here, has been appointed manager of the event, succeeding Paul Nicely, recently resigned.

Other new officers are Robert Bartholomew, first vice-president, and Eddie Sutton, second vice-president. Re-elected officials include Lou Hesse, president; Robert Dickson, secretary, and Harry Short, treasurer.

Attractions signed for this year include Buff Hottle Shows on the midway, a Barnes-Carruthers night grandstand unit, and Jack Kochman's Thrill Show.

Worthington Votes For New Location

WORTHINGTON, Minn., Jan. 26.—After one more year at its present site, Nobles County Fair, held here annually, will be moved to a new location, it was decided at the association's meeting here recently. The fair board empowered a committee composed of Elden Rowe, W. G. Malcolm, J. L. McKeever and Secretary L. A. Hons, to investigate possible new sites. Committee will report its findings when ready.

It was pointed out that the present site, which the fair has retained since 1902, when it succeeded the Worthington District Fair, is now practically swallowed up by residential districts.

Re-elected to office at the meeting were J. V. Johnson, president; C. C. Stover, vice-president; Hons, secretary, and V. L. Kirk, treasurer.

Vegreville, Alta., Re-Elects Cole Prexy

VEGREVILLE, Alta., Jan. 26.—L. S. Cole was re-elected president of the Vegreville Exhibition Association at its annual meeting. George Warren was returned as vice-president and Thomas Casson, secretary-manager. A satisfactory surplus on the year's operations was recorded in the financial report. An extensive program will be carried out in the various junior departments, directors decided.

Carl Bartlett Named Manager At Muncie, Ind.

MUNCIE, Ind., Jan. 26.—Carl Bartlett, this city, has been named the new manager of the Delaware County Fair, officials announced. Bartlett was formerly concession manager.

Attraction plans announced include the Cavalcade of Amusements on the midway, four night of harness racing, one night show by the WLW Midwestern Hayride, Jack Kochman's Thrill Show for two performances and an opening night pageant depicting early day life in Indiana.

Negotiations are also under way to bring one, and possibly two, network television shows to the fair.

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Bloomsburg Signs King Reid for 1952

Truck Org Wins Repeat Date in Stiff Fight; Other Action Light at Pa. Meeting

READING, Pa., Jan. 26.—Bloomsburg Fair awarded its 1952 midway pact to the King Reid Shows for the second consecutive year at the annual meeting of the Pennsylvania State Association of County Fairs here this week.

Interest in the date was keen, with Strates Model Shows, a new railroad unit intent on lining up its first route, providing the principal competition. Reid took the date last year on short notice and after the defaulting of another unit.

Crafts to Repeat On Calif. State Fair Midway

NORTH HOLLYWOOD, Jan. 26.—Contract to play the California State Fair this year has been received here by the Crafts 20 Big Shows and returns the organization to that midway after a year's layoff. Bid was 10.2 cents per capita as against 15 cents last year when it was played by the Ferris Greater Shows.

Orville N. Crafts, owner of 20 Big Exposition, and Fiesta shows, said that the probable line-up for the Sacramento event will be 13 major rides, 12 kiddie rides and 10 shows. Crafts plans to use 40 light towers, 6 searchlights and 3 new illuminated arches.

Crafts will debut the season February 7 with the Exposition unit in Holtville with dates to follow at Calexico, Yuma and Brawley. Following the last named, the show will move to San Bernardino March 6 to play the National Orange Show. On this date it will be combined with 20 Big and Fiesta units.

Managerial line-up this year includes Roger Warren, Exposition manager; Frank Warren, 20 Big; Lee Brandon, Exposition general agent, and Tom Wyckoff, 20 Big agent.

Augusta, Ga., Lures Many Show Units

AUGUSTA, Ga., Jan. 26.—Cecil Wall, former president of the Augusta Exchange Club Fair, reports that an early concentration of carnivals will be found here come spring, lured by the tremendous pay rolls being dispersed by contractors building the near-by hydrogen bomb plant as well as the several major army installations in the area.

The James E. Strates Shows are booked in for a 10-day stand under Shrine auspices. Several truck units are reported to have already set tentative dates, and others are interested in showing here.

Wade Expo Org Adds Equipment, Shows, Concessions

DETROIT, Jan. 26.—The Wade Exposition Shows will take to the road as a full-fledged show unit for the first time this season, with W. Glenn Wade Jr., at the helm. Show was established four years ago by the younger Wade, whose father has operated two units in this territory for years, but consisted principally of a few rides with some added equipment. Show will carry 8 rides, 3 shows, a Fun-house and about 30 concessions.

C. Joe Bennett, general agent for Roscoe T. Wade, brother of W. G. Wade Sr.—for 18 years, moves over onto the Exposition unit in the same capacity. Mrs. Lily Bennett will be secretary. Nucleus of the midway will be a block of 13 concessions booked by Sammy Solof.

He reported at the time that he marshaled a total of more than 50 paid attractions, many booked in especially to supplement his own truck unit.

There was less action for dates this year than last, apparently because considerably more booking had been accomplished in advance of the meeting of fair execs here. Bloomsburg was the only one of Pennsylvania's Big Four fairs regarded as open prior to the meeting. World of Mirth Shows again has Allentown, and Reading and York set by Curtis & Wilson and the James E. Strates Shows.

A number of lesser events were left hanging fire as the meeting neared its end and show managers sought to maneuver so as to have a workable route. Final results of bookings here will influence the future booking of several shows. Many of those that are set here will not enter the New York booking picture, but those with gaps will be forced to again battle for contracts at Albany.

Most of the truck units were reluctant to announce full routes at the conclusion of the three-day meeting here yesterday, indicating the possible need of juggling dates to arrange for the most economical routing.

Attendance was heavy here, as usual, with a large number of show folks on hand, other than managers and agents.

Beam Unit Schedules Dixie Dates

READING, Pa., Jan. 26.—Beam's Attractions are slated to invade Southern territory this year for the first time. Owner Merle Beam reported here this week while attending the annual meeting of the Pennsylvania Fairs Association.

Beam said that a series of fair and celebration dates were already set in Virginia and North Carolina and that more are expected to be added. The announcement of dates will come after the route has been completed, he said.

Beam and his manager, Steve Decker, are handling the bookings. The 23-year-old organization has confined its dates in the past to Pennsylvania, its home State and Maryland.

B. V. Nessler Sets '52 Route

SPRINGFIELD, Ill., Jan. 26.—Nessler's Greater Shows have almost completed their '52 route of fairs and celebrations and will tour Illinois, Indiana, Arkansas and Missouri. B. V. Nessler, manager, announced at the Illinois fair convention here this week.

A two-ring circus Side Show will be added this year and the org will carry five major and three kiddie rides. Work is under way at the Sandoval, Ill., winter base, where seven men are busy getting equipment in shape for the April 26 opener in Terre Haute, Ind.

Nessler, who was accompanied here by Mrs. Nessler, P. J. Smith and James Nessler, closed here to provide the midway at the Marshall and Brownstown, Ill., fairs.

Charles Farrell, Casey Sec'y, Dies

WINNIPEG, Jan. 25.—Funeral services were held here recently for Charles Farrell, 63, secretary of the E. J. Casey Shows, who died in a Winnipeg hospital.

A veteran in the business, Farrell was a member of the Knights of Columbus, Holy Name Society and an active church member. He is survived by his widow, Alice; two sons, a daughter, two brothers and a sister. Burial was in St. Boniface Cemetery.

Royal Crown Adds 2 Fairs At Ill. Meet

SPRINGFIELD, Ill., Jan. 26.—Royal Crown Shows added two new fairs to their route here this week at the Illinois fair meeting, closing with Mount Vernon and Martinsville. The former annual will follow the Olney, Ill., July 4 celebration, previously announced. Bob Mack, general agent, who repped the show here, said several other dates were pending.

Bill Gullette, owner of Imperial Shows, was one of the buster execs here, signing contracts with fairs at Mendota, Carrollton, Aledo, Taylorville, Fairbury, Le Roy and Knoxville, most of which have been on Imperial's route for seven years. Also here from the show were Mrs. Gullette, Mr. and Mrs. E. L. Ward and Mr. and Mrs. E. Hub Luehr.

Sunset Amusement Company virtually completed its '52 route here this week by signing with the (Continued on page 65)

Strates Model Sets Finale for Miami Shrine

RICHMOND, Va., Jan. 26.—David B. Endy, manager of the Strates Model Shows, this week announced that a November wind-up date had been definitely set for Miami.

The Shrine will sponsor the date. Endy has staged many events for that group in the past. Endy said the finale will have the advantage of being scheduled during the period when both the horse and dog tracks are closed.

St. Louis Fems Install Prexy

ST. LOUIS, Jan. 26.—Jeanette Hart was installed as president of the Missouri Show Women's Club at appropriate ceremonies in the York Hotel here Thursday (17).

Also inducted into office were Teresa Sidenberg, first vice-president; Clara Campbell, second vice-president; Verna Schantz, third vice-president; Marguerite Lohmar, treasurer; Faye Davis, secretary; Babe Weinstein, social secretary; Eleanor Gydina, sergeant at arms, and Rose Brown, chaplain.

Estelle Regan, outgoing president, turned the gavel over to the new president, Jane Bunting served as fessce, and Mary Russo and Arlene Sidenberg as pages.

Flowers were received from the ladies' auxiliaries of the Miami Showmen's Association, Showmen's League of America, Greater Tampa Showmen's Association, National Showmen's Association and the International Association of Showmen.

Following the ceremonies, a reception was held at the club-rooms with a buffet lunch served by Dutch Myers. Entertainment was presented by Loretta Rexford (Continued on page 65)

Tatham Bros. Adds 3 Rides

SPRINGFIELD, Ill., Jan. 26.—Tatham Bros.' Shows will go out this year with an expanded ride line-up, having recently purchased a Midge-o-Racer, Rolloplane and Bulgy the Whale, Bill Tatham, announced at the Illinois fair meeting here this week.

In addition, the show has added to its truck fleet by the purchase of three new Chevrolet rentals and a Reso three-ton van. Tatham and Mrs. Tatham recently returned from a four-week vacation in Russia, Fla.

C&W Buys 5 R-B Flats, Ups Train Total to 40

RICHMOND, Va., Jan. 26.—Five new flat cars have been added to Cetlin & Wilson Shows' train for the 1952 season, Jack Wilson and Issy Cetlin announced here this week.

The new units, which will boost the train total to 40, were purchased last week from the Ringling Bros. and Barnum & Bailey Circus for a reported \$10,000. Cetlin acted for his organization while Frank McClosky, manager, represented the Ringling circus.

The show owners said the new cars were needed to transport planned additional show features. They will also serve to ease the strain of tight loading, a problem throughout the past season.

Need Only Lettering

The flats arrived at the show's Petersburg, Va., quarters last Monday (20). Units are in excellent shape, Wilson said, and need only to have the new title lettered on the sides. This work will be undertaken immediately, he said.

Wilson said that the show's announcement that it would feature Peter Gary in the principal revue unit had been received enthusiastically. Special matinee promotions will be built around the singer and new paper, including 24 shows, is now being devised. Gary is now in Hollywood making Technicolor trailers to aid in the promotion of the venture, Cetlin said.

Show has a solid route with the following fairs announced: Fort Wayne, Ind.; Danville, Ill.; Ionia, Mich.; Sedalia, Mo.; Indianapolis; Reading, Pa.; Richmond, Va.;

West Coast Expo Gets Sky Ride; Adds to Fairs

SAN FRANCISCO, Jan. 26.—West Coast Shows and West Coast Exposition Shows will soon launch their 1952 season with new fair dates added to an impressive repeat route. Mike Krekos, general manager of the organization, has purchased a new Sky Ride to augment the kiddie line-up on the Exposition unit.

Everett W. (George) Coe, business manager, and Bobby Cohn, general representative, adding the San Luis Obispo County Fair to Paso Robles during the Western Fairs Association meeting in Coronado last November. Coe has since negotiated the contract for the Monterey County Fair, which will be played by the Exposition unit.

Cohn signed Placer County Fair, Roseville, as a new spot with repeat dates being paced for Red Bluff (Calif.) Rodeo; Livermore Rodeo; Jackson Picnic; Lodi Picnic, and the Solano County Fair in Dixon.

Strates Family Returns From European Trip

ELMIRA, N. J., Jan. 26.—Mrs. James E. Strates and her daughters, Elizabeth and Theodora, returned to their home here last week after a three-month tour abroad. The journey was made principally to visit the showman's relatives, including his mother and brother, but stopovers were also made in Cairo, Naples, Rome, Florence, Genoa, Milan, Geneva, Paris and Amsterdam. Christmas was spent in London.

Four full columns, including text and pictures, were devoted to the voyage by The Elmira Sunday Telegram. Living conditions abroad were described, as was the opposition of Strates' brother Nick to the Greek Communist movement. The latter has been captured and beaten twice by the guerrillas.

While the family was overseas, Jimmie Strates was organizing a second railroad show and lining up dates for his units in addition to operating his several other enterprises.

Atlanta; Spartanburg, S. C.; Macon, Ga.; Florence and Sumter, S. C.

With Sedalia, Indianapolis, Richmond and Atlanta all requiring two weeks, the show's fair route will encompass a total of 16 weeks, the longest in the org's history, Wilson said.

Dixie Gordon Named WOM Gal Unit Mgr.

RICHMOND, Va., Jan. 26.—Dixie Gordon will operate the major girl revue on the World of Mirth Shows this season. Frank Bergen, general manager, announced this week. Plans are already in the works for the complete revamping of the unit, Bergen said.

Miss Gordon has had several years' experience with revue units on major carnivals and at one time assisted her late husband in the operation of the World of Mirth unit. She is residing in Tampa for the winter and is now contracting personnel and designing sets and costumes.

Bergen said that the 1952 presentation would be new in every respect with work slated to begin on the front and stage next month in winter quarters here. Plans are to invest a considerable sum in the show, both to assure its meeting the highest standards for back-end attractions and because an excellent season is in prospect, he said. It will be an office presentation with all expenses guaranteed.

NSA Ladies To Entertain Servicemen

NEW YORK, Jan. 26.—Ladies' Auxiliary of National Showmen's Association will entertain 50 servicemen from St. Albans and Fort Hamilton Navy and Army hospitals Wednesday (30) at Rosoff's Restaurant here.

Mrs. Bess Hamid, new auxiliary president, will foot the bill for 10 of the GI's; Molly Rosenthal, 10, and the remainder by the other members of the ladies' group. Entertainment program will be handled by Anita Goldie, and a pianist will play for singing and dancing.

Red Cross will transport the servicemen to the restaurant, with a doctor and nurse in attendance. The 50 will receive gifts and cigarettes.

Haggerty to Pilot, Agent Crafts Fiesta

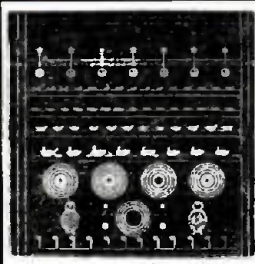
NORTH HOLLYWOOD, Jan. 26.—Leo Haggerty, veteran road show advance man, has been named manager and agent for the Crafts Fiesta Shows. He succeeds Howard Coffelt.

Fiesta Shows, the No. 3 unit of the Orville N. Crafts organization, is expected to open March 6 at the National Orange Show in San Bernardino, where it will augment the equipment of Crafts' 20 Big and Exposition units.

Bryan, Tex., Fair Pacts Brashear

BRYAN, Tex., Jan. 26.—American Midway Shows were this week awarded the midway contract at the Brazos County fair here, October 6-11, Don M. Brashear, org's manager, announced. The latter signed for the show while the fair was represented by George A. Adams Jr., president; Joe Pletcher, manager, and Beaver Thomas, concession committee chairman.

The annual operates with a free front gate and is planning a night-giveaway, with an automobile set for the final night of the fair.



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P. O. Box 456, Little River Sta., Miami, Fla.
P.S.: I want to buy a big Python Snake—20 ft. or bigger.

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Palmetto, Fla., this week; P. O. Box 515, Tarpon Springs, Fla. (Phone 5121). Feb. 3 to 14; then Winter Haven, Fla.

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Palmetto, Fla., this week. P. O. Box 515, Tarpon Springs, Fla. (Phone 5121), February 3 to 14; then Winter Haven, Fla.

Midway Confab

Mr. and Mrs. P. to Anderson, of Anderson's Concessions, Fort Wayne, Ind., and the firm's secretary, Mrs. Opal Houser, are on a buying trip in the East and New York. They stopped off en route to visit friends on the Orrin Davenport Shrine Circus in Toledo. Anderson says that the ork will operate its concessions at spots played in the past in addition to providing stands at the Fort Wayne Major Girls baseball team games this season... Roy Wallace.

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 25 Oppers Place, Cincinnati, or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 53.

is in Indianapolis quarters readying his Illusion and Side Shows for the coming season. He says that he didn't sign any contracts at the recent Indiana fair meetings, but is planning a route in the sticks away from television areas. Peggy Morrison, who spent the holidays with the Wallaces, has returned to Pennsylvania where she again will operate concessions.

Among showfolk on hand for the annual meeting of the South Carolina Association of Fairs in the Jefferson Hotel, Columbia, January 16 were John and Marie Vivona, Morris Vivona, Red Hicks and Art Rieley, all of Vivona Bros. Shows, and F. O. (Tarsan) Banks, Wild Life and Snake Show operator. Al Zellers, concessionaire and ride unit operator of Pittsburgh, visited the Farm Show in Harrisburg, Pa. Dick Franklin accompanied him. Bobbie and Peggy Burns, who are spending the winter fishing in the Gulf of Mexico, recently took delivery on a new house trailer.

James L. and Lois Reed are wintering with the latter's mother and sister at their home in Dyersburg, Tenn. Reed leaves about January 15 to resume his duties as second builder on Wallace Bros. Shows, making his 18th year with the org. Charles and Joe Martin booked their concession with Pioneer Shows on a recent visit to org's quarters in Waverly, N. Y. Other visitors included George Harmon, Harry McGregor, King Ward, Mary Fein and John Gallagan.

Mr. and Mrs. Walter Hartscock, of Hartscock Bros' Shows, have been vacationing in Long Beach, Calif., and will spend a few days in the San Bernardino Orange Show before returning to their home and winter quarters in Brashear, Mo. Line-up of Mose Taylor's Bronze Steppers includes Jimmie (Yellow) Savage, business manager and emcee; Gilbert Scott, trombone and band leader; L. M. Holmes, trumpet; William Howell, sax; Taylor, drums; Frank Davis, guitar, and Pete Ellis, piano. Cal Harding directs the chorus, which includes Anna May Jones, Dot Thornton and Mary Jackson. Comics are Curly Thornton and Henry Boston. Mrs. Ola Scott is a feature.

Robt Del Mar recently filled a singing engagement at the Carnival Lounge, Pittsburgh. After renewing acquaintances with Barbara LeMay there, he was accompanied back to Boston by Carmen Del Rio and Gino Magrini. Rita Rays has returned from the West Coast for a Southern tour. Her Girl Show opens March 1 in the South. John Willander, of Laurel, Miss., is in Hot Springs under the care of Dr. Black.

Charles H. Hodges, Coldwater, Mich., is scheduling a block of seven shows to travel with the Gooding Amusement Company for the fair season in 1952. Elmer F. Cote, owner of the Cote Exposition Shows, who suffered a heart attack last fall, made his first public appearance at the Michigan fair meet, and is planning to take his show out as usual this season. Harold Lucas is joining the Down River Shows with a Rock-o-Plane and Screw-Ball, to open in the Detroit area April 10. Mark Williams, wintering at Miami, will join the Down River midway with a 10-in-1 Snake and Two-Headed Baby shows.

Louie Berger, agent for the A. C. of A. Shows, was released from a Chicago hospital, Tuesday (22) after two operations.

Carl E. Manthey Jr., merchant seaman, who expects to be back operating the Funhouse on Vivona Bros' Shows and hopes to purchase a Miniature Train for the coming season, writes from Szmir, Turkey, that his latest voyage has taken him to Yugoslavia, Greece and Italy. He was impressed by picturesque Szmir, but all hands on his vessel were restricted to ship after midnight because the locals play rough. Carl figures to return to the U. S. by mid-February.

Sedlmayr, Young Win "A"

comedy: Sharkey the seal; Lang Troupe, teeterboard; Dalton and Bailey, comedy, and a 20-girl line. Alex McPhail, Brandon, Man., outgoing president of the A. Circuit, said the exhibition set-up in Western Canada compares favorably with groups in Eastern Canada and in the United States. "As far as I am aware," he commented, "the midway has been kept clean."
J. G. Wilkinson, Moose Jaw, Sask., president of the B Circuit, presented the agenda for that group's sessions.
Election of new officers Wednesday (23) put George Edworthy, Calgary, in as president of the A group. W. Muir, Edmonton, is vice-president, and Mrs.

Letta Walsh was elected secretary. Officers of the B loop for the coming year are John Wilson, Carman, Man., president; George K. Ross, Lloydminster, Sask., first vice-president; S. L. Small, Prince Albert, Sask., second vice-president, and J. K. Hyde, Portage La Prairie, Man., third vice-president. Keith Stewart, Portage La Prairie, continues as secretary.

Among the show people registered were:
Frank Conklin, J. W. Conklin & Company, Toronto; E. J. Casey and J. C. Baillie, E. J. Casey Shows; William T. Collins and A. Signer, W. T. Collins Shows; James Sullivan, Wallace Bros. Shows; Carl J. Sedlmayr, C. J. Sedlmayr Jr. and R. L. Lehman, Royal Americana Shows; J. C. McCarty and Paul Olson, Amusement Corporation of America; Gerald Swetness, World of Mirch Shows; Fred H. Krosenman, Bernice Carrouses, Treasures Enterprises, Chicago; George B. Flint and W. E. Dodel Howe, Royal Woodfolk Agency, Chicago; Abi Grossman and E. O. Nicholls, Garyland Shows; Irvin Grossman and Hal Sandt, Irving Grossman Agency; Joe Millers, Trade Young, Erie Young Agency, Chicago; L. N. Pickett, Chicago; T. W. Hand Fireworks Company, Ltd.; Joe Godin, Interstate Fireworks Manufacturing Company, Ltd., Frank P. Duffield, Theatre-Duffield Fireworks, Inc., Chicago; William King Kies Show Prints; Pat Hess, F. J. Marks & Sons, concessionaires; Teddy Webb Webb's Frozen Custard and Fred McGuire, The Billboard.

L. J. Heth Org Names Saladino Special Agent
NORTH BIRMINGHAM, Ala., Jan. 26.—Sam Saladino, veteran outdoor billposter, has been named special agent for the L. J. Heth Shows, Joe J. Fontana, general agent, announced here at the org's winter quarters.
Saladino is president of the Birmingham billposters' local.

Michigan Fair
Continued from page 53

day night, sprung a big surprise, when, meeting to hear bids for the '52 midway it announced that no games concessions, including even guess-you-weight and guess-you-age, would be allowed. Only eat and drink concessions and merchandise stores, such as novelties and jewelry stands, would be permitted, the group told the bidding carnival reps.
The committee heard presentations from four carnivals, but deferred awarding the midway contract until February 21, when the full membership of the board will meet.

Carnival bidders were Al Wagner, of the Cavalcade of Amusements, holder of the contract for the past two years; Doug Wade and Charlie Hodges, representing the W. G. Wade Shows; Dave Endy and R. C. McCarier on behalf of the new Strates Model Shows, and Ray Marsh Brydon, midway show operator.

The one-man jury investigating the State fair affairs has the same power as the traditional 12-man grand juries common in other States. It was named last October and prior to the convention here this week had heard testimony from State fair board members, fair officials, attraction bookers, concessionaires and others.

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Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 26.—Meetings of the board of governors and the general assembly Wednesday night (23) were conducted by Second Vice-President Joseph A. McKee. Other officers on the date were Harry Rose, treasurer; Max Hoffmann, counselor, and Dr. Jacob Cohen. A telegram was read from Fred C. Murray, chaplain, who was unable to attend.

Mrs. Bess Hamid, new president of the ladies' auxiliary, was invited to attend the meeting and was welcomed by the gathering. She pledged co-operation by the ladies' group in securing a new home for the association. Treasurer Rosen advised that the annual financial report would be given at the next meeting.

Jeff Harris, who suffered an accident recently, expects to be admitted soon to Baker Memorial Hospital, Boston. Felix Zucht is out of the hospital and recuperating at home after surgery. In New York are Max Arnold, Wadsworth Hospital; Jack Lichter, Kingsbridge Veterans' Hospital; Jack Siegel, Bellevue Hospital, and Charles Lawrence and Jack Groden, recuperating from illness and injury at home.

Those who dropped by recently included Dr. Dudley Cooper, Norfolk; Eli Guralsky, Murray Zand, Charles Smith, Max Tonkin, Joseph Spivak, Julius Roth, Max Seekin, Ward Graves, Harry Horner, Louis Zuckowitz, Edward McKee, Andrew Strvker, Henry Kaufman, Harry Levine, Louis Rosenthaler, Jack Weinberg, Lee Lewis, Dan Thaler and David Brown. On vacation are Mr. and Mrs. Mack Kassow at Hot Springs and Mr. and Mrs. Sam Peterson, Miami.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Jan. 26.—President P. W. Sietland called his last meeting as president here January 21 as a full house turned out for the annual election of officers. Five new members were accepted and presented to the body: Anthony Masseth, owner of the Redwood Empire Shows, Carroll Kaler, Lucille Z. Cherry, Dee A. French and N. C. Cornell Jr. Voting were Mr. and Mrs. B. W. Harris, Mr. and Mrs. L. F. Browning and Mr. and Mrs. W. D. Shlinners. The auction committee reported that last week's annual auction showed a profit for the club.

Walter Towers was awarded a paid membership card for securing the most new members in 1951. Sick committee reported H. Siebrand and Harry L. Gordon up and around. Marie Berko is home from the hospital but Bill Solomon is still confined. Election returns at the close of the meeting disclosed a new slate of officers elected for 1952, as follows: Don Hanna, president, who moved into top spot after

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Jan. 26.—Meeting was held January 21 with Nat Rodgers, first vice-president, presiding. On rostrum were Vern Korhan and Harry Julius. After the meeting dinner was served to members and their families in celebration of the club paying off the last of debentures on the \$75,000 building. George Rhinehardt and Earl Maddox prepared dinner in absence of Joe Pontico, who is on the sick list. Twenty door prizes were given away Saturday night at the dance.

Jack Norman received a letter from the Bay Pines Veteran Hospital, asking for entertainment for the veterans in February. Norman and Irish Gaughn will be in charge of arrangements. The club topped other organizations January 19 for the polo drive and assisted in the March of Dimes benefit. Andy Zane has charge of the club's softball team.

Ladies' Auxiliary

Mrs. Evelyn Kleider, president, was in the chair at the regular meeting. Other officers present included Dolly Young and Virginia McGee, vice-presidents; Grace Ellingham, secretary; Ellen Edwards, corresponding secretary, and Elsie Owens, treasurer. Lucille Lichter read the invocation.

New members include Alice Marie Shaw, Nella Mae Stokes, Arthelia Louise Luat, Jessica Rogers and Dora Rena. Committee reports were heard from Blanche Lemesh, welfare; Helen Julius, sick; Ida Morin, house; Esther Young, entertainment; Virginia McGee, ways and means; Micky Wenzik, refreshments; Geraldine Gaughn, library, and Ellen Edwards, garden club.

Helen Julius, chairman of the March of Dimes benefit, announced the following co-chairmen: Leona Plas, ushers; Rosie Hunter, soft drinks; Mary Wenzik, popcorn and peanuts; Virginia McGee, bar; Esther Young, front door; and Leon Miller and Bertie Perrott, candy pit.

Volunteers to work the sidewalks during the drive will include Virginia McGee, Mary Pasterczyk, Carol Abraham, Myrtle Jeter, Esther Young, Leona Plas, Dauno Young, Micky Wenzik, Bertie Perrott, Jeri Ringlin, Lois Sedlmayr, Marie Waver, Martha Wagner, Edie Thompson, Arlene Gruber, Vera Hauk, Helen Julius, Lorraine Brady and Sally Brown.

Next official meeting will be January 30 when officers will be elected.

Walter Towers was awarded a paid membership card for securing the most new members in 1951. Sick committee reported H. Siebrand and Harry L. Gordon up and around. Marie Berko is home from the hospital but Bill Solomon is still confined. Election returns at the close of the meeting disclosed a new slate of officers elected for 1952, as follows: Don Hanna, president, who moved into top spot after

Showmen's League of America

CHICAGO, Jan. 26.—C. J. Sedlmayr Jr., second vice-president, returned from the Winnipeg fair meeting in time to preside at the regular Thursday (24) meeting. Also on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary, and past president C. J. Sedlmayr Sr., and Lou Keller.

George W. Johnson away on a business trip. Joe Murphy expects to leave the hospital soon and Louis Belden reported to be showing improvement. Nothing new on O. Buck Saunders. H. B. Stiver and W. C. Deneke.

Temporary offices are still located at 54 W. Randolph Street here, with nothing new to report on a new location. Mr. and Mrs. Pety Pivor arrived here recently from Hot Springs. Pete Norman is also back with a Florida tan. Gerald Snellens was in town for the meeting.

Ladies' Auxiliary

The auxiliary's 34th anniversary was observed Thursday (24) with a party at the clubrooms in Hotel Sherman. Clara Etta Barker was hostess, assisted by Harriet McBeath. A gift was forwarded to Mrs. Al Wagner, president. Attending were:

Mrs. Mae Taylor, Mrs. Lucille Hirsch, Mrs. Carmella Horan, Mrs. Robert H. Miller, Blanche Latta, Mrs. Henry T. Belden, Mrs. Ralph W. Glick, Mrs. L. M. Brumleve, Lillian Lawrence, Clara Etta Barker, Mrs. Joe Streibich, Mrs. George Rollo, Frances Keller, Maurie Brown, Evelyn Dock, Viola Parker Moore, Louise Donahue, Margaret Hoek, Harriet McBeath and Margaret Filigrasso. Members of SLA who attended were Joe Streibich, A. E. Dumont, John Bokove, Chester Barker, Bob Kelly and Ralph W. Glick.

Thursday night was regular meeting night with Mrs. Mae Taylor presiding in the absence of Harriet Wagner, president, who is ill here. Tampa Municipal Hospital. Other officers present were Mrs. Louis Keller, second vice-president pro-tem; Mrs. Lucille Hirsch, third vice-president; Mrs. Carmella Horan, treasurer, and Mrs. Elsie Miller, secretary. Invocation was given by Edith Streibich, chaplain pro-tem. Blanche Latta, chaplain, sang at the home. Other songs consisting from illness are Billie Wasserman and Ann Sleyter.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

The annual installation dinner of the auxiliary was held in the banquet room of the Elks' Hotel. Affair was under the direction of Chairman Ann Doolan, acting as mistress of ceremonies and installing officer. She was assisted by Virginia Kilne, as acting chaplain and escort. The outgoing officers for 1951, Opal Manley, president; Gladys Mackey, first vice-president; Esther Carley, second vice-president, and Florence Webber, third vice-president, were escorted to the rostrum by Virginia Kilne. President Manley was presented with a bouquet of red roses, while each of her officers were given corsages of baby orchids.

Incoming president, Lucille Dolman, was then escorted into the banquet room and to the rostrum and presented with the traditional bouquet of red roses, and her officers, in turn, were also escorted to the rostrum and given corsages of baby orchids. The new officers to serve with President Lucille Dolman, are Clara Connors, first vice-president; Fay Prosser, second vice-president; Marie Rhodes, third vice-president; Grace Merkel, secretary, and Peggy Forstall, treasurer.

President Lucille Dolman, and her officers, were installed in their respective offices by installing officer Ann Doolan. Mrs. Doolan then gave a splendid eulogy to the auxiliary and its members. Fifteen past presidents attended the dinner and were seated at a specially decorated table, and as each was called upon by the mistress of ceremonies, she was presented with a gift from the auxiliary. The outgoing president was presented with a gold life membership card, and a special gift from the auxiliary, and both the secretary and treasurer were presented with a special gift from the auxiliary. Assisting at the candle ceremony

Miami Showmen's Association

236 West Flagler Street.

Ladies' Auxiliary

The auxiliary held its second meeting of the year January 20, with 88 members attending. Mae Levine, president, opened the meeting, with all officers present. Mrs. Anna Halpern, past president of the Ladies' Auxiliary of National Showmen's Association, was guest of honor, and also became a member of the Miami club. She is staying at the Roney Plaza Hotel, visiting with Mrs. Impelleri, wife of the mayor of New York. Pansy of Pansy's Flower Shop, gave a demonstration of flower arrangements for the home. Recess was called for the Penny Parade and the Dark Horse.

About 600 guests turned out for the club's "Follies of 1952" at the Electricians Auditorium January 20. The two-hour show was presented by one of the variety units of The Miami Daily News, with club members also presenting skits.

Participating in the Charleston dance were Carin Glass, Mickie Levine, Marie Fellman, Ella and Ruby Dodson, Myrtle Brooks, Helen Eule, Margaret Lehman and Lillian Goldberg. Rendering vocal were Arlene Gross, Winnie Edwards, Dolly Kramer, Regina McLinden and Peggy Helman. Jimmie Ferenzie offered his strip tease.

Mrs. Essie Tate was in charge of costuming, with Mrs. George Barnett at the door, and Mrs. Kitty Glasser handling the refreshments.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 26.—Thursday's (24) meeting was the first at which Al Prosper presided since being elected president. He has been ill and unable to attend earlier meetings. On the rostrum were Al Prosper, past president; Eubey Cobb, secretary, and P. E. Waughn, acting treasurer.

Talks were made by Hottle; John Francis, past president; J. P. Murphy; Orville Hagen; Cy Horowitz, and John Delany. A Valentine party will be held February 16. Club rooms have been painted and redecorated.

Lyons Community Cele Dates Set

CLINTON, Ia., Jan. 26.—Lyons Community Activities, Inc., will stage its annual Lyons Community Birthday Party here July 16-18. Stanley Mayer, secretary, announced.

K. H. Garman's Sunset Amusement Company will provide most of the midway rides and shows for the street celebration, believed to be one of the largest of its kind in the State.

A free attraction will be presented each day of the run, Mayer said. Glenn Sanger is the sponsoring committee's president.

Prescott, Ark., Elects

PRESCOTT, Ark., Jan. 26.—Ellis Stewart, this city, has been elected president of the Nevada County Fair here. Roy Loomis was named vice-president; John Gann, general manager; N. N. Daniel, assistant manager, and Jada McGuire, secretary-treasurer.

were Past President Opal Manley who lighted the candle for the auxiliary; Ann Doolan, for the Showmen's League of America, Chicago; Virginia Kilne for the Heart of America Club, Kansas City; Alicia Foster for the Missouri Showwomen's Club, St. Louis; Blanche Henderson for the auxiliary, National Showmen's Association, New York; Edith Walper for the Lone Star Club, Dallas; William Krug for the auxiliary, National Showmen's Association, Detroit; Edith Hargrave for the auxiliary, Miami Showmen's Club, Miami; Trudi DeSanti for the auxiliary, Greater Tampa Showmen's Club, Tampa; Nellie Baker Ramsey for the Show Folks, San Francisco; William Schube, for the regular Associated Troupers, Los Angeles; Evonnc Bailey for the Caravans, Inc., Chicago; Nina Rodgers for the Hot Springs Showmen's Club, Hot Springs, and Peggy Steinberg for Phoenix Showmen's Club, Phoenix, Ariz.

Dinner was served and favors were given each of the ladies. They were entertained during dinner with music by Don Garback, and later in the evening a short concert was given by a pianist.

Snider Answers Smith Charges

SACRAMENTO, Jan. 26.—Charges hurled at the November meeting of Western Fairs Association that the State division of fairs and expositions opposed horse shows were denied here by A. E. Snider, annual chief, at a meeting of the Senate and Assembly interim committee on fairs and expositions.

Snider read a 14-page statement answering the charges made by J. A. Smith of Los Angeles. He had complained that fair managers are handicapped by policies of Snider's office and that the State accounting system for expositions was inadequate.

"As to Mr. Smith's allegations concerning my 'dictates' rulings and attitudes," Snider testified, "our division has neither the authority nor the desire to dictate to any district or county fair or anyone connected with the fair program, including exhibitors."

"Our job is to advise, counsel and co-operate with fair personnel to the end that every fair receiving State financial aid will do an outstanding educational job in its community."

Snider disagreed with Smith, breeder of hackney and show ponies, that a board be created to conduct not more than 10 regional horse shows a year.

"This proposal would create 10 specialty shows to cover one phase of the present fair program. If such specialty shows are limited to the so-called high-tailed shows they would reach only a minor percentage of the exhibitors now reached by the horse show programs of the fair," Snider argued.

The chief of fairs declared there has been a decline in interest in the formal horse show and many of the county and district events sponsor the Western displays, featuring work horses. Snider agreed with Smith's complaint that there are too many fairs and too many horse shows.

Frie MacLachlan, chief of the State division of audits, denied Smith's accusation that the present system of checking was inadequate.

Smith's charge that Western Fairs Association was an organized lobbying group was denied by Louis S. Merrill, WFA manager. He added that out of a budget of nearly \$50,000, only about \$1,500 was spent in 1951 to influence legislation.

C. B. (Jack) Afterbaugh, president and general manager of the Los Angeles County Fair, Pomona, in answering the allegation that the bookkeeping system was slipshod introduced Harry McBeth, Los Angeles accountant, who testified that the fair's accounting met high standards.

Concession Contracts At San Antonio Expire

SAN ANTONIO, Jan. 26.—Concession contracts covering operations at Municipal Auditorium, San Pedro Playhouse and Brackenridge Golf Course Restaurant terminated with the death of H. W. Reinold, according to a city attorney's ruling here. The contracts for city park concessions remain in force. It was ruled.

Reinold had sent incorporation papers to the State on January 4. He died on January 7, and the concession company was granted a charter on January 10. The attorney ruled that the contracts had terminated because the corporation did not exist until after Reinold's death.

LETHBRIDGE, Alta., Jan. 26.—A. W. Shackelford has been re-elected for his sixth term as president of the Lethbridge and District Exhibition at Rodeo here. Charles A. Bryant was re-elected vice president, and Charles E. Parry was reappointed secretary-manager.

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Commencing February 11; one week, white lot; second week, colored lot. Rides of all kind. Concessions of all kind. Can also place same for this week. Phone 212, opening Wednesday, January 30. Wire—Willis

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THAT SELL FOR \$50 EACH!

15 Sample Ultra-Blue Sign, Full 9.00
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Address: **LOWY**
612 Broadway, Dept. 444
New York 3, N. Y.

FREE DELIVERY
ANYWHERE IN THE U.S.
B-15—Cowboy Line Key Chains
ONLY \$2.00 net per 100—Minimum
orders \$50. Send cash or check
with order.

HOPKINS NOVELTY CO., INC.
394 Branch Ave., Providence 4, R. I.

GIVE TO THE RUNYON CANCER FUND

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

ACCORDIONIST—MAN OR WOMAN FOR
club—please society. Good salary. Good hotel location. Good salary. Also need tenor sax. Write: Contact Orchestra Leader, Base Blvd Club, Springfield, Ill.

ADVERTISING REPRESENTATIVE
Wanted full or part time. Good salary. Write in reply: 532 Pine, Long Beach 12, Calif.

AGENCY TO BOOK FINE
Male show men. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

CAVALLARIST—PIANIST TENOR
Solo lead trumpet, drummer playing 1942-43. Latin, tenor band. Write: 1000 Madison Ave., New York 17, N. Y.

EXPERIENCED SHORT HANDED SHOOTING
Gallery Operator. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

HOTEL BAND WITH CBS WIRE HAS IM-
mediate opening for tenor sax, doubling violin, percussion. High caliber. Must read English. Write: Irene Prince, Van Clieve Hotel, Boston, O.

LADY—FREE TO TRAVEL, DIRECT LO-
cal talent place, smaller cities. U.S. Com-
pany, Inc. 2110 Broadway, New York 17, N. Y.

EXPERIENCED MUSICIAN
position. Immediate opening. Write: 1000 Madison Ave., New York 17, N. Y.

LARGE CARNIVAL WANTS EXPERIENCED
for starting March. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

MUSICIAN WANTED—TRUMPET AND
Tenor sax. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

PIANIST—TO JOIN TRIO: READ, PAUL
Vocal, guitar, piano. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

REPRESENTATIVE FOR SEVEN
national companies. Call or write: 1000 Madison Ave., New York 17, N. Y.

WANTED—GROOM THAT DRIVES TRUCK
all year round job. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

WANTED—DRY CLEAN UNDER FOUR
feet high. Must be well known. Write: 1000 Madison Ave., New York 17, N. Y.

WANTED—TRUMPET MAN, ALSO DRUM-
mer. Must read, take, cut shows. Write: 1000 Madison Ave., New York 17, N. Y.

WANTED—MUSICIAN FOR HADAN
Wallace. Write: 1000 Madison Ave., New York 17, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1
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BANDS & ORCHESTRAS

DOC COOK'S ORCHESTRA—AVAILABLE
for general club work. Write: 1000 Madison Ave., New York 17, N. Y.

CIRCUS & CARNIVAL

CLOWN AVAILABLE—PLENTY TO OF-
fer. Come to produce entire show. In-
clude clown, circus, party, etc. Write: 1000 Madison Ave., New York 17, N. Y.

COMBINATION MAN—A SIGN PAINTER
32 years. A. N. S. 1000 Madison Ave., New York 17, N. Y.

MAN, 35 HEAVILY TATTOOED
Wanted for starting March. Good salary. Write: 1000 Madison Ave., New York 17, N. Y.

HYPNOTIST DESIRES JOB—NIGHT
clubs, private parties, personal instruc-
tion. Write: 1000 Madison Ave., New York 17, N. Y.

MUSICIANS'

A BASS-GUITAR MAN, SOLO: WOULD
take job in Western swing band. Write: 1000 Madison Ave., New York 17, N. Y.

ALSO ORGANIST—20 YEARS' EXPERIENCE
in all styles. Write: 1000 Madison Ave., New York 17, N. Y.

ALSO TENOR AND CLARINET—EX-
perienced. Write: 1000 Madison Ave., New York 17, N. Y.

AT LIBERTY—RANCH HAND TRIO:
Vocal, guitar, piano. Write: 1000 Madison Ave., New York 17, N. Y.

AVAILABLE—EXPERIENCED, DEPEND-
able musician. Write: 1000 Madison Ave., New York 17, N. Y.

AT LIBERTY—PIANIST HAVE PLAYED
largest clubs in country. Write: 1000 Madison Ave., New York 17, N. Y.

PARKS & FAIRS

"WHITE" CHARLES LA COOK, HIGH
Class Tenor Sax. Available for indoor and outdoor events. Write: 1000 Madison Ave., New York 17, N. Y.

VAUDEVILLE ARTISTS

COMEDY MAGIC MASTER CEREONIS,
Puppet, Bottle Trick, etc. Write: 1000 Madison Ave., New York 17, N. Y.

SITUATION WANTED AS PARTNER
in who can help in handling. Write: 1000 Madison Ave., New York 17, N. Y.

CONFEDERATE AND YANKEE HATS

WITH METAL CROSSED GUNS

Heavy Twill with strap & buttons, stiff patent peak \$72.00
56.50 Doz.

Made of felt with crossed guns, \$43.20
54.00 Doz.

400 Confederate Hats w/strap, gr.	5.50
400 Confederate Hats, gr.	5.50
400 Confederate Hats, gr.	10.00
1200 Confederate Hats, gr.	10.00
Confederate Decals, per hundred.	4.00
Scarf, 100% wool, 100 Union.	2.75
March, Pur Covered Hoopling.	31.00
Roberts, gr.	31.00
March, Heavy Dress, gr.	31.00
Feather Doll, gr.	16.25

25% deposit required on all orders, balance shipped C.O.D.

KIM & CIOFFI
912 Arch St., Philadelphia 7, Penna. Market 7-3283

Imported Swiss Strap
CHRONOGRAPH
with 3 Push Buttons

Gross \$3.10
Net \$2.00 ea.

Lot of 12... \$3.25 ea.
Lot of 6... 3.35 ea.

11 1/2" gold plated 726 extra.

Sample 100, 500, 1000, 2000 and 5000 extra.

C.O.D. orders from non-credit countries 15% with order.

On orders under 6 watches add \$1.00 ea.

BARO WATCH, 378 W. 47th St., N. Y. 15, N. Y.

Quick Photo Invention!

PPO CHAMPION PHOTOMASTER

Makes finished photos in 2 minutes. Takes and prints 30 to 40 exposures. 3 1/2 x 4 and 5 x 7. No dark room. Guaranteed not to fade. Prints taken on "SUPER SPEED" film. Complete easy to operate portable photo studio. 78% PROFIT. Write quick, get details about the great PPO CHAMPION.

PPO CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

Calendar Stop Watch

Jewels, 3 Push buttons, plus 1 automatic. Write: 1000 Madison Ave., New York 17, N. Y.

Stop Watch Jeweled 3... \$4.50
Jeweled 3... 2.75
Men's 7 Jewel, Ladies' 7 Jewel... 4.50
Swiss, Rud... 4.99
Complete line 1-17 Jewels.

All brand new, 1 year service guarantee. For resale only. Minimum order 1 dozen. Letter Straps, 15c each. Band for PRER Caldas.

TRANSWORLD, 565 5th Ave., N. Y. 19

FREE DELIVERY
ANYWHERE IN THE U.S.
B-15—Cowboy Line Key Chains
ONLY \$2.00 net per 100—Minimum
orders \$50. Send cash or check
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AT LIBERTY—RANCH HAND TRIO:
Vocal, guitar, piano. Write: 1000 Madison Ave., New York 17, N. Y.

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PANORAM-OPERATORS and ARCADE OWNERS

NEW MERCHANDISE

made especially for you!!!

NEW SUBJECTS

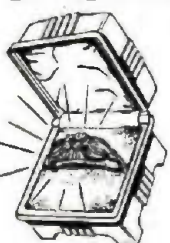
every week!!! Write or wire today for

LATEST RELEASES

ROY ROSS

4100 Goodland Ave. North Hollywood, Calif.

SPECIAL

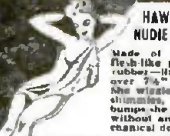


GENUINE DIAMOND RING

In solid gold mounting. Hand engraved in beautiful flush box. While they last \$4.00 ea. complete with box. These rings are for resale only. 25% deposit required—money order or cash. We ship same day as we receive orders. \$10.00 all over the world. THIS IS OUR ONLY STORE.

HARRIS NOVELTY COMPANY

1102 Arch Street Philadelphia 2, Pa. Phone: MA 7-1848-WA 3-8770



HAWAIIAN NUDE DOLL

Made of soft flesh-like plastic rubber—life-like over 7 1/2" high. She wiggles, she humbles, she bumps the grinch without any mechanical device. \$12.00 Doz. Sample, \$1.25 Brunette & Blonde

A SURE LAUGH!

Double York \$3.00 Doz. Single York \$2.00 Doz. Money Saver Cheese \$3.00 Doz. Special Lg. Egg Plastic Floor Mats \$4.00 Doz. Order from your jobber or send us 50¢ assorted samples of our complete merchandise. Jobbers—Write for quantity prices. We C.O.D.

PARISIAN ART PRODUCTS

104 Fulton St., Dept. 1, New York 23, N.Y.

NEW Titanin Gems

The world's most beautiful gem for men and women in 10K gold mounting. Many styles, also mountings and stones sold separately. \$1.00 Wholesale Catalog

DES MOINES RING CO.

1153 26th Street Des Moines, Iowa

Our NEW GENERAL MERCHANDISE CATALOG IS NOW AVAILABLE

Please specify if you want a copy of this one.

M. K. BRODY

1110 S. Halsted St., Chicago 7, Ill. L. D. Phone: MONroe 6-9520 In Business in Chicago for 35 Years

Merchandise Topics

Detroit

Brush-O-Matic, an automatic shoe cleaner, will hit the market in March as a specialty designed for both rural and city trade. It is weatherproofed, made of rolled steel and its brushes whisk off dirt from shoe. The manufacturer is United Table Company. Lighted label pins in white plastic, with a grey elephant or brown donkey raised about one half inch on the face, look like a big 1952 campaign seller. They bear the label "GOP on the March" or "I Am a Demo. The eye lights up with a pen-light type bulb and battery concealed under the animal's figure. They also are furnished with key chain. The items are available with tent-type display card holding a dozen units. All State Souvenir Company handles the item.

Brannon Speaks

Pennsylvania agricultural department, said that 106 county fairs and community shows are now operating in the State. Of this number, 101 qualify for State aid. The matter of State aid for fairs was discussed this year at the meeting of the State agricultural secretaries but no definite conclusion was drawn.

Lawrence B. Sheppard, president of the United States Trotting Association, said that the number of competing horses had jumped from about 3,000 to more than 11,000 in about a decade. The number is increasing steadily, he said, and all events should soon be assured of full and interesting programs.

Paul C. Duaneberger, principal of the Kutztown High School and a director of the fair there, said that unsuccessful fairs are generally those events which disregard the interests of youths in planning participations.

Speakers Listed

Other speakers included George H. Miller, American Casualty Company, insurance; Verna M. Criss, home economics and A-H Club work for girls; R. C. Northamer, manager, Philadelphia division, International Harvester Company; Edward P. Hackett, attorney, representing the United States Trotting Association, and K. K. Stocker, on advance grandstand sales. It was decided to hold the 1953 meeting at Harrisburg.

More than 800 attended the annual banquet, double the attendance of last year. The four-hour floorshow contained 20 acts contributed by participating booking agencies. The acts were: Marie Shaw Dancers, Murphy Sist. V. Tom Parris Trio and Bobby Whalen, presented by George A. Hamid & Son; Francis and Rita Rose, Jack and Winnie Andrews; Tiny and Trudy Leuna, Paul and Roberta Brady, presented by Cooke & Rose; Four Chordsmen, Homer and Holly, and Wallace and Gate, presented by the Nunemaker Agency; the Banfields, Sam Walker, Jerry Homer and Chuck Walcott; Mel Bobby Agency; Cuddy Alberts, Gus Sun Agency, and June Dracha, presented by the Pepsi-Cola Company.

From All Around

Adams Service Products has introduced "Keepsake" tie case, with patented features, designed to keep ties pressed and clean while traveling. A compact unit, it may be packed in all types of luggage. It consists of two flexible and removable panel-rack tie carriers, one in the bottom of the case and one in the cover. The panel-racks are perforated with slots into which the neckbands of ties are placed, four slots to each, for a total of eight ties.

Orrin Davenport

Continued from page 58

The pouches work all the turns the old Hang show had and perhaps a few the Mighty missed. It's well paid. The Frodoians (5) come for their Risley a la Ringling, eliminating with assorted three-high combinations and passing leaps. Plinto Del Oro's single trapeze balancing act elicits an usual. Albert Fleck's chimps (2) show up well and bring a break from the routines which limit chimps to riding assorted vehicles.

Paul Nelson, who recently moved back to the Cole show, has the 12 Cole Bros' Palomino horses with Davenport and they are in good shape for their snappy drill. Griebing's clown band does okay and next comes Gallesco, a member of the Loyal Czechoslovak Family, with a finger stand and hoop-stand finale. The Rodry Brothers' aerial thriller is pointed up by their pirouettes between hand catches, and it's a spell-binder even without the flip, which they are omitting.

Five Ringing elephants are worked by Eugene (Arky) Scott and these are in their regularly good form. At the matinee caught (22), one of the bull men worked the mouth carry, and this would have gone over better had he been in more show wardrobe or if a girl had done it. The Kimris airplane aerial act follows and the final act is the Flying Artorneys featuring a two and a half and a passing leap.

Hint of plugs to come is the Davenport show's announcement that Jennie Seeler, flyer in the Artony act, appears in "The Greatest Show on Earth" and doubles for Betty Hutton. Col. Harry Thomas is equestrian director for Davenport and at Grand Rapids doubled as company manager in the absence of Orrin Davenport, who was in Saginaw.

The stand, always good for the show, opened stinger than ever this year, with a turnaway of 800 for the first performance. From 750 to more than 1,000 youngsters were coming via daily special trains from outlying areas for the matinees in a continuation of the Shrine policy there. The engagements at Civic Auditorium closes Saturday (26).

Less Date Conflict

Continued from page 60

Charles I. Allison, Springfield, who spoke on public relations. The Sunday (20) session was devoted mostly to horse racing. The annual joint luncheon of the Illinois Breeders' Association, Revere Futurity Association and Illinois Colt Association, drew a big attendance. Others meeting included a new harness racing association of Central Illinois fairs; Top Line harness race circuit and the annual meeting of District 5, United States Trotting Association. The horsemen's banquet and floorshow climaxed the day.

All officers and directors of the association were re-elected at the closing session. Clyde Lee was re-named president; Jack Stumpe, vice-president; and Clifford C. Hunter, secretary-treasurer. Directors are Paul Fowler, Burch Lee, Dewey Wheeler, J. Fred Baker, T. T. Dewey and Hilding L. Johnson.

Lieut.-Gov. Sherwood Dixon, acting governor, made the keynote address at the annual banquet held in the State Armory Tuesday evening. Also on the program was Roy Young, director of agriculture, and Clyde Lee.

Following dinner a floorshow was presented, including Patina and Rosa, Joe Page, Rufe Davis, Marguerite (Sugar) Beninati, and the Toppers, gal line. Eddie Harper assisted and Johnny Gent's ork out the show.

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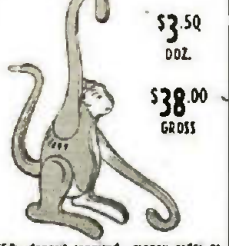
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Pipes for Pitchmen

By BILL BAKER

AMONG THOSE... working the parade held to welcome Captain Karlson, skipper of the ill-fated Enterprise, in Woodbridge, N. J., January 19 were Jim and Mary Stutz, Jersey Ed, Buffalo Bradley and Gyp Downey.

JIM BROWN cards from Babylon, L. I., N. Y., that he has been running into some June-in-January weather there. He started recent activities by working the Mummies' Parade in Philadelphia, then went to Marquette, N. Y., and followed up with the welcome home celebration for Captain Karlson at Woodbridge, N. J. He says that while the Mummies Parade was off, business thus far has been running ahead of last year and that he's optimistic over prospects for 1952.

"AFTER CLOSING my platform show last summer, I joined King Bros.' Circus as promotion manager," inks Frank Curry from Kingston, N. C. "When the circus closed, I formed a partnership with Chief Thunder Cloud from Oklahoma and we milked old Georgia dry until Christmas. The chief is the most powerful herb worker in the business. While in Georgia we were lavishly wine and dined by Eddie Gould, the Prince of the Platform in his new special-built trailer. Pitchdom is going to miss Dr. D. D. Lockboy, old-time med man, who passed away in Greenville, N. C., and Doc Padgett, who died in Georgia. Dr. Felix Colby, who celebrated his 83d birthday recently, is as adroit with a straight deck of cards as he was 25 years ago when he trouped with his inseparable companion, Peanut, the monkey. If a pitchmen's league will stop some of the boys from talking loud and bawling off in public, I'll pay my dues and any six other pitchmen's who promise to abide by the rule that a soft voice is a mark of quality."

DOC T. C. JACOBS is in Sarasota, Fla., fishing off the Rainbow II while making preparations for a March opening of his med show. Org will be expanded over last year and changes will be made in time for its official bow.

CURLY MILLER is rediving his outfit in Jacksonville, Fla., for an early opening. He plans to hit the road with an enlarged show this season.

DOC B. SMITH is in Florida where he has completed arrangements to take out his new show.

DR. MILTON BARTOK'S Barlex Radio Minstrels are all set for their opening in Sarasota, Fla., February 1. Syd H. Carter, Bartok's representative, has completed final arrangements in Sarasota quarters and a long season has been planned for the show, considered the largest med op on the road today. Hoxie Tucker has returned as agent. Org again will play established territory thru the South. Hoxie was with the show last year after being associated with several of the larger shows in the same capacity in the past. James Arnold says that the show has purchased a new 70 by 210-foot top and last year's top will be held in reserve. A line of girls will be added this year, marking a departure from show's former system of operation, Arnold says. He adds that a carload of Barlex tonic and other products has left General Products Lab., Columbus, O., and will be warehoused in Florida. The unit

You may have an income tax refund due you if at any time since 1943 you gave as your permanent address on your income tax report The Billboard's former address, 25 Opera Place, Cincinnati, or Care The Billboard, Cincinnati. For details and a list of show people who are due a refund, as announced recently by the Cincinnati Internal Revenue Bureau, see Page 52.

will draw from its Sarasota warehouse for the necessary stock during the season. Org also will use candy from Casey Hoffer and other sources this season, Carson says. "The yacht, Bunny David, is making daily trips to the fishing grounds off Sarasota and comes in loaded with fish," Carson advises. "One afternoon's catch by Bartok and Hallic Miller totaled 72 fish. Carter still retains the champion's title, however, with his 180-pound sea bass. A recent guest aboard the yacht was Doc Harvey Cann, of World of Mirth Shows."

DUTCH DUEFRENE is in Clearwater, Fla., recuperating from a recent illness and plans to remain in that city until late in March.

WHILE EN ROUTE to Texas from New Orleans, Mrs. Robert Noell took enough time off from her travels to pen news of her becoming a grandmother. The baby boy, which arrived at Morton F. Plant Hospital, Clearwater, Fla., January 14 will be christened Robert Earl Noell Jr., she says. "My husband, Bob, returned home from Texas bringing the bad news that Alice Eiling is seriously ill," Mrs. Noell writes. "Bob is suffering with a severe cold. Recent visitors to our Noell's Ark quarters included Warren Loberman, our insurance agent from Illinois, Hoxie Tucker, Mr. McIntosh, who has a monkey circus, Mr. and Mrs. Connor and Phil Carroll."

GEORGE BISHOP who sustained a cerebral hemorrhage recently, is recuperating in Florida.

PITCHDOM was shocked to learn of the recent death in Receiving Hospital, Detroit, of Mrs. Ida LaBeau, wife of W. (Bill) LaBeau, old-time brass scope worker.

PHILIP CULLIVAN is still doing out Aunt Mary's Homemade Fudge in Newberry's, Cincinnati five and dime store.

LANDRUS, the Magician, pens the following from Laredo, Tex. "Noted in the issue dated January 19, the note from Madeline E. Ragan to the effect that Jerry Frantz, of Slatington, Pa., had passed on. I hope it isn't true. He was a good, sincere trouper."

HENRY H. VARNER tells from Akron that he is strongly in favor of a safety program, health study and a course of education on better living for all show business. "Let's get out of the ruts and go along like a smooth-running engine with new oil," Varner blasts. "I'm compiling a book on successful methods which I hope to have completed in several weeks. It's only 10 weeks until spring and I'm ready to take it on the wing. So, hurry it on!"

Va. Tax Structure

Continued from page 60

Wilson Shows, talking on the relationship between carnivals and fairs, asked the elimination of excessive charges when flat fees were involved in the awarding of midway contracts.

J. L. Palmer, of Galax, pleaded for a bigger and more active association and charged members with the responsibility of securing the active participation of every event in the State.

Other speakers included J. A. Mitchell, manager, Atlantic Rural Exposition, Richmond; C. A. Sydenstricker, secretary, State Fair of West Virginia; L. B. Dietrick, director extension service, Virginia Polytechnic Institute, and Seabrook Smith, United States Trotting Association.

A close to capacity crowd attended the annual banquet in the roof garden Tuesday night (22). A floorshow, furnished by George A. Hamid & Son, included the Bill Behney Dancers with Carol & Gerard; Ginger Harris, acrobatic dancer; Carol & Gerard, comedy dance; Bob Conlo, humorist; Beth Barbara Behney, song and dance; Lucky Steele and His Trail Riders, and Gaye Walker, vocalist.

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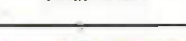
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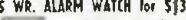
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NOTICE

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Page 70

Calendar for Coinmen

January 28—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
 January 28—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
 January 29—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
 January 31—Milwaukee Phonograph Operators' Association, weekly meeting, Deutscher's Cafe, Milwaukee.
 February 4, 5, 6—International Coin Machine Exposition, sponsored by Coin Machine Institute, Hotel Sherman, Chicago.
 February 4, 5, 6—National Coin Machine Distributors' Association, winter meeting, Bismarck Hotel, Chicago.
 February 4—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
 February 4, 5, 6—National Association of Bulk Vendors, open-house meeting and exhibit, Morrison Hotel, Chicago.
 February 5—Central Association of Music and Coin Machine Operators, monthly meeting, Bellevue Hotel, Kansas City, Mo.
 February 7—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
 February 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
 February 7—Washington Music Guild, Inc., monthly meeting, 3110 M Street, N. W., Washington.
 February 11—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
 February 11—Wisconsin Phonograph Operators' Association, monthly meeting, Site to be announced.
 February 12—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
 February 12—California Music Guild, monthly meeting, 311 Club, Oakland.
 February 13—Music Operators of Northern Illinois, monthly meeting, Site to be announced.
 February 14—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.
 February 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
 February 26—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
 March 3, 4, 5—Music Operators of America, annual convention, Palmer House, Chicago.

Int'l Amusem't Buys Out Scott-Crosse

PHILADELPHIA, Jan. 26.—Scott-Crosse Company, active as a coin machine distributor for the past 13 years, was purchased by the International Amusement Company in a deal consummated Wednesday (23). The new owner

takes over the Scott-Crosse facilities here, as well as a branch office in Scranton, Pa., and retains in force several major equipment franchises. Bernard Weinberg and Morris Gross, principals of the transferred firm, are leaving the coin machine business to concentrate on future business efforts in the real estate field. They have been active in home building for several years.

Consolidation

International, formed two years ago as an export firm, will eventually close its outlet in Newark, N. J., to consolidate all company functions at 1223 Spring Garden Street here. For the time being the expanded organization will carry both the International and Scott-Crosse trade names.

Abe Wislen, International partner, said the new acquisition represents another step in the planned growth of his company. At first, the company concerned itself solely with exporting, but has gradually enlarged its scope to include jobbing and distributing in the domestic market. Plans for the expanded concern include the addition of arcade equipment and premium departments.

Franchises it has taken over from Scott-Crosse include distribution pacts with Williams, Rock-Ola, Bally and Keeney for Eastern Pennsylvania and Southern New Jersey. It already holds the export franchises of D. Gottlieb, Williams, Genco and Exhibit for France and the Benelux countries (Belgium, Netherlands and Luxembourg).

Penetration of the export market by the relatively young of

(Continued on page 92)

Mystery Score Keys Keeney's Shuffle Game

CHICAGO, Jan. 26.—First shipments on DeLuxe League Bowler, a new shuffle game with a mystery score idea, were made this week by the J. H. Keeney & Company plant.

Available in either 8 or 9½-foot lengths, the new model is a four-player game on dime play and has the new-type permanent plastic top which does not show wear even in heavy-play locations. DeLuxe League Bowler has 20-30 scoring and also introduces a new scoring idea which should provide added appeal.

The mystery score works as follows: When four players are shuffle bowling at the same time they compete for the best score

(Continued on page 92)

Roc-A-Ride Co. Adds Distribs

PHILADELPHIA, Jan. 26.—Roc-A-Ride Sales appointed six new distributors this week to handle its coin-operated horse, Thunderbolt. But Sam Kohn, president, announced that his company is reserving to itself distributing rights in Pennsylvania, New Jersey, New York, Delaware, Maryland and all of New England except Connecticut.

The new outlets are Roxy Specialty, Montreal, for Canada; Anderson Amusements, Topeka, for Kansas and Oklahoma; T. B. Holiday, Columbia, S. C., for North and South Carolina; Columbia Automatic Music, Columbus, O., for Ohio; Tri-State Amusement, Memphis, for Tennessee, Alabama, Louisiana, Mississippi, and Arkansas; and Dursell Novelty, New Britain, Conn., for Connecticut.

An earlier appointee was Automatic Enterprises, Los Angeles, for California and Arizona.

ALLIED EVENTS HELP

Last-Minute Interest Seen Hypo to CMI Show Turnout

CHICAGO, Jan. 26.—The coin machine exposition got off to a slow start following its announcement last September (The Billboard, September 29), the recent signing of several exhibitors of new type amusement products, plus over-all latent interest foreshadowed a surprisingly solid

Special Features

See Page 87 of this issue for the first of a number of special feature articles in conjunction with the Coin Machine Institute convention. A complete list of convention events, together with a list of exhibitors, booth numbers and products they will show, appears on Page 88.

convention. Coin Machine Institute, its sponsor, announced only five booths remained to be sold. The exhibit opens at 10 a.m. Monday (4) in the Hotel Sherman here.

The not affiliated with the exposition, several other events running concurrently with the show dates attracted additional attention. These include convention sponsored by the National Association of Bulk Vendors at the Morrison Hotel, the National Coin Machine Distributors' Association winter meeting at the Bismarck Hotel and a showing by several music firms at the Morrison headlined by the unveiling of H. C. Evans' new music line (see separate story). The combined attendance for these events is expected to swell traffic at the CMI show, which on its own power alone is expected to attract approximately 2,000 conventioners.

Because of their newness as a coin machine amusement piece, the mechanical horses are ex-

pected to be the headliners at the show. At least a dozen firms will display various models of the horses. Other major types of equipment to be shown include counter music boxes, new live-ball and shuffle games, arcade units, gun games; cigarette, candy and bulk vendors, and novelty games such as the coin-operated automatic golf machine made by Golf Unlimited, Inc., Denver, the latest company to sign for exhibit space. In addition there will be several firms displaying premium merchandise, coin machine parts and locks.

Earl Benedict, convention manager for the Sherman, stated that more than 500 room reservations had been received from out-of-town people who had specified the CMI show when applying. The recent heavy run on accommodations, he said, indicated that

Use Basketball Theme for New Gottlieb Game

CHICAGO, Jan. 26.—D. Gottlieb & Company distributors have started showings on a new game called All-State Basketball, featuring animation of a regular basketball game on the backglass.

Key to play is a series of bumpers numbered 1-8 at the top of the playfield which help to advance the ball toward the basket when hit in numerical order. Each time the series is made one replay results. All scoring in the new Gottlieb game is on the point basis and at the start of the game the scoreboard lights up a total of between 25 and 50 points. This affords the player an incentive to match this number of points for replays and then go on to additional points for added replays.

Playfield on All-State Basketball also has several units which keep play appeal at a high level. These include stretch rubber bumpers to the side of the out-hole which push the ball back up on the top of the playfield, side rollover switches, rollover buttons, pop bumpers, flippers and bumpers which kick and score from any angle.

HATS OFF TO DAVE

Progress Marks 25 Years as Game Mfr.

CHICAGO, Jan. 26.—D. Gottlieb & Company, thru its founder and president, Dave Gottlieb, is working out plans to appropriately celebrate its 25th anniversary as a manufacturer of coin-operated amusement equipment.

When Dave Gottlieb decided to become a builder of coin machines in 1927 he leased 2,000 square feet of floor space at 159 North Jefferson Street here and

about 800 rooms would be accounted for by show visitors. The remainder of the 2,000 potential show attendees was expected to come from coinmen in the Chicago area and those who reserved space in other Loop hotels. Still a further barometer of the show's last-minute interest was the fact that CMI show chairman, Dave Gottlieb, announced that over 700 tickets for the banquet Wednesday night (6) had been sold.

Wis. Coin Mch. Depreciation Table Devised

Standard Pattern Set as Guide for County Assessors

MILWAUKEE, Jan. 26.—A new valuation and depreciation rate table listing all types of coin-operated machines has been worked out by George Ehrmann, assistant chief tax assessor of Milwaukee County.

Co-operating with Ehrmann was National Automatic Merchandising Association's executive board member, Herb Geiger, of Geiger Automatic Sales Company, and executives of the Sam London Music Company, Inc., and Paster Distributors, who were called in to aid in obtaining proper overall coin industry picture.

Purpose of the list was to set a standard pattern to guide all tax assessors in Wisconsin. State operators have been complaining of lack of uniformity in tax levies and widely differing opinions as to proper depreciation schedules to be used in computing taxes.

At a recent State-wide convention of tax assessors in Milwaukee, the newly prepared list was presented to the group and approved. All tax assessor offices now have the list.

In a follow-up move, Geiger had the list printed for confidential distribution to members of the Wisconsin State Cigarette Operators Association.

with a small staff began making Grip-Clac, the penny-operated hand-squeeze units, which became popular everywhere. By 1930 the company had prospered and grown to a point where it needed more space, so Gottlieb moved his facilities to 4318 West Chicago Avenue, which provided 5,000 square feet. In another three years the company had become so successful in the novelty game line that it again moved to larger quarters at 2736 North Paulina Street, including 18,000 square feet.

The Gottlieb was sure the Paulina Street quarters would be large enough to house the company for decades, these facilities were so completely outgrown by 1940 that Gottlieb went ahead and built the present factory at 1140-50 North Kostner Avenue. Modern in every detail, the Gottlieb plant was specifically designed for coin machine output and provides 38,000 square feet. Currently it is one of the new factories in the industry specifically built from the ground up as a coin machine plant.

Some of the Gottlieb games which scored the greatest successes were Baffle Ball (1931), Five Star Final (1932), Big Broadcast (1933) and Humpty Dumpty (1947).

In many ways the success of

(Continued on page 92)

You have a date in Chicago next Monday

for the

INTERNATIONAL COIN MACHINE EXHIBITION

Hotel Sherman Feb. 4-5-6

sponsored by

THE COIN MACHINE INSTITUTE

Evans Announces New Music Line, 100-Choice Box Set

New 40-Selection Models Also To Bow at February 4 Showings

CHICAGO, Jan. 26. — R. W. (Dick) Hood, president of H. C. Evans & Company, announced his firm has completed development and tests on three new music machines. Two are 40-selection boxes, while the feature of the line will play 100 selections. All three will be given their initial trade showing in Suite 335 of the Morrison Hotel here February 4-6.

The 40-selection models each bear the name Jubilee and differ

from each other only in that one plays 45 r.p.m., the other 78 r.p.m. These are not changed versions of the Evans Constellation, but entirely new machines. The cabinets come in a wide selection of light and dark woods, measure 56 inches high by 33 inches wide by 27 1/2 inches deep.

The selection panel, on the front of the cabinet, features improved lighting and accessibility (the selection panel on the Constellation is above the mechanism and on a special panel toward the rear of the cabinet). The mechanism on the Jubilees is plainly visible thru a wide picture-type window which can be raised by its horizontal hinged portion for record changes. First deliveries from the production line on the Jubilees are set for February 15.

"100" Exclusive 45

The Evans Century will be made for 45 r.p.m. records only. The handling 50 records and playing 100 selections, its proportions are only slightly different from the Jubilees. Cabinets on the Century will be available in several different light and dark wood finishes, but will be highlighted by finest walnut, a light shade of walnut finish. They measure 57 1/2 inches high by 37 1/2 inches wide

by 27 inches deep. Panel for the 100 selections is on the front of the cabinet under a picture window the width of the cabinet.

Whereas the mechanism of the Jubilee is to the side of the horizontally stacked records, on the 100-selection box the mechanism is toward the front of the playing platform and the records are across the back and stacked vertically. The selection mechanism moves from left to right and right to left in picking up a tune. Production on the 100-choice box begins in six weeks. Improved
(Continued on page 80)

6 Distrib Firms Attend Rock-Ola Regional Meet

Second "Grass Roots" Session Staged In Pittsburgh

PITTSBURGH, Jan. 26. — The Rock-Ola Manufacturing Company's second "grass-roots" regional distributors' meeting was held last week in the William Penn Hotel here.

Six distributing firms were represented at the two-day sessions, held Wednesday and Thursday, January 16-17. Art Weinand, vice president and director of sales, and Ed Hall, regional manager, represented the Rock-Ola company.

The first meeting was held two weeks ago in New Orleans (The Billboard January 26). The next regular meeting tentatively has been scheduled for some time in February at St. Louis. A definite time will be announced later.

Open Forum

Weinand said the latest meeting was held on an open forum basis to discuss common problems of the distributors and to obtain a composite of the ideas of those present. Rock-Ola's plans and policy for the coming months also were discussed.

Those who attended the sessions included C. F. Ballie, Syracuse; Conrad Meier, Buffalo; B. D. and J. D. Lazzar, Pittsburgh; Joe Abraham, Cleveland; Leo Dix on Youngstown, and South Dixon, Johnson City, Tenn.

Weinand described the series of meetings as something of a new plan by Rock-Ola to get distributors together in small groups to face common troubles and problems.

It was for this reason he called them "grass roots." He said the groups are kept small on purpose as more is accomplished and that usually they include only those distributors from within a 500-mile radius of the place of meeting.

First in Denver

The first meeting of this kind was held in Denver in mid-November of last year, Weinand said, and plans now call for every Rock-Ola distributor to attend at least one meeting.

Weinand added that Rock-Ola's 50 selection wall box now is being produced in quantity and that shipments are leaving the factory every day.

THIS OP WILL NEVER STARVE

MILWAUKEE, Jan. 26. — Melo Curro, head of the Metro Amusement Company here, has placed new 45 r.p.m. Seeburg juke boxes in six local White Tower short order restaurants.

Curro reported that all of the machines in the White Tower locations and, in general, all of those in his firm's all-night restaurant locations are doing well in contrast to those in neighborhood tavern locations.

A seventh White Tower location proved too small for installation of a machine.

Coven Record Dept. Reported Polling Well

CHICAGO, Jan. 26. — The Coven Distributing Company's new record department, established as another step toward one-stop service for music operators here by the Wurlitzer distributing firm, now has completed more than a month's operation.

Harold Saul, Coven sales representative, who heads the new department, reports that it is firmly established and is well under way, with Morris Goldstein serving behind the counter to handle actual sales.

Altho there seems to be some divergency of opinion among record firms as to the value of one-stop service (The Billboard, January 26), Saul says most major record firms in this area are solidly behind the new operation.

As evidence of the firm ground on which the new department now finds itself, Saul said it not only is being patronized by Chicago operators but also has attracted many out-of-towners.

The department stocks all labels and in addition handles a line of needles and title strips. The records are made available at the regular wholesale price plus a few cents extra as a service charge.

Record Group To Wage Fight On Bryson Bill

Continued from page 16

include George Miller, president of Music Operators of America; Theodore Herz, of Price, Waterhouse & Company, who will place on record a survey made by his accounting firm; Sidney Levine, counsel, MOA; Chauncey P. Carter Jr., counsel, Automatic Phonograph Manufacturers Association and MOA; Hammond Chaffetz, counsel, APMA, and spokesmen for the National Licensed Beverage Association.

Residing over the hearing will be Representative Joseph D. Bryson (D., S. C.), co-sponsor of the bill with Senator Estes Kefauver (D., Tenn.).

Permo Needle Co. Has New Record Brush on Market

CHICAGO, Jan. 26. — Permo, Inc., Chicago needle manufacturer, is producing a new Fidelity lightweight record brush which may be attached to any tone arm.

The brush, designed by Sherman E. Pate, president of Permo, and Lloyd J. Andres, vice-president in charge of engineering, lists at 50 cents, with a dealer discount of 40 per cent.

It is applied to a tone arm by means of Mystic Self-Stik cloth tape. Removal of the brush from a tone arm does not impair the arm's finish, the company said.

A feature of the brush is a small slit cut thru the brushholder so that it may be applied over a tone arm which has a protruding screw for holding the needle.

WRITE, WIRE CONGRESSMEN

MOA Urges Ops to Protest Now As Bryson Bill Hearings Near

OAKLAND, Calif., Jan. 26. — George A. Miller, president of Music Operators of America, this week issued an urgent request for music operators everywhere to write or wire their congressmen, and to urge their tavern owner accounts to do likewise, protesting the "viceousness and inconsistency" of the Bryson Bill to place a performance tax on the nation's 400,000 juke boxes.

Hearings on the Bryson Bill (House Bill 5473) are scheduled to start Monday, February 4. The proposed legislation would amend the copyright law of 1909 to bring juke boxes under the performing rights license. To use copyrighted records, operators would be charged 2 cents per record per week.

Miller suggested music operators everywhere consider these arguments when writing members of Congress:

1. Every time an operator purchases a record he now pays 4 cents per record, and this 4 cents is equally divided between the publisher and the composer.

\$52 Additional

2. The 2 cents per record fee proposed by the Bryson Bill would bring the total to 6 cents, or as much as \$52 additional per year for a 100-record phonograph.

3. Both operators and location owners are already burdened with city, county, State and federal taxes.

4. Passage of the Bryson Bill would make it necessary to remove phonographs from many of the low-gross locations — the "marginal" outlets where juke boxes today are barely profitable.

Costs up 200-300 Per Cent

5. The music operator's costs have increased from 200 to 300 per cent. For example, the pre-

CONGRESSMEN TO WRITE OPPOSING ASCAP BILL

WASHINGTON, Jan. 26. — Music operators who wish to write members of the House Judiciary Sub-Committee which will be hearing the controversial Bryson Bill to place a performing fee tax on juke boxes, will find the names of the committee members listed below.

Music Operators of America President George A. Miller this week issued an urgent request for operators to write their own congressmen as well as members of the committee (see separate story elsewhere on this page).

All of the committee members make their offices in the House Office Building, Washington, D. C. Their names, States and party affiliations follow:

Joseph R. Bryson (Dem.), South Carolina; Robert L. Ramey (Dem.), West Virginia; Edwin E. Willis (Dem.), Louisiana; Bryon G. Rogers (Dem.), Colorado; Chauncey W. Reed (Rep.), Illinois; J. Caleb Boggs (Rep.), Delaware; J. Shepard Crumpacker Jr. (Rep.), Indiana, and Claude I. Bakewell (Rep.), Missouri.

Waldor Re-Elected N. J. Guild Prexy

NEWARK, N. J., Jan. 26. — Sam Waldor, of the A. B. C. Music Company, was re-elected president of the Music Guild of New Jersey Thursday (24) at a meeting that voted in most of last year's officeholders and set new goals of accomplishments for 1952.

Other incumbents who retained their posts were Humbert Betti, of H. Betti & Sons, treasurer; Jules Rusoff, of Mello Music, secretary. The only newcomer to the officer roster is Harold Chasen, of Ajax Music, who was named treasurer.

Dick Steinberg, executive director, reported that "1951 was a year when MGNJ stabilized and consolidated its position." The efforts of the association, particularly along promotional and merchandising lines, have resulted in

greater route revenue and the improvement of the operator's economic position, he asserted. Plans are being made to expand the association services during 1952 and MGNJ is mapping a drive to enlarge its membership by reaching into outlying New Jersey communities not presently covered. A "substantial" dollar surplus was reported shown in the association books at the close of 1951.

The approximately 85 members attending the meeting at the Hotel Essex House also elected the following board of director members: Herman Halperin, Automatic Services; B. J. McFarland, McFarland Music Service; Harry Goldmann, Major Enterprises; Howard Berk, Marks Magic Music, and Frank Algo, Pleasant Music Company.

SECOND DIME ROUND

Rumor MOA Will Ask Ops for Dime Price

OAKLAND, Calif., Jan. 26. — Music Operators of America was rumored this week ready to reopen the question of dime play on phonographs. MOA President George Miller was reported making another attempt to secure Office of Price Stabilization approval of dime play, but Miller's office declined to comment on the matter.

The effort to get OPS to reconsider its stand on dime play (the agency's chief, Michael Disalle earlier turned thumbs down on such a proposal) apparently grew out of the OPS announcement last week that the price bureau would "liberalize" regulations involving service trades (The Billboard, January 26).

Last week's OPS action came in the form of an amendment which "states the basis for granting in-

dividual adjustments in ceiling prices to those engaged in the service trades subject to Ceiling Price Regulation 34."

Under terms of the amendment, any operator can file for approval of a per-play price hike to 10 cents provided he can demonstrate to OPS that costs force him to a higher price. OPS advised, however, that operators seeking to go to a higher price ought to consult their district price office before filing.

If the reports concerning MOA are true, Miller may be trying to secure a blanket exemption for the juke box operator.

Birmingham Calls Off Tap Juke Ban

BIRMINGHAM, Jan. 26. — A city law which prohibited juke boxes in tavern-type locations was rescinded this week. Dancing, however, continues to be banned in such spots.

HONOR SEEBURG SAFETY RECORD

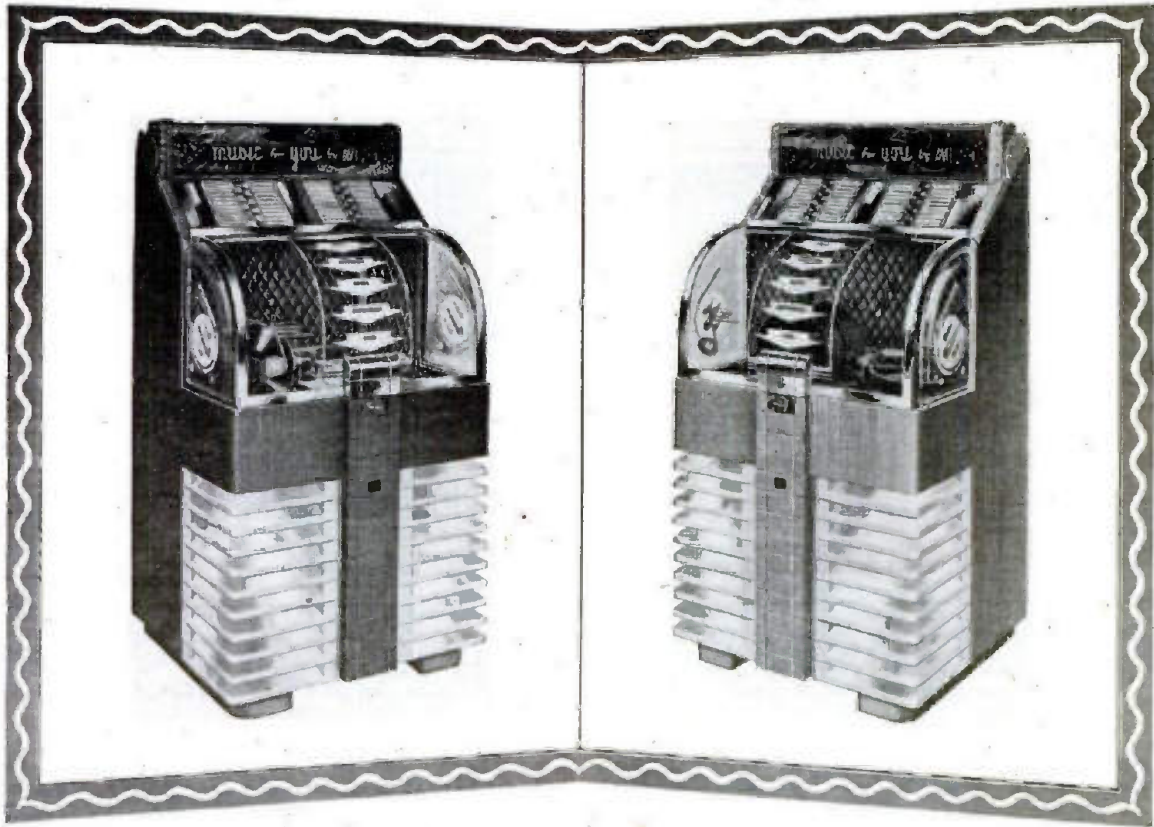
CHICAGO, Jan. 26. — The Lumbermen's Mutual Casualty Company honored the J. P. Seeburg Corporation here last week for compiling an outstanding safety record during the six months between June and November of last year.

Seeburg's 1,250 employees compiled a record of 1,072,181 man-hours without an accident.

R. E. Dalstrom, Midwest safety director for the insurance company who announced the record, presented a plaque to Fleming W. Johnson, vice president and director of manufacturing for Seeburg, and to Arvid F. Grell, plant safety director.

The award ceremonies were held in the Seeburg offices and were attended by executives and supervisors of the company.

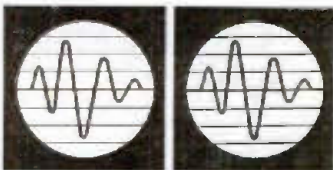
Which twin has the Tone?



The answer is simple. Both have it. Every Model "D" AMI juke box has the same superlative tone, the same fidelity to instrument and voice.

This assured twin quality results from exacting engineering standards, painstaking production care, and continuous thoroughgoing inspection that build operator confidence into every AMI juke box.

Whether it's tone, or any other electronic or mechanical function, operators know that each sensational new Model "D" will duplicate the high quality of every other AMI produced.



The WAVE'S the same!

Testing of amplifiers with the cathode ray oscillograph is just one of the many frequent inspections given the various components of every AMI juke box.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

The Finest Counter Model Juke Box Ever Made

RISTAUCRAT S-45

SEE IT AT THE SHOW!

HEAR IT AT THE SHOW!

BOOTH
No. 7

RISTAUCRAT, INC.
1216 East Wisconsin Ave.
Appleton, Wisconsin



Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

BAND DISKS ON UPSWING: Mantovani's "Charmaine" and Leroy Anderson tunes spark trend (Music Department).

PATERSON'S DEATH A BLOW TO ASCAP: Society to continue litigations on TV and juke-box fronts (General-Music Department).

INDIE POPS CLICK: Smaller firms again making with hits (Music Department).

VICTOR TO SKIP FEBRUARY 4 PLATTER: To concentrate on merchandising and promotion that week (Music Department).

Fire Destroys 200 Juke Boxes, Games

PORTLAND, Ore., Jan. 26—Some 200 juke boxes and pinball games were destroyed this week when fire swept thru the warehouse of the L. L. Amusement Company, Oregon City.

Lonnie Logsdon, owner of the firm and a former leading coin machine operator in Clackamas County, reported the loss also of a considerable number of phonograph records and office reports.

Phone Rate Hike Hopeful Trend For Oregon Ops

PORTLAND, Ore., Jan. 26—Oregon juke box operators, who have been striving for 10-cent play thruout the State, found strong evidence this week that a hopeful trend is under way.

The State Public Utility Commission authorized the raising of telephone rates from a nickel to a dime, the first such increase in the history of Oregon.

Judging by what has happened in other areas where such rate hikes have been allowed, the advance from nickel to dime operation for an instrument as commonly used as the telephone rebounds to the advantage of music operators in a number of ways.

Dime Conscious

It makes people dime conscious, conditions the public to using dimes instead of nickels, and it increases the number of dimes in circulation within the area.

The rate boost, won by the Pacific Telephone & Telegraph Company in Oregon, also further aligns the State with neighboring Washington and California where phones have been on a dime basis for some time.

Thus the entire Pacific coastal region now may become solidly dime conscious.

Set Shay, Kitt Evans Distrib In Two States

CHICAGO, Jan. 26—Vince Shay and Gil Kitt were appointed distributors of the H. C. Evans music line in Illinois and Indiana effective this week. They will handle it under the trade name of Empire Coin Machine Exchange.

Shay entered the coin machine business 33 years ago as a sales staffer for Mills Novelty Company, now known as Mills Industries. Five years later he was appointed general sales manager. Later he was elected a vice-president of the company, a post he held until April 1, 1946, when Bell-o-Matic Corporation was organized as world distributor of Mills bell products with Shay as president. He resigned from Bell-o-Matic last spring and formed the Music Mart, a distributing company here handling used music machines only. This firm was dissolved when negotiations for the Evans line were started two weeks ago.

Kitt owns Empire Coin, a firm he organized with Ralph Sheffield in 1941. This partnership was dissolved last April when Sheffield formed Ace Premium Sales Company, specializing in premium merchandise, with Kitt becoming sole owner of Empire Coin.

Shay and Kitt jointly announced the Evans appointment will be handled by them as a separate enterprise, the Empire's facilities, including the sales organization, will participate.

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There's a buyer for your talents — services — or merchandise.

Checkers are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And looking him this week, easy way can cost as little as \$3 — 1

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Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS

ROCK-OLA MFG. CORPORATION
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EVANS' CENTURY 100/45
and
EVANS' JUBILEE 40/45

SEE

- ... NEW INNOVATIONS!
- ... NEW DESIGN!
- ... NEW CABINETRY!
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SEE EVERY SERVICE MAN'S DREAM COME TRUE!

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February 3-4-5-6

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CHICAGO 7, ILLINOIS

Still

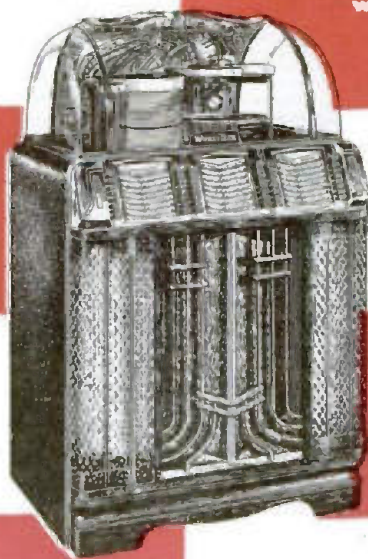
the only phonograph
that plays all speed records

Still

the only phonograph
with the flexibility of six
program classifications

Still

the only
phonograph with the
famous Zenith
Cobra stylus



Still

the only
phonograph offering
volume level control

Still

the only phonograph
offering complete dome removal
—easiest service

Still

the phono-
graph with the highest
speed record change cycle

Still

...and available in limited numbers
to operators who, in the face of current world conditions,
are wisely re-equipping their routes with phonographs
of proven earning capacity.

your best investment

**ALL-SPEED
WURLITZER
MODELS 1400, 1450**

NABV EXHIBITORS

Following are the firms showing at the National Association of Bulk Vendors meeting in the Morrison Hotel, Chicago, February 4-6:

Ball-Gum, Inc., Chicago: Full line of ball gum. Personnel attending includes Elvin Angell, John Flowers and Sterling Douglas, sales manager.

Samuel Eppy & Company, Inc., Jamaica, N. Y.: Complete line of charms. Personnel attending to include Samuel Eppy, Karl Guggenheim, Inc., New York: Complete line of charms. Personnel to include Robert Guggenheim.

Leat Gum Company, Chicago: Line of nickel packaged items plus ball gum and new 13/16 100-count Century ball gum. Personnel attending includes Marshall Leaf, vice-president; Sam Shankman, executive vice-president; Rolfe Lobell, vice-president in charge of sales; and Mrs. Jane Mason.

Penny King Company, Pittsburgh: Forty-item charm line. Personnel attending to include L. O. Hardman.

Alkuno to Sell All Vending Properties

NEW YORK, Jan. 26.—Alkuno & Company, whose plant facilities have been given over entirely to military prime and subcontract work, has placed all its vending machine properties on the block for sale to the highest bidder. Included in the package for outright sale are inventories of completed machines and parts, tools, dies and design patents.

Alkuno entered the automatic merchandising field as a prime manufacturer early in 1947. Prior to that time it had engaged in some design and manufacturing activity for other vending machine companies.

Kuno E. Hamann, president, said the offered properties cover

the firm's four-column candy, cracker, gum and cigarette machines, about 500 completed but not and bulk candy units and enough parts to assemble another 500. The right to use the bulk vendors' trade name, "Vikitor," goes with the deal. Also included are a two-column nickel gum machine, used in the subway system here, and prototypes of tissue and match vendors. The latter, too, were never placed in production.

Hamann would not disclose what he would consider an acceptable offer for the vending properties, except to say that he expects to receive no more than about 50 cents return on each investment dollar.

Delay Wis. Enforcement Of Cig Tax Stamp Law

MILWAUKEE, Jan. 26.—Swift action by an emergency committee of the Wisconsin State Cigarette Operators' Association temporarily halted plans of the beverage and cigarette tax division authorities to yank machines not complying with new State tax regulations.

Reports that State inspectors had declared many cigarette vendors in violation of law requiring that tax stamps be visible on two or more packages stirred the executive board of the trade group into action.

Herb Geiger, Milwaukee; Nick Novacic, West Allis; C. S. Pierce, Brodhead colman, and a Madison vending firm owner, E. Z. Gregory, brought the issue to a head in a State capital meeting January 17, with David Pritchard, chief of the Wisconsin Beverage and Cigarette Tax Division. Pritchard agreed to grant operators a respite until February 1, after which his men would begin to enforce the statute.

The committee explained the possibility that many of the machines had been unfairly condemned and that a relatively small proportion of the total pieces of equipment on location are involved. Bulk of the "illegal" machines are turned out by one firm, which is now manufacturing new models complying with the law. Operators using earlier models had been warned some time ago that the machines would not be acceptable, and many who retained these vendors are now said to have the problem of selling them. Fears were also expressed by some operators that many locations, irked by inspections, might decide to drop vendors and switch to over-the-counter sales.

Following the meeting with Pritchard, Geiger sent a letter to association members notifying them of the commitment from the tax office and urging them to make all necessary changes in time to avoid having their machines declared "temporarily illegal" by State tax agents.

Vendo Intros New Automatic Bottle Vender

KANSAS CITY, Mo., Jan. 28.—The Vendo Company introduced its new fully automatic V-144 Coca-Cola bottle vender last week, featuring increased capacity and spiral bottle delivery.

The unit, announced as a 1952 item late last year (The Billboard, November 24), contains 51 more bottles than the V-43 and in addition provides pre-cool space for another 87 bottles. Cabinet is 77 1/2 inches high, 32 1/2 inches wide and 18 inches deep. Equipped to vend at 5, 6, 7 or 10 cents, with nickel-dime coin. (Continued on page 85)

Canteen Reports First Returns for New Fiscal Year

CHICAGO, Jan. 26.—Automatic Canteen Company's sales and operating income for the first quarter of the current fiscal year were \$9,537,149, Nathaniel Leverone, chairman of the board, reported Monday (21). (A detailed report on Canteen's 1950 earnings, operations, appeared in the January 26 issue of The Billboard.)

Net earnings for the quarter, which ended December 22, were \$171,529, equivalent to 36 cents per common share.

Announcement of a 22 1/2 cents (Continued on page 46)

8 Firms to Display Venders At First CMI Show Since 1949

Cigarette, Candy Equipment Only Major Vending Lines Exhibited

CHICAGO, Jan. 26.—Eight exhibitors will feature vending equipment, or equipment allied with the automatic merchandising industry, at the first Coin Machine Institute-sponsored show since January, 1949, set to open at the Hotel Sherman here Monday (4) and run thru Wednesday (6).

Five manufacturers and two distributors of vending equipment will display in-production

machines; new-to-the-trade models are not expected to be a factor at the 1952 International Coin Machine Exhibition. Materials controls, plus the introduction in Cleveland last November of the Jew 1952 models manufacturers had scheduled, combine to keep the vender phase of the CMI exhibit from being a "new machine" show.

Major type vendors, in the form of cigarette machines, will be shown by two firms: Eastern Electric, Inc., New Bedford, Mass., and James H. Martin, Inc., Chicago, with the latter displaying DuGrenier units. In addition, Martin will exhibit DuGrenier's gum machine and his own eight-column candy vender, produced by DuGrenier.

Bulk vendors will be shown by two companies: King & Company, Chicago, Northwestern Corporation distributor, and National Sanitary Sales, St. Louis.

Other vending equipment exhibits will include those by Auto-Photo Company, Los Angeles, showing a photo unit; Refrigerated Equipment Sales Corporation, New York, an ice cube vender, and A. B. C. Popcorn Company. (Continued on page 86)

Calif. Firm Offers \$675 Juice Vender

SAN FRANCISCO, Jan. 26.—More than 100 Refreshers canned juice vendors have been placed in the field, E. S. Elkins Jr., of Service Distributors, Inc., here said this week. The firm holds the sales and manufacturing rights to the vender.

The vender, offering three selections, has a capacity of 300 six-ounce cans of fruit juice that vend for a dime. Cooling is by a Tecumseh refrigeration unit. A pre-cooling section holds 80 cans. Machine is 72 inches high, 48 inches deep and 30 inches wide. Cabinets are finished with sprayed baked blue enamel with gold plastic trim. The Refresher also has an automatic can opener operating off a continuous use General Electric solenoid. The cabinet is also equipped with can disposal chute and straw bin.

The three sections operate separately with direct lever control of an ABT meter; the three main movable parts are the levers which release the cans on a cam mechanism with gravity feed.

The vender was tested, Elkins declared, for 15 months before production was started and some of the units have been on location since April, 1950. Future production depends upon availability of materials with the machine selling for \$675, f.o.b.

Service Distributors, 403 Montgomery Street, will serve as the national sales agents for the machine. Abe Rubin in Mount Vernon, N. Y., has been named Eastern sales representative.

VENDER PATRON SUES LOCATION, COKE BOTTLER

BENTON HARBOR, Mich., Jan. 26.—Twin City Coca-Cola Bottling Company and Darwin Hitting, service station operator here, are being sued for \$75,000 because a vending machine fell on a customer.

Roderique Filippo, 16, is the plaintiff. After the machine failed to deliver a bottle, he said, he tried to get his nickel back and in the attempt, the machine fell on him and injured his hip.

More Coke Venders Abandon Jit Price

BRIDGEPORT, Conn., Jan. 26.—The Coca-Cola Bottling Company of Bridgeport began installation of 8-cent coin mechanisms in their vendors this week. Only those machines in industrial plants, schools, institutions and public buildings will continue on nickel operation, officials stated.

The company serves, in addition to this city, Fairfield, Stratford, Devon, Milford, Danbury and Fairfield County shore communities as far west as Norwalk.

Coca-Cola, of Hartford, last week (The Billboard, January 26) announced it was converting 2,000 bottle vendors to 6-cent operation.

Adapt Snively Vending Units For Hot Soup

NEW YORK, Jan. 26.—Converted Snively machines vending hot soup are turning in respectable volume records for the Union News Company in this area, and the firm expects to add an additional four machines to the 10 already on location before the end of the winter.

The vendors used are standard Snively units with heating elements added. Refrigeration mechanisms are left intact, though passed, to allow the machines to be switched back to cold operation with little delay.

Already one of the major soup companies has seen in the vendors enough potential to pack specially two of its products in the 46-bottle vendors to 6-cent operation. (Continued on page 86)

Location Sales Policy Unchanged at DuGrenier

HAVERHILL, N. J., Jan. 26.—Almost four months after Arthur H. DuGrenier Company's alleged break in its direct-to-location sales policy in the Midwest (The Billboard, October 8), a definite switch to an operator-only sales has not materialized. Lending strength, however, to the firm's location-sale policy was the introduction last November of a low-capacity five-column cigarette vender similar to units specially built for location selling (such as the Yenton machine).

While DuGrenier officials have repeatedly refused to comment on their sales program when contacted by The Billboard, unconfirmed reports indicate that the company will continue its present policy indefinitely.

With the reappointment of the James H. Martin Company, Chicago, last October as Midwestern distributor of its cigarette machine line, DuGrenier reportedly made the first concession to its direct sale policy which had been adopted in a surprise move in December of last year (The Billboard, December 23, 1951). Mar-

tin was reported taking on the line again with the stipulation that only operator business would be solicited in his eight-State Midwest area.

Initially, Martin attempted to obtain a national exclusive on the DuGrenier cigarette line for operator sales, but is said to have been turned down.

East and West Coast DuGrenier distributors, who have plugged hardest on the firm's location sales program, are still active. They are seen as a major factor in the company's retention of the present sales policy.

The fact that the small, \$125 five-column model is also in production is viewed as a further deterrent to a turnabout in the sales policy.

TV PLUGS BULK VENDER USE OF UN "TRINKETS"

NEW YORK, Jan. 26.—TV acclaim for the educational value of data appearing on cards dispensed thru bulk vendors followed. Wheeling, W. Va., authorities' action against alleged "subversive" trinkets last week (The Billboard, January 26).

Cards bearing information of United Nations capitals, put out by Plastic Processes, Inc., New York, included Moscow, in addition to 15 other cities. This set off the Wheeling "investigation" when the cards appeared in local vendors.

Appearing on the "It's News to Me" television program Monday (21), Bill Falk, of Plastic Processes, brought along a bulk vender to demonstrate his product. The machine was operated on the program, dispensed a card giving information about Norway. Consensus was that "the vender and cards performed an educational service."

National Bulk Vendors Host First Exhibit, Open House Confab in Chi

Ball Gum, Charm Firms Show at Morrison February 4-6; By-Pass Business Sessions

CHICAGO, Jan. 26.—National Association of Bulk Vendors, in conjunction with its open-house and directors' meeting in the Morrison Hotel here Monday thru Wednesday (4-6), will host a five-firm exhibit staged by supplier members.

Milton Raynor, NABV general counsel, reported that two ball gum and three charm manufacturers had signed for separate suites in the hotel to hold their own combination open house-display during the three days. He indicated that additional displays

may be added by last-minute additions to the exhibit build-up. NABV, he said, has reserved 10 suites in the Morrison to accommodate at least that number of firms.

The occasion will mark the association's first exhibit following its formation in April, 1951, as a straight ball gum group. With its first annual convention in Cleveland last November, it broadened its membership and trade scope to include all types of bulk vending.

Exhibit Hours
Individual exhibitors, expected

to be on the third floor as a group, will open their doors daily at 9 a.m. and close "sometime after 10 p.m."

NABV headquarters suite, where a continuous open house will be held, will carry a directory of exhibitors. A separate suite will be utilized for the association's directors' meeting, scheduled to be held Tuesday (5) at 2 p.m.

Outside of the closed directors' meeting, there will be no scheduled business sessions, such as were held during the Cleveland convention, Raynor stated.

MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income, CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and feeds two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tub gum vending —there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading: JUST POUR YOUR CHICLE TREETS IN BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural. BABY GRAND holds 5 1/2 pounds of CHICLE TREETS and takes in about \$8.25 each time it empties.

GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball gum, 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak beautifully decorated in blue, red, yellow and chrome and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN.

VICTOR VENDING CORPORATION
5707-13 W. Grand Ave.
Chicago 39, Illinois

Dispense Milk Via Coin Unit In Restaurant

Vender Is First Of Bulk Type to Win H. D. Approval

NEW YORK, Jan. 26.—A coin-operated milk vender, the first of the bulk variety to secure coveted health department approval, was placed in operation Thursday (24) in a Times Square automat restaurant and during its first two days of operation was said to have delivered several thousand servings without mechanical failure.

The machine, developed and manufactured by L. M. Leathers' Sons, Athens, Ga., requires the patron to place a glass manually under the delivery spout (The Billboard, January 19), altho the company is also said to have units designed with cut-throw mechanisms. And while the vender so far has been approved only for use in supervised restaurant locations eventually plans call for its placement in establishments where other food vendors have proven acceptable, according to Lloyd B. Smith, Leathers' engineer, who helped develop the dispenser.

Key to health department approval of the machine, it was said, is the elimination of any measuring device between dairy can and delivery spout. Such mechanisms on earlier machines have been ruled potential sources of contamination. Positive delivery is accomplished by pinching off the flexible tube, that gravity feeds out of the otherwise standard five-gallon milk can inside the machine, at just the right time intervals.

To achieve this, Leathers' had to develop a timing mechanism that would count off delivered drinks and allow the tube to remain unobstructed for larger intervals of time as the level (and pressure) of the milk remaining in the dairy-filled can receded. Average time cycle is 5 to 4 1/2 seconds, said Smith.

The tubes thru which the milk flows from can to cup are of sterile rubber and are discarded after a can is emptied. Cleaning of the can is done at the dairy where a fresh tube is inserted in the special fitting at the base of the container. The tube is then rolled and covered with a pressure-fit cap to keep out dirt.

Cans may be replaced in the machine in less than a minute, since all that is required is to

CREDIT EDISON FOR NEW BULK VENDER MARKET

OAK PARK, Ill., Jan. 26.—A new use, and possibly a new market, was discovered for bulk vendors this week by R. H. Adair & Company. A young woman walked in the office and asked if she could purchase "one of those shiny machines in the window." I want to use it as a base for a table lamp," she explained.

Adair said the woman wanted the machine, a Victor Topper Deluxe, as a practical and unusual lamp for her game and recreation room. The \$1.50 spent for tubing, socket, shade and wiring coupled with the cost of the vender would still be less than some conventional table lamps the woman explained. And to top it off, she said, the vender would provide a handy snack source along with illumination.

Wootten Cig Study Shows 1951 Gains

NEW YORK, Jan. 26.—Some 416 billion cigarettes were produced last year, a 8.1 per cent or 24 billion gain over 1950, according to the annual cigarette study conducted by Harry M. Wootten, tobacco consultant, for Printer's Ink.

Brands leading in sales gains were King-size Pall Mall, Herbert Tareyton and Fatima, accounting for 11.8 per cent of total cigarette output, compared with 8.9 per cent in 1950. Long cigarette output was upped to about 49 billion, a 39.4 per cent or 14 billion increase over the year before.

The big four, for which there was no change in relative standing reported, accounted for 74.6 per cent of 1951 production. In 1950, they accounted for 77.9 per cent of all output.

Of the big four, Camel again led in sales, increasing 8 per cent over 1950 volume. Lucky Strike output was off 3.3 per cent from 1950. Chesterfield and Philip Morris held to approximately same levels.

place the can in position, release the rubber hose and then fit the tube over the cup area.

In operation, three times the number of milk cans emptied by the machine in a single day must be adapted for each Leathers' vender.

BUILT FOR SERVICE! ACORN

14 or 36 All Purpose Bulk Merchandise with All New Features \$14.95 ea.

IMMEDIATE DELIVERY! 7031 Fern Avenue Pittsburgh, Pa.

OAK SALES CO.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH

1/2 or 3/4 MED. 1/2 or 3/4

Nut and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

179 DeWolf, Salinas, C.O.D.

BLLOYD MFG. CO.
VALLEY STATION, KY.

Vend

"The Magazine of Automatic Merchandising"

"You are to be complimented for VENDOR Magazine. Its many good ideas and timely suggestions have helped me considerably. I eagerly await every issue and am never disappointed."

D. E. KASSON
INDIANAPOLIS, IND.

VEND 852

2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name

Address

City

A NEW MIXTURE

SASSY SIGN CHARMS

plus

"1952" LICENSE PLATE CHARMS

Not assorted in plastic frames, signs & plates guaranteed to securely attach to frames.

The TRICK in vending is to CATCH the eye. Navety pictures, SIGNS, plastic with printed labels and plates in... these are the KIND of CHARMS we ALIVE... influence AVAILABLE CURIOSITY.

\$6.50 per 1,000 immediate delivery.

A LIVE machine does a BRISK business.

SAMUEL EPPY & COMPANY, INC.
91-15 146th Place, Jamaica 2, N. Y.

CIGARETTE MACHINES

DeCarter Model Rowe Imperial U Need-A-Pak E & A 6 & 8 Cols.

25¢ Operation Equipped with King Size Beautifully restyled & New-look lid COMPLETELY OVERHAULED 1/2 Dep., Bal. C.O.D.

DAVE LOWY & CO.
194 10th Ave. New York 14, N. Y.
Phone: C1-6749 4-5100

Our Paints Are Now

VENDERIZED
Prevents Peeling and Flaking

CIGARETTE MACHINES

Uneda Model 500, 15 Col., 435	
Pack Cap., King Size Includes	\$79.00
Uneda Model 8, 9 Col., 234	
Pack Cap.	\$6.00
Uneda Model 6, 9 Col., 275	
Pack Cap.	\$6.00
Durimeter Chamber #11 Col., 350	
Pack Cap., King Size Includes	\$7.50
Durimeter Model W, 9 Col., 300	
Pack Cap.	\$2.50
Reynolds Model, 6 Col., 240	
Pack Cap.	\$6.00
Reynolds Royal, 6 Col., 340	
Pack Cap.	\$6.00

\$8.00 LESS FOR 25¢ VENDING,
\$7.50 ADDITIONAL FOR KING SIZE VENDING.

SPECIAL! \$92.50

UNEDA MODEL A

9 Col.
270 Pack Cap.
King Size and Silver Finish Included

CANDY MACHINES

Uneda Candy 5 Col., 102 Bar Cap. \$78.00
Vendall Candy (New) Write

SPECIAL! \$97.50

UNEDA MODEL 500

9 Col., 350 Pack Cap. Silver Finish
Quarter and King Size Included

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING TRUCKS

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Operators! 6 Auto-Photo Venders took over 12,000 25c strips in 2 weeks' time!



Here's why Auto-Photo Leads!

- clear "true" pictures
- commercial type developing
- simple to service
- no waste



NOW...Auto-Photo used for identification photos in industry and law enforcement agencies—Chrysler, Packard, Douglas Aircraft, Hughes Aircraft, Los Angeles Police Department, to name but a few.

The Original Auto-Photo

- STOPS 'EM!** —eye-catching cabinet design!
- SHOOTS 'EM!** —4 pics in 2 minutes—automatic!
- PAYS OFF!** —700% gross profit!

The dramatic profit story in the "location" photo above has convinced AUTO-PHOTO that it is high time operators throughout the nation were apprised of the machine that produced these record-making figures! AUTO-PHOTO, for years the leader in personnel identification automatic photo machines, now offers vending machine operators the chance of a lifetime for a *new profit picture!* Designed with eye appeal...incorporating many new engineering improvements—AUTO-PHOTO provides the perfect synchronization of lens selection, depth of focus, lighting, exposure, to produce a perfect picture every time—in just 2 minutes time—completely automatic! Commercial calibre developing—no distortion—no fading. A real money-maker! Cost is less than 3c per strip...Price—25c! Check for location today—new bus terminal? Railroad station? Local fair coming up? **PICTURE YOURSELF IN THE MONEY**—with the amazing coin-operated AUTO-PHOTO. Write for information today!

easy for the customer! • easy for the operator!

Auto-Photo COMPANY

1444 SO. SAN PEDRO ST. • LOS ANGELES 15

LOOK FOR US AT THE C.M.I. CONVENTION



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field.

THE NORTHWESTERN CORPORATION 529 S. ARMSTRONG STREET MORRIS, ILLINOIS

D. A. Estey Forms Milk Vender Route

PORTLAND, Ore., Jan. 26. — Automatic Vending Service was formed this week to operate milk vending machines in the Portland area.

"We plan to go into the milk vending business in a big way if we can get the machines," said Estey, whose firm, D. A. Estey & Company, is a pioneer in the vending field here.

Name Necco Executive

BOSTON, Jan. 26.—The Atlantic Extract Company has announced the appointment of Andrew L. Stone to head up sales for its Necco coffee soda division.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine type, issue date, and price. Includes items like Ace Shoe Shine Machine, Advance Candy, and various vending machines.

Advertisement for SILVER-KING Vendors, featuring an image of a vending machine and text: Operated from Coast to Coast and 20 Foreign Countries.

Advertisement for GET NEWER CHARMS, featuring an image of a vending machine and text: Lower prices from America's largest Charm manufacturer.

Advertisement for \$1,000 PER WEEK, featuring text: is NOW being made by our boys. If YOU are a PROMOTION SALESMAN...

30 DAY MONEY BACK TRIAL Northwestern Model 149. Includes text: Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you...

MERCHANDISE AND SUPPLIES. Lists various items like SPANISH PEANUTS, ALMONDS, ITALIAN CHICK, etc.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL. 438 WEST 42nd STREET, NEW YORK 18, N. Y.

VICTOR'S BABY GRAND CHICLE TREET VENDOR. \$13.00 ea. 100 or more \$12.00 ea. Something NEW!—GOOD! BIG PROFITS!

Cont'l Can Adopts New Paper Cup Trade-Mark. NEW YORK, Jan. 26. — Continental Can Company's paper container division has adopted a new trade-mark for its line of paper cups and containers.

PROMOTIONAL SALES DISTRIBUTORS. We are now ready to place on the market two new machines which have not been kicked around among the various promotional companies...

VICTOR'S NEW BABY GRAND AND CHICLE TREETS, AND JUMBO 100. BABY GRAND... especially designed to vend CHICLE TREETS... JUMBO 100... attractively designed to vend jumbo-size 100-count ball gum...

"WHAT A BABY" Victor's New Baby Grand Chicle Vendor. Chicle Treets (A Chicle-type Gum), only 45c per lb. 300 pieces to pound. Vends two for 1c—returning \$1.50 per lb.

NEW!

ONLY COMPLETE RAZOR BLADE VENDING MACHINE PROGRAM

A stable, year-round business is yours with these new razor blade vending machines a product every man needs and uses and backed by a complete merchandising program. Your entire investment returned in net return of \$300 per month by actual test. Your entire investment returned in approximately 120 days.

National advertising on radio and TV stations across the country will assure you of volume sales—every potential user will be aware of the extra value and guaranteed quality.

Premium coupons in every package provide repeat sales—Only razor blade using this powerful stimulant.

See Us at BOOTH 112 C. M. I. SHOW

DAV

Finest razor blade made at America's lowest price! And with a money-back guarantee! Made of the best quality blue chrome surgical steel, honed to a flawless double edge then micro-tuned to insure perfect shaving.

Operations now springing up all over the country—get in on the ground floor. Man who installs the machine first gets the location. And, remember, this is a **PURCHASE**! Write for full details, or see us at the C.M.I. show. Some distributorships available.

SAME MACHINE AVAILABLE FOR OTHER SMALL PACKAGE VENDING. WRITE FOR DETAILS

NATIONAL SANITARY SALES

4307 Lawrence Chicago 30
Phone: Spring 7-3678 Dept. B

Northwestern TAB GUM VENDERS

Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

36 Day Money Back Guarantee
We Stock All Make for Mach.

Write for Charts and Merchandise List.
173 DuPont, Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
114 TREMONT ST., BOSTON, MASS.

JUST OFF LOCATION!

U-NEED-A-PAK MODEL "500"

3 COLUMNS BARGAIN \$50.00
35¢ OPERATION
1/2 Deposit, Balance C.O.D.

All Types of Overhauled and Reconditioned Cigarette Machines Reasonably Priced. Send for Catalog!

CENTRAL VENDING MACHINE SERVICE CO.
3167 Parrish St., Philadelphia 4, Pa.
Phone: BV 6-7344

GET ACQUAINTED OFFER

Salted Cashew Nuts 120 Lb.
Salted Spanish Peanuts 120 Lb.
P.O.B. Evansville, Ind.
ASTER NUT PRODUCTS CO., INC.
1064 Main St., Evansville 8, Ind.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N.Y.

POPCORN \$\$

Op Contest Ups Movie Corn Sales

PHILADELPHIA, Jan. 26.—The Charles Sweets Company, candy and popcorn operation headed by Charles Amsterdam, reported a successful conclusion for its promotional contest to increase popcorn sales. The contest centered largely in the movie houses which constitute most of the company's locations.

The base month used was July, and prizes were offered for theaters showing the greatest increase in October sales over July volume. Altho October concession sales of candy and ice cream generally did not exceed those of July, most theater locations showed a substantial increase in popcorn sales, with the Astor Theater in Reading, Pa., leading the parade with an increase of 45 per cent.

The Sweets Company prepared special display material and decorated back-bars with boxes and cellophane bags filled with popcorn along with attractive show cards in brilliant colors announcing, "Autumn Is Popcorn Time. Buy Some Now."

All those operating concession stands in the theater lobbies as well as the theater managers were circularized well in advance on the contest details. The company supervisor then "talked it up," emphasizing the following points:

"Heap the popcorn high in your warmer, the more you display, the more appetizing it looks, and be sure it's warm!"

"Suggest a box of corn to every customer. Say, 'Try our popcorn today. It's fresh and extra good.'"

"Sell more 15-cent and 25-cent boxes."

The winners were: First prize—Astor Theater, Reading, Pa., with a 45 per cent increase, receiving a \$49.50 wrist watch; second prize—New Penn Theater, Philadelphia, with a 28 per cent increase, also a \$49.50 wrist watch; third prize—Fox Theater, Burlington, N. J., with a 15 per cent increase, a \$25 U. S. Savings Bond; fourth prize—Strand Theater, Reading, Pa., a 10 per cent increase, \$10, and fifth prize—Wood Theater, Woodbury, N. J., a 10 per cent increase, \$10.

The Sweets Company's sales manager, Leon Stern, believes much more was gained than a temporary increase in sales, since the contest stimulated people manning the lobby concession stands to higher goals which have now become new standards.



... your future ... TODAY!



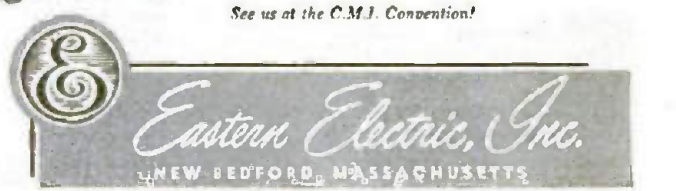
Electro, with its handsome, compact console cabinet and its smooth, silent delivery cinches that top location and stays there year after year doing its job efficiently and profitably.

Electro, increases sales volume, too! Time and again, operators report that by spotting Electro in those up-front plus sales positions, they have boosted their sales 10% and more!

As each year sees more and more Electros in location everywhere more and more location owners discover that Electro is the machine they want—even when they know it only as "that good looking low electric job." They, as well as all wise operators, know how important it is to be able to

GET UP FRONT WITH ELECTRO

See us at the C.M.I. Convention!



DMC Markets New Self-Pop Corn Machine

MINNEAPOLIS, Jan. 26.—DMC Corporation is marketing thru States Distributing, Inc., a new self-popping popcorn vender, Pop Corn Shop.

The machine has a 225-gb capacity and features a stainless steel mechanism. A salt dispenser, positioned to the right of the delivery compartment, seasons each dispensing to the patron's taste. Cabinet is 62 inches high and approximately three feet square.

Base of the cabinet contains a forward tilted run-over compartment and prevents corn falling on location floors.

States Distributing is offering the vender to individual locations and in lots of five to 50 for route operation. The price was not announced.

Hires' Sales Off, Plans Big Ad Push

PHILADELPHIA, Jan. 28.—Charles E. Hires Company's estimated sales for the three months ended December 31 were below the \$1,284,511 for the same quarter a year ago. Edward W. David, president, stated the December quarter in 1950 saw a net loss of \$60,749.

About \$1,500,000 is expected to be spent on advertising and sales promotion this year, Charles E. Hires, chairman, declared. Figure is about \$230,000 over the 1951 ad budget.

An additional 4,400 shares of its capital stock were purchased by the firm, reducing outstanding shares to 395,000.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tob Gum? Bulk Merchandise? Mint? Stamps? Perfume? Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Want more information? Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave. B'nay, 25, N.Y.
President 7-7900

NATD Forms Vender Advisory Committee

NEW YORK, Jan. 26.—Formation of a vending machine council as an advisory committee to the vending machine division of the National Association of Tobacco Distributors was announced here this week by Joseph Kolodny, managing director. Headed by Charles J. Cooper, Cooper Tobacco Company, Lancaster, Pa., the new group has vice-chairmen Dan Canalos in Lorain, O.; J. Renz Edwards, Kansas City, Kan.; and Anthony Nastro, Waterbury, Conn.

NATD's growing interest in automatic merchandising has been highlighted in recent months by the issuance of several reports on route statistics. The association has claimed that half the cigarette machines on domestic locations are operated by tobacco jobbers (The Billboard, January 19).

Vending Council
Members of the vending council include H. C. Albring, Toledo,

O.; Edward Baratz, Aurora, Ill.; Fred B. Bayer Jr., Huntington, Pa.; H. D. Bracken Jr., Seattle; M. A. Christiansen, Michigan City, Ind.; Claude Clark, Cape Girardeau, Mo.; M. Friedberg, Norristown, Pa.; Bernard P. Gawley, Binghamton, N. Y.; A. L. Gilyart, Quincy, Ill.; E. H. Greenwood, Pontiac, Ill.; George W. Herrman, Evanville, Ind.; B. L. Howes, Detroit; Louis Jacobson, Galveston, Tex.; and J. D. Kusy, Norfolk, Neb.

Also, Frank N. Meehan, Port Huron, Mich.; R. J. Pangallo, Springfield, O.; E. M. Seligson, Norwalk, Conn.; Asher Siegal, East Chicago, Ind.; H. S. Todd, Salisbury, Md.; Louis C. Weisbrod, Cincinnati, O.; W. Weller, Sharnkirk, Pa.; Caryl F. Wolcott, Midland, Mich.; Joseph A. Zidel, St. Joseph, Mo.; Arthur Weil, Richmond, and Fred Schwartz, Cincinnati.

Reynolds' Sales Hit New High; Net Off

NEW YORK, Jan. 26.—R. J. Reynolds Tobacco Company sales reached a new record of \$814,216,968 in 1951, a 7.1 per cent increase from the previous high the year before. Net earnings for last year, however, dipped to \$32,117,301, compared with \$40,250,002 in 1950. Share earnings were \$2.92 last year, compared with \$3.73 in 1950.

Decreased earnings were due to higher federal taxes: Combined federal and State taxes came to \$60,000,354 for 1951, an increase of \$22,339,465 from the preceding year, according to James A. Gray, chairman.

Adapt Snively

ounce cans required for machine use. The company, Campbell, now is delivering tomato soup and beef bouillon to Union News to complement the operators' use of Diplomat chicken broth, previously available in the proper size.

135 Degrees
The cans, racked in the venders, are punctured and the soup portioned out automatically into six-ounce cups at 135 degrees, just as in the Snively cold-juice set-up. To prevent clogging, only clear soup may now be used, and it is delivered at a temperature of 135-140 degrees. This relatively low temperature makes it possible to use standard cold cups and allows the patron to down the brew without waiting for it to cool.

On one location, the Jamaica Station of the Long Island Railroad, the hot soup machines are said to better cold-juice volume by 10-15 per cent. Other spots where Union News has spotted equipment include Pennsylvania and Erie Railroad stations and a ferry terminal.

Development of the hot attachment was a joint project of Union News and Snively. The latter began experimentation some two years ago with hot chocolate, but the commodity was abandoned in favor of soup last year.

Canteen Reports

quarterly dividend per share of preferred stock was also made at Monday's board of directors meeting, in addition to a dividend of 25 cents per common share. Both are payable March 1 to stockholders of record February 15.

Leverage told board members that the recent decision of the U. S. Circuit Court of Appeals in Chicago, affirming a cease and desist order issued by the Federal Trade Commission under a complaint filed in 1942, largely involves the former franchise used by Canteen and certain alleged buying transactions. He declared that "any order made will not adversely affect the future operations of the company."

Vend Intros

Irregular parts are used for corrosion resistance, and the vending relay, motor and switches are sealed for longer life. Use of new Spiromatic delivery principle accounts for the increased capacity. A new interchangeable 11 24-inch display sign is also provided. The price was not announced.

Vendo also announced a second improvement on its service type coin changer. New production models now contain, in addition to the "sold out" window added last November, a removable nickel chute for easier cleaning.

Cite Fatima Sales
NEW YORK, Jan. 26.—Liggett & Myers Tobacco Company reported sales of Fatima up 50 per cent last year over the 1950 level. A "substantial increase" in Chesterfield volume was also noted.

8 Firms Display Venders

Chicago, displaying a manual popcorn warmer. National Rejectors, Inc., St. Louis, will exhibit its coin changer and general coin mechanism line.

No Beverage
Prominent by their absence will be beverage vending machines. However, cup drink units did not make a major showing even during the 1949 CMI meet, when three drink units were included in the 33-firm display of vending equipment.

Bulk of the 1949 CMI vender exhibitor ranks were filled by shoeshine machines (10 firms) and popcorn machines (five companies).

Over-all, the ratio of vending to other coin-operated equipment at

the 1952 exhibit is down from the 1949 meet. Of the latter's 115 exhibits, 33 featured venders, while this year's exposition includes eight out of a total of 63 exhibits.

Webster to Bayuk In Sale of Assets

NEW YORK, Jan. 26.—An agreement for Bayuk Cigars, Inc., to acquire certain operating assets of Webster Cigar Company was announced jointly this week by the two concerns. Stockholders will vote on the proposal at a special meeting February 26 in Philadelphia.

Included in the transfer deal are Webster's principal cigar brands, which will be continued in production by Bayuk, leaf tobacco inventory and special manufacturing equipment. Bayuk will lease the Webster factories and warehouses in York, Pa.

BIG BARGAIN

Strike Coin Cornucopia Via Vender

PHILADELPHIA, Jan. 26.—The vending machine, according to local columnist, James R. George, may be the answer to inflation. His column in The Philadelphia Inquirer further observed that "it undoubtedly will be if a recent occurrence at the RCA-Victor plant in Camden is any criterion."

Heading his column "Automatic Bargain Day," George noted that the RCA-Victor factory is about as well equipped with machines dispensing necessities and luxuries as could be hoped for. "On every floor there are automatic machines which will sell you a cup of coffee, soup, a sandwich, vitamins, a wholesome, nourishing, vitamin-packed candy bar or almost anything you wish. No one should ever go hungry who has change."

But last week, the columnist stated, came two reports on how the venders took an anti-inflation stand. One RCA worker dropped two nickels in a coffee machine. It filled his cup and it kept on working. Like the salt machine in the fairy tale, it wouldn't stop.

About the same time, on another floor, another bargain was coming thru. A workman put a dime in a machine for a sandwich. He expected no more than a cheese without mustard. The machine delivered a high-quality pair of pliers.

"It would have cost him 29 cents even at a 5-and-10," concluded the column.

SMOKEY SHOP "612"
PACK CAPACITY
The NATION'S FINEST CIGARETTE VENDOR
Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250 B. West 27th St., New York 19, N.Y.
Phone 7-3123

Available Now!
1c or 5c ACORN
ALL-PURPOSE BULK MERCHANDISER
Featuring the new WHITE FLASH BRUSH HOUSING
Empire COIN MACHINE EXCHANGE
1017 Milwaukee Ave. • Chicago 22, Ill.

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS** ORDER TODAY!
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcud 7-1448

MANUFACTURERS

HERE IS AN EXCEPTIONAL OPPORTUNITY

Because of the Rearmament Program We Need Space and Are Willing to Sacrifice . . .

Manufacturing Rights . . . Patents, Drawings, Blueprints . . . Tools, Jigs, Dies, Fixtures . . . Raw Materials . . . and Inventory including completed Machines, Cabinets, Bases and Parts . . . for a **PROVEN LINE** of Cigarette Vendors, Cigarette Vendors, Candy Vendors, Chiclet and Dentype Gum Vendors, Hot Nut and Bulk Candy Vendors.

Because of the Time Element We Will Accept Any Reasonable Offer To Consummate a Deal Quickly

To Investigate This Offer Write Today for Appointment

ALKUNO & CO., INC.
Mechanical Manufacturing Laboratories
406-408 CONCORD AVENUE NEW YORK 54, N. Y.
MIcrose 5-7757

Don't Delay... Order NOW! From **LITTLE ACORNS** mighty INCOMES grow

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends all bulk mds. — nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamp only
- Guaranteed mechanically, weighs less than 7 lbs.

East & Midwest
M. J. ABELSON
Gen. Sales Mgr.
3022 Fifth Ave.
Pittsburgh
Phone: AT 16423

Pacific Coast Distributor
OPERATORS VENDING MACHINES SUPPLY
1017 S. Grand Ave.
Los Angeles

TRAK manufacturing co., inc.
11417 Knightsbridge Ave., Culver City, Calif.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

EXHIBIT CARD VENDORS Like new, including 1000 best selling Picture Cards	\$19.50	SILVER KING 1c CHARM VENDOR Reconditioned, including 1000 Plastic Charms	\$10.00
NORTHWESTERN MODEL 33 Reconditioned, including 10 candy bar or 100 spotted Price Balls	\$10.00	RECOND 5c GUM & MINT VENDOR	\$19.50
CLOSE-OUT NEW LUCKY BOY 1c BULK VENDORS While they last, including 10 lbs. of Spanish Peanuts	\$10.00	RECONDITIONED	\$19.50
CLOSE-OUT! NEW ADVANCE & COLUMBUS 1c BALL GUM Including 10 lbs. of Ball Gum and 100 spotted Price Balls	\$10.00	AJAX 5c-10c HOT NUT VENDORS Reconditioned, 3 cans, including iron brand and cup dispenser	\$39.50
RAKE'S DELUXE CHARM MIX A fast selling selection of all the best charms	\$8.50	SPECIAL! VICTOR TOPPERS LIKE NEW	\$9.00
		SPECIAL! VICTOR MODEL "V" 1c CLOSE	\$8.50

173 Deposits with all orders
Send for complete list of new and used vending machines and supplies. We buy and sell machines. We take trade-ins.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Now DELIVERING!

Victor's New BABY GRAND CHICLE MACHINE
Holds 5 1/2 lbs. of Chicle Treats, Vends 2 for 1c.
Case of 6 . . . \$52.00 — Single . . . \$13.45
Chicle Treats, 28 lb. Cans, 45c lb., F.O.B. Boston

NEW VICTOR JUMBO 100 MACHINE
Case of 6 . . . \$58.00 — Single . . . \$14.95
Complete Victor Line In Stock

CHAMPION NUT & CHOC. CO. 1194 Tremont St. Boston, Mass.

Victories for Free Plays

Seven States Enact Laws Okaying Amusement Games With Free Play

FREE play amusement games, which grant players the right only to extend the game's playing time, have been expressly approved by seven State legislatures and by two State high courts since 1949.

Free play games were likewise given a clean bill of health by the U. S. Senate's Select Committee to Investigate Organized Crime, the so-called Kefauver Committee.

For the most part, the legislative and court attitude toward free play amusement games during the past three years has been favorable. But five States still have specific legislation on their books which prohibit the operation of free play amusement games, and a total of 15 States have, at one time or another, imposed certain restrictions on free play.

Typical State Attitude

Typical of many States' attitude toward free play games was an amendment, approved April 26, 1950, to the California Statutes which made a clear distinction between amusement games and gambling devices.

"It is expressly provided," the California law reads, "that with respect to the provisions of Section 330b, only of this code, pinball and other amusement machines or devices which are predominately games of skill, whether affording the opportunity of additional chances of free plays or not, are not intended to be and are not included within the term slot machine or device as defined in . . . this code."

At the federal level, the Senate committee considering amendments to the law which forbids the interstate shipment of slot machines, carefully set amusement machines outside its gambling classification. It is interesting to note, incidentally, that every federal court which has ever considered action involving free play amusement games has held free play is not gambling.

Senator O'Connor, who succeeded Kefauver as head of the Senate Crime Committee, expressed the opinion of the committee members by stating:

"Pinball Not Gambling"

"This last amendment (to broaden the scope of the Federal Slot Machine Act) was, however, drawn with great care to avoid curbing the manufacture of amusement-type pinball machines, the kind that are to be found thruout the country, since these are not generally considered gambling devices and have not been found to lend themselves to exploitation by criminal organizations."

In its final report to the Senate Interstate and Foreign Commerce Committee, the Senate Crime Committee again specifically exempted amusement games from the intent of the proposed amendments to the Slot Machine Act.

"Ordinary pinball amusement devices," the report said, "would not be reached (under the proposed amendment) under the judicial construction that 'free games' when confined to a mere right to operate the machine, do not constitute a thing of value." The committee report then referred to a U. S. Court of Appeals case involving the Washington, D. C., Coin Machine Association and Washington's metropolitan police.

This U. S. Court of Appeals decision, which concluded that free play is not gambling, was a precedent-setting case, marking

the first time that a high federal court had handed down a favorable free play decision.

Definition of Gambling

The Federal Court defined gambling as risking "one's money or other property upon an event, chance or contingency in the hope of the realization of gain, and the test as to whether a particular machine combination constitutes a gambling device is, as the Seventh Circuit Court of Appeals said, whether it is adapted, devised and designed for the purpose of playing any game of chance for money or property."

"The elements, chance and money or property, are therefore fundamental ingredients."

The Federal Court then quoted a previous court decision that "these machines are lacking in the essential elements necessary to make of them gambling devices or gambling machines. There is no element of gain or loss, financial or otherwise, involved in the transaction."

This attitude of the court toward free play amusement games has been reflected in the recent legislation of Arkansas, California, Kentucky, Louisiana, Massachusetts, Mississippi and South Carolina. The high courts of Missouri and Florida have also held since 1949 that a free play amusement game does not constitute gambling.

Because each of these recent State legislative actions sets a precedent, pertinent quotes from the laws and references to the law's official number, are set forth below:

Arkansas

Act 167 amended February 10, 1949: Amusement games shall include such games as radio raffles, miniature football, golf, baseball, hockey, bumper, tennis, shooting galleries, pool tables, bowling, shuffleboard, pinball tables, marble tables and other miniature games whether or not it shows a score . . . and where the charge for playing is collected by a mechanical device.

The terms "any money or property" or "other articles," or "other valuable thing," or "any representative of anything that is esteemed of value," as used in the anti-gambling statutes (Sections 3320 to 3324 inclusive of Pope's Digest), shall not be expanded to include a free amusement feature such as the privilege of playing additional free games if certain score is made on a pinball table and on any other amusement game described in this section.

(Editor's Note: The pertinent paragraph from California is quoted earlier in this story, Section 330b of the California Penal Code.)

Kentucky

Kentucky Revised Statutes, Section 436.230: A small table with its surface slanted upwards from the end at which the player stands, and which is equipped with a plunger, but not electrically operated flipper or turret shooter which the player manipulates, striking therewith some balls which are knocked toward the upper end of the table, and those balls strike a pocket or target or rebound from the upper end of the table and start rolling back by force of gravity toward the lower end of the table, meeting on the way various hazards and obstructions on the surface of the table, which cause the balls to meander in other directions and register a certain number score, depending upon the number assigned to the particular obstruction or pocket or indicated by lights at time it hits, some obstructions taking a higher score number than others, whereby the play is started by the player depositing a coin in a provided slot, and if the player is successful in obtaining a prescribed result in number score, and he then possesses the opportunity only to replay such table in the same manner without the insertion of

another coin, and if such device does not pay off in money, tokens or merchandise or other prizes for the winning score and only gives the right of replay without insertion of a coin, depending upon the skill of the player (these machines), shall not be considered as gambling.

Louisiana

Title 47, Louisiana Revised Statutes of 1950: For the purpose of this section, a coin-operated mechanical amusement device is any machine or device . . . operated by depositing a coin, token, slug or similar object for the placing of the machine or device in readiness to play, and which automatically scores or otherwise determines the result of the play, regardless of whether or not the machine or device is entirely mechanical or automatic in every phase of its operation.

All such mechanical amusement devices and all machines or devices . . . which do not return to the operator or player thereof anything but free additional games or plays . . . shall not be deemed to be or classed as gambling devices, and neither this act nor any other act shall be construed to prohibit same.

Massachusetts

Chapter 140, General Laws: The licensing authorities of any city or town may grant, and after written notice to the licensee, suspend or revoke a license to keep and operate an automatic amusement device for hire, gain or reward, approved by the director of standards and necessities of life under Section 283 of Chapter 94.

The term "automatic amusement device" as used in this section shall be construed as meaning any mechanism whereby, upon the deposit therein of a coin or token, any apparatus is released or set in motion or put in a position where it may be set in motion for the purpose of playing any game involving, in whole or in part, the skill of the player, including, but not exclusively, such devices as are commonly known as pinball machines, including free play pinball machines.

Pinballs NOT Gambling

After a thoro investigation of gambling thruout the nation, here's what the Senate Select Committee had to say about free-play games:

"Ordinary pinball amusement devices would not be reached (under the proposed amendment to the Slot Machine Act) under the judicial construction that 'free games' when confined to a mere right to operate the machine, do not constitute a thing of value."

Senator O'Connor, chairman of the committee, declared: "This last amendment was, however, drawn with great care to avoid curbing the manufacture of amusement-type pinball machines, the kind that are to be found thruout the country, since these are not generally considered gambling devices and have not been found to lend themselves to exploitation by criminal organizations."

Mississippi

Code of 1942, amended April 4, 1950: Provided, however, that pinball machines which do not return to the operator or player thereof anything but free additional games or plays shall not be deemed to be gambling devices, and neither this act nor any other shall be construed to prohibit same.

South Carolina

Code of Laws of South Carolina, 1942, amended May 26, 1949: It shall be unlawful for any person to keep on his premises or operate or permit to be kept on his premises or operated within this State, any slot machine of whatever name or kind, except coin-operated, non-payout pin tables with free play feature, and except automatic weighing, measuring, music and vending machines which are so constructed as to give a certain uniform and fair return value for each coin deposited therein, and in which there is no element of chance.

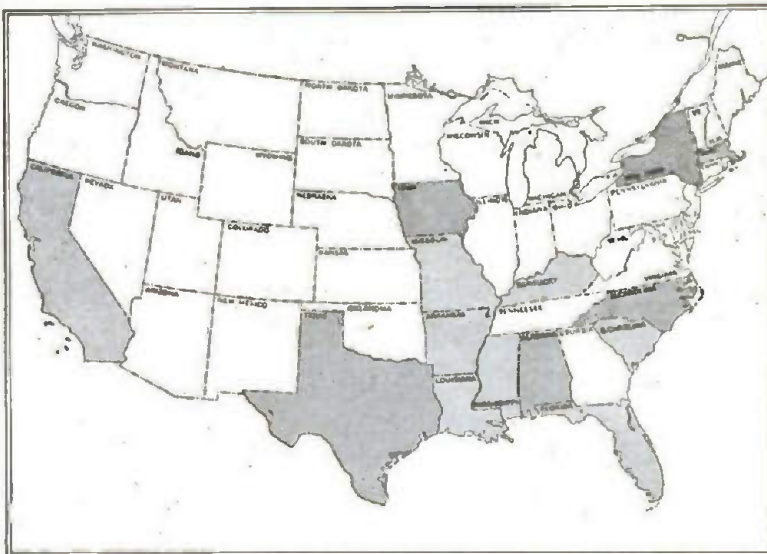
Altho these seven State laws, and the two court decisions, indicate a healthy future for the manufacturers, distributors and operators of free play amusement games, the legislative horizon is not all bright.

Five States—New York, North Carolina, Alabama, Iowa and Texas—specifically prohibit the operation of free play amusement games, and in 10 other States there are restrictions on free play games growing out of court decisions or rulings by attorney generals.

In these States, and in five of the nation's major cities (New York, Chicago, Los Angeles, Detroit and Cleveland), the industry has a job on its hands.

Certainly the time was never more ripe than now for demonstrating to lawmakers everywhere that free play amusement games, which permit the player only to extend the playing time of the game, are not gambling devices.

How States Look on Free-Play Games



Dotted area indicates those States in which free-play amusement games have been specifically approved, either by action of the State Legislature or by court decision (see story for details). The five States shaded with diagonal lines are those

in which free-play amusement games are prohibited from operating by specific legislation. In 10 others States, certain restrictions have been placed on free-play pinballs, ranging from adverse high court decisions to attorney general opinions.

	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12	Issue of Jan. 5
Just 23 (Gottlieb).....	35.00 54.50	35.00 54.50	69.50 79.50	50.00 79.50
M. C. Jones (Gottlieb).....	69.50 110.00	60.00 75.00	79.50 110.00	100.00 118.00
King Cole (Gottlieb).....	49.00			115.00
King Arthur (Gottlieb).....	119.00		119.00	140.00
Knock Out (Gottlieb).....	99.50 115.00	99.50 119.00		136.50
Lady Robin Hood (Gottlieb).....	39.50	39.50	39.50	39.50
Lariat (Gottlieb).....	175.00 195.00	175.00 225.00	195.00 225.00	195.00 225.00
Life-A-Line (Klooney).....	249.50	249.00	249.00 274.50	225.00 265.00
Lucky Inning (Williams).....	69.50 79.50	50.00 69.50	79.50 89.00	79.50 89.00
Lucky Star (Gottlieb).....	85.00 99.50	79.50 99.50		99.50
Magic (Exhibit).....	54.50	54.50	54.50	54.50
Major League Baseball (United).....	39.50	30.00 39.50	39.50	39.50
Majors of '49 (Chicago Coin).....	49.50 69.00	49.50 75.00	69.50 79.50	69.50 79.50
Marathon (United).....	79.50			25.00
Marlboro (General).....	25.00	25.00	25.00	39.50
Marvins (Williams).....	49.50 89.00	40.00 49.50	49.50 95.00	49.50 95.00
Maryland (Williams).....	99.50	65.00 69.50	99.50	95.50
Merrill (General).....	67.50 72.50	50.00 67.50	72.50 75.00	72.50 72.00
Merrill (General).....	114.50	72.50 114.50	114.50	114.50
Merrill (General).....	29.50 39.50	29.50 39.50	29.50 39.50(2)	29.50 39.50(2)
Merrill (General).....	39.00 39.50	30.00 39.50	29.50 39.50	29.50 39.50
Moan Coo (United).....	39.50 49.00	39.50 40.00	39.50 49.00	39.50 49.00
Morocco (Exhibit).....	54.50	49.00 49.50	49.50	49.50
Morocco (Exhibit).....	49.50	40.00 49.50	49.50(2)	49.50(2)
Nevada (United).....		50.00		29.50
Nifty (Bally).....		129.50	129.50	129.50
Nifty (Bally).....	79.00 84.50	84.50 85.00	84.50 85.00	70.00 84.50
Nifty (Bally).....				85.00
Old Faithful (Gottlieb).....	144.50	85.00 144.50	144.50	125.00 144.50
Old Hilltop.....	324.50	324.50		59.50
Old Tom, Three (General).....	49.00	40.00 49.50	44.50 54.50	49.50(2)
Paradise (Gottlieb).....	49.50	40.00 49.50	49.50	69.50
Phoenix (Williams).....	69.50	69.50 110.00	99.50 109.50	75.00(2) 99.50
Photo Flash (Universal).....	50.00 74.50	75.00 110.00	99.50 139.50	139.50
Play Ball (Chicago Coin).....	125.00 139.50	85.00 139.50	139.50	110.00 139.50
Play Ball (Chicago Coin).....	35.00			
Play Ball (Chicago Coin).....	45.00	39.50		
Playland (Exhibit).....	124.50	124.50	124.50	124.50
Playtime (Exhibit).....	84.50	40.00 84.50	84.50	64.50
Pro Score (Pomeroy).....	39.50			59.00
Pro Score (Pomeroy).....	55.00	25.00 59.00	59.00	145.00
Punch (Chicago Coin).....	145.00	145.00		
Quarterback (Williams).....	99.50 89.50(2)	89.50(2)	99.50 69.50	99.50 89.50(2)
Quarterback (Williams).....	100.00	100.00	100.00	100.00
Rainbow (Williams).....	36.00	45.00	45.00	45.00
Rainbow (Williams).....	35.00	40.00		
Rainbow (Williams).....	49.00	39.50 54.50	54.50	54.50
Rip Spear (General).....		50.00 95.00	95.00	95.00
Rocket (General).....	119.50	119.50	119.50	119.50
Rockette (Gottlieb).....				154.50
Roadrunner (United).....	39.50	30.00 39.50	39.50	39.50
St. Louis (Williams).....	79.50	40.00 79.50(2)	79.50	70.00(2) 79.50
Sally (Chicago Coin).....	27.50 54.50	27.50 30.00	54.50	54.50
Sally (Chicago Coin).....		54.50		
Samba (Bally).....	47.50	47.50	47.50	47.50
Samba (Exhibit).....	49.50	59.50	59.50	59.50
Saratoga (Williams).....	49.50	49.50	49.50	49.50
Saratoga (Williams).....	39.50 45.00	30.00 39.50	33.50 39.50	33.50 39.50
Select-a-Card (Gottlieb).....	79.50	35.00 65.00	50.00 79.50	60.00 70.00
Select-a-Card (Gottlieb).....		75.00 79.50		79.50
Serenade (United).....		45.00	29.50	29.50
Shanghai (Chicago Coin).....	27.50	27.50 34.50	29.50	29.50
Shangri-la (Exhibit).....	99.00 109.50	95.00 109.50	109.50	95.00 109.50
Shanghai (Chicago Coin).....	85.00 89.50	89.50	80.00 89.50	89.50
Shanghai (Chicago Coin).....			125.00	125.00
Shoo-Shoo (Williams).....	45.00			
Short Stop (Exhibit).....	39.00 69.50	39.50 69.50	59.00 69.50	55.00 69.50
Shoo-Shoo (Williams).....		65.00 69.50	23.50	69.50
Shoo-Shoo (Williams).....	109.00 109.50	45.00 69.50	109.00 109.50	95.00 109.00
Shoo-Shoo (Williams).....		109.00 109.50		109.50
Special Entry (Bally).....	29.50 34.50(2)	34.50 50.00	34.50 39.50	30.00 50.00
Special Entry (Bally).....	50.00 54.50	54.50	50.00 54.50	54.50
Special Entry (Bally).....	35.00 45.00	35.00	29.50(2) 35.00	29.50 35.00
Speedway.....			39.50	
Spiral (Chicago Coin).....	29.50 49.50	29.50 49.50	29.50(2) 49.50	29.50(2) 49.50
Spot Bowler (Gottlieb).....	29.50 45.00	49.00(2) 49.50	49.00 49.50	49.00 49.50
Standard (United).....	125.00 135.00	139.50	139.50	
Standard (United).....		139.50		
Step and Go (General).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Stoney (Williams).....	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
Stoney (Williams).....	49.50	49.50	49.50	49.50
Stoney (Williams).....	79.00	49.50	49.50	49.50
Super Hockey (Chicago Coin).....		25.00		
Super World Series (Williams).....	295.00	199.50 295.00	295.00	295.00
Super World Series (Williams).....		59.50		59.50
Super World Series (Williams).....	99.50 109.00	99.50 109.00(2)	109.00 134.50	109.00 134.50
Super World Series (Williams).....	134.50			
Super World Series (Williams).....	79.50 109.50	79.50 85.00	79.50 109.50	79.50 109.50
Tango.....		109.50		
Telecard (Gottlieb).....	49.50 79.50	35.00 49.50	49.50 79.50	49.50 79.50
Telecard (Gottlieb).....		79.50		
Templeton (Chicago Coin).....	29.50	29.50 30.00	29.50	29.50
Templeton (Chicago Coin).....	50.00	50.00	50.00	50.00
Texas League (Klooney).....	85.00 119.50	89.50 119.50	75.00 119.50	119.50
Thump (Chicago Coin).....	69.50 79.50	69.50 79.50	69.50 79.50	69.50 79.50
Three Fraters (General).....		245.00		245.00
Three Fraters (General).....		39.50		39.50
Three Fraters (General).....		39.50		39.50
Three Fraters (General).....	27.50	29.50 30.00	27.50	27.50
Total Roll (General).....	39.50	39.50	39.50	39.50
Trade Winds (General).....	27.50	27.50 30.00	39.50 49.50	39.50 49.50
Trade Winds (General).....		35.00 39.50		
Trade Winds (General).....		49.50		
Trinidad (Chicago Coin).....	24.50 25.00	24.50 49.50	24.50 29.50	24.50 29.50
Trinidad (Chicago Coin).....		49.50		
Triple Action (General).....	29.50 49.50	29.50 49.50	29.50	29.50
Triple Action (General).....	75.00 95.00	119.50	75.00 119.50	84.50 90.00
Triple Action (General).....	119.50		95.00 119.50	95.00 119.50
Tropicana (United).....		39.50		
Tropicana (United).....	69.50	99.50 69.50	69.50 89.50	69.50 89.50
Tropicana (United).....	104.50	104.50	104.50 105.00	104.50
Tropicana (United).....	190.00 199.50	210.00 225.00	210.50 219.50	215.00 225.00
Tropicana (United).....	249.50(3)	249.50 275.00	249.50 275.00	299.50(2)
Tropicana (United).....	275.00	249.50 345.00	249.50 250.00	345.00
Tropicana (United).....	299.50(2)		275.00	
Tropicana (United).....	345.00		345.00	
Utah (United).....	94.50	85.00 94.50	94.50 95.00	94.50 95.00
Utah (United).....		95.00		
Victory Special (Bally).....	24.50 49.50	24.50 49.50	24.50 29.50	24.50
Victory Special (Bally).....		49.50		
Virginia (Williams).....	29.50	29.50 30.00	29.50 45.00	29.50 45.00
Virginia (Williams).....		45.00		
Watch My Limb.....	139.50 145.00	160.00	149.50 165.00	165.00 174.50
Wings (Universal).....	135.00 150.00	175.00(2)	139.50 175.00	130.00 175.00
Wings (Universal).....	169.50 174.50	229.50	179.50 229.50	179.50 229.50
Wings (Universal).....	175.00(2)			229.50
Wisconsin (United).....	194.50 229.50	39.50 49.50	29.50 39.50	29.50 39.50
Wisconsin (United).....	59.50 49.50			49.50
Yank (Williams).....		30.00		40.00
Yank (Williams).....	324.50 325.00	325.00	324.50 325.00	325.00

MATERIAL ALLOCATIONS

Amusement Games

Oct.-Dec. 1951
 Jan.-Mar. 1952

CARBON STEEL	<div style="width: 47%; height: 15px; background-color: #ccc; border: 1px solid black;"></div> <div style="width: 21%; height: 15px; background-color: #333; border: 1px solid black;"></div>	47%
ALLOY STEEL	<div style="width: 70%; height: 15px; background-color: #ccc; border: 1px solid black;"></div> <div style="width: 30%; height: 15px; background-color: #333; border: 1px solid black;"></div>	70%
STAINLESS STEEL	<div style="width: 19%; height: 15px; background-color: #ccc; border: 1px solid black;"></div> <div style="width: 21%; height: 15px; background-color: #333; border: 1px solid black;"></div>	19% 21%
BRASS MILL	<div style="width: 47%; height: 15px; background-color: #ccc; border: 1px solid black;"></div> <div style="width: 6.9%; height: 15px; background-color: #333; border: 1px solid black;"></div>	47% 6.9%
COPPER WIRE MILL	<div style="width: 49%; height: 15px; background-color: #ccc; border: 1px solid black;"></div> <div style="width: 28%; height: 15px; background-color: #333; border: 1px solid black;"></div>	49% 28%
ALUMINUM	<div style="width: 22%; height: 15px; background-color: #ccc; border: 1px solid black;"></div> <div style="width: 25%; height: 15px; background-color: #333; border: 1px solid black;"></div>	22% 25%

Copper wire mill is the controlling material factor in game production.

Juke Boxes

	Base Period	Oct.-Dec., 1951	Jan.-Mar., 1952
STEEL	1,292 tons	816 tons	646 tons
COPPER	119,303 pounds	65,572 pounds	17,134 pounds
ALUMINUM	490,495 pounds	233,303 pounds	98,948 pounds

Material Shortages Keep Production Behind Demand

ALTERNATE MATERIALS, designed to conserve the small amount of critical metals allocated to coin machine manufacturers, are beginning to make their appearance in many types of coin-operated equipment as the manufacturers bend every effort to keep their plants running.

The word from Washington is that there will be no real relief for manufacturers before July 1, 1952—possibly not even then. By mid-year, however, officials of the National Production Authority have predicted steel and aluminum will be in better supply—not enough to satisfy 100 per cent of demand, but much more than is currently available to all types of producers.

Copper is the coin machine industry's principal bottleneck, and NPA says there will be no easing of the copper situation prior to 1953.

Pinch One Year Old

For the average manufacturer of coin-operated equipment the pinch on materials is at least a year old. Far before all industries were brought under the so-called Controlled Materials Program, coin machine factories found it difficult to secure enough materials. Juke box companies, especially, have had materials expeditors beating the bushes for hard-to-get materials and components for the past nine months.

But the real pinch came in the fourth quarter of 1951, when the industry was placed under CMP regulations.

Manufacturers of amusement games of all types were cut back in the last quarter of 1951 to 47 per cent of their base-period use of carbon steel; to 70 per cent of alloy steel, 19 per cent of stainless steel; 47 per cent of brass mill products; 28 per cent of copper wire mill products and 22 per cent of aluminum.

The worst was yet to come.

Current Allocations

During the present quarter (January-March, 1952), amusement game manufacturers have been operating on these percentages of their base period (January-June, 1950) use: 21 per cent of carbon steel; 30 per cent of alloy steel; 21 per cent of stainless steel; 6.9 per cent of brass mill products; 28 per cent of copper wire mill products and 25 per cent of aluminum.

Not Like 1942

For manufacturers of coin-operated games, the picture was even bleaker in some respects than in the early days of World War II. At that time, the government cut manufacturers back 25 per cent in four successive months, then issued a stop order on the production of games and thousands of other non-essential products.

If the cutbacks went further, industry spokesmen said, plants would average out to approximately 5%.

NPA replied that its first quarter, 1952, requirements of copper wire, mill and brass mill products, ran 165 and 175 per cent respectively above the available supply.

(Continued on page 100)

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CMI Exhibitors

A.B.C. Popcorn Co., Inc., 3441 W. North Ave., Chicago. Booth 90-B. Popcorn dispensers, popcorn and paper supplies.

A.B.T. Manufacturing Corp., 715 N. Kedzie Ave., Chicago. Booth 5. Slug rejectors, coin chutes and changers, wall boxes, coin receivers, Challengers.

Ace Premium Sales Co., 1155 Milwaukee Ave., Chicago. Booths 91 and 92. Premiums.

Aero Manufacturing Co., 2040 E. Main St., Columbus, O. Booth 74. Electric switches, motors and controls.

Allied Coin & Premium House, 788 Milwaukee Ave., Chicago. Booths 81 and 82. Premiums.

Armistage Sales Co., 3854 N. Lincoln Ave., Chicago. Booth 93. Premiums.

Atlas Music Co., 2200 N. Western Ave., Chicago. Booth 75 Games.

Auto-Photo Co., 1444 S. San Pedro St., Los Angeles. Booth 25. Auto-topho vending machines.

Beauty Horse Sales Co., River Edge, N. J. Booth D—Exhibition Hall. Mechanical horse.

The Billboard Publishing Co., 188 W. Randolph St., Chicago. Booths 83 and 84.

Block Marble Co., 1425 N. F. Road St., Philadelphia. Booths 64-65-66. Parts and supplies.

Bona Allen, Inc., Tanners and Mfrs., Buford, Ga. Booth 109. Saddles for mechanical horses.

Buccaroo Mfg. Co., 2835 W. Pico Blvd., Los Angeles. Booth C—Exhibition Hall. Mechanical horse.

Capitol Projector Corp., 560 W. 52d St., New York. Booths 37 and 39. Projector machine and mechanical horse.

The Cash Box Publishing Co., Inc., 26 W. 47th St., New York. Booth 76.

Chicago Coin Machine Co., 1725 W. Diversey Blvd., Chicago. Booths 51-52-53-54-55-56. Games.

Chicago Lock Co., 2024 N. Racine Ave., Chicago. Booth 8. Locks.

Conat Sales Co., Inc., 627 10th Ave., New York. Booths 63 and 63-B. Electric horse and photograph machine.

W. D. Davis Co., 993 Merchandise Mart, Chicago. Booth 95. Premiums.

Deutsch Lock Co., 5435 State Line Ave., Hammond, Ind. Booth 99. Lock and mechanical horse.

The Eagle Lock Co., 301 N. Desplaines St., Chicago. Booth 41. Cam and cabinet locks.

Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass. Booth 43. Cigarette vending machine.

Edelco Manufacturing & Sales Co., 1438 Franklin, Detroit. Booths 14 and 15. Games.

Embassy Distributors, Inc., 2619 W. Division St., Chicago. Booths 113 and 114. Premiums and shuffleboard supplies.

Empire Coin Machine Exchange, 1012 Milwaukee Ave., Chicago. Booths 71-72-73. Games, parts and accessories.

Exhibit Supply Co., 4222 W. Lake St., Chicago. Booths 67 and 68. Mechanical horse.

First Distributors, 1750 W. North Ave., Chicago. Booths 87-88-89-90. Premiums and games.

Flasher Sales & Manufacturing Co., Tipton, Mo. Booth 111. Belgian-type pool table.

Genco Manufacturing & Sales Co., 2821 N. Ashland Ave., Chicago. Booths 47-48-49-50. Games.

General Electric Co. (lamp division), Nela Park, Cleveland. Booth 58. Lamps for coin-machine applications.

D. Gottlieb & Co., 1140 N. Kostner, Chicago. Booths 38-40-42-44. Games.

Greenglass Sales Co. & Profit Products, 29-22 Northern Blvd., Long Island City, N. Y. Booth 28. Premiums.

H & H Distributing Co., 2023 Prospect Ave., Cleveland. Booth 45. Premiums.

Helmco-Lacy, 1215 W. Fullerton Ave., Chicago. Booth 30. Bar B.Q. bars and basic bun toasters.

Illinois Lock Co., 800 S. Ada St., Chicago. Booth 4. Cabinet locks.

Independent Lock Co., 555 W. Randolph St., Chicago. Booth 10. Locks.

International Microscope Corp., 44-02 11th St., Long Island City, N. Y. Booths 17-18-19. Shooting gallery.

King & Co., 2700 W. Lake St., Chicago. Booth 46. Gum and nut vendors.

King Amusement Co., 82 Orchard St., Mt. Clemens, Mich. Booth 9. Mechanical horse.

Life-Time Manufacturing Co., 801 W. Randolph St., Chicago. Booth 12-13-14. Premiums.

James H. Martin, Inc., 2614 W. North Ave., Chicago. Booths 35 and 36. Cigarette vending machine and records.

Merry-Go-Round Sales, Inc., 1507 N. 33d St., Philadelphia. Booth 23. Mechanical horse and rocket ship.

McDowell Manufacturing Co., 301 Stanton Ave., Pittsburgh. Booth 110. Relax-A-Lators.

Memphis Metal Manufacturing Co., 795 Tanglewood, Memphis. Booths 31 and 32. Mechanical horse.

Mitchell Co., 122 N. Fourth St., Minneapolis. Booths 97 and 98. Premiums.

Mike Munves Corp., 577 10th Ave., New York. Booth 29. Arcade equipment.

National Coin Machine Exchange, 1411 W. Diversey Chicago. Booths 2 and 3. Premiums.

National Receptors, Inc., 5100 San Francisco Ave., St. Louis. Booths 85 and 86. Slug rejectors, coin changers, coin mechanisms and coin handling accessories.

National Sanitary Sales, 4307 W. Lawrence Ave., Chicago. Booth 112. Bulk vending machines.

Philtain Electric Division, O. K. Stamping Corporation, 2131 Fairfield Ave., Fort Wayne, Ind. Booth 11. Coin-operated radios.

Pioneer White Metal Casting Co., 1748 N. Wilmot St., Chicago. Booth 57. Premiums.

Purveyor Shuffleboard Co., 4322-22 N. Western Ave., Chicago. Booths A and B—Exhibition Hall. Shuffleboards and supplies.

Refrigerated Equipment Sales Corp., 19 W. 44th St., New York. Booth 6. Ice cube vender.

Ristorat, Inc., 1216 E. Wisconsin Ave., Appleton, Wis. Booth 7. S-45 selective juke box.

Royal Engineering Co., 550 W. Beach Ave., Inglewood, Calif. Booths 33 and 34. Mechanical horse.

Sandler Distributing Co., 110 11th St., Des Moines. Booths 21 and 22. Shuffleboard.

Scientific Machine Corp., 79 Clifton Pl., Brooklyn. Booth 90-A. Baseball game.

Tucker-Lowenthal Co., 5 S. Wabash Ave., Chicago. Booth 94. Premiums.

West Side Distributing Corp., 612 10th Ave., New York. Booth 1. Premiums and coin machine parts.

Wice Corp., 2913 N. Pulaski Rd., Chicago. Booths 26 and 27. Coin machine parts and supplies.

Williams Manufacturing Co., 4242 W. Fillmore St., Chicago. Booths 59-60-61-62. Amusement games.

Wander Horse Co., 641 Columbus Dr., Pascagoula, Miss. Booth 24. Mechanical horse.

World Wide Distributors, Inc., 2330 N. Western Ave., Chicago. Booths 77-78-79-80. Games, etc.

'Beauty' Is New Entry in Coin Horse Sweeps

RIVER EDGE, N. J., Jan. 26.—A sleek Palomino became the latest entry in the coin horse sweepstakes as the Beauty Horse Sales Corporation this week announced its own version has been placed in production and will be ready for introduction to the trade at the Coin Machine Institute convention next week.

Beauty, the name of the new steed, is made of Selectron, a plastic fiber product of the Pittsburgh Plate Glass Company said to have the impact strength of steel. The base, made of the same material, is decorated to resemble a mountain rock formation to increase the effect of realism on location. Unit is 48 inches long, 24 inches wide and 56 inches high. Weight is 375 pounds.

Movement is transferred from the motor to horse via three moving shafts. Bearings are self lubricating, and balanced weight springs are said to prevent possible overload and fuse blowouts. A National Receptor coin mechanism, which will accept nickels or dimes, is set in the hitching post.

Fred Rafanello, president of the manufacturing and sales company, stated distribution will be handled direct from the concern's offices at 286 Kandermark Road here. In another association, he is active in the production of bronze novelty horses.

Muto to Show New Shooting Range at CMI

NEW YORK, Jan. 26.—Shoot-a-Score, a new shooting range now in production at the Rochester, N. Y., plant of the Crosman Arms Company, will be introduced at the Coin Machine Institute show in Chicago next week by the International Microscope Corporation. Mutoscope, national distributor for the range, stated that deliveries will begin soon after the close of the CMI event. The firm displayed a pre-production mock-up of the range at the recent Parks show.

Featured in the Shoot-a-Score set-up are individual electric scoreboards for each of the precision, CO2-powered rifles. Marksmen aim at graded targets and earn higher score ratings for hitting the more difficult ones.

Herb Klein, Microscope sales manager, said his firm will also show other equipment for location and arcade operation at the CMI event.

Convention Calendar

Three major gatherings of coin machine associations will be held in Chicago next week. All will be held on February 4, 5 and 6, during the three days of the International Coin Machine Exposition.

Here's the WHO, WHERE, WHEN and WHAT about the three meetings:

WHO:
International Coin Machine Exposition, sponsored by the Coin Machine Institute.
National Coin Machine Distributors' Association winter meeting.
National Association of Bulk Venders' open-house meeting and exhibit.

WHERE:
Coin Machine Exposition—at the Hotel Sherman.
Coin Machine Distributors—at the Bismarck Hotel.
Bulk Venders—at the Morrison Hotel.

WHEN and WHAT:
CMI Exposition:
10 a.m. to 10 p.m. Monday and Tuesday, February 4 and 5—general sessions.
10 a.m. to 4 p.m. Wednesday, February 6—general sessions.
7:30 p.m. Wednesday, February 6—banquet in the main ballroom of the Hotel Sherman.

NCMDA Meeting:
10:30 a.m. Monday, February 4—general membership meeting, election of three directors, annual election new officers.

Monday afternoon after lunch—board of directors meeting.
10:30 a.m. Tuesday and Wednesday, February 5 and 6—meetings of the following committees: Membership, Finance, New Products, Policy and Legislative.

NABV Meeting:
9 a.m. thru 10 evening, Monday, Tuesday and Wednesday, February 4, 5 and 6—exhibits in individual suites.
2 p.m. Tuesday, February 5—closed board of directors meeting.

Plan Buccaroo Horse Showing

LOS ANGELES, Jan. 26.—Abe Chapman and Jack Simon are scheduled to leave here late next week for the coin machine show in Chicago, where they will show the Buccaroo, mechanical horse of the Buccaroo Manufacturing Company here.

Chapman is general manager of the firm and Simon, who heads the Jack Simon Distributing Company here, is directing distribution. The horse will be shown at Booth C, Exhibition Hall, Hotel Sherman.

Mustang Set For Trade Bow At CMI Show

INGLEWOOD, Calif., Jan. 26.—Broths 33 and 34 at the coin machine show will be manned by Mike Fishbein, Al Skluth and Lou Singer, who will be representing the Royal Engineering Company here at the first out-of-the-city showing of their horse, Royal Mustang. Fishbein heads the company as president, with Skluth serving as vice-president in charge of sales and Singer also handling the merchandising of the mechanical steed.

Royal Engineering began manufacturing the horse some months ago. Fishbein, who was chief engineer in charge of design for an aircraft company, blueprinted the Royal product. Skluth for years was in the precision manufacturing business in addition to banking and investments. Singer heads the Central Music Distributing Company in Omaha. Prior to entering the mechanical horse field, Royal made the Royal Shuffleboard and Royal Flush.

The Royal Mustang has the following specifications: height, 53 inches; width, 20; length, 67; height at saddle, 45; base length, 49; and base width, 16. Made of laminated wood, the device is equipped with 1/2 h. p. motor, 115 volt, 60-cycle capacitor type, which protects fuses. The horse operates on a dime drop coin chute and features Alenite lubrication thru-out. Three colors, palomino, roan and dapple grey, are offered. Shipping weight is 365 pounds.

Distributors named include Badger Sales Company, Los Angeles; R. F. Jones & Company, San Francisco, Denver, Salt Lake City, Seattle and Portland; Ruthford Enterprises, Amarillo, Tex., and Central Music Distributing Company, Omaha and Kansas City.

Refurbished Units, Conversions on Way?

WHILE few companies have formally entered the field—refurbishing, and its running mate, conversions—appear set for expansion rivaling that of the early 1940's. In the past the refurbishing business always received its initial impetus when availability of new games dropped behind normal demand and operators were looking for different models to replace models which had outlived their peak interest on location. Currently, some of the plants report output is running slightly behind demand while others state supply and demand are in balance.

Regardless of the production situation now, there is little doubt that new machine output will continue to diminish as factories begin using up their first supplies of critical materials. Second quarter quotas will certainly not be larger, may even be smaller. These developments are expected to bring a wave of distributors and even big operators into the refurbishing end of the trade.

Banner Bellwether

Thus far Banner Specialty Company, distributing house with headquarters in Philadelphia and Pittsburgh, Pa., has been the bellwether in the refurbishing business. Under the direction of Vice-President Al Rodstein, who had considerable success in this field in the 1941-45 period, Banner has taken early-model, single-player shuffle games, added all the new features of shuffle games including Formica playfields and came up with virtually a new product both in appearance and playing features. All scoring ideas of regular shuffle bowling are included in the Banner product, plus a matching score idea which has been popular with regular patrons.

Another firm with an early interest in the refurbishing field is General Vending Sales, Baltimore. Thus far, General has come out with a giant pin game called Old Hilltop. In its strictest application, this unit cannot be considered a refurbishing because it has been actually redesigned from another new giant pin and has all new factory parts, new backlogs, new cabinet and new electrical circuits added to the original.

Much of the current conversion business centers in the Midwest with Marvel Manufacturing Company, First Distributors, Empire Coin Machine Exchange, Mid-State Company and J. H. Keeney & Company, all Chicago, and

Edelco Manufacturing & Sales, Detroit, all bringing out new pin units for shuffle games, conversions for shuffleboards (making them into shuffle games) or new shuffle games converted from other games. The need for such items can be substantiated by the number of big name companies which have made an early success with their different conversions.

Not Without Pitfalls

Refurbishing is not an easy undertaking for it takes long planning and careful purchasing of old models. It also involves experimenting with a variety of ideas based on a central theme, and in many cases by all the risk elements of actual manufacturing. Besides being a necessity in times of limited production periods, it offers the once-in-a-lifetime opportunity for coinmen to fulfill the dream of eventually becoming a manufacturer. Trade history shows that some of the best-known plants in the trade were founded by men who got their start in the refurbishing business.

One of the handicaps to getting in the refurbishing business at this time is the over-all cost of producing the altered models. Whereas it was still possible in the early 1940's to start on the proverbial shoestring, now it takes a good supply of risk capital to get the refurbishing designed, developed and introduced to the trade. The general scheme of modern game production is costly because players have been educated to expect only the best equipment as to appearance and performance. Thus where the refurbished models of the past were available for \$50 or less, now the cost price on them is from \$200 up or comparable with new game prices. Even simple conversion units for used games start at \$24.95.

One of the big items which already has stemmed from the refurbishing conversion situation is the replacement playfield for shuffle games. Thus far the leader in departure has been the Formica fields the some companies have developed similar permanent plastic surfaces which also have proved popular. Prior to the introduction of these durable replacement fields, shuffle games on top location had to be given new plywood fields on a regular basis. Since all the play directions can be screened under the Formica tops, the game shows only the slightest wear even after protracted periods.

Formica Tops

Like most of the innovations in used equipment, the Formica fields were introduced after Formica had proved successful on new six-player games introduced by the factories in November and December and took away some of the dated identification of the older shuffle games. The replacement fields come in varying lengths and are in four specific makes and models of used shuffle games. They come complete with a mastic and are easily applied to games either in service shops or on location.

The lengths to which refurbishing and converting of games will reach will be directly dependent on how much more new game production is curtailed. Naturally, as fewer new units reach distributors more will be forced to enter the business in some phase or else be deprived of much of their usual income. Still another ramification of the refurbishing trade centers around exports. While some factories reserve a percentage of their output for the export market they still must take care of the domestic requirements first. Thus as less production is accomplished in the plants fewer new units will reach foreign shores. Much of this slack is expected to be taken up eventually by refurbished games.

Speed NPA Scarce Metal Application

WASHINGTON, Jan. 26.—A new procedure aimed at saving time in processing application for priorities, scarce materials or other assistance from National Production Authority was announced this week.

NPA asks that all applications be made in triplicate to hasten processing, and suggests that form NPA-132 "Application for Adjustment of Exception" be used rather than a letter.

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	Model "A" \$299.50
ROCK-OLA	Model "C" 549.50
"1422" \$109.50	Hideaway 395.00

WALL BOXES

SEEBURG	WURLITZER
W4 L56 \$35.00	"3020" \$35.00
3W5-L56 39.50	"4820" 59.50
W1-L56 12.50	219 Steppers 25.00
3W2-L56 21.50	248 Steppers 49.50
	AMI
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Chicago Manufacturers

Going to be in Chicago for the 1952 Coin Machine Institute Convention? If so, here's a handy guide to Chicago-area manufacturers of coin-operated equipment. All of the firms will be open during the convention.

- AMUSEMENT GAMES:**
Bally Mfg. Co., 2640 Belmont Ave., Chicago.
Chicago Coin Machine Co., 1725 Diversey Blvd., Chicago.
H. C. Evans & Co., 1528 W. Adams St., Chicago.
Exhibit Supply Co., 4218 W. Lake St., Chicago.
Genco, 2621 N. Ashland Ave., Chicago 14.
D. Gottlieb & Co., 114-50 N. Kostner Ave., Chicago.
J. H. Keeney & Co., 2600 W. 50th, Chicago.
United Mfg. Co., 3401 N. California Ave., Chicago.
Williams Mfg. Co., 4242 W. Fullerton St., Chicago.
JUKES & ACCESSORIES:
Buckley Mfg. Co., 4223 W. Lake St., Chicago.
Chicago Coin Machine Co., 1725 Diversey Blvd., Chicago.
H. C. Evans & Co., 1528 W. Adams St., Chicago 7.
Rock-Ola Mfg. Co., 800 N. Kedzie, Chicago.
J. P. Seeburg Corp., 1510 Dayton St., Chicago.

- VENDING MACHINES:**
A.B.C. Popcorn Co., 3441 W. North Ave., Chicago.
A.B.T. Mfg. Co., 715 N. Kedzie Ave., Chicago.
Aciform Corp., Gyro-Lator Division, 1857 W. Grand, Chicago.
Advance Machine Co., 4641 N. Ravenswood Ave., Chicago.
Alco-Deree Co., 4300 N. California, Chicago.

- the 1952 Coin Machine Institute Convention? If so, here's a handy guide to Chicago-area manufacturers of coin-operated equipment. All of the firms will be open during the convention.
- Amusement Vending Corp., 333 N. Michigan Ave., Chicago.
Belvend Mfg. Co., 122 S. Michigan, Chicago.
H. V. Bright Turnstile Co., 4019 Ravenswood Ave., Chicago.
Cole Products Co., 39 S. LaSalle St., Chicago.
Dresko Machine Corp., 5629 N. Central Ave., Chicago.
Electric-Aire Engineering Corp., 209 W. Jackson Blvd., Chicago.
Electro-Counter Co., 549 W. Randolph St., Chicago.
General Vending Corp., 549 W. Washington Blvd., Chicago.
Fred Hebel Corp., 126 N. Union St., Chicago.
J. H. Keeney & Co., 2600 W. 50th St., Chicago.
Bert Mills Corp., 400 Crescent Blvd., Lombard, Ill.
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.
W. G. Parrish, Inc., 822 W. Ohio St., Chicago.
Silver King Corp., 622 Diversey Blvd., Chicago.
Square Mfg. Co., 1251 S. Michigan Ave., Chicago.
Stoner Mfg. Corp., Aurora, Ill.
Thermo-Cuber, Inc., 2124 N. Southport, Chicago.
Tropical Trading Co., 5 S. Wabash Ave., Chicago.
Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago 22.
Vendall Co., 2323 Wolfram St., Chicago.
Victor Vending Machine Corp., 5701 Grand Ave., Chicago 39.
Watling Mfg. Co., 4650 W. Fullerton St., Chicago.

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- ★ EXHIBIT JET-GUN AND SHOOT-A-LINE

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Coinmen You Know

Chicago

Karl Marks, of Arctic Vendor Sales Company's local office, says due to delays in getting the firm's new coffee vander program rolling, he is mainly active in the ice cream machine end of the business. . . E. C. Travis Jr., Advance Machine Company, tells of the interest in a small candy machine the company has available. The special size vander is suitable for mounting in unusual places, such as the units placed on backs of theater seats years ago.

Richard Abrams, president of Electro-Counter Company, re-

ports that output on vending and game machine counters is mounting. Firm puts out a new unit featuring nylon gears. . . Jack Webb, American Vending Corporation, claims there are 21 of firm's hot sandwich venders on location thru the city.

Gail Carter, vice-president in charge of sales for Permo, Inc., has left on a business trip to St. Louis. However, another Permo vice-president is back in town. L. J. Andres, vice-president in charge of engineering, and Mrs. Andres returned from a three-week pleasure trip in Phoenix, Ariz.

W. Collier, Braun Manufacturing Company, says the 12 carton milk venders produced by his firm as a pilot run over 18 months ago are now on location as a company-operated test route. Additional machines will be produced "as and when" materials become available. . . Ball-Gum, Inc., signed up as an exhibitor in the Morrison Hotel meet of the National Association of Bulk Vendors. Elvin Angell, treasurer, says firm's full line of ball gum will be shown.

Leaf Gum Company is another Chicago firm to show at the bulk vending confab next week, Monday thru Wednesday (4-6). Rolfe Lebell, vice-president in charge of sales, tells of a new ball gum line to be introduced.

Milton Raynor, general counsel of the bulk vending association, looks for good attendance during the organization's initial Chicago meeting, and its first exhibit. NABV has reserved 10 suites in the Morrison for display.

Al Pierz, as manager of the National Receptor branch office, is keeping busy serving operators.

Miami

First AMI Model D 80 selection phonograph on location in Florida belongs to Guy Hunter, Hunter Music Company, West Palm Beach. . . Operator Peter Giampapa celebrated his birthday the other day. . . George P.

(Continued on page 94)

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

MERRY WIDOW	129.50	TRINIDAD	24.50
COVE GIRL	36.50	PUNCHY	145.00
CATALINA	39.50	SANBA	47.50
FLOATING POWER	49.50	BALLERINA	27.50
HAWAII	26.00	M. C. JONES	176.00
MANHATTAN	25.50	FOOTBALL	75.00
MICKEY	72.50	CITATIONS	44.50
CAMEL CARAVAN	65.00	SPEED BOWLERS	46.00
SUMMERTIME	39.00	WHS. SPEEDWAY	35.00
TAMTI	79.50	WATCH MY LINE	145.00
THRILL	27.50	FIVE STAR	245.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

Keeney's 4-Way Bowler Keeney's Holiday
Keeney's Electric Cigarette Vender
United's Leader—Across the Board—Touchdown—NABV

ROY MCGINNIS CORP.
1012 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Visit **BOOTH NO. 5**
CMI SHOW
February 4-5-6

See our exhibit—
Our new air rifle will be shown—for full demonstration call at factory—

A.B.T. MANUFACTURING CORPORATION
715 N. Kedzie Ave., Chicago 12
VAN Buren 4-3490
San Francisco • Los Angeles

- Slug Rejectors
- Skill Guns
- Coin Chutes
- Wolf Boxes
- Totalizers
- Rifle Sport

EMPIRE Look for Us at the Show!
BOOTHS 71-72-73

- Gil Kitt
- Howie Freer
- Stan Levin

America's Largest Coin Machine Distributor

1-BALLS
NEW
OLD HILLTOP
Unit, Across the Board
Bally Turf King
Bally Futurity
Turf King, \$345.00
Winner, \$229.50
Champion, \$159.50
Photo Finish, \$139.50
CITATION, \$134.50
Gold Cup, \$84.50
Jockey Special, \$64.50
Special Entry, \$54.50
Victory Special, \$49.50

MUSIC
Evans Constellation Wurlitzer 1100 \$395.00
Wurlitzer 1015 \$250.00
Wurl, 1017 \$250.00
Wms. Music Mite, New 145.00

WANTED!
Coney Islands, Bright Spots, Bright Lights, New Turf Kings, Late 5 Balls, 2 and 4 Player, Shuffle Games, Bing-a-Roll

BRAND NEW CLOSEOUTS!

Bally Turf King . \$445.00
ChiCoin Thing . 140.00
Warch My Line . 145.00
Univ. Shuffle Tournament . 195.00

Wall Model, Elec. Scorebd., New . \$ 79.50
Univ. 5-Star . 310.00
Chi. Shuffle Horse Shoes, 2-Player . 175.00

SHUFFLE GAMES
UNITED DELUXE 6-PLAYER SHUFFLE ALLEY
CHICAGO COIN 6-PLAYER BOWLING ALLEY
Formica Tops Installed on United 2 & 5 Players—\$25.00, extra

GENCO 8-PLAYER SHUFFLE TABLE . . . Write

United 6-Player	\$350.00	Chico. Super Twin Bowler	\$135.00
United 5-Player	309.50	Chico. Pin Lite Bowler	159.50
United Twin Shufflecade	275.00	Chico. Bowling Alley	69.50
Un. Double SA Express Rebound, B. True Scoring	159.50	Chico. Bowling Classic	140.00
United Shuffle Sluggo	99.50	Chico. Trophy Bowl	150.00
United Skoe Alley	169.50	UNITED TWIN REBOUND	225.00
Un. 2-Player SA Express	169.50	Bally Hook Bowler	275.00
United Single SA Rebound	99.50	Bally Shuffle Bowler, 9 1/2"	34.50
United S. A. Express, 6"	129.50	Bally Speed Bowler, 9 1/2"	69.50
Un. Double Shuffle Alley	79.50	Gottlieb Bowletta, 6 1/2"	69.50
UNITED SHUFFLE ALLEY EXPRESS	69.50	Keeney ABC Bowler	49.50
United Super Shut. Alley	49.50	Keeney Big League Bowler	285.00
United Shuffle Alley	39.50	Keeney League Bowler	255.00
W/Disp. Pin Conv.	59.50	Keeney Double Bowler	145.00
Univ. High Score Bowler	195.00	Wms. Double Header	119.50
		Genco Shuffle Target, 10"	195.00

VENDERS
SMOKE SHOP 612
CUSTOM \$245.00
Acro Vendor, 11 or 35, 14.50
Horton Scale, New, 69.80
Rantz Scale 115.00
Silver Ring 13.95
S.R. Hot Hat 20.95

N.W. 49, 16 or 56, \$17.35
72, Bar
U-Select-It 49.50
De Luxe, 1-54 25.50
N.W. Tab Cum 25.95
83 Ball Cum. 7.50
15 Col. Uncead, pak, 25¢ 79.50

CIGARETTE VENDERS
Factory Reb. 25¢, 1 King Size Col. Unceadpak, Mod. 500, 7 Col. \$130.00
Rowe Royal, 8 Col. 125.00
National 930, 9 Col. 120.00
DuGreenier Champion, 11 col. 120.00
Rowe President, 8 col. 145.00
National Model 950, 9 col. 140.00

FORMICA REPLACEMENT TOPS
For Chico Games
For United 8 Foot, 2, 4, 5 & 6 Players. \$29.50
Minimum Order—3 Tops.

ARCADE
EXH. BIG BRONCHO
EXH. JET GUN
WMS. DELUXE WORLD SERIES
Muto, Voice-o-Graph, 35¢ \$525.00
Chico. Basketball Champ 275.00
Shoot the Bear . 349.50
22" Shuffle'd 124.50
Gun Patrol, 249.50
Chi. Midget Skat Ball . 229.50
Ev. Batascore 225.00
Chi. Pistol . 149.50
Star Series . 139.50
Merc. 13-Way Ath. Scale, New . 99.50
Telequiz . 139.50
Foot Vibrator 119.50
Wms. All Star 109.50
Jack Rabbit . 109.50
Chicken Sam. Rebuild . 109.50
GOALIE . 99.50
Scientific Pokerino 99.50
Ten Strike, 99.50
Quarterback, 89.50
Esh. Dale Gun 84.50
Flash Hockey 75.00
Mercury 13-Way Ath. Scale, 69.50
Heavy Hitter 69.50
Chi. Hockey, 69.50
Shipman Art Show & Film . 49.50
GENCO GLIDER 39.50
Total or Advance Roll . 39.50
Mercury Counter Grip Scale, New . 34.50
Kicker & Catcher, New . 31.50
CHALLENGER . 24.50
Acme Shocker, New . 24.50
Groot, Skill Test, 5¢ 69.50
Exh. Six Shooter Write

5-BALLS
NEW
United Bolero
Chi. King Pin
Wms. Horse Shoes
United Zingo
United Touchdown

United Straplaxess
Genco Double Action
Keeney Holiday
Gen. Basketball
Bally Sport Lite

BINGO TYPE
Bright Lights \$395.00
A-B-C . 295.00
5-Star . 279.00
Lite-a-Line 195.00
Zingo . 325.00

Lucky Lining \$ 99.50
Utah . 94.50
Double Shu. . 94.50
Sharpshooter . 89.50
Champion . 89.50
Quarterback . 89.50
Aquacade . 89.50
Oklahoma . 84.50
Playtime . 84.50

Cyclone . 175.00
Control Tower 175.00
Double Feature . 164.50
Spot Bowler, 154.50
Old Faithful . 144.50
Georgia . 144.50
Snap and Go . 139.50
Pin Bowler . 139.50
Fighting Irish . 139.50
Sweetheart . 134.50
Basketball . 134.50
Hits & Rans . 129.50
Oasis . 129.50
Harvest Time . 129.50
Flying Saucers . 129.50
Bombor . 124.50
DREAMY . 124.50
Hot Rod . 124.50
Playland . 124.50
Canada . 119.50
Thing . 119.50
Judy . 119.50
Devilce . 119.50
Rocket . 119.50
Tri Score . 119.50
Bank-a-Ball . 119.50
Ba-Bop . 114.50
FRESHIE . 114.50
Mercury . 114.50
Camurus . 114.50
College Dame . 109.50
Tahiti . 109.50
Shantytown . 109.50
South Pacific . 109.50
Tumbleweed . 104.50
Maryland . 99.50

DALLAS . 79.50
Just 21 . 79.50
3-Feathers . 79.50
Bowling Ch. . 79.50
St. Louis . 79.50
Majors of '49 . 79.50
Big Top . 79.50
Selctacard . 79.50
But.'s & Bows . 79.50
Telecard . 79.50
El Paso . 74.50
Holiday . 69.50
Phoenix . 69.50
Show Boat . 69.50
TULESON . 69.50
Harvest Moon . 69.50
Sally . 54.50
Magic . 54.50
Blue Skies . 54.50
All Baba . 49.50
Balleras . 49.50
Summerlins . 49.50
Banjo . 49.50
Stormy . 49.50
Cinderella . 49.50
Triple Action . 49.50
Carolina . 49.50
Spin Ball . 49.50
Moon Glow . 49.50
Trinidad . 49.50
Sunny . 49.50
Star Duet . 49.50
Trade Winds . 49.50
Wisconsin . 49.50
Paradise . 49.50

Empire Coin MACHINE EXCHANGE
One-Half Deposit With Order, Balance C. O. D. or Sight Draft.
1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-1600 CHICAGO 22, ILL.

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12	Issue of Jan. 5
ABC Bowler (Keeney).....	\$60.00 69.50	\$60.00 69.50	\$60.00 69.50	\$60.00 69.50
Ace Bowler (Chicago Coin)...	145.00	145.00	145.00	145.00
Bank Ball (Amusement).....	79.50	79.50	79.50	79.50
Baseball (Daily).....	69.50 89.50	69.50 89.50	69.50 89.50	79.50 85.00
	99.00 119.50	99.00 119.50	99.00 119.50	89.50 99.00
Baseball (Gamm).....	49.50	49.50	49.50	49.50
Big League Bowler (Keeney).....	285.00	285.00	285.00	285.00
Big League Bowler, 4 Player (Keeney).....	310.00	310.00	310.00	249.50 310.00
Bowl-a-Male (Universal).....	425.00	425.00	24.50 45.00(2)	24.50 45.00(2)
Bowling (Gottlieb).....	24.50 25.00	24.50 25.00	24.50 25.00	24.50 25.00
	35.00 45.00(2)	35.00 45.00	35.00 45.00	35.00 45.00
Bowling Alley (Chicago Coin)	45.00 49.50	34.50 35.00	34.50 35.00	45.00 49.50(2)
	55.00 79.50	45.00 49.50	45.00 49.50	55.00 79.50
Bowling Alley (Universal)...				55.00
Bowling Alley 2 Player (Chicago Coin).....	34.50	135.00	185.00	185.00
Bowling Champ (Keeney).....	135.00			
Bowling Champ (Keeney) 2 Player.....	145.00 165.00	125.00 145.00	135.00 150.00	135.00 165.00
Bowling Classic (Chicago Coin)	99.50 135.00	99.50 100.00	99.50 140.00	99.50 135.00
	140.00	135.00 140.00		
Bowling Classic (Universal).....	24.50 34.50	24.50 25.00	24.50 34.50	24.50 35.00
Bowling League (Gamm).....	34.50 43.00	34.50 35.00	35.00 45.00	45.00
Deluxe Bowler (Williams).....	45.00 49.50	45.00	35.00 45.00	45.00 49.50
		60.00	49.50 50.00	
Deluxe Twin Bowler (Universal).....	73.00 99.50	79.50 110.00	90.00 100.00	85.00 115.00(2)
Double Bowler (Keeney).....	115.00 135.00	125.00 130.00	135.00 169.50	135.00 169.50
	169.50	135.00 169.50		
Double Header (Williams).....	59.50 69.50	59.50(2) 69.50	59.50 69.50	59.50 69.50
	95.00 115.00	95.00(2) 75.00	95.00 110.00	95.00 110.00
	129.50	115.00 125.00	95.00 125.00(2)	125.00(2) 129.50
Double Shuffle Alley (United)	74.50 75.00	50.00 25.00	74.50 75.00	75.00 79.50
	79.50	79.50	79.50	
Double Shuffle Alley Express Rebound (United).....	109.50	109.50	109.50	109.50
Deck Pins (Keeney).....	133.00	133.00	133.00	133.00
Five Player Shuffle Alley (United).....	305.00 315.00	315.00(2)	315.00(2)	315.00 319.50

RIDE'M COWBOY

The Big Machine



RIDE'M COWBOY

THE "RIDE'M COWBOY" COIN MACHINE IS MANUFACTURED BY WORLD FAMOUS BUILDERS OF OUTDOOR AMUSEMENT RIDING DEVICES. THEIR YEARS OF EXPERIENCE ARE WELL REPRESENTED IN THE POPULAR DESIGN AND RUGGED CONSTRUCTION OF THIS DEVICE.

An A.B.T. coin box is used and operates one minute for 10¢. Ride has a very natural life-like action that is extremely popular. The device has proven itself to be the top money getter in its field. The best locations are the dime stores, super markets, and department stores. The average location will gross about \$50.00 a week with some of the better spots getting as high as \$150.00 per week.

The device is designed for both the children and the teen-agers. The pony is made out of molded Fibreglas, which is stronger than wood and has the impact strength of steel. The saddle is made out of the finest leather and has an extra loop for the feet of the real small rider. It is powered by an A.C. 60 cycle, 1/2 h.p. electric motor. The width of the machine is 22" length 48" and height 54".

Will accommodate riders up to 325 lbs.—Shipping weight graded 800 lbs.

TIME PAYMENT PLAN AVAILABLE

Manufactured by

KING AMUSEMENT COMPANY

MOUNT CLEMENS, MICHIGAN

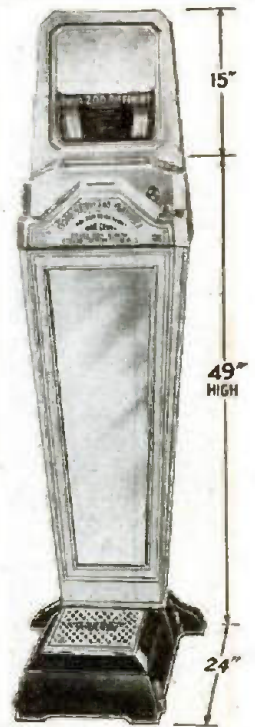
WE CAN'T BRING EVERYTHING TO THE SHOW—BUT WE CAN SHOW EVERYTHING!

VISIT OUR NEW OFFICE AND SHOWROOM —ONLY 12 MINUTES FROM THE LOOP!

CLAY MEMBER OFF MONARCH COIN MACHINE, Inc. CHARLEY PIERI

2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3904-7-8

	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12	Issue of Jan. 5
Five Player Shuffle Rebound (United).....	315.00	315.00	315.00	315.00
Four Player Shuffle Alley (United).....	275.00 285.00	275.00 285.00	275.00 285.00	275.00 285.00
Slider (Gamm).....	29.00(2) 29.50	29.00 29.50	29.00 30.00(1)	29.00 30.00(1)
NI Score Bowler (Universal).....	150.00 175.00	150.00 175.00	150.00 175.00	175.00
Head Bowler (Unity).....	265.00 275.00	265.00 275.00	200.00 265.00	200.00 265.00
League Bowler (Keeney).....	165.00 225.00	235.00(2)	235.00(2)	175.00 215.00(2)
	235.00 245.00	245.00 255.00	245.00 255.00	245.00 255.00
League Bowler, 4 Player (Keeney).....	225.00 249.50	225.00(2)	225.00 229.50	225.00 250.00
	250.00 275.00	249.50 275.00	239.00 249.50	275.00
Lucky Strike (Keeney).....	75.00	75.00	250.00 275.00	75.00
Pin Boy (Keeney).....	24.50 35.00	24.50 25.00	24.50 35.00	24.50 35.00
Pin Lite Bowler.....	179.00	179.50	179.50	179.50
Shuffle Alley (United).....	24.50 25.00	24.50 25.00	24.50 25.00	24.50 25.00
	29.00 29.50	29.00 29.50	29.00 29.50	29.00 29.50
	34.50/p	34.50/p	34.50/p	34.50/p
	39.50/p	39.00/p	39.00/p	39.00/p
	49.50/p	49.50/p	49.50/p	49.50/p
Shuffle Alley Express, 2 Player (United).....	125.00	125.00	125.00	125.00 160.00
	169.50(2)	169.50(2)	169.50(2)	169.50(2)
Shuffle Alley Express (United).....	45.00 49.50(2)	45.00 49.50	45.00(2)	45.00 49.50
	50.00(2) 55.00	50.00 55.00	49.50(2)	50.00 55.00
	59.50 69.00	59.50 69.00	50.00 55.00	59.50 69.00
	74.50 129.50	74.50 129.50	74.50 129.50	74.50 129.50
Shuffle Baseball (Chicago Coin).....	65.00 95.00	65.00 95.00	95.00	65.00 95.00
Shuffle Baseball (Universal).....	79.50	79.50	79.50	79.50
Shuffle Bowl (Emmell).....	24.50 29.50	24.50 25.00	24.50 29.50	24.50 34.50
Shuffle Bowler (Daily).....	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
	45.00 49.50/p	45.00	45.00	49.50/p
	49.00/p	49.00/p	49.00/p	49.00/p
Shuffle Champs (Daily).....	65.00(2) 69.50	60.00 79.50	60.00 79.50	50.00 75.00
		65.00(2) 69.50	65.00 69.00	65.00 69.00
Shuffle Horseshoes (Chicago Coin).....	59.50	59.50	59.50	195.00
Shuffle Lane (Rock-Ola).....	30.00	30.00	50.00	59.50
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Line (Daily).....	229.00 229.50	229.00 229.50	229.00 229.50	150.00 229.00
Shuffle Snapper (United).....	75.00 99.50	100.00(2)	99.50 100.00	84.50 99.50
	100.00 125.00	125.00	100.00 125.00	100.00 125.00
Shuffle Ten Strike (Eames).....	79.50	79.50		
Shuffle Target (Gamm).....	124.50 185.00	185.00 199.50	185.00 199.50	185.00 199.50
	215.00(2)	215.00 225.00	224.50 225.00	215.00 225.00
Shufflecade (United).....	250.00			
Single Shuffle Alley Rebound (United).....	99.50 100.00	99.50 100.00	99.50 100.00	99.50 100.00
	135.00	149.50	115.00 149.00	149.50
Star Alley (United).....	119.50 169.50	99.50 119.00	169.50	169.50
	169.50	119.50 159.00		
Speed Bowler (Daily).....	49.50(3) 55.00	49.50(2) 55.00	49.50(2) 50.00	49.50(2) 50.00
	59.00 60.00	55.00 59.00	55.00 59.00	55.00 59.00
	69.50	69.50 65.00	65.00 69.50	65.00 69.50
Starite (Eshbell).....	65.00 100.00	65.00 100.00	65.00 100.00	65.00 100.00
Super Shuffle Alley (United).....	14.50 25.00	14.50 25.00	14.50 25.00	14.50 25.00
	49.50	49.50	49.50	49.50
Super Tote Bowler (Universal).....	65.00/p	79.50/p	79.50/p	65.00 79.50/p
	79.50/p	99.50 125.00	99.50 125.00	99.50 125.00
	99.50 125.00(2)	100.00	135.00 145.00	139.50 145.00
	145.00			
Top Pins (Keeney).....	24.50 45.00	24.50 45.00	24.50 45.00	24.50 45.00
Trophy Bowl (Chicago Coin).....	149.00 150.00	145.00 150.00	145.00 150.00	145.00 150.00
Twin Bowler (United).....	34.50 49.50(2)	34.50 49.50(2)	34.50 49.50(2)	34.50 49.50(2)
	64.50 65.00(2)	64.50 65.00(2)	64.50 65.00(2)	65.00(2)
Twin Polarize Twin Shuffle Alley Rebound (United).....	215.00 219.50	215.00 219.50	215.00 219.50	215.00(2) 219.50
	225.00	225.00	225.00	225.00
Twin Shuffle (Williams).....	24.50 25.00	24.50 25.00(2)	24.50 25.00	24.50 25.00
	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
Twin Shuffle-Cade (United).....	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

Coinmen You Know

Continued from page 94

ing their share of the harvest. Dodge was an operator and distributor in Saginaw, Mich., for 28 years before coming to Lauderdale four years ago for his health.

Walter Tratch, owner of ABT Manufacturing Company, Chicago, and the oldest active coin machine manufacturer in the business, was in town briefly and telephoned Willie Blaz. Joe Mangone, All-Coin Amusements, took to the road in behalf of the upcoming Gottlieb game, All-Star Basketball. Mangone will take orders throught his territory of Florida, South Carolina and Georgia.

Bob Dickens, back with Taran Distributing as a mechanic, received a big welcome from the shopmen. Sam Gonsburg, Chicago Coin, who spends the winters here, has returned from Chicago, where he attended funeral services for his father.

Miami entered the defense production picture with the announcement by the government that Dade County Industries, Inc., has been approved as a defense production pool. The main purpose is to enable small industries in this area to band together so they can bid on and handle large defense contracts.

This week's "Big Six," as selected by music box operators

(Continued on page 98)

Louis Boasberg

SAYS:

don't accept our word, but ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game (our used games are off our own route, taken care of by factory trained mechanics while on location), and he will tell you that our games are the finest used games on the market. Before any game leaves 115 Magazine Street, said game must be thoroughly checked in the following ways:

1. It must be made mechanically perfect by expert mechanics with worn out parts replaced by brand new factory parts.
2. The game must be cleaned, brightened and made to look like new by the most expert workmen, using the finest materials obtainable.
3. The game must operate perfectly to give the correct number of free plays to insure maximum player appeal.
4. The game must be thoroughly checked and rechecked before leaving our office. This insures that the game is ready to operate just as soon as it is placed on location.
5. Our games are packed properly and carefully by experts.
6. No games shipped without brand new, clean-looking scorecards.

NEW ORLEANS NOVELTY CO.

115 Magazine St. New Orleans 12, La.
 (Phone: CAnal 8318)

Bally Distributors for Louisiana and So. Mississippi
 Gottlieb Distributors for Louisiana and So. Mississippi

STATEMENT OF POLICY

We're just a new, little company, but we're coming up fast! Most every sizable manufacturer started out small and depended upon turning out a good product and the co-operation of the operators in the field to help him grow.

Well, we're in that position right now. Three years ago we went into business with \$40.00 and plenty of ambition. We built (and still do) the finest Merry-Go-Rounds in the country. Today our plant occupies four buildings and we're manufacturing coin-operated rides—Thunderbolt, Lun-A-Ride "Rocket Patrol" and others on the drawing board.

We're off to a good start not only because we have terrific products that are earning big money, but because you, the operators, have been willing to give the newcomer a "break" and are judging us on our merits. We take this opportunity to thank you from the bottom of our heart for demonstrating what a wonderful industry the coin machine industry is and what swell guys are in it.

We promise you this—we're young, we're full of P and V, we have advanced ideas, we're expanding rapidly—but we promise to give you honest dollar value, guaranteed service, personal attention and co-operation and MORE for your money so that you can make MORE money.

Stay with us, boys—we'll never let you down.

Sincerely,

Merry-Go-Round Sales

Sam Kohn

P. S.:

We're looking forward to meeting you personally at the CMI convention.

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2 big...but **BIG** Money-Makers!



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Trade Mark

**Sensational Mechanical Pony
Built for Steady Action and
S-T-E-A-D-Y PROFITS!**

There's nothing more we can tell you about Thunderbolt's mechanical features than we have. It's solidly constructed... It's making money like crazy... and the play increases every week on every location. Ask any operator about Thunderbolt. The answer will always be the same—**TERRIFIC!** (Complete literature on request.)

Thunderbolt

and Introducing...



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Trade Mark

"Rocket Patrol"



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Here's our latest... a completely new ride that you can place right next to Thunderbolt on all your locations and double the take. Here's why the kids love it: The completely realistic dashboard lights up with a miniature **HADAR SCREEN**, left and right bank indicators, altimeter, oil pressure and fuel gauges. The plexiglas nose lights up when the child presses the trigger of the gun built in to the cockpit and "shoots" out a

vivid, death-dealing "ray" (harmless, of course), and the life-like "Rocket Tubes" light up to simulate actual firing of rockets, too. The ride is noiseless and gives the sensation of swishing thru space with a rudder bar control permitting child to bank ride from left to right at will. There's a real safety belt attached to the seat and backrest which are upholstered with top grain leather.

- LUN-A-RIDE "ROCKET PATROL" IS OUT OF THIS WORLD!
- IT'S A BRAND NEW RIDE THAT OPENS UP BRAND NEW PROFIT FIELDS!

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BUY THUNDERBOLT AND LUN-A-RIDE FROM ANY OF THESE AUTHORIZED DISTRIBUTORS. If no distributor is listed in your territory wire or phone direct for complete information and prices.

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KAN. & OKLA.

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OHIO
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Memphis, Tenn.
TENN., ALA., LA., MISS., ARK.

Dunell Novelty Co.
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CONN.
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PENN., N. J., N. Y., N. E. STATES,
DEL., MD.

ATTENTION, DISTRIBUTORS: WIRE OR PHONE COLLECT STEVENSON 3-6392
A Few Protected Territories Still Available.

the electric shaver vender, is working out arrangements for a new venture.

Hartford, Conn.

Herb Leibert, formerly associated with his brother, Manny, in Vending Machines, Inc., Hartford, is now selling insurance. Manny is also a local sports promoter.

Graham H. Anthony, chairman of the board of Veeder-Root, Inc., Hartford, manufacturers of counting and computing devices for coin machines, has been named chairman of the industrial campaign of the Hartford YMCA Membership Drive.

Mrs. Lou Chack, wife of the general manager of General Amusement Games, Hartford, is leaving for Florida about February 15. It will be vacation-bound shortly for Mrs. Mary Fish, mother of Abe Fish, chairman of the board of Connecticut State Coin Association and owner of General Amusement Games, Hartford.

New York

Werner Goldstein, pioneer Guatemala vending machine operator, has arrived in the United States to survey the equipment field. He expects to spend the next two or three weeks visiting manufacturers in several cities before returning to Central America. Sandwich, coffee, cigarette and candy machines are among those he plans to check as to suitability for operation in his country.

Samuel Eppy, charms manufacturer, will be in Chicago next week to attend board of director meetings of the recently formed National Association of Bulk Venders. The NABV confabs will be held during the run of the Coin Machine Institute convention. . . . Frank Finerman, Union News executive in charge of vending machines, has left for a Florida vacation.

Frank Mancuri, of Exhibit Supply, was here last week for talks with his distributor, Mike Munves. Joe Munves, Mike's brother, has returned from Virginia, where he recently operated an arcade, to handle sales of Tele-Skill's new basketball game. The Munves

Telecoin Has Pitching Unit

NEW YORK, Jan. 26 — New York Telecoin Corporation has begun line production of Pitching Ace, a baseball tossing device for batting ranges that will be supplied with or without coin mechanisms. Deliveries, at \$950 each, will begin in two weeks, according to George Connerat, executive.

The device is said to be capable of tossing nine strikes in 50 seconds, using regulation baseballs or rubber facsimiles. Accuracy is not affected if the pellets are wet, Connerat declared. Pitches are made by a metal arm that holds the ball always in view of the batter. The balls are fed from a hopper holding 250, although one with a capacity of 1,000 is available as optional equipment. Other optional equipment includes a "pace changer," that permits balls to be delivered at varying speeds. The machine also may be adjusted to throw curves.

Connerat stated that Pitching Ace is made from tools and dies, thus permitting the interchanging of similar parts from machine to machine. His company, which formerly handled other pitching devices, also manufactures coin meters and gravity drain valves for commercial washing machines. Offices are at 62 Inlay Street, Brooklyn.

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NEED A MODEL?
50 Glamorous Models
KAY JARRETT
64 E. Walton Pl. Chicago, Ill.
Deliveries 3-10-52—Noun 10 12 p.m.**

TURF KINGS
25, guaranteed like new
\$219.50
One-half deposit, balance C.O.D.
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Phone: Saratoga 0279

organization is national distributor for the arcade piece.

Al Simon, factory agent for Chicago Coin, reports a step-up in demand for the manufacturer's Band Box and six-player alleys. . . . Westchester County ops shopping on Colnrow last week included Nat Bensky, Peekskill; Seymour Pollak, Tarrytown, and James Smith, Pleasantville. . . . Lou Herman, of County Amusement, leaves soon for an extended vacation in Florida. He'll leave his son, Howard, in charge of the game and phonograph route.

Phil Yerman, now selling for Penny King, of Pittsburgh, is here to visit local accounts. He formerly was associated with Ajax Distributing. . . . Harold Henry, of Local 786, the union whose members service juke boxes here, is in critical condition at Terrace Heights Hospital after a heart attack Saturday (19). . . . Kuno E. Hamann and his wife leave for Mexico soon to celebrate their 16th wedding anniversary. The head of Alkuno & Company has offered his vending division for sale (see separate story).

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, reports election of officers for 1952 will be held February 14 at a hotel to be named later. . . . Up from Florida last week were Harry Rosen, of Atlantic New York, and Dave Simon, of Simon Sales. . . . Morris Rood, of Runyon Sales, was out part of last week nursing a sinus condition.

Sam Rabinowitz, new sales manager of Roc-A-Ride Sales, was in town last week contacting coin horse operators. . . . Gary Cohn, son of Nat Cohn, of Conat Sales,

is being graduated with honors from Far Rockaway High School. He heads soon for Miami (Fla.) University, where he will take a business course. Meanwhile, Nat readied two coin horse models and a new game using the shuffle principle for introduction at the coin machine institute show.

Perry Wachtel, adman with many local coin accounts, has set up a new division to handle the sale of color postcards. He's developed a new method of color separation for applying four-color illustrations. . . . A number of local juke ops attended an advance screening of "The Las Vegas Story" last week and came away with some Decca disks, by Hoagy Carmichael, that are due for promotion when the movie opens soon at the Paramount.

Detroit

Bob Silver, son of Frank Silver, of the Central Coin Machine Exchange, passed his medical examination and is entering Wayne University. . . . Ted DeHards, operating a shuffleboard route in Eastern Michigan as well as in Detroit, was married last week and is moving from Detroit to St. Clair, Mich.

Edward A. Corney, inventor of the Mercury Athletic Scale and other coin machines over the past 30 years, is engaged 100 per cent in government work, making chiefly tools and dies at his plant here. He hopes to get back in the coin machine field one of these days. Jacob and Al Kramski, who operate the Great Lakes System at Flint, are reviving activity with the counter model Mercury scales.

Art Visau, formerly with the

Dello Wood Company of Petoskey, Mich., shuffleboard manufacturers, has joined Edelco Manufacturing & Sales Company as manager of the cabinet department. Harvey McClelland, formerly of Asheville, N. C., has been appointed his assistant. . . . Mr. and Mrs. Alex Cala, of the Edelco firm, have returned from an extended vacation in Montreal. . . . Isidor Edelman, of Edelco, is resuming national promotional ac-

tivity on several of his products.

Charles Friedenberg, of Frye Coin Machine Company, is moving to new quarters in North-western Detroit in the near future. . . . John C. Westerdale, director of League Play for Detroit Shuffleboard Association, now in the second half of the Detroit group's most successful season, is making plans for a second Na-

(Continued on page 100)

<p>EDELCO'S CROSS-A-LINE</p> <p>ROLL DOWN TYPE BINGO GAME</p> <p>70 In. Long, 23 In. Wide</p> <p>SPECIAL RESERVE FEATURE</p> <p>Tested on Location 8 Months Available in Two Models</p>	<p>NEW TWO-PLAY MODERN BOWLER</p> <p>Bowling Game with 2 Wooden Balls</p> <p>FAST SCORING 30-20</p> <p>Sizes 10 ft. to 13 ft.</p>
<p>SPECIAL!!! JUMBO PIN CONVERSION</p> <p>for Chicago Coin & Universal 2 Play Bowlers</p> <p>\$17.50 Each</p>	<p>NEW JUMBO DISAPPEARING PINS</p> <p>For all United, Chicago & Universal Games. Complete with Mounting Brackets.</p> <p>5-Minute Change-Over</p> <p>Per Set \$5.00</p>
<p>New Silk Screened</p> <p>GENUINE FORMICA PLAYFIELD</p> <p>For Every Make Shuffle Alley—Specify Sizes.</p>	
<p>VISIT OUR BOOTHS #15 & #16, C. M. I. SHOW</p> <p>WE HAVE A SURPRISE FOR YOU!!!</p> <p>EDELCO MFG. & SALES CO.</p> <p>1438 Franklin St. Phone Woodward 2-8547 Detroit, Mich.</p>	

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International Amusement Takes Pride in Making This Important Announcement

The purchase of this well known distributing organization is another step forward in our expansion program to maintain our high service standard.

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To Scott-Crosse customers we extend a hearty welcome. It is a pleasure to have you join the International Amusement family of satisfied buyers now circling the globe.

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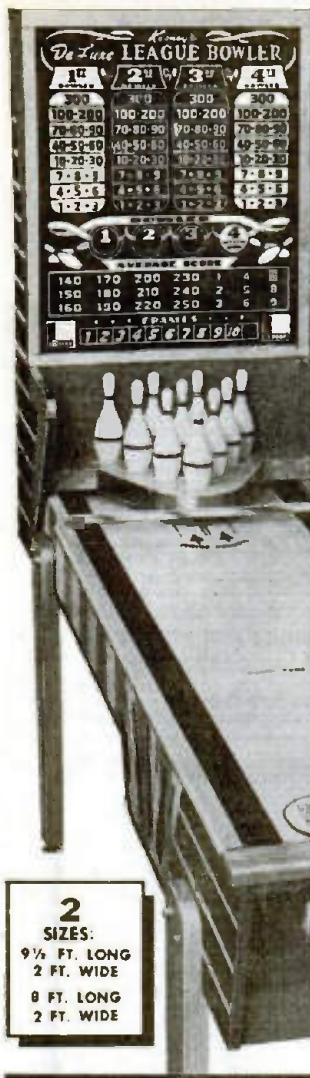
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 "AVERAGE BOWLER" LITES UP ON 1-2-3 OR 4 ON FIRST COIN INSERTED...

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"AVERAGE SCORE" POPS UP ON MYSTERY BASIS AFTER LAST SHOT IS MADE

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 2400 W. 91ST ST. CHICAGO 37, ILLINOIS

Remember "AVERAGE SCORE" TAKES IN MORE!

Coinmen You Know

Continued from page 99
 tional Open Playoffs, to be sponsored by the association here in the spring.

Shortages Keep

Continued from page 89
 would be forced to close. And defense contracts thus far have come into the industry in dribbles. None of the manufacturing companies have a volume of defense orders sufficient to maintain profitable operation in the event the civilian line is cut off completely.

Juke box manufacturers, although cut back severely, have thus far demonstrated "considerable resourcefulness" in the words of one NPA spokesman by developing alternate materials.

Jukes Behind Demand
 Juke box production is behind demand on most of the major models. But manufacturers, employing a wide variety of alternate materials, have succeeded in maintaining a healthy volume.

Unlike the games manufacturers, the juke box companies have this advantage: Their production runs follow a more even keel, have fewer highs and lows. The games manufacturer hits peak demands for one model, average demand for another, and has materials on his hands when he flops.

This much is certain: A high demand game—another Shuffle Alley, for example—would find every game maker woefully unable to produce even close to the demand.

Normal Year: 60,000

Most phonograph manufacturers figure a normal year will find some 60,000 boxes rolling off the lines. Production in 1951 ran approximately 45,000 phonographs built by seven manufacturers, with three of the manufacturers—AMI, Seeburg and Wurlitzer—doing the lion's share of the volume.

1951 production actually represented an increase over recent years. Peak postwar year in the music machine business was 1947. There were 13 juke box manufacturers in the field at that time, and combined they built 99,000 phonographs. The market was over-sold and over-produced. By 1948, production declined to 30,000 boxes, and in 1949 the industry began to regain its feet, digest some of the over-production and get back into a healthy financial situation.

What will juke box production run, in units, during 1952? Industry guesses place the figure at least one-third below 1951, even with increasing use of alternate materials. Throughout 1952, manufacturers and distributors will find themselves unable to satisfy demand.

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 the new **Philtain COIN OPERATED RADIO** with Pillow Speaker
 Earns 10c an hour... for years! Proved demand by hospitals everywhere. You can't miss. Write today for full details.
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 AT THE CAPITOL EXHIBIT BOOTHS **37 AND 39**
 C.M.I. Convention Hotel Sherman, Chicago February 4 to 6, 1952
A HORSE WITH 5 YEAR GUARANTEE!
 ANOTHER CAPITOL PRODUCT

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 At the C. M. I. Show FOR DISTRIBUTOR SET-UP
 SEE MIKE and JOE MUNVES
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- 1632 Rock-Ola, 1951 Model 195.00
- 1947M Seeburg 179.50
- 1949 100 Record Seeburg, Like Model 750.00
- 1015 Wurlitzer 179.50
- Williams "Music Mite," New 139.50
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A new patentable mechanism especially designed for Topper changes pace at slight pressure on reins, providing realistic horse riding action.

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College Date \$90.50 Sante... \$24.50
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SPECIFICATIONS:
Laminated Hardwood Body, Genuine Leather Saddle and trappings. Available in colors.

Length, 67"; Width, 20"; Height, 53".
Crated Shipping Weight... 366 lbs.
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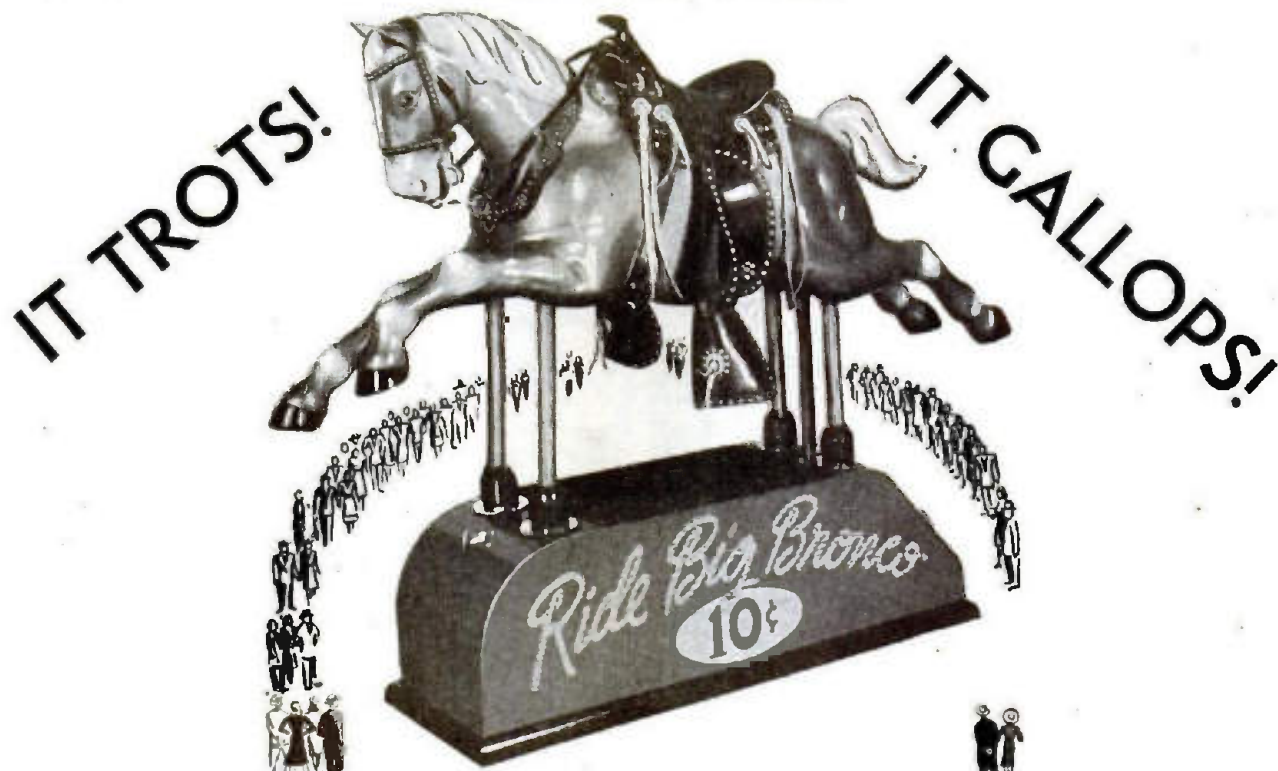
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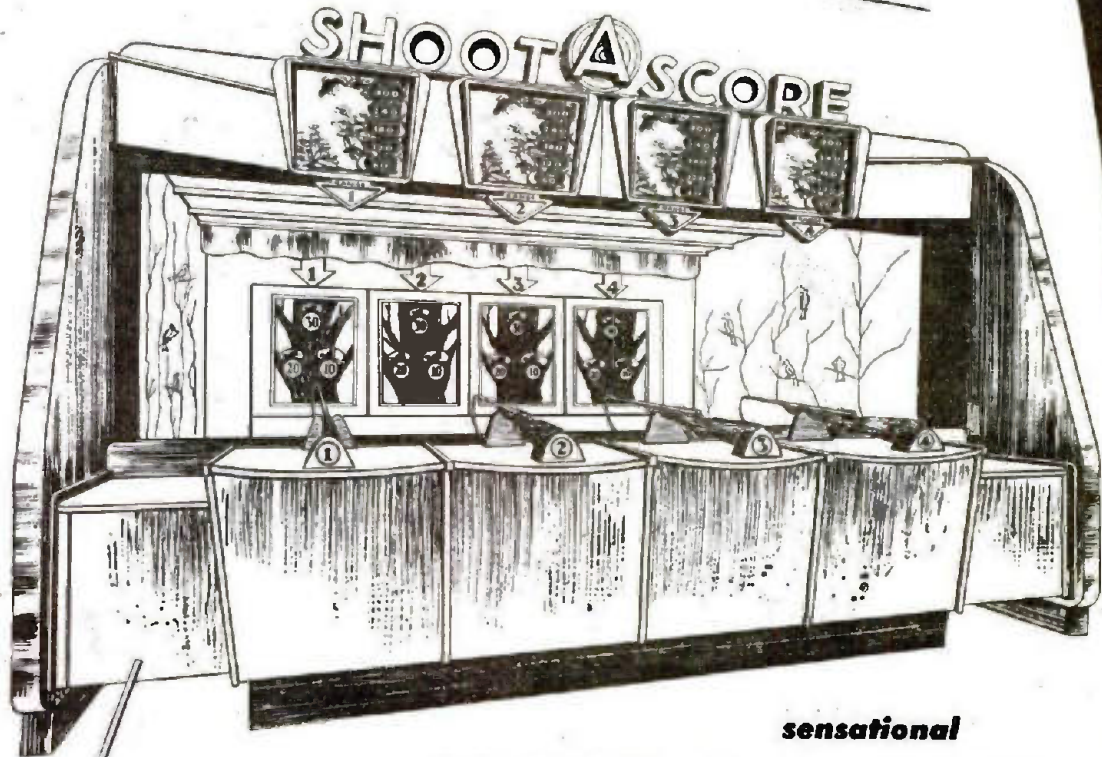
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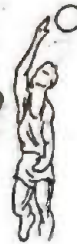
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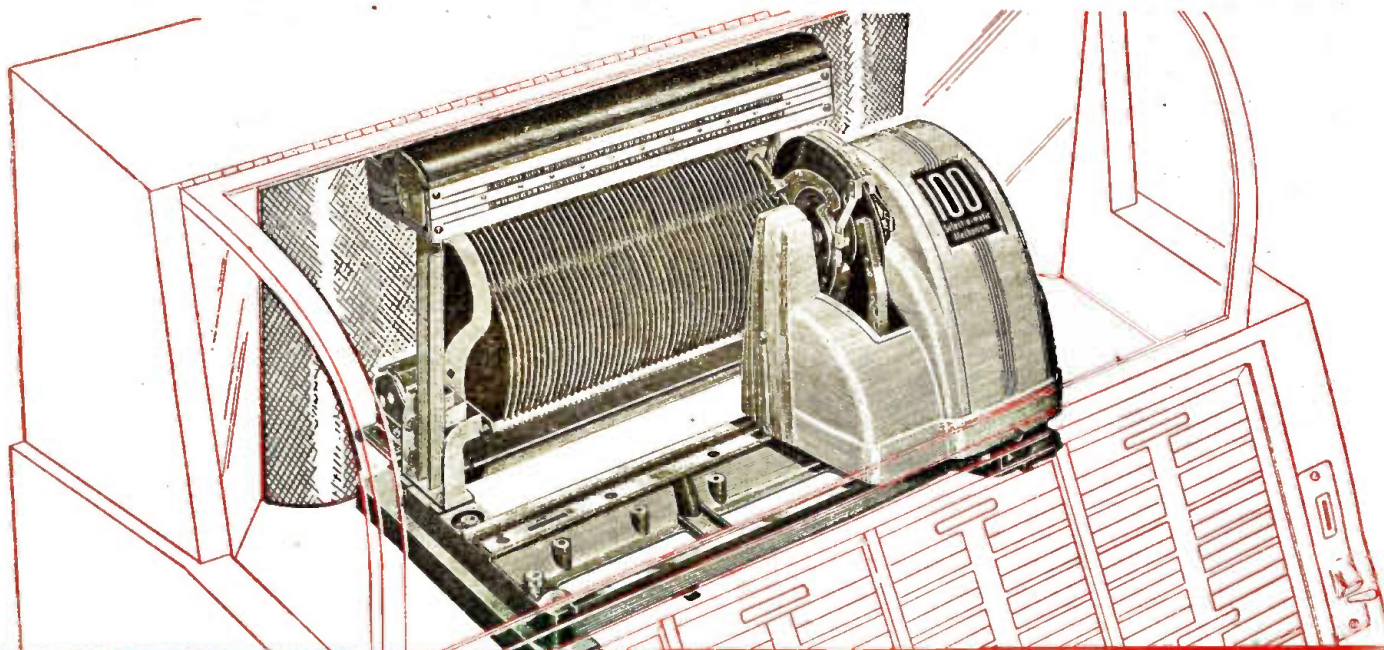
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