

# The Billboard

FEBRUARY 16, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Earlier Morning, Later Night Radio & TV Trend Spreading

### Late TV Shows Stymied, Dawn Trend Healthy

"Today" Sets Pace And Pays Off Too; \$\$ Prospects Good

NEW YORK, Feb. 9.—While television's expansion efforts (as far as early morning and late nighttime periods are concerned) are not nearly as marked as similar moves in the older and more stabilized radio medium (see story in column five, this page), there are definite indications that the trend toward programming in the early morning and late night hours will hold firm and, in the reasonably near future, continue to spread among more TV networks and stations.

Spearheading the movement, of course, is the National Broadcasting Company's 7 to 9 a.m. "Today." Now, a month after the show kicked off, there are very strong signs that it will not only perform to a substantial degree the public service function NBC-  
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### 2,100 Coinmen Attend Annual Trade Showing

By TOM McDONOUGH

CHICAGO, Feb. 9.—Over 2,100 coinmen attended the 1952 International Coin Machine Exposition in the Hotel Sherman here Monday thru Wednesday (4-6). The show was dominated from the outset by displays and discussions of mechanical horses. Sponsored by Coin Machine Institute, there were 67 exhibits, including amusement games, arcade equipment, shuffleboards, counter music boxes, vendors, component parts and several premium merchandise lines.

In an effort to give operators ample opportunity to study the equipment displayed, the Exhibition Hall was open from 10 a.m. to 10 p.m. each of the first two days and closed at 4 p.m. the final day. No meetings were held under the show's auspices.

There was only one music firm on the floor and record firms, which always swell attendance, did not  
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### MUNTZ MAD? WELL, NOT NOW!

CHICAGO, Feb. 9.—Earl (Meddian) Muntz, Muntz Television topper, apparently is in the business to stay. When Mrs. Muntz, the former Joan Barton, a film actress, presented him with a new 5½-pound daughter Thursday (7), Muntz, in meditative dulled the newcomer Tee Vee.

### A BATTLE ROYAL

## Juke Royalty Bill Attacked, Defended

By BEN ATLAS

WASHINGTON, Feb. 9.—The Bryson-Kefauver juke box copyright bill faced an uncertain fate as the House Judiciary subcommittee on copyrights and patents wound up a stormy hearing this week, highlighted by a dramatic clash between juke box industry foes and supporters from the American Society of Composers, Authors and Publishers. Rep. Joseph Bryson (D., S. C.), chairman of the subcommittee and co-sponsor of the bill with Sen. Estes Kefauver (D., Tenn.), said the lengthy hearing record "will be given careful unprejudiced and

painstaking study." Bryson said he was unable to predict when a finding would be made.

The week-long hearing, a resumption of last October's proceedings before the subcommittee, took a spectacular turn when foes and supporters of the bill engaged in an exchange of charges that drew declarations from several of the subcommittee members that they were unimpressed by arguments in that vein. Juke box industry foes of the bill, replying to ASCAP testimony last October that racketeers have infiltrated the music machine industry, assailed ASCAP as a "monopoly." ASCAP brass, returning to the fray in rebuttal Thursday (7), denied the monopoly charge and countered with renewed "racketeering" attacks against the juke box industry.

At one point, Rep. Edwin F. Willis (D., La.) declared that he was completely discounting charges that ASCAP was "a heinous monopoly" and added that he also was not impressed "at all" by charges that the juke box industry was swarming with gangsters. Reps. Byron G. Rogers (D., Col.) and Bryson voiced similar views. Bryson added that the record will be studied "only on the merits of the opposing  
*(Continued on page 37)*

### Korea Inspires 19 War Songs

WASHINGTON, Feb. 9.—Korean war songs copyrighted and published during the last fiscal year totaled 19, according to U. S. copyright office figures.

Titles in this new division of songs included W. B. Richter's "We Yanks Will Give You Hell Past the 38th Parallel"; "Good-bye, Maria, I'm Off to Korea," by P. M. Theobald; "When That Hell  
*(Continued on page 33)*

## Outdoor Ops Face Worst Help Shortage But See Solid 1952

NEW YORK, Feb. 9.—Outdoor show operators are facing a help shortage problem that many predict will be the most acute in their experience, including the war years when their non-essential status resulted in an operating personnel composed mostly of individuals by-passed by the man-hungry Armed Forces and defense industry.

With the winter fair meetings at an end and the setting of routes decided, operators are now devoting much of their time to securing

the able-bodied manpower needed to wrestle the heavy equipment from spot to spot. Enticement includes early calls to winter quarters as managers are eager to pay extra costs in return for the comfortable feeling that comes with at least a good minimum starting force on hand.

Help shortages traditionally forecast a bountiful year ahead since the absence of job seekers means that industry, and currently defense plants, is booming while the Armed Forces continue to drain the pool of young, strong and romantically-minded youths who might normally succumb to the lure of outdoor show business.

### Loss Earning Potential

Paradoxically, while the season promises to be bountiful, the absence of sufficient and capable help can keep many a unit from approximating its full earning potential as late arrivals, missed openings and short-of-capacity operation cut into grosses. This has happened in the past and pessimistic owners would like now to guard against a repetition, especially since the earnings are much needed by many after a couple of lean seasons.

The need for personnel is likely to stimulate bidding with the highest offers the dominant, and

### ZOUNDS, THIS GUY'S SOUNDS MOVE MOUNDS!

NEW YORK, Feb. 9.—Radio-TV actor Frank Milano makes his living as a human sound-effects board. Thespian has impersonated "snap, crackle and pop" for Kellogg's Rice Krispie commercials; an automobile starter with a run-down battery for Prest-o-Lite; and "a bus with a personality" for a gasoline spot.

He also stands in vocally for Gala-Poochie Pup and Poison Zoomack on TV's "Footie Kazoolie"; provides all the animal sounds on Bobby Benson's radio series, and delivers off-mike "dialog" for the parrot on Bill Goodwin's TV program. Taking his unusual art form seriously, Milano swears he "talks" to the chipmunks on his 330-acre farm in Hillsdale, N. Y.

### Plan Bally for Froman Album

NEW YORK, Feb. 9.—One of the biggest promotional campaigns used by the diskery has been set by Capitol Records for the label's "With a Song in My Heart" album featuring Jane Froman, who recorded the songs she sings in the 20th Century-Fox flick version of  
*(Continued on page 33)*

### Radio Heads For 24-Hour Air Schedule

WNBC Sparks Move But Others Join; Listeners Like It

NEW YORK, Feb. 9.—Radio and television are both giving great promise of expanding their bases for public service, entertainment and revenue via virtual round-the-clock programming for the sound medium and a continuing enlargement of the number of hours of daily programming in television. The latter development, treated in the story in column one on this page, is not, however, as marked as is the radio trend.

The National Broadcasting Company flagship AM station, WNBC here, is sparking the trend to "round-the-clock" programming via Ted Cott's "Music Thru the Night," which kicked off last week. Initial enthusiastic response to the all-night airtel on the New York outlet, plus re-  
*(Continued on page 6)*

### MCA-DuM Plot Joint Build-Up Of Acts, Shows

NEW YORK, Feb. 9.—A major tie-up between the Music Corporation of America and the Du Mont TV network for programs and talent was reported in the works this week. An elaborate MCA blueprint for the airing of packages and stars out of its stable on a partnership basis with Du Mont via the web's facilities was being scrutinized carefully by network brass, with an early decision expected.

The deal is said to call for equal financial participation by both parties in setting up the programs and for equal sharing of revenue resulting. Provision is also said to have been made for the network in the event any of the programs ultimately move to other facilities, with Du Mont continuing to receive 30 per cent of the net profit on any such stanza which is switched elsewhere.

The benefits of such an arrangement to both parties are believed to be potentially great.

### 9 LA Terperies Lure BO Via TV

HOLLYWOOD, Feb. 9.—The impact of TV on ballroom promotion is getting an acid test locally, with the current experiment mushrooming so rapidly that it may kill the interest which it has already built. At present, three pop dancesters, three hip and Western terperies and three independent bands are vying for interest of the dancers among the 1,250,000 TV set owners in the vicinity covered by seven local TV outlets. Whether TV can assist in restoring interest in terperies has been the subject of two  
*(Continued on page 49)*

### Schnoz to Copa Just as Favor

NEW YORK, Feb. 9.—Jimmy Durante will go back into the Copacabana March 27 for a two-week date, possibly with a two-week mutual option, the latter hasn't been decided on. Date was made on a favor basis to the Copa as Durante had been reluctant to play cafes after his previous appearance here.

Appearance will be the fourth time Durante has played the club.

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# Billboard Backstage

By JOE CSIDA

Time magazine did a piece last week on one of radio-television's stormiest petrels, Ted Cott, general manager of WNBC and WNET. Many people in the trade read the piece, and with varied reactions. Some thought Ted had been treated snidely, some that Time hadn't been rough enough. This backstage is about a kid who isn't in the trade yet, but who, having read the Cott file, may soon be.

I had lunch with Ted on Friday and went back to his office with him afterward. About the WNBT and WNBC offices these days there is an aura of excitement, of things happening. Ted's own inner sanctum, his personal desk, reflect this. On the center of his littered desk as we walked in Friday afternoon stood a cardboard box, perhaps eight inches deep, six inches wide and 12 inches long. The box bounced and jiggled.

"What," said Cott (not more than mildly astonished) to his secretary, "is this?"

"Read the letter," suggested Mary, with just the slightest trace of a weary note in her voice (to be expected from a girl who contends many hours a day with all sorts of odd characters and events). This is the letter Ted read:

**No Bite?**

"To Ted Cott:

"Saw the article in Time about you. Think your ideas are great. I'm 21, a vet and just out of college. From what I read about you, there's no one I'd rather work with. Can I get an interview?"

"The homing pigeon is to insure an answer and to get this note past secretaries with slightly disdainful looks. Just fill out the enclosed easy-to-answer form, and attach it to the pigeon's leg with Scotch tape. . . . For best results, have one person hold him and one attach. Then let him out the window. His name is Rufus and he doesn't bite.

"Thanks,"

"Dick Firestone."

This was the enclosed form:

"Please fill out and attach to leg."

1. I would like to interview you on \_\_\_\_\_ at \_\_\_\_\_ o'clock.

2. I think you are inane, inept, presumptuous and completely odious, and will not interview you under any circumstances. (Check one.)

Ted and about half the stations' staffs, with Charlie Phillips and Jack Gross, displaying an unsuspected technique with pigeons, managed to extricate Rufus from his cardboard cage. An NBC press department photographer was hus-

led down from the fourth floor, and pictures were taken of Ted sending Rufus to bear the glad tidings of an interview appointment for Monday to his (Rufus' not Ted's) master.

**Both Scared**

Ted, indeed, looked as frightened as Rufus during the picture-taking. Rufus, it quickly became apparent, was not a veteran of missions of this kind. The staccato pounding of his heart gave Ted the jitters, and he (Ted, not Rufus) kept urging the photographer to speed up the proceedings.

Neither Ted nor Rufus were made more comfortable by the smiles from witnesses in the small office in which the pictures were being taken.

"Watch the birdie, Rufus," said one gent, in a typically helpful commentary.

I do not know young Mr. Firestone, and I neglected to ask Ted whether he (Ted—not Rufus) had got his first job in radio by sending a homing pigeon to some executive he'd read about in Time.

But as we watched Rufus wing his way homeward I thought: "Cotta, maybe you are witnessing the entry of another Ted Cott into the broadcasting business."

Could be. I'll remember to report on this in a later issue.

# Chi Nitery Ops Advertise to Aid Blackhawk

CHICAGO, Feb. 9.—Nitery operators here, in an unprecedented move, took large space in all the local dailies to help Donald I. Roth, Blackhawk owner, over the horseman's hump which shattered his spot for several days last week (The Billboard, February 9).

Ads, signed by owners of the Chez Paree, Harding's, Gimbel's, Isbell's, Drake's and the London Hotel read:

"We have been competitors for many, many years. But more than that, we've been neighbors and friends.

"We've always felt that the Blackhawk is an outstanding example of what a well-run restaurant should be. The nation-wide prestige you've enjoyed has been well-earned, because you've given to millions of people the kind of quality food that has helped make Chicago known as a city of good restaurants.

"As restaurant owners, there rests on each of us a responsibility to maintain the reputation of our industry by serving the public honestly and fairly with top quality food.

"We are confident that the Blackhawk has always been run with integrity and with honor, and that you have always extended yourself to the utmost in order to give your customers the best.

"We look forward, Don, to many more years of friendly competition with you. The Blackhawk is an asset to Chicago, and to the good name of the restaurant business everywhere.

"We don't mind saying, 'The Blackhawk is an excellent place to eat.'"

Roth reported late this week that business was back to normal at The Blackhawk, and that all members of the "Laugh It Off" cast and the musicians had been paid in full for the time the location was closed by the city.

# London Dispatch

By LEIGH VANCE

LONDON, Feb. 9.—This week, Jack Hylton broke new ground by taking television's weekly "What's My Line?" program onto the Adelphi Theater stage. Headed by radio's testiest talker, Gilbert Harding, and starring panel members Elizabeth Allan, Gladys Young, Brian Michie and stage hypnotist Peter Casson, the show opened to a mixed reception. On the bill is custard pie comic Frank Randle, smash comedy hit north of a line running thru Oxford—but dismally unfunny to more sophisticated Southern audiences. Frank, who hoped to ape George ("Zip Goes a Million") Formby's success in the West End, will have to reshape his act. Losing your false teeth on the stage rarely draws yocks in London.

## Irving's Late Show Slid, Sparking

London's theater, thriving so successfully in the postwar years, has plenty of talent to draw on. Managers here can sit and wait until some enterprising club theater has tried out a "problem" play, then swoop down and put it on in the West End. These pocket-sized "shop windows" act as a breeding ground for new stars, do valuable work in keeping the theater alive. And yet they rarely make money. Occasionally—as when "Pick Up Girl" was transferred to the West End from Peter Cotes' Bolton's Theater—they make enough cash to keep them going for a while. But with most, it's a question of scraping around to keep open at all. Most successful, probably, is Alec Clunes' Arts Theater Club, bolstered by a fat paying membership which guarantees him his yearly running expenses before profits from the plays begin to come in.

Newly opened is the 250-seat Irving Theater, currently running a play at ordinary hours, followed by a late night revue from 10:30. (Continued on page 31)

# Paris Peek

By ANNE MICHAELS

PARIS, Feb. 9.—Cost of living here, 33 times higher than at the end of the war, hit State-owned opera house and probably will do the same with the theaters. Prices have been increased by 17 per cent.

The theater season, despite its lack in quality, does possess quantity. Six new plays are due in this week including one by Marcel Aymé, called "The Other's Head." . . . Jean Louis Barrault's troupe is in an undecided position as to what exactly they will be doing up until May. The theater was scheduled for Cairo performances, but since the rioting, Barrault is now unsure of where or if they will play there. Meanwhile, Barrault won't take over the Athenaeum Theater. He signed a three-year contract for the Margny to begin October, 1953, when the company returns from America. Should the Egyptian deal not work out, Barrault thinks he'll take his company on a tour of France.

## Personalities, Plays Top Paris Theater News . . .

Pierre Brasseur, who has been ill for quite a while, stepped out of his lead role in "Devil and the Good God." His understudy, Pierre Morin, also took ill, and a young bit-player, P. Gatiné, announced he knew the role by heart and could play it—and did. . . . Albert Husson won the Tristan-Bernad prize for the best dramatic author of the year with his "Angela Choking." . . . The first play of Louis Roy, "Beautiful Blood" goes into the Theater de l'Humour, alternating with "Marie Stuart." . . . Stars of stage and screen turn circus performers for the big artist union benefit this week at the Circus Hiver. . . . Replacing Groek at the Circus Medrano are the lions and tigers of Vostech Tribka. . . . Fred Adkins is off to Canada with his entire orchestra and cast for a

(Continued on page 31)

# Washington Once-Over

By REN ATLAS

WASHINGTON, Feb. 9.—Checkles and drama from this week's hearing on the proposed American Broadcasting Company-United Paramount Theaters merger before Hearing Examiner Leo Resnick of the Federal Communications Commission:

Barney Balaban, bouncy president of Paramount Pictures Corporation, testifying on his company's operations, was asked if he could recall whether Paramount Pictures Corporation began dividing its TV holdings before Paramount had entered into a consent decree with Justice Department's antitrust division. Balaban said he couldn't remember exactly.

"You do not know whether you authorized your attorneys to approach the Department of Justice?" asked Frederick Ford, chief of FCC's broadcast hearing division.

"Oh, yes," said Balaban, "that was a matter of front office policy."

"Was that the way it was done?" Ford asked.

"I am quite sure that was the way it was done," replied Balaban. "As soon as we found out what the law was, we made up our mind, as Willie Howard once said, to give them two dollars, get it over with, quit fighting in the courts, and quit making it a field day for counsel."

## Opposing Counsel In Courtroom Till . . .

At another juncture, FCC legalist Ford was asking Balaban about events leading up to the Supreme Court's decision in the Paramount Pictures Corporation, satily criticized Ford's examination. "That is indeed a very superficial and unsophisticated view of modern antitrust doctrine," stormed Porter. "We're not dealing here with a question of criminal conduct or kidnaping or counterfeiting."

"Just a minute," declared Ford, and addressing himself to Hearing Examiner Resnick he said: "I am quite unsophisticated. As a matter of fact, I am so unsophisticated that I think conspiracy to violate the antitrust laws is wrong. And I think that is what has happened in this case."

## Gentleman From S. C. Changes His Mind . . .

Winding up his testimony against the Bryson-Kefauver copyright bill at this week's hearing before the House judiciary subcommittee on copyrights and patents, Song Publisher Barney Young of New York asked for permission to introduce another song writer to the subcommittee. Chairman Joseph Bryson (D., S. C.) politely suggested that the

next witness file a statement instead of making an appearance since time was running short. At that moment, pretty Gloria Parker, New York song writer, appeared on the scene. "This," said Young, grinning, "is the witness I wanted to introduce." Red-haired, slender and smiling, Miss Parker drew an audible gulp from the crowded chamber. Congressman Bryson declared he mainly amid guffaws of approval. "Oh, most certainly this witness can appear."

## Balaban's Is the Voice of Experience

President Barney Balaban of Paramount Pictures Corporation was a tireless witness in four successive days on the stand during this week's FCC hearing on the proposed ABC-UPT merger. When FCC legalist Ford asked him whether he had ever read the Communications Act, Balaban said he had not. Ford asked if anybody had ever explained the act's provisions to him on "free competition of monopolies." Balaban, whose film companies were among several slapped down in antitrust suits, brought down the house when he replied with a puckish grin: "We have had enough experience in Washington to know that we have to maintain free competition."

# Picture Business

By LEE ZIHTO

HOLLYWOOD, Feb. 9.—In the growing trend for "grass roots" merchandising of films, the studios have been gradually de-emphasizing premieres in key population centers in favor of the comparatively smaller communities. There's solid reasoning behind this move away from the New York-Chicago-Hollywood kick-offs.

A major factor has been the over-abundance of premieres in the top markets. This has tended to wear the glamour line a bit thin, for theatergoers exposed to many "star" junkets have become hard to impress. Studios have found that it's better to have a not premiere in a smaller town than to get lukewarm or chilled reception to a film's unveiling in the big city.

Taxes are not as jaded in smaller communities where the presence of a film player becomes an event of major importance. These towns as a rule woo the studios for their premieres. The ballyhoo that a company such as an event stimulates as much excitement as would the arrival of the circus years ago. Of course, the exhibitor (or exhibitors, for usually these plums are shared) cleans up. But the top dough is pulled by the town's merchants who peddle their wares to buyers attracted to town from miles away.

## Chambers of Commerce Like to Co-Operate . . .

The Chamber of Commerce is at its peak, for the town is amply plugged in wire service stories. The mayor and other officials also welcome such events for they usually pay off in national publicity. Mayor or no, what guy doesn't like to see his picture in another town's paper, especially if he's got his arm around a Hollywood lovely?

This eagerness for premieres results in all-out co-operation for the studios. The welcoming towns and their officials are placed at the disposal of a studio's publicity corps. As a result, the Hollywood idea men can stage space-getting stunts that would never be dared in the big cities. Top city officials freely participate in publicity gimmicks just for the sake of hitting the wire services.

This freedom, not known in the larger towns, provides the high-voltage flack with plenty of elbow room to dream up the wild ones that are sure to grab the national limelight. For the kick-off of "War Path" at Billings, Mont., Paramount's publicity department staged an Indian raid of the town. Pictures hit the wire services showing the mayor killed by the conquering Redskins. The

same studio's premiere of Bing Crosby's "Here Comes the Groom" in Elko, Nev., home of the Crosby ranch, grabbed columns of space in the nation's press.

## Many Studios Try New Premiere Plan . . .

Universal-International recently unveiled "Bend of the River" in Portland, Ore. While Portland is far from being one of the smaller towns, it has been off the beaten track of the usual premiere cities. Metro-Goldwyn-Mayer, last of the studios to forsake the big city kick-offs, premiered "Go for Broke" at Honolulu and grabbed far more space than it would have gotten if the film had bowed in one of the regular premiere towns. Metro similarly skirted the key centers to premiere "Intruder in the Dust" at Oxford, Miss. "Show Boat" was premiered at Natchez, Miss., concurrently with its New York kick-off. This device helps to capitalize on local interest in films.

RKO will premiere "The Las Vegas Story" in the Nevada town of the same name next week which we plan to attend and which, incidentally, started us thinking about the increasing number of premieres being staged away from the big cities.

# AP Gets Ready for TV Newsreel Plunge

NEW YORK, Feb. 9.—The only one of the three major news services not yet operating in video, the Associated Press, this week was deeply involved in preliminary steps to jump into

the TV newsreel field. A new firm has been established called Spot News Productions, Inc., which is slated to handle the camerawork on the forthcoming AP service, with AP itself supplying the news copy to subscribing stations. This further complicates an already highly competitive field, in which some TV webs themselves are enlarging their newsreel service (see separate story).

A top AP exec said that the news agency's plans still are in the talking stage, but admitted the relationship with Spot News. The latter outfit is headed by Theodore Morde, who has been heading a public relations firm here. Morde also is connected with Stock Shots Company, a film rental and distribution outfit. Starting date or rates of the new AP video service have been finalized as yet. The only AP service to TV now is via the regular radio news wire.

# "Meet Press" Pair to Sue Don Lee Web

LOS ANGELES, Feb. 9.—Radio-TV producers Lawrence Spivak and Martha Rountree were to file a \$500,000 damage suit here Monday (11) against the Don Lee Network (Thomas S. Lee Enterprises, Inc., Action) was brought because web (West Coast affiliate of the Mutual Broadcasting System) is airing Mutual's "Reporters Round-up," which, they allege, is a misappropriation of their own radio program, "Meet the Press."

Pair instituted a \$1,250,000 suit against Mutual and General Tele-radio, Inc. (WOR) in August, 1950, charging web with "actual misappropriation" of their show via the alleged "illegal production in its place" of "Reporters Round-up." This suit is still in litigation. TV version of "Meet the Press" is not involved. Miss Rountree and Spivak's California counsel will be Clarke & Gies.

# Tiff Stymies Chi's Palace

CHICAGO, Feb. 9.—Re-opening of the Palace Theater as a motion picture house, set for Wednesday (6), was stymied when the RKO Grand, sister-house of the Palace, remained shuttered due to a union dispute. Letter had closed last Saturday (2).

Both houses have been asked to use two operators on each shift, cook to the contrary last week, but were refused an injunction by Federal Judge John P. Barnes, who said that he had no right, under the 13th Amendment to the constitution, to force a man to work. He added that since a labor dispute existed, he could not issue an injunction under the Norris-LaGuardia Act.

The judge withheld decision on claims by each theater for \$250,000 damages from the union because of the dispute.

# UNION BEEF NABET-IATSE Hassle Over Stassen Cues

NEW YORK, Feb. 9.—Harold Stassen, who makes his second political spiel via the Du Mont TV web tonight (9), will switch from reading his lines off the Telecue system to use of Teleprompter in this and succeeding Du Mont appearances. A jurisdictional union beef brought about this technical about-face.

On Stassen's initial address, last week (2), he used Telecue, which is operated by a member of the National Association of Broadcast Engineers & Technicians. However, Du Mont has a top-to-bottom contract with the International Association of Theatrical Stage Employees, which registered a strong beef. Result is that Du Mont had to pay an IATSE man to stand by thru the Stassen talk, while an NABET man worked the Telecue. However, Teleprompter comes under IATSE jurisdiction, so that's the device Stassen will use on Du Mont hereafter.

# Canada Spots In Mourning

TORONTO, Feb. 9.—Entertainment circles in this city are preparing to observe a day of mourning for King George VI. Motion picture theaters, cocktail bars and other places of amusement are planning to suspend normal activities at the time the rest of Canada officially displays its grief over the loss of the monarch.

Already, many entertainments scheduled for this week were canceled. Both the Royal York and King Edward Hotels, the city's main hostesses, canceled their supper dances on the day of the king's death, while the latter suspended dancing for the remainder of the week. A number of other dances, sponsored by clubs and other social organizations, were called off.

The motion picture trade prepared to mark the death by issuing newly compiled biographical films about His Majesty and the royal family.

The city's bars, beverage and cocktail lounges immediately sent inquiries, thru their association, to the Liquor Control Board of Ontario as to whether closing orders would be forthcoming or whether the establishments should close individually. The board decided to await official

## TELEVISION

# Dennis Day Emerges as Bright New Talent for TV; Program, Tho, Uneven

By HAI WERMAN

Dennis Day came to grips with television Friday (8) evening and emerged from the studio as one of the brightest recent additions to the video talent scene. Day, whose development from a Jack Benny tenor into a character capable of first-rate mimicry and sock comic delivery, has been one of the more remarkable show business evolutions of the decade. The comic sold himself as one of the slickest personality salesmen on the scene, on a show which was generally defective for its failure to co-ordinate and flow smoothly.

The offering moved at a fast pace, but its effort to exploit a situation comedy idea failed to sell, mainly because there was an apparent effort made to pull out all stops to give Day the opportunity to sell Day. In this direction the success was eminent.

The situation comedy theme was interrupted several times in the half hour to make way for Day to come to the fore as a singer. Between songs he portrayed his familiar role as a buffed and romantic character, the guise he became associated

with via his Jack Benny stints. The script gave Day all the yock lines and made of the other central characters, his mother and a few friends, rather colorless people.

Day kicked across his songs with his usual gusto and high vocal ability. He did "It's a Most Unusual Day," "Getting to Know You," "McNamara's Band" (with You).

Dennis Day Show, reviewed Friday, February 8, 8-8:30 p.m. EST. via NBC-TV.

## INDOOR CIRCUS

# New Thrill Acts Spark H-M Show As Winter Tour Opens in Milwaukee

By TOM PARKINSON

There is a liberal portion of newness in the latest edition of the Hamid-Morton Circus, which opened its winter tour at the Milwaukee Arena, Milwaukee, Monday (4). A parcel of recently arrived foreign acts together with a good assortment of holdovers add up to a show that will send the folks home with plenty to talk about.

It is readily distinguished from recent H-M offerings. The plague of sameness has largely disappeared. It's apparent, too, that several of the new acts will fit well into the George A. Hamid grandstand shows following the circus season.

Uppermost on the list is Rasini's Rocket Car, an auto loop-the-loop act which has important variations from the similar numbers, such as the one on Cole Bros. Circus in 1938. Rasini has the final spot with H-M. His small car roars and spouts sparks, speeds down a shoot and somersaults into a canvas "net."

Where others have done a backward somersault, Rasini does a forward. The nose-down as his car goes into the flip provides an extra thrill. When the trick catching device swallows up the man and car in manner that makes viewers think the thing broke, the act scores again.

Other important features on the new bill are Allan and Company, mechanized aerial novelty; Nelson's Trained Pigs; the Eight Arriolas trampoline-casting, and Prince El Ki-Gordo with six lionesses.

### Shriners in Spec

Opening the show is a spec which is almost entirely dependent upon Shrine marching and band units but which includes a walk-around by the performing

Hamid-Morton Circus, reviewed at the Milwaukee Arena Monday, February 4.

## RADIO-TV SPOTS

# WNEW Weather Rhythms Are Tops; ABC Sends 'Em With Artful Jingles

By JUNE BUNDY

Local Manhattan indie WNEW has come up with an answer to Mark Twain's classic complaint—"Everybody talks about the weather, but nobody does anything about it." The station's new singing weather series does plenty to brighten up the old rain-shine format via original jingles by WNEW's new program chief, Bill Kaland, and tunes by WNEW musical director Tony Ross.

Conceived and produced by station's ex-program director Richard Pack, now WNBT program head, the series features 15 to 30 seconds of transcribed musical reports, styled to fit specific weather conditions, followed by live reports on local weather forecasts. Jingles are paced with varying rhythms tailored to mood of the day. For instance, "Cuddly" calls for a dreamy ballad; blues blend with "rainy, windy and cold." Calypso, march, jazz-riff,

## GOLDEN SPOTS PAY OFF TOO

Read together, the pair of reviews here indicate a trend too often overlooked by broadcasters, diskeries and juke box operators. The "message" jingle technique, born at WNEW, has now been carried a couple of steps further via WNEW salesmanship and thru American Broadcasting Company network scheduling for both radio and television. WNEW and ABC are to be congratulated for this type of imaginative programming.

Western and other styles evoke similar mood patterns.

The idea, of course, is that all an announcer has to do is look

Lyric writer Hy Zaret and composer Lou Singer have produced some extraordinary material. Specifically, they are known as "the Hammerstein & Rodgers" of pubescent jingles for radio, having done the sock "Little Songs on Big Subjects" (teaching democracy, tolerance, etc.) and the famous "Little Songs About the UN." They've done other "strictly" commercial tunes, one of them—"One Meat Ball"—having been a hit of sizable proportions. But it's in the field of putting ideas into easy-to-sing style, both as to lyrics and music, that they have really hit the mark. Now the American Broadcasting Company has bought their latest series for intense concentration-type plugging over the air—both AM and TV—during the entire month of February. The deal is reported to have cost ABC a neat thousand bucks. It's cheap. For this is an educational job of which Bob

(Continued on page 13)

## LEGITIMATE

# Emlyn Williams' "Dickens" Brilliant Tour de Force But Appeal Is Limited

By BOB FRANCIS

Artistically, a reviewer must commend Emlyn Williams' "readings" from Charles Dickens. The readings are put in queues because they are far from such. Mr. Williams is an actor, but he is also a dramatist, and the combination of his acting and his instinct for dramaticity is something to be remembered and treasured. Commercially, however, this solo performance is something else again.

There isn't much question but that worshippers of the maestro will flock to an opportunity to see and hear him brought to life, but at a \$4.80 top it is fairly expensive listening for a one-man show. If you are a dyed-in-the-wool Dickens fan, an evening at the Golden Theater is more than rewarding. If not, two hours plus of Mr. Dickens is an overdose at the price.

Williams evidently loves his Dickens, and his projection of him is a labor of love. He comes on stage as the master did locally in 1867. He wears the same evening clothes, the same beard, the same geranium in the button hole, reads from behind the same desk. No detail has been forgotten, except perhaps that Williams makes Dickens a kinder, more warming

(Continued on page 47)

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E. W. Evans, Pres. D. Treas. Lawrence W. Carr, Secy.

Editors

Joseph C. Ciske, Editor in Chief, New York

R. S. Schreiber, Coin Machine Editor, Chicago

Harold Boylen, Outdoor Editor, Chicago

Wm. J. Sachs, Assoc. News Editor, Cincinnati

Bern Atlas, Chief Washington Bureau

Managers and Divisions

E. W. Evans, Gen. Circulation

Main Office & Printing Division

3100 Patterson St., Cincinnati 22, Ohio

Phone: 661-6500

W. D. Littlefield, Gen. Mgr., Eastern Division

1365 Broadway, New York 20, N. Y.

Phone: PLaza 7-2800

E. L. Reuter, Gen. Mgr., Western Division

128 W. Randolph St., Chicago 1, Ill.

Phone: Central 4-8761

Sam Abbott, Gen. Mgr., West Coast Division

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Phone: HOLlywood 9-3831

F. D. Jeerling, Gen. Mgr., Southwest Division

370 Avenida Rio, St. Louis 1, Mo.

Phone: CHICAGO 04-3

C. J. Latacha, Advertising Director

Advertising Manager, New York

M. L. Reuter, Advertising Mgr., Chicago

Head Advertising and Circulation Manager

2150 Patterson St., Cincinnati 22, Ohio

Phone: DUNbar 6450

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## Paramount Prexy Uncovers Hollywood's Video Thinking

Balaban, Candidly Discussing TV At FCC, Spells Out Some of Needs

WASHINGTON, Feb. 9.—A backstage look at Paramount Pictures Corporation's plans for the coming era of television highlighted this week's hearing before Federal Communications Commission Hearing Examiner Leo Resnick on the proposed merger of the American Broadcasting Company and United Paramount Theaters.

Barney Balaban, president of Paramount Pictures Corporation, under examination most of the week, foretold a growing market for film for TV when the freeze is lifted. But he cautioned that Paramount has no intention to unleash reissues from its library until economically feasible. He said TV stations currently can't afford feature film, and he testified that Paramount is willing to release film to any customer "who will pay a fair price for what we have to sell."

Stanton Griffis, chairman of the executive committee of Paramount Pictures Corporation, indicated that in fact courts which Paramount would take in the coming era had not yet been determined, also a number of ideas had jelled. Reminded by Col. William Roberts that Paramount thru its relationship with Allen B. Du Mont Laboratories, Inc., Chromatic Television Laboratories, Telemeter Corporation and others, has its hands in varied fields, Griffis said Paramount has "been riding a cat for 14 years." Earlier, in a characterization of Paramount as riding a cat, Griffis said "we wanted to see which way it was going to jump."

Balaban good-naturedly submitted himself to four successive days of questioning, much of it by Frederick Ford, chief of FCC's broadcast hearing division. Asking Balaban about Paramount's willingness to sell its film to TV at "a fair price," Ford asked: "You will make film available for television when it is in your economic interest to do so?"

Balaban replied, "Definitely so."  
**Theater-TV**  
Ford: "Does Paramount Pictures Corporation consider television a substitute or an alternate means of exhibition of motion pictures from a theater?"

Balaban: "Not necessarily. I believe that there will always be theaters, and there will be a use for film on television. Whether you will use the same film in both cases, in both mediums, whether you will have different film, is a matter that can be determined as we go along. No one knows the answers or could give you a definite answer today. But I see no reason why the two media are inconsistent with each other, with the one exception that one is limited in what it can pay for its attractions, it is limited by the ability of the sponsor to pay—by what the sponsor can pay; while the other has an audience that runs into very large sums, a paid audience."

"At some point, those two sources of revenue will determine what the policy should be. We have the facilities, the know-how to make motion pictures. We stand ready to make them whenever television can produce an income that comes anywhere near our returning cost. Obviously we don't expect to start a new production program and expect to get all of our money at the outset."

### WJBK Sues On DJ "Bellboy"

DETROIT, Feb. 9.—In a surprise move Friday (8), WJBK, here, sued "Jack the Bellboy" for \$650,000 damages for use of the name on WXYZ, its competitor. WJBK last week lost the first round of its fight against the use of the tag when Judge Arthur F. Lederle ruled against enjoining WXYZ from the use of "Jack the Bellboy" name. Deejay Edmond T. McKenzie's move to WXYZ several weeks ago from WJBK, and his decision to program under that name, started the fireworks.

Things just don't start that way." Balaban testified that Paramount Pictures Corporation has set aside space for manufacture of film for TV. Asked by Ford whether "affirmative steps" have been taken by Paramount to manufacture films for TV "on a low budget which present number of television stations could pay Paramount for," Balaban replied: "We have not, other than the kinescope transcriptions which we are doing now, which we are producing now."

**No Uniform Policy**  
Balaban testified that there is currently no uniform policy on when feature pictures are retired or reissued. He said that the period "varies with the times and the need for film."

Describing the practice of re-issuing films for theaters, Balaban said: "You may not hold back all pictures. There are some important pictures you decide to take out of circulation three or four years, hold them for the psychological effect of a national release on re-issue, so that there is no standard practice, and I believe, it varies from company to company."

Balaban said that film library pictures are continually being re-

examined "when anyone in the sales department has an idea that the market is right or ripe for such a reissue. He said that the number of reissues in proportion to current releases amounts to "about 20 per cent." As to the size of the entire film library, he said, "that is a difficult question to answer without knowing the condition of the negatives at the time you want to reissue them."

Ford asked if Paramount has ever examined films in its library "for the purpose of determining which ones would not be suitable for reissue even though the film is in condition to be shown and considering the possibility of releasing that to television stations." Balaban replied in the negative, explaining that "having just completed the analyses of our shorts program within the last few months, we have not yet found time to do the job necessary to make a study of the physical condition of all of our negatives as well as our rights." He said "that is something we hope to start before long."

**Reissue Grosses**  
Balaban testified that Paramount reissues to theater exhibitors have brought on \$125,000 (Continued on page 11)

### NEWSWEEK-DU MONT DEAL

## May Do Joint Coverage Of Political Convention

NEW YORK, Feb. 9.—Newsweek magazine this week suggested a tie-up with the Du Mont television network for coverage of the forthcoming political conventions. The web is mulling the plan, with the deal likely to get an okay shortly. This would replace the initially scheduled Life-Du Mont joint coverage deal, which fell thru last week. Newsweek worked with Du Mont in coverage of the 1948 conventions. Du Mont plans to retain its plan for co-op sale of the political conclaves. Reason the Life deal

foundered was that the magazine's editorial commitment to Eisenhower made stations fear that they might be forced to give time equal to the Life coverage to Democratic spokesmen, even tho that coverage was offered as impartial.

### Mich. Bill Hits At Phonevision

DETROIT, Feb. 9.—Phonevision would be illegal in Michigan, under terms of a bill which will be introduced in the State Senate, according to Senator Harold M. Ryan. He viewed his position as protecting the rights of the listener, by aiming to "keep the airways free," rather than allowing desirable programs to be reserved for subscribers.

### NEWS CAPSULES---COAST TO COAST

## Weinbach Upped; "Champ" Sued; Ziv's "Commie" Clicks

NEW YORK, Feb. 9.—Mort Weinbach this week was named national director of television operations for the American Broadcasting Company. Weinbach, formerly an exec in the web's radio division, moves over on February 15, reporting to Harold Morgan, ABC's veepee for TV program operations.

**Moorehead Files Suit Over "Champ" TV . . .**

NEW YORK—An injunction suit against Wally Butterworth's use of the "Meet the Champ" TV program was filed in the State Supreme Court here by Tom Moorehead, sports director of WFIL and WFIL-TV, Philadelphia. Moorehead contends he was

a partner in developing the show's idea.

Notice of the action was served on the American Tobacco Company, which bankrolls the show on ABC-TV, and on the William Morris agency, which handles the show. Action charges that Butterworth sold the show without consulting Moorehead, who demands submission of terms of the contract and approval of the financial arrangements.

**TV Impact Shuts 91 Chi Pic Houses in '51 . . .**

CHICAGO—Impact of TV on motion picture attendance was pointed up here by the revelation that 91 houses shuttered during 1951, and that city revenue, in the

### TV PRACTICES HIT

## Balaban Sez Films Nix Some Policies

WASHINGTON, Feb. 6.—Barney Balaban, president of Paramount Pictures Corporation, during testimony at this week's Federal Communications Commission hearing on the proposed United Paramount Theaters-American Broadcasting Company merger, voiced a dim view of TV's talent practices, compared with the movie industry's. Asked by Frederick Ford, chief of FCC's broadcast hearing division, whether Balaban thought it proper for a particular station to have an ex-

clusive contract with one network and refuse programs from another web, the Paramount executive said he wasn't qualified to answer "because there are many practices in television today that we would never have tolerated in motion pictures, and I refer to the manner in which talent is being tied up exclusively, and commitments far beyond anything that exists in a company such as ours."

"I believe there are many practices today in television which have already been ruled out by the courts, in the case of motion pictures," he said. "I can't enumerate, but I have heard them discussed from time to time."

## Du Mont Pushes License Issue In FCC Brief

WASHINGTON, Feb. 9.—Following its oral motion in the Federal Communications Commission for severance of the Allen B. Du Mont Laboratories, Inc. licenses from the pending proceedings on the proposed merger of the American Broadcasting Company and United Paramount Theaters, Du Mont labs late yesterday (8) filed a formal written motion.

The latest motion was much stronger than the previous one. Submitted by William A. Roberts, Du Mont counsel, the motion stresses the "handicap" to Du Mont as the result of temporary authorizations the last three years "because of a finding that the corporation was controlled by Paramount." Roberts stressed that the ABC-UPT hearing record so far has established clearly that Paramount exercises no control over Du Mont which, itself, has never been guilty of anti-trust violation. With the TV freeze-lift in the offing, said Roberts, prompt determination of the issues by the FCC is imperative.

Paramount Pictures' policy on leasing pictures to drive-ins came in for a play at the hearing when Ford asked Balaban if Paramount "fundamentally" has a policy against first-runs for drive-ins. Balaban voiced belief that such policy was determined by a court decision specifying that drive-ins have some first-run rights "and that is our operating policy." Ford declared he was asking about Paramount's policy "prior to any litigation on the subject," and he repeated his question. "Do you take the business view that a drive-in is not entitled to a first-run?"

Balaban replied: "As a practical thing, I have always believed that the man who is located in an area where he has invested large sums of money to build a closed-in theater, operating 52 weeks a year, serves his community better than the man who can only operate during the short season and in serving his community he produces the largest amount of revenue. Now that is a practical business decision. But when the courts decide that you cannot operate on that basis, we have to conform with that decision."

## ARB, Tele-Q Join TV Jobs On West Coast

WASHINGTON, Feb. 9.—The American Research Bureau and Tele-Que, auditing research services, have merged their West Coast television city reports, effective February 1. From now on, ARB will do the field work and tabulation for the Los Angeles and San Francisco reports; while Coffin, Cooper and Clay, originators in Tele-Que, will handle the distribution of all ARB studies on the West Coast.

The two agencies will continue their separate ways for special reports and market research. Both agencies had used the diary technique for their monthly ratings. Their merger means there are now only two diary services in the field, the other being Videodex.

Tele-Que was started in San Francisco and L. A. in November, 1949. James Seiler started ARB in September, 1948 and began surveying television in the two West Coast towns last fall.

## WDGY Sold to Hagman Group

MINNEAPOLIS, Feb. 9.—C. T. "Swannee" Hagman, veteran Twin Cities radio executive, heads a local four-man syndicate which has bought controlling interest of WDGY, 50 kw Liberty Broadcasting System outlet here. Hagman resigned Tuesday (5) as executive vice president of WLOL, 5 kw Ralph Atlas Mutual Broadcasting System station here.

Marvin L. Roscoe, manager of KLOA, Des Moines, another Ralph Atlas-owned MBS outlet, moves in to the WLOL spot here on Monday after nearly 18 months in Des Moines.

**DC Seminar to Reveal UHF Developments . . .**  
CAMDEN, N. J.—A TV seminar in Washington on February 13 and 1951, and that city revenue, in the (Continued on page 9)

# SARNOFF-STANTON COLOR BATTLE---BLOW BY BLOW

NEW YORK, Feb. 9.—Following is a blow-by-blow description of the verbal fistcliffs between David Sarnoff, chairman of the board of the Radio Corporation of America, and Frank Stanton, president of Columbia Broadcasting System, Inc., as they battled before the National Production Authority Friday (8). (See story this page.)

Sarnoff led with the charge that "CBS might have expected the government action (restricting the manufacture of color sets) as a natural result of its unreasonable insistence on a quarter of a million fractional horsepower motors for the year 1952. . . . Thereby, CBS got off the hook."

Stanton's counter blow was—"Everybody knows that CBS has been the leader in the long and difficult struggle to bring color TV to the public, despite the persistent opposition of Mr. Sarnoff. The contributions which CBS has made to the advancement of color cannot be obscured by unknown, unprincipled attacks."

### Body Blow

Sarnoff jabbed with, "If the NPA should decide to lift its ban, it is safe to conclude that CBS would be ingenious enough to stay off the hook. CBS failed to meet its commitments before the NPA order M-90 was issued. Even if order M. 90 is now lifted, I expect that CBS will protest that it cannot get sufficient materials to go ahead with its previously promised program for manufacturing color sets and broadcasting color programs."

Stanton's right cross was—"Mr. Sarnoff today abused the processes and the machinery of the government defense program and went out of his way to carry on his bitter and desperate campaign to frustrate color. He gratuitously set aside the purpose of the NPA meeting in his own self interest. He continues to use every forum for his campaign except the forum which has been designated by Congress to evaluate his claims—the Federal Communications Commission."

Sarnoff's haymaker was that "an incompatible color TV receiver is not good enough for the American public—particularly at a price of more than \$600 for a set with a 10-inch picture tube. . . . I am convinced that CBS already has learned that the fatal defect of incompatibility, coupled with the other limitations of its system, make CBS color commercially impractical and not acceptable to the American public."

### Uppercut

Stanton delivered this uppercut: "RCA has been promising various compatible color systems for six years. In fact, the date has long since passed which RCA has promised as the time when its system would be ready and perfected. If Mr. Sarnoff really believes that the RCA color system is now ready to be adopted, he well knows that the FCC, and not the NPA, is the place to go. He himself has repeatedly pointed out that the FCC has left the door open for a reconsideration of his system. In the interests of the public, manufacturers and broadcasters, let him once and for all put an end to the doubt and confusion which he has engendered."

# Teleprompter Model Aimed for Locals' Use

NEW YORK, Feb. 9.—The Teleprompter Corporation here is readying a new model of its video cueing system machine (scaled to meet budget requirements of local TV operations) and hopes to make it available to stations across the country in 90 days. The move follows recent expansion of the firm into offices in Washington, D. C., and Hollywood, and signing of a five-year contract with the Columbia Broadcasting System. The new pact involves a minimum guarantee of \$1,000,000 for use of Teleprompter's electronic cueing service on CBS-TV programs.

Although a cueing system would be a prime man-power assist for small-staff local TV stations, Teleprompter, heretofore, has been too expensive for them. Networks shell out \$30 an hour for service at a minimum rate of four hours. However, union rulings play a considerable part in metropolitan area rate picture, according to Teleprompter director Irving B. Kahn, who said smaller local units will be priced in accordance with either sets-in-use figures or station rate cards. The exec said he has already received inquiries about new units from 30 stations. Local rentals, he said, will not include operator or script service.

Meanwhile, Teleprompter's rival cueing system outfit, Tele-Q, here, is mulling over a similar plan to service smaller stations. Since Tele-Q is a manual operation and can be operated by one person without any major engineering changes, the firm is in a position to launch an immediate sales campaign, according to Larry Merchant, proxy of Sales Corporation, which represents Tele-Q here. Unlike Teleprompter, which operates on a show-by-show basis, this,

Tele-Q is available at monthly rates, with an unlimited number of shows included in deal. Consequently, local rentals will be set up on a similar plan.

# NEW "BENTON" HITS RADIO-TV

WASHINGTON, Feb. 9.—A Congressional investigation of "offensive" programs was proposed this week in a resolution by Rep. E. C. Gathings (D., Ark.). The investigation would also cover "offensive books." The bill was sent to House Rules Committee.

# NPA Refs Verbal Slugfest in M-90 Revamp Study; Color TV Future Dim

WASHINGTON, Feb. 9.—As the National Production Authority prepared to modify its November color TV ban in the wake of a conference with industry bigwigs yesterday (8), the battle of color TV entered into a new stormy phase. David Sarnoff, chairman of the board of Radio Corporation of America, and President Frank Stanton of Columbia Broadcasting System, wound up trading blows in a verbal slugfest that rocked the industry, although the immediate color TV future remains unaltered by either the forensics or NPA's preparations to modify its M-90 Order.

NPA, under prodding of Chairman Edwin C. Johnson and the Senate Interstate and Foreign Commerce Committee, is expected to clarify the order to the extent that manufacturers can produce color equipment if they want to do so within the limitations of their quotas for producing black-white sets (The Billboard, February 2). This, of course, is not ex-

pected to provide an inducement for much, if any, color TV set production, although it may encourage some theater color TV development.

### Verbal Barrage

The chief significance of the NPA session with industry bigwigs was an attendant fracas involving Sarnoff and Stanton once again as chief color rivals. Sarnoff contended that NPA's original Order M-90 banning output of color TV sets had come "out of a situation artificially created by one company to solve its own perplexing problems." Sarnoff charged that CBS was unsuccessful in its color TV venture and "got off the hook" by the NPA original order. Stanton issued a

reply to Sarnoff, accusing the RCA board chairman of abusing "the processes and machinery of the government defense program" and going "out of his way to carry on his bitter and desperate campaign to frustrate color."

Predominant industry view at yesterday's confab was that the color TV orders should be retained to prevent diversion of highly skilled technicians. Barney Balaban, president of Paramount Pictures Corporation, made a plea in behalf of Chromatic Television Laboratories, Inc., an affiliate of Paramount, urging rescinding of the order lest Chromatic Color be jeopardized. Stanton and Johnson also supported rescinding the original order. Stanton issued a

# BIG BUDGETERS' SLASHES

## TV Spenders Eye Pix, Time Cuts, Co-Clients

NEW YORK, Feb. 9.—With two \$1,000,000-plus sponsors revamping their current TV plans to shave their video budgets and a third on the same economy kick, it became virtually certain this week that practically all big budgeted regular hour shows will be sponsored either alternately or on a multiple basis next season. Schlitz this week had decided to cut its hour "Playhouse of Stars" dramatic program to a half hour and film it in Hollywood. Budweiser has already put alternate weeks of the "Ken Murray Show" on the market for March co-sponsorship. Now Westinghouse is toying with the idea of going alternate weeks with "Studio One."

In all cases these are programs which are producing good ratings. Westinghouse, however, has a heavy new commitment in broadcasting because of its purchase of the conventions on the Columbia Broadcasting System radio and TV web. In its retrenchment plans "Studio One" becomes the most obvious candidate for the slash.

\*Budweiser paid \$800,000 for its

first season of Ken Murray sponsorship, \$1,500,000 for its second year, and the bill is already close to \$2,500,000 for the current season. The beer company is not in a position to sell other products on the program, as do food companies. Budweiser likes Murray, will continue to bankroll him, but on a more realistic basis.

Schlitz is another beer company that can't meet the tough financial demands made by TV. It is, therefore, trying to get more for its dough by going into films. The sole big-budgeted show that remains unaffected as yet is Lincoln-Mercury's "Toast of the Town." Reports are, however, that Ford, owned by the same parent, currently without a program, will buy into the stanza next season.

### LEE STAYS

## Remains On 'Those Two' With Blaine

NEW YORK, Feb. 9.—Pinky Lee is slated to continue as co-star in the "Those Two" TV series bankrolled by Procter & Gamble Company. The agency, Benton & Bowles, this week stated that reports that singer Tony Bavaar is slated to join the show are in error. Vivian Blaine also continues in the series, which airs at 7:30 p.m. on Mondays, Wednesdays and Fridays.

## Uneasy Time For Shriner

NEW YORK, Feb. 9.—Young & Rubicam, the agency for Arrow shirts, this week was searching for another client to help carry the sponsorship burden on "Herb Shriner Time." Arrow sponsors the program on the American Broadcasting Company's TV web Thursdays 9-9:30 p.m.

Arrow, which would like to split its bankrolling costs, also wishes another network. Young & Rubicam is pitching the property at the Columbia Broadcasting System.

## CBS Adds Frank To Program Staff

NEW YORK, Feb. 9.—Reversing its tendency to keep its production staff to a bare minimum, the Columbia Broadcasting System's radio network this week added Norman Frank to its programming operation as producer on special assignment. Frank will specialize in new program development.

Frank comes to the web with extensive experience in agencies, radio and TV. For three years he was with Young & Rubicam as co-ordinator of its radio-TV department. He later produced "Stars of the Family" for Ronson on CBS-TV.

# Kaland Named By WNEW to Succeed Pack

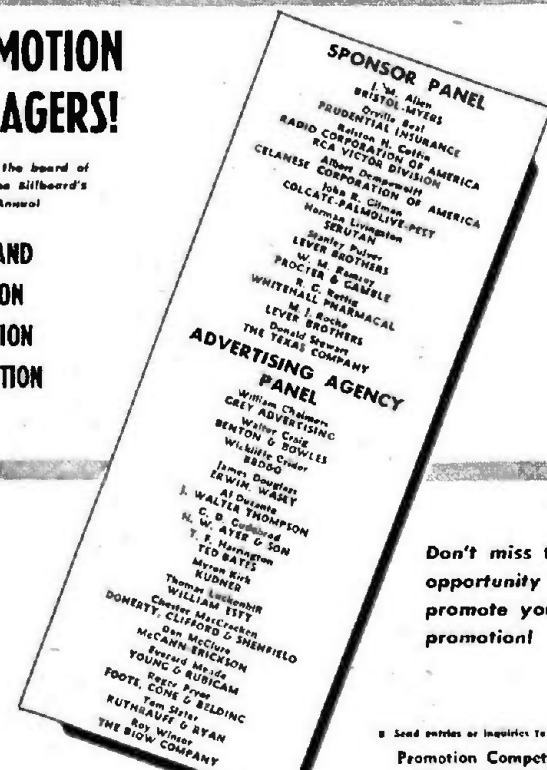
NEW YORK, Feb. 9.—William J. Kaland this week was appointed program director of WNEW here, succeeding Dick Pack, who leaves the indie post Wednesday (13) to join WNET as program chief. Kaland's appointment is effective immediately.

Kaland joined WNEW last May as continuity chief and was recently named manager of station's combined script and production departments. A writer-producer, Kaland formerly served as radio script writer for Young & Rubicam on the Borden account; as news editor of WHOI, New York, and recording and continuity manager of the Record Guild of America. He has also handled script and production assignments for the National Broadcasting Company and Columbia Broadcasting System.

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# TV'S LATE SHOWS LIMP, DAWN'S OK

## "Today" Sets Early Morning Pace With Payoff to Stations and Net

Continued from page 1

TV head Pat Weaver envisioned for it, but that it will prove a substantial source of additional revenue to stations carrying it.

This week, the network made its first across-the-board sale on the program to a national advertiser, The Florida Citrus Commission, thru J. Walter Thompson, bought a daily participation.

Spot sales by local stations carrying the show have been even more encouraging. The New York flagship, WNBT, has already sold local station breaks and other spots to advertisers, amounting for about \$5,000 per week in revenue to the station. Typical accounts and spots being used on WNBT are: New York District Ford Dealers, 11 twenty-second spots per week; Maisel Restaurants, 5 ten-second spots weekly; Lambert Brothers Jewelry stores, 2 twenty-second spots weekly; Heatherdale Milk Farms, 3 ten-second spots weekly; 88th Street Restaurant Association, 2 twenty-second spots weekly; Chlorodont Toothpaste, 3 twenty-second spots weekly; Red Devil Paints, 5 ten-second spots weekly; Kern, 1 ten-second spot per week; Senator Hotel, Atlantic City, 2 ten-second spots per week; Netailure Polish, 3 ten-second spots per week; Chin and Lee (Chinese food), 3 ten-second spots weekly; Sau-See, 2 ten-second spots weekly; Cedar Green Frozen Vegetables, 2 twenty-second spots per week; Sitrue Tissues, 1 ten-second spot; Moonstrip Crackers, 3 ten-second spots weekly.

Assuming the station is able to hold these accounts, or their equivalents, thru a 52-week run, this would bring the station a quarter of a million dollars per year.

### \$2,500,000 A Year

Other stations carrying the show are doing proportionately well. WTVR in Richmond, for example, has sold more than 20 spots on the show locally. If each of the other 29 stations carrying the program can gross, on an average, half of what major market New York figures to take in, the total of all NBC affiliates carrying the waker-upper could easily hit \$3,500,000 per year.

In addition to station breaks and local spots, some stations are programming a local "Today" in the last five minutes of each hour of the network show, and selling the time to local advertisers. Thus, WNBT features a "Today-In New York" at 7:55 and 8:55, and has already sold this to Schaeffer Beer and Mutual Benefit Life, with the former buying five minutes Monday thru Friday, and the latter one five-minute segment per week. If this trend develops, the total affiliate take for its share of the network business, station breaks and local spots, plus sales on the five-minute local "Today" could easily approach the million-dollar-a-year mark.

### Effective

Effectiveness of the show is further demonstrated by a letter received by WNBT from the New York State Employment Service to the station. Station has been carrying Help Wanted spots for the State, and the letter tells the results story as follows: "Everyone at the New York State Employment Service is excited about the fine results of

"Help Wanted" spots on "Today." I think you will be pleased by the response in the first five days: Number of applicants calling, 101; number of employers calling, four. Not only is the program drawing well; it is turning up high quality applicants. Almost all who call about a particular job are referable. And it seems likely they will be hired—thanks to Today." Improvement in program quality on the show in the past several weeks has been marked (see review this issue).

The nighttime expansion picture is not quite as bright. Columbia Broadcasting System, indeed, announced this week it was dropping its "Late, Late Show," which ran roughly from 1:30 a.m. to 2:30 or 3 a.m. Nevertheless the same week's "Late Show" (running to about 1:30 a.m.) is playing to WRO as far as sponsors are concerned, and has solid ratings. WNBT with its recently instituted "11th Hour Theater," is giving CBS a run on its "Late Show." Other stations here are also doing well with post-midnight stanzas.

Pulling power of the post-midnighters was further demonstrated recently when Mary Kaye, who does WNBT's sign-off about 1:30 a.m., dragged in about 9000 dimes on a sample offer for her Vitamin sponsor.

With the CBS check-out on the "Late, Late Show," the move into the wee morning hours beyond 1:30 a.m. may be a little slow in coming. But keen trade observers have no doubt that video, like radio, will continue to move toward round the clock operations. The patterns are being tested ever more aggressively.

Because of its importance in opening up additional morning hours in television (see adjoining stories). The Billboard review "Today" at considerable length, despite an original exhaustive review of the program. The Billboard will continue to offer criticisms of the show periodically as long as it believes significant improvements may still be made.

## "TODAY" OKAY

# News Breaks Help Program Hit Its Stride

By JOE CSIDA

In the past two weeks (second and third of its full time on the air) "Today" has achieved notable improvements. Gone almost completely is the frantic, disorganized atmosphere of the initial seven days. And slowly being discarded are the ideas, which no doubt sound great on paper but come off just short of ludicrous on the air. Such notions were the bowling match between a guy in Chicago and another in New York shown during the second week. The desolate bowling alleys with the lone kiegler being interviewed by NBC men was a depressing and silly sight. The same criticism may be made of the knitting contest during the same week.

Wednesday (6), as a matter of fact, the show really seemed to come into its own. This was attributable to the simple fact that the day saw two top news breaks hit just right for the program. First was the death of King George VI, and second, minor but excellent fare was the Truman decision to enter the New Hampshire primaries after having declared all such primaries "eye-wash." The "Today" crew han-

(Continued on page 10)

# RADIO MOVES TO 24-HR.-DAY SKED

## WNBC Leads, Other Outlets Move Similarly; Cott Sees \$\$ Payoff

Continued from page 1

quests being made by the Civilian Defense Administration of stations all around the country to remain on the air thru the night, are considered the two major factors expected to cause a nationwide move to 24-hour-a-day broadcasting.

Indeed some stations, such as WHO, Des Moines, Iowa, operated by the Central Broadcasting Company, went on the air all thru the night on the same date (February 1) as the WNBC operation, tho with far less fanfare. WHO also runs music (tho of varied types) thru a night.

WNBC, in the single week the all-night classical music program has been broadcast, has already received letters from 17 other stations around the country inquiring about the New York outlet's programming format, asking for copy of music sheets used for the show, and generally inquiring about the all-night programming modus operandi. All of these stations evidence great interest in starting similar all-night stanzas shortly.

### Listeners Like It

On the WNBC show it was announced that the program of good music was frankly experimental and would be continued if enough listeners indicated they wanted it. The first week drew close to 2,000 letters from listeners. Early study of the mail revealed several interesting and encouraging facts: (1) Letters came from such far-removed points as Ontario, Canada; Columbus, O.; Miami, Jacksonville, Milwaukee; Lexington, Ky., etc. This indicated the known, but not too-often considered technical fact that a signal carries much farther and with greater clarity late at night than in the daytime. Prospective advertisers are thus assured greater physical coverage than they would get on the same station in the daytime, and (2) many of the letters came from persons in upper middle class income brackets.

A college president, an Associated Press night editor, the head of a publishing house and other people of that type were among the writers complimenting WNBC on carrying the show and encouraging its continuance. This indicates that the generally accepted theory that only insomniacs, countermen in all-night cash joints, B-girls and Main Street bum listen to all-night shows may be highly fallacious. To determine the true quality of the program's listenership, Cott is planning to send a questionnaire to all the letter writers, trying to determine their age, sex, occupation, why they listen, etc. It is expected that this will make valuable sales ammunition for the show.

The WNBC sales department, as a matter of fact, already has nibbles from a number of interested bankrollers and agencies. It is Manager Cott's desire, however, to sell the entire night to a single advertiser. Cott is trying to avoid the frequent, and often irritating, every three-minute commercials common to daytime and evening deejay shows. He would like to get an advertiser who would restrict himself to a single commercial announcement every half hour. A bankroller could buy the WNBC show all night for about \$2,500 per week.

### Kudos, Edits

The WNBC show has also won the station considerable co-operation from other broadcasters, and indeed from the newspapers and magazines. New York's municipally owned-and-operated station WNYC-FM, for example, is urging its listeners at its own sign-off time (2 a.m.) to tune to WNBC. And The New York Journal-American, Monday (4), ran an editorial on the show, headed "Music Thru the Night," and reading: "As an occasional insomniac—who isn't these days?—welcome the new 'Music Thru the Night' program of WNBC from midnight on. This will be a program of what some call serious music, some classical, some symphonic. None of these tags is very good. Let's say it's music that wants to be music and nothing else. There are no chattering disk jockeys, just a guy who says what's coming up next."

Broadcasters around the country are watching the Cott all-night experiment with keen interest. If initial enthusiasm holds up, and a bankroller is landed on a firm deal, the round-clock trend is figured to bust out, for fair.

## SHORT LIFE

# Vid-Pac Back On TVA Coast Unfair List

HOLLYWOOD, Feb. 9.—Vid-Pac, Inc., firm that packaged the American Guild of Variety Artists show for Colgate, again found itself on Television Authority's unfair list after a brief reinstatement of the tele union's good graces. TVA's board originally placed Vid-Pac on the unfair list a month ago after the firm's Henry Taylor refused to furnish a memorandum listing fees paid to all performers. Last week, Taylor finally submitted the memo and Vid-Pac was automatically dropped from unfair list status.

This, however, was short-lived, for the TVA board this week returned Vid-Pac to the unfair list, claiming that many discrepancies exist in Taylor's claims of payments with what TVA reportedly found to be the case. Firm will remain on TVA's blacklist until payments to performers are straightened out to suit the union. TVA, in the meantime, is probing deeper in checking performers against Taylor's memo in an effort to clear up the situation.

## \$2 MIL, 11-YEAR PACT

# Ken Murray May Serve CBS as Actor-Producer

NEW YORK, Feb. 9.—Ken Murray this week was on the verge of signing a new contract with the Columbia Broadcasting System's TV web to guarantee him a minimum of \$2,000,000 over an 11 year period, four as a performer and seven as a producer. In the pact is a unique provision, inserted at Murray's request, which gives CBS-TV the right to sell him to 40 sponsors a year, should that become necessary, but to only one sponsor per program. Murray objects to multiple sponsorships per program. The policy, in effect, would work out to virtually a one-shot bankroller arrangement if no single sponsor should carry the series over a long term.

Before signing the agreement Murray is investigating the possibility of a capital gains deal to bring him more money. The firm 11 year pact gives him the right to package his own shows and sell them to CBS-TV. He can also produce one show per year outside the web as long as CBS gets first crack at the property.

Murray intends to originate many of his programs next fall from Hollywood, his home. He

will go there this summer to make series of 30 minute Westerns built around a "Calamity Jane" theme starring Laurie Anders.

## Lew Parker In CBS Pact

NEW YORK, Feb. 9.—The Columbia Broadcasting System this week signed Lew Parker to a five-year deal for radio and TV. Comedian scored heavily in a one of a new video audience participation strip which is already being peddled by the web.

## Miner to Do 90-Minute Dramatics for NBC-TV

NEW YORK, Feb. 9.—With the signing of Tony Miner, former director of "Studio One," the National Broadcasting Company made ready to program dramatic shows of an hour and a half in length. Miner is known to be packaging such a show idea. His deal with NBC-TV gives him a substantial portion of the package and property rights in whatever other ideas he contributes to the web.

NBC-TV also may sell the 90-minute program in half-hour lengths, on a participating basis.

## "KANE" OK FOR TOBACCOCLIENT

NEW YORK, Feb. 9.—A report in The Billboard (January 28 issue) that United States Tobacco was sourcing on "Martin Kane" was incorrect. The sponsor is committed to the program thru June on the National Broadcasting Company's AM and TV webs. Kudner is the agency.

This would enable a more costly dramatic package to be put together. The hour and a half drama, directed by Miner, will be closer to movie length and enable a more mature approach to dramatic programming.

## Your Top TV Sales Opportunity

# WDEL-TV

Wilmington, Delaware

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

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

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

# CBS Tills 15 1/2 Mil. Jan. Sales, Renewals

### 12 Sponsors Repeat 20 Shows; 13 Buy Dozen New Ones; AM Still Tops, Says Web

NEW YORK, Feb. 9.—The Columbia Broadcasting System's radio network has racked up sales and renewals of \$15,500,000 since January 1, according to John J. Karol, vicepres in charge of network sales. The breakdown reveals 12 sponsors renewing 20 CBS network shows, and 13 advertisers buying new time for a total of 12 programs. Among the new CBS advertisers are the Pepperell Manufacturing Company, Pro-Ten, Wander Company and North American Van Lines.

Among the more important new buys are Admiral's "World News with Bob Trout," and American Safety Razor's 12 Red Skelton shows. Among more important renewals are Wrigley's "Life With Luigi," and the Gene

Autory show, Lever Brothers "Talent Scouts" and "Lux Radio Theater" and Longines "Symphonette" and "Charaliers."  
"This outstanding sales report for CBS radio for the first month of 1952 is further evidence that advertisers, in their re-evaluation of all advertising media, are more and more convinced that radio is still their best buy in terms of cost, circulation and audiences delivered," Mr. Karol said.

## WHO ASKS WHOM FOR HOW MUCH?

DETROIT, Feb. 9.—Video researchers are beginning to trip over each other in the Motor City. Sam Arnold, new merchandise manager of the W. B. Doner Agency, was pinch-hitting Sunday as a telephone surveyor on one of the agency's film shows over WJBK-TV. With his list of calls lined up and watching the clock for the moment to start, Arnold had an incoming call at his home. It was another surveyor asking him what show he was watching. Turned out the check-up was for WXYZ-TV's "Starlit Stairway" — which is another Doner production.

# ABC Drops 50 From Web-Owned Outlets

### Retrenchment Affects N. Y., Hollywood Staffs; Chi, Frisco, Detroit Cuts Due

NEW YORK, Feb. 9.—About 50 persons were discharged by the American Broadcasting Company and its owned stations in New York and Hollywood yesterday (Friday). The slashes were part of a major economy drive which also involves consolidation of duties, personnel shifts, transfers and other related moves. At press time it was reported that similar cuts were in the offing at the web's outlets in Chicago, Detroit and San Francisco.

The moves were believed necessitated by the usual spring slump that began earlier than expected and the drawn out hearings which have delayed injection of anticipated new money from United Paramount Theaters. In the main, personnel affected were involved in TV, where this may result in elimination of some sustaining programming, with details of such cuts not yet prepared.

Major New York casualties were 28 TV technicians, and at least two members of the radio staff. The TV cuts involved four crews of seven men each, including cameramen, boom men, etc. Some had hopes of a last-minute reprieve via a transfer to the ra-

dio division, but this was deemed unlikely. Altho no stagehands and other assistants not in the actual crews were immediately affected, it is believed possible that some of these may be touched by the resultant program drop. On the radio side the first casualties were an announcer and an associate director. Clerical personnel were left unscathed at the week-end, but a mass case of nervous jitters pervaded the entire web, both AM and TV. At least 10 AM staffers across the country are already believed to have been discharged.

In Hollywood, too, TV staffers suffered the brunt of the axings, with about 15 dropped. A newly hired AM publicity staffer at KECA also was let out, as were one man in the newsroom, and two girls in promotion department. Latter duo was rehired at less money by other departments. At least 11 TV engineers also were pink-slipped.

Some seven sponsors have left ABC-TV in the past two months, aggravating the situation. Most recent of these were Seiberling Bros, Kaiser-Frazer, Hazel Bishop, Ranger Joe Cereals and Mogen David Wines.

## LOCAL TV VS. NETWORKS

### Eso Tries 'Reporter' In 5 Eastern Cities

NEW YORK, Feb. 9.—Eso this week placed its video "Eso Reporter" on five Eastern stations as a local program. The gasoline marketer bought strips on WPIX, New York; WBAL-TV, Baltimore; WTOP-TV, Washington, and WTVR, Richmond. The show also will be presented on WDSU-TV, New Orleans, Mondays, Wednesdays and Fridays. All the programs will start the last week of this month and will use local newscasters.

Eso meanwhile was giving considerable thought to Alan Young, currently being sponsored on the Columbia Broadcasting

System's TV web. Comedian will have to be moved out of Thursdays 9:30 on the web next season to make way for Lucky Strike. Eso is wondering whether comedy is in line with its solid public service type commercial approach. Marshall & Pratt is the agency.

## Alexander Puts 14 British Pix On Sales Block

HOLLYWOOD, Feb. 9.—Max Alexander (M. & A. Alexander Productions) returned from London with a batch of 14 new British National films which were thrown on the TV sales block this week. Films are comparatively recent productions with Alexander firm now negotiating with webs and outlets for their tele lease in this country.

Pix include "The Courageous Mr. Penn," with Deborah Kerr and Clifford Evans; "Ghost of Berkeley Square," Robert Morley, Felix Aylmer, "Lady From Lisbon," Francis L. Sullivan, Jane Carr; "Give Me the Stars, Will Fyffe, Leni Lynn; "Medal for the General," story by James Romild; "Old Soldiers Never Die," Godfrey Tearle; "Echo Murders," David Farrar; "This England," Constance Cummings, Emyln Williams; "Love on the Dole," Deborah Kerr, Clifford Evans; "Strawberry Roan," William Hartnell, Carol Raye; "Latin Quarter," retitled "Frenzy," Derek De Marney, Joan Greenwood; "Murder in Reverse," "Meet the Navy," "Common Touch" and "Mr. Reedler in Room 13," an Edgar Wallace story.

## W. Morris Hawks "Profiles" Series

NEW YORK, Feb. 9.—The William Morris agency this week was peddling a new half-hour television series built around New Yorker "Profiles."

The package is to be emceed by the noted author, Vincent Sheehan.

## BIG VIDEO POUT

### 5 Stations Ankle ATAS Over Award Nominees

HOLLYWOOD, Feb. 9.—Five TV stations, pouting because their shows weren't among the nominees for an award, this week walked out en masse of the Academy of Television Arts and Sciences. Resignation was signed by KLAC-TV's Don Peddersson, KTTV's Dick Moore, KECA-TV's Donn Tatum, KTLA's Klaus Landsberg and KHJ-TV's Ward

## New TV Space Acquired by NBC, CBS Webs

NEW YORK, Feb. 9.—Additional TV studio space here was acquired this week by the National Broadcasting Company and Columbia Broadcasting System. NBC leased one of the three large studios in WOR-TV's new television building, and CBS signed a 10-year lease on the Warner Brothers' Biltmore Theater on West 47th Street.

New CBS space deal (dubbed "Studio 82") brings network's studio total to 16, in addition to web's Manhattan Theater, also on West 47th Street.

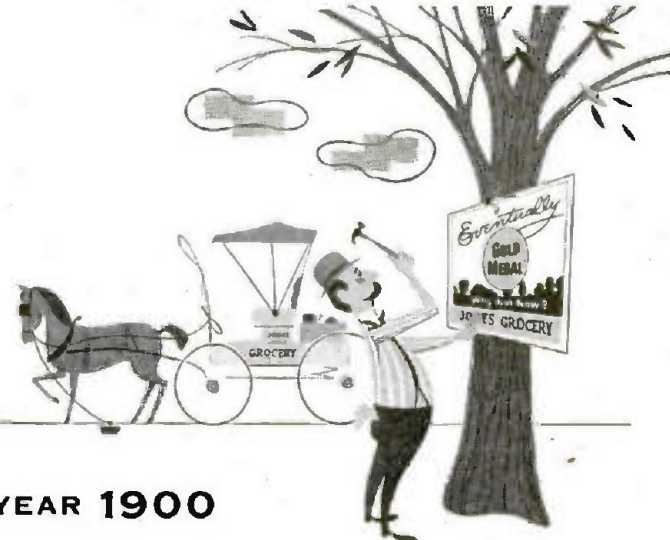
Terms of the NBC-WOR pact weren't revealed, but contract was reportedly signed on a monthly basis. Heretofore NBC has held out for long-term leases. However, WOR-TV has been reluctant to tie up its new studios on long-termers, in view of station's plan to go into TV film production sometime this year.

Ingrim. They charged that the Academy was no longer primarily concerned with the progress of TV in Hollywood as distinguished from national TV and therefore must withdraw their support.

Last year the Academy was roasted by various sectors of the industry here for limiting its awards to local shows. This year the Academy opened its Emmy awards to all shows.

Hal Roach Jr. said no station holds membership in the Academy nor does any station support the Academy. Individuals at the stations, however, do belong to the org. and Roach didn't feel that station personnel would be ordered to drop their membership. Roach said the Academy was formed to further the progress of TV with no idea of restricting its activity to any one particular area. In the meantime stations have formed their own org. Roach said the Academy will proceed with the Emmy awards as planned.

## YEAR 1900



In 1900, a very familiar sign among hundreds of others was the one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people! From this form of advertising, many companies grew to be today's largest manufacturers. Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently. Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media... and television is the most modern of them all. Its full potency has not yet been determined. In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

# WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE



**WWJ**  
NBC AFFILIATE  
in DETROIT  
Owned and Operated by  
**THE DETROIT NEWS**  
The GEORGE P. HOLLINGSBERY COMPANY

## RWG Seeks Pact With E. T. Firms

Additional Compensation for Reissue Shows Chief Point of Negotiations

HOLLYWOOD, Feb. 9.—Radio Writers' Guild will soon launch an all-out drive to sign collective bargaining contracts with the transcription companies. While RWG has locked horns in the past with the nets and ad agencies, it has avoided seeking to sew up the e. t. firms. Chief point the Guild will seek to establish in its contract negotiations with the transcription firms will concern additional compensation for reissue of shows in the same markets and ownership of rights to stories for other media. Recognition of the Guild as bargaining agent in this case would be of secondary importance, inasmuch as almost all scribes employed by platter firms are in the Guild fold.

Reason for the Guild's decision to move into the e. t. ranks stems from the recent rise of transcription importance with top name performers (Fredric March, Bo-

## Lucky Strike Favor Dodgers For Radio, TV

NEW YORK, Feb. 9.—Lucky Strike cigarettes this week was weighing half sponsorship of the Brooklyn Dodgers baseball games on WOR-TV and WMGM here. Schaefer, last season's bankroller, wants a partner to help carry the financial burden. Datten, Barton, Durstine & Osborn is the agency.

The Brooklyn Dodgers, meanwhile, this week signed a new one-year pact with Walter (Red) Barber to continue as top sportscaster on the announcing triumvirate which splits the contests on radio and TV. His companions at the mike will be Connie Desmond and Vince Scully. Barber continues as sports counselor to the Columbia Broadcasting System's radio network.

## Pulse Issues Rebuttal to Media Study

NEW YORK, Feb. 9.—Sydney Roslow, president of The Pulse, Inc., this week issued a 21-page rebuttal to Media Agencies' Claims, the Los Angeles publication, which, in its January 7 issue, published an analysis of TV rating services in Los Angeles, charging Pulse with being way out of line with the other four services, and even loading the dice.

The Pulse document took issue with the study, which had been prepared for MAC by Tele-Que, for considering only share-of-audience figures to the exclusion of sets-in-use and program ratings. It questioned the fairness of piling Pulse's figures against the average of the other four including Tele-Que. And it questioned the validity of including Hooper's figures in on the average, since the Hooper survey covered three weeks, during which significant program changes occurred, while the other four surveys covered the same single week.

The MAC study showed that Pulse's average share of audience for KTLA, Los Angeles, in November, 1951, was far less than the average of the other four, including American Research Bureau, Videodex, Hooper and Tele-Que. At the same time, the share of audience Pulse attributed to KNXT was far greater than the average of the other four.

In answer to this, the Pulse release charged the diary services, Tele-Que, Videodex and ARB with carrying inflated ratings of the most popular kiddie programs. And KTLA carries the

(Continued on page 11)

gart-Baeall, the MGM series etc.) going into wax and calling for high budget shows. According to RWG Coast Exec Secretary Mike Davidson, first firms to be approached here will include Fredric Ziv Company, MGM and Commodore Productions.

## WGN-TV Sets Remote From Chi Auto Show

CHICAGO, Feb. 9.—WGN-TV will do a two-hour, six-camera remote Saturday (16) from the Auto Show at the International Amphitheater, scene of the 1952 national political conventions. Nineteen exhibitors at the Auto Show will participate in the sponsorship. Each will be given a six-minute segment to display its cars and trucks. They will be allowed a one-minute film commercial.

The station will use both of its remote trucks and expects that more than 50 staff members will be directly involved in the pick-up. The huge Auto Show is being held in the exhibition space adjoining the auditorium. It is this space that will be used for the political convention television facilities.

Announcer Jack Brickhouse will lead the WGN-TV forces. Participating sponsors are Buick, Cadillac, Chevrolet, Chrysler, De Soto, Dodge, Ford, Hudson, Kaiser, Lincoln, Mercury, Nash, Oldsmobile, Plymouth, Pontiac, Studebaker, Willys and Dodge and Internationalvester trucks.

WBKB will do a remote from the Auto Show the same day. Pontiac will sponsor a half-hour pick up of the "Bill Ballance Variety Show" from the Pontiac exhibit.

## BAB Poll Shows AM Gains in TV Cities

NEW YORK, Feb. 9.—In a poll of radio station managers in the six cities with the greatest TV penetration, the Broadcast Advertising Bureau has found that 55 per cent of the stations enjoyed increased billings in 1951. Business gains in 1951 ranged as high as 45 per cent over the previous year. The largest decrease reported by any of the radio stations was 24 per cent.

Only 30 per cent of the stations had less business in 1951 than in 1950, while 15 per cent of them reported no appreciable change.

The six cities covered were Boston, Detroit, Los Angeles, New York and Philadelphia. Independent stations showed greater gains than network affiliates. With only one exception the stations reported increased local business.

## Miami Coaxial Date Off; Work Yet to Begin

MIAMI, Feb. 9.—Network TV, which was expected to start in Miami around July, may be in for a set-back. A spokesman for American Telephone and Telegraph said this week that work has not even begun on the building of booster stations along the coaxial cable between Jacksonville and Miami.

He said the July 1 date is "somebody's conjecture," and he was sure it wasn't the telephone company's. However, officials of WTJV, the sole TV outlet in South Florida, said they were given the impression that work on booster stations was under way so that Florida set owners could watch the Democratic and Republican conventions this summer.

## KMA Finds TV Has Not Hurt Radio on Farm

SHENANDOAH, Ia., Feb. 9.—In a concentrated bid for national advertisers, radio station KMA here is holding a big confab for press and agency men Tuesday (12) to tout a recent Pulse survey which indicates rural radio markets are withstanding inroads of TV better than urban area stations.

Study, most extensive ever undertaken in area, was made in 23 counties of Iowa, Missouri and Nebraska during November and December, 1951, with 30 per cent of interviews conducted with farm families. Comparisons between average quarter-hour radio set-in-use figures for Shenandoah and New York at that time put former ahead all the way, with 30.7 for 6 a.m.-12 noon period to former's 23.5; 28.5 between 12 noon and 6 p.m. as compared to New York's 22.7, and 29 between 6 p.m. to 12 midnight over New York's 22.1.

During nighttime period Shenandoah's Monday - thru - Friday sets-in-use level was consistently higher than New York's thru-out the day until 10:15 p.m., when the early retiring rural audience declined to 3.1 at 11:45 p.m. while New York radio was 10.7. Shenandoah's over-all higher average was caused by the Iowa area's

(Continued on page 11)

## WGN-TV Inks Snader Pact

CHICAGO, Feb. 9.—WGN-TV has signed a contract with Snader Telecriptions Corporation which will give it a library of 900 three-minute shorts by 1953. The station already has 400, will get another 400 this year and an additional 100 in 1953.

The musical shorts are being used at present on one afternoon and one evening half-hour each week.

## MINOR BREAK

"This survey proves again that radio has not been affected substantially by TV," said BAB president Bill Ryan. He said it was shown that advertisers began to reinvest heavily in radio about mid-summer. "It appears that newspapers suffered more than radio in the six cities studied," he added.

BAB plans to make a semi-annual check of radio advertising in key cities.

## Small League Ball Skedded Over Mutual

NEW YORK, Feb. 9.—The Mutual Broadcasting System's radio web this week decided to program outstanding minor league baseball games on its "Game of the Day" series next season. They will be aired on days when there is no major league baseball. Falstaff Beer this week, meanwhile, assigned to sponsor the games on a long list of Mutual stations.

## Allen Out, CBS Turns Day Strip to Affili

NEW YORK, Feb. 9.—The Columbia Broadcasting System's TV network this week turned back the 12:45-1:30 p.m. strip to its affiliates for local programming. Steve Allen who occupied the time with his daytime network show is being moved out.

The web is currently searching for new program ideas for Allen,

## SEATTLE STATION TURNS DOWN SPONSOR FOR SECOND-RUN FILM

SEATTLE, Feb. 9.—KING, here, this week notified Arden Dairies that it would not allow it to sponsor the Gene Autry syndicated film series because it had instituted a policy of no second runs for films. Arden has been very satisfied with Autry for its first year of sponsorship, and wished to renew him for another year on the station.

CBS Television Sales, which is syndicating Autry, argues that the station's policy is not realistic. The syndicated film sales organization claims that Autry has been shown fourth run in some markets, and that unless second, third and fourth runs can be had for films which they cannot be sold at a reasonable price and still make a profit.

## ADMIRAL HAUNTED

## Public Reaction Cues Axing of "Lights Out"

CHICAGO, Feb. 9.—Admiral Corporation's cancellation of its sponsorship of "Lights Out" on the National Broadcasting Company Friday (8) was partly because of the heavy load of special events Admiral has scheduled, and partly due to public reaction against crime shows. Admiral execs had been increasingly conscious of public ill will that was coming with the show, along with its creditable ratings.

The decision to cancel came the same day that Chicago's police commissioner, Timothy O'Connor, sounded off against crime shows on TV. O'Connor, who is not a reformer and rarely gives interviews, on Tuesday night watched three network crime shows in a row. Wednesday he called in reporters and said that TV should put the damper on its crime shows because they are going into such detail that youngsters are bound to imitate them. O'Connor said he

is imposing strict regulations on his own three children as the result of watching the Tuesday night episodes.

Whether O'Connor's pronouncement had anything to do with Admiral's decision wasn't stated, but it is the sort of thing that built up to the decision to cancel. Admiral's scheduled special events include the political conventions over the American Broadcasting Company, radio and TV nets, and The Chicago Tribune's Golden Gloves finals and all-star football game, both over Du-Sart and Mutual.

## Clients Nibble For Alternate NBC Cameo Slot

NEW YORK, Feb. 9.—Several sponsors are talking with the National Broadcasting Company about taking over alternate weeks of the 10:30-11 p.m. TV period Sunday. This slot now is held down by Regent cigarettes, sponsoring "Cameo Theater" on a weekly basis, but the bankroller desires to cut its participation in half. The web is considering having a new sponsor take over alternate weeks of "Cameo" but also has one bidder who wanted to bring in his own film dramatic show. A major problem is station clearance, with only some seven live outlets for the show, which airs in station option time.

Meanwhile, it is reported that NBC was considerably ruffled by a large display ad which ran last week in The Herald Tribune. The ad was placed by an agency which offered to peddle alternate weeks of a high-rating, going TV stanza. Industry belief is that the agency is Brooke Smith, French & Dornace, which handles the "Cameo" business for Regent. The web is disturbed because "Cameo" is an NBC package. The web insists on choosing the clients who buy time on NBC, and any disposition of a show by an agency thru an ad could be construed as time brokerage, which is strictly illegal.

## ROBERT HODGES, WNEW PROD'R, HAILED BY MAG

NEW YORK, Feb. 9.—March issue of Ebony magazine features a four-page lay-out on Robert Hodges, of local indie WNEW, hailing him as "probably the only Negro producer of non-Negro shows in radio."

Hodges, second in command to station's production chief, handles an average of 20 programs a week, including the Art Ford show, Lucky Millinder's daily deejay stint, Bob Haymes Show, Max Kase's "Sports Show Kase," "Saturday Night at Teddy's Place," and a Sunday afternoon Pops Concert. Ebony spread, written before Jackie Robinson's recent pacting by WNBC here, tags Hodges "only Negro exec take in big-time radio." Producer joined WNEW 15 years ago as an office boy, and moved up ladder gradually as mailroom clerk, record librarian and news editor.

## THRU THE HOOP!

## Ill. Bell Set To Carry State Court Tourney

CHICAGO, Feb. 9.—Illinois Bell Telephone Company has contracted with American Broadcasting Company to carry the finals of the State basketball tournament on Championship over WENR-TV March 22, afternoon and night. Cost to Illinois Bell is believed to be about \$10,000, with no charge for rights to the games.

The tournament involves every section of the State, and has become one of the hottest sports events of the year. It is a natural for Illinois Bell and, inasmuch as much of the cost is for line charges to relay the game from Champaign to Danville to Chicago, the company isn't out as much as it would seem. WENR-TV will send a remote truck and eight engineers to Champaign. The gymnasium seats under 7,000, and never has had an unsold seat at any game.

## Toni May Exit 'Crime Photog'

NEW YORK, Feb. 2.—Toni this week was close to giving up its alternate-week sponsorship of "Crime Photographic" on the Columbia Broadcasting System's TV web. Show would remain with Carter Products as its sole client, but is likely to be moved from its Thursday night 10:30-11 p.m. slot into Tuesdays 9:30-10, to alternate with Schick's "Crime Syndicated." Schick only recently went to an alternate-week sponsorship of its property.

who remains as emcee of "Songs for Sale," the CBS-TV hour and a half Saturday night boon to amateur songwriters. Procter & Gamble, Allen's sole daytime client, will switch their sponsorship to the "Egg and I" on CBS-TV Tuesdays and Thursdays beginning February 26.



NEWS CAPSULES

Weinbach Upped; "Commie" Clicks

Continued from page 4

14 will reveal latest ultra-high frequency developments and equipment to meet TV broadcast needs when the present freeze is lifted. Sessions are sponsored by the Radio Corporation of America, and will be attended by several hundred broadcasting consultants and attorneys, as well as members of the Federal Communications Commission and its staff.

Carson Resigns From "New Republic" Staff

NEW YORK—Saul Carson, for the last five years radio-TV critic of the New Republic, has resigned effective March 17. His exit coincides with the resignation from the magazine's "back-of-the-book" department of all its columnists, including Harold Clurman, legit; Robert Hatch, movies, and Cecil Smith, longhair music. None of them is being replaced. Carson, in addition to being on the New Republic, has also been, for the last two years, in charge of the copy desk in the New York office of The Billboard. He continues in that post.

ABC Woos Mitchell TV, Bowman for Radio

NEW YORK—Deals were pending with two film stars this week at the American Broadcasting Company, one being with Thomas Mitchell for TV and the other with Lee Bowman for radio. The web is dickering with Mitchell for a pact making him exclusive with ABC-TV, and is known to be simultaneously seeking to close a deal for a major property which has been successful in another medium. Bowman has cut a radio audition for a series titled "Flight Time." This is a 15-minute stanza involving taped interviews with celebrities arriving and departing at leading airports. Bowman would conduct the interviews.

Ziv Counts 254 Cities for "Commie"; Maybe 400

NEW YORK—Sale of 19 more markets during the past week brings to 254 the number of cities which will carry the Ziv transcribed series, "I Was a Communist for the FBI." The show will debut on March 30, with Ziv anticipating a 400-city line-up.

WFBR, Park Set Up

Promotion Shows

BALTIMORE—A joint promotion deal has been set up here between radio outlet WFBR and the Gwynn Oak Park amusement park. The pact, covering the summer months, includes a once-weekly origination at the park of an audience participation quiz stanza for 13 weeks. A Saturday variety show also will originate there, while a special "WFBR Family Day" will be held July 23. Last summer, the special event drew 25,000 on a non-holiday weekday. The station will stage a saturation announcement campaign on behalf of the park.

Mich. U. TV Course Adds Political Party Class

DETROIT—A 15-week course on political parties will highlight the second semester of the University of Michigan TV course, which tees off February 17. The course is considered a natural in view of the University of Michigan TV courses, which tee off February 17. The course is considered a natural in view of the forthcoming elections. Companion courses are more academic: "Understanding Numbers—Their History and Use" and "Exploring the Universe: The Solar System."

KLRA Interrupts Shows With Accident News

LITTLE ROCK—Radio outlet KLRA is co-operating with the Arkansas State Police in a campaign to focus public attention on traffic accidents via a special news flash campaign. The station will interrupt programs with bulletins each time a report is received of a traffic fatality in the State. Every show aired is subject to interruption, in the form of a sounding of a siren bell and the facts of the fatality.

Pepsodent, General Tire Takes Easter Parade

NEW YORK—Pepsodent division of Lever Brothers and Gen-

eral Tire and Rubber Company this week signed to sponsor the NBC-TV coverage of the Easter Parade on April 13. Pepsodent picks up the 12-12:30 p.m. portion, with General Tire bankrolling the 12:30-1 p.m. period. Agencies are McCann-Erickson and D'Arcy, respectively.

Meanwhile, CBS-TV has notified agencies and advertisers that its airing of the parade, from 1 to 2 p.m., will cost approximately \$3.8 million per thousand viewers, and estimates that over 6,300,000 will watch its coverage in 32 markets.

"World Wide Barn Dance" Set for Liberty Mel

FORT WORTH, Tex.—Liberty Broadcasting System will originate a nation-wide stanza from North Side Coliseum here each Friday night, titled "World Wide Barn Dance." Parker Wilson will emcee, and the show will feature local as well as Western and hill-billy stars who are passing thru this area.

CBS Hits All-Time Peak With 91 Weekly Shows

NEW YORK—The CBS radio network now is at its all-time peak in the number of news broadcasts aired weekly, with 91 shows covering 16 hours and 10

minutes now skedded over each seven-day period. The highest previous mark was 90 weekly shows during the late stages of World War II and the early post-war period.

"Juvenile Jury" Shift More Than Doubles Rating

NEW YORK—The "Juvenile Jury" TV show, which shifted time last month from 3:30 p.m. into 4:30 on Sundays, has more than doubled its rating as a result. The show, which airs via NBC-TV, became video's highest-rated Sunday show in the pre-8 p.m. periods by racking up a 20.9 in the latest ARB report. This contrasts with the 9.8 scored last month in the former time slot.

ABC Adds 5 Stations; Affiliates Total 315

NEW YORK—Five more AM stations this week joined ABC, bringing the web's total number of radio affiliates to 315. The latest to join are WMGW, Meadville, Pa.; WDSC, Dillon, S.C.; WLOH, Princeton, N. Va.; KWSH, Holdenville - Seminole - Wewaka, Okla.; and KBBW, Aberdeen, Wash. KWSH is a 1000-watt and WDSC is 1000 watts daytime. The others are 250-watters.

The Restless People and The Revolving Door

The William H. Weintraub ad agency has named three new vice-presidents: Frederic C. Bruns, account supervisor; Dr. Leon Arons, research; and John Barton Morris, marketing. Two new members of the agency's marketing staff, reporting to Morris, are Robert Lehman and George R. Christie Jr.

'WOODEN HORSE' A TV WINNER

CINCINNATI, Feb. 9.—Red-faced management of Guild movie theater here canceled scheduled run of "The Wooden Horse" this week, because movie was shown in its entirety on WLW-TV's "Family TV Theater" last Sunday (3). Story was reported by radio columnist Mary Wood in the Cincinnati Post Tuesday (5).

Walter Duncan, former sales veepee at WNEW, New York, and more recently assistant to the president at the Raymer station rep organization, has joined the Mutual Broadcasting System as account exec.

Another MBS addition is Copp Collins, who will be West Coast representative of the web's press information department.

B. Kendall Pitkin has been promoted to vice-president in charge of merchandising for Storecast Corporation. Edward C. Cotter takes over Pitkin's old job as head of Midwest operations.

Robert E. Harris has resigned as editor of Television magazine to join the local promotion department of Broadcast Advertising Bureau. Alan Anderson has been appointed veepee for program development for World Video, Inc. TV packaging outfit. Richard Carlton has been named to develop a film library for Sterling TV Company. Transfilm, Inc. has set Paul deFur as manager of TV sales.

DIVIDEND

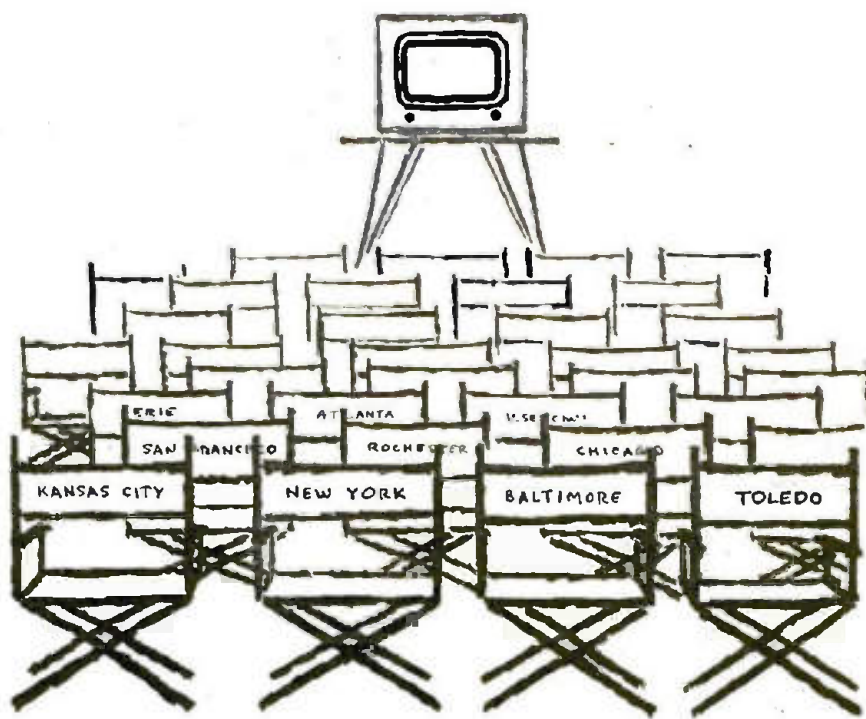
CBS Policy Re Talent Pays Off

NEW YORK, Feb. 9.—The value of the Columbia Broadcasting System's policy of signing TV acting talent to contracts became evident this week when Mary Sinclair signed a seven-year deal with Paramount Pictures. In return for CBS-TV's releasing her from her video contract, Miss Sinclair has agreed to appear on six network video shows per year for the life of her movie pact.

Thus CBS-TV will get the benefit of the consistent build-up that Miss Sinclair is bound to get as a movie personality and Paramount will, in turn, reap the rewards of her TV work.

CRI Buys CBS TV News Slot

NEW YORK, Feb. 9.—Columbia Records, Inc., this week bought Tuesdays and Thursdays, beginning February 26 of "Doug Edwards and the News" on the Columbia Broadcasting System TV web. The 7:30-7:45 news strip is currently sponsored by Oldsmobile, which will continue to bankroll Mondays, Wednesdays, and Fridays, when Columbia Records takes over.



Now 14,000,000 families can watch the show

In the short time television has been on the road, it has come a long way. Only six years ago, intercity broadcasting was in the experimental stages. When the 1945 Army-Navy game was sent to New York from Philadelphia through 95 miles of coaxial cable, it was the first time in history more than one city could watch the same event at the same time with today's method of telecasting.

Today 94 television stations in 54 cities — representing more than half the country's population — can present the same show . . . and coast-to-coast transmission is accomplished with great success. Broadcasting facilities, provided by the Long Lines Department of the American Telephone and Telegraph Company, and the Bell Telephone Companies, total 24,000 channel miles.

Planning and providing these facilities is a big job. It takes special equipment and personnel, made possible only by large investments. The present value of coaxial cable and Radio Relay facilities used by the Bell System for television is \$65,000,000. Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half-hour program.

BELL TELEPHONE SYSTEM



PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW

THE BILLBOARD

Radio-TV Show Charts

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

Feature Films vs. Top 25 TV Shows ... According to Videodex Reports

WHAT happens to the audiences of top TV shows in those cities in which the shows face competition from feature films?

The following study indicates that top network TV shows generally suffer ratingwise when they face film competition locally.

The table covers the top 25 network TV shows according to the Videodex Report for December, 1951. Based on the 14 multi-channel markets surveyed by Videodex, the table gives the average rating that each show received in those markets in which it was on at the same time that at least one other TV station in the city was carrying a feature film. And then it gives the average rating for the show in those cities in which its competition was only from programs other than feature films.

Three of the 25 shows did not have film competition in any of the Videodex markets.

In 17 cases the show had a lower rating in those cities in which it faced at least one feature film than it did in the other cities.

Only five shows did better when they faced films than when they faced only other types of competition. Three of those were the National Broadcasting Company's Saturday night line-up. As may be seen in the last column, the ratings of the films competing with these three shows were quite good in the average market. But the competing line-up on the Columbia Broadcasting System, the "wrestling" on Du Mont, and other local programming seems to have made for even greater competition for the NBC shows than any of the feature films.

Sets-in-use figures for Saturday nights run around 80 per cent, which leaves room for high ratings for the NBC shows whatever the competition.

The other two shows that did better against film competition were "Arthur Godfrey's Talent Scouts" and "Mama." Both shows faced the films in New York only, the films coming in over WOR-TV and WPIX-TV, both non-network stations. The two films got a collective rating of only 13 in each case.

But in most instances feature films made an appreciable cut in the ratings of the network shows in the same slot.

It cannot be assumed, however, that the rating differences shown in the table are in every case due entirely to the use of feature films. Sometimes there may be other competition, in addition to the films, that is even more telling. "Amos 'n' Andy," for instance, got its 14.6 in Los Angeles, but this was due to the "wrestling" on KTLA rather than the feature films on KJH and KLAS. When the average rating of the film competition is small, the difference, if it is great, must, of course, be attributed to factors other than the film.

Table with columns: Rank, Network Show, Average Rating, National Videodex Rating, No. of cities in which show faced film competition, Rank in cities in which it faced film competition, Show's average rating in those cities in which it faced film competition, Show's average rating in those cities in which it did not face film competition, Average rating of the film competition.

\*Figures are based only on the following 14 multi-channel markets which Videodex covers individually each month: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Detroit, Los Angeles, New York, Philadelphia and Washington.

News Breaks Help "Today"

... Continued from page 5 ...
dled both these news breaks excellently.
Garroway & H. V.
The newsreel clips of highlights in the King's career, the phone conversation with Horney Wheeler in London, handled by Dave Garroway, the dignified yet exciting handling of the entire story left little to be desired. Garroway even brought on a troop of Boy Scouts, who were to take over the program that day, apologized to them for having to postpone the stunt. He explained that, in view of the tragic news of

the monarch's death, the Scouts would have to come on next day.
Veteran H. V. Kaltenborn, who was shaken out of the hay for the event contributed interesting sidelight and background data in interviews with Garroway to round out the picture. It was knowing and beautifully-handled coverage.
Similarly, the Washington pick-up, which brought on newspaperman James Reston in a discussion with NBC's Richard Harkness on the Truman New Hampshire primary move, was fascinating viewing and listening. Reston and

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 of or the full services of the research organizations featured on these pages.

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

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

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

NEXT WEEK:

Pulse and Videodex Studies of ATLANTA

Top 10 TV Shows Each Day

According to Videodex

Top 5 Radio Shows Each Day

According to Pulse

Share of Total Audience RADIO vs. TV

According to Pulse

plus a Special Videodex Study on the effect of competing sports programs on the top 25 Network TV Shows

Harkness agreed that the President's move had been a result of the Democratic organization's decision to knock crime-buster Kefauver's ears off quick and good, which made a nice piece of "inside" reportage.

Of course the news phase of the "Today" operation, on any other "newspaper" will depend on how the stories break. There will be dull days. This points up the urgent necessity, in spite of the aforementioned marked improvement, for sound thinking on the feature-type stuff. A solid job on this score was the Detroit unemployment interview picked up during the second week. There is still plenty of room for more flair, and a sounder approach on the handling of records on the show. This still proceeds with a seeming lack of organization and/or ideas. Garroway gets better every day. The guy is a great performer, and his development on this tough job is something to be marked in TV's history books. Jim Fleming and Jack Lescolie continue, too, to make solid contributions.
If the program's planners and thinkers don't let up, "Today" is a cinch to make it, and make it big.

Top 10 TV Shows Each Day of the Week in TOLEDO

(137,000 TV Sets; Panel Size 250)

... According to Videodex Reports

WSPD-TV... Fort Industry Co. ... ABC, CBS, Du Mont, NBC
Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national research report based on all 63 markets. In the 20 markets it has placed orders in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, containing the rating for every 15-minute segment of every program from 8:00 a.m. to 11:00 p.m. 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.

NATIONAL BROADCASTING COMPANY has a majority of the shows in the list below, which shows the top 10 TV shows in Toledo each day January 3-9. But the Columbia Broadcasting System has the three top shows of the week, "Arthur Godfrey and His Friends," "The Ken Murray Show" and "Toast of the Town." Only Tuesday, January 8, did NBC have the top show of the day, "Texaco Star Theater," which was fifth for the week.

Toledo is a one-channel city. WSPD-TV's radio counterpart is an NBC affiliate.

Table for Sunday Top 10 TV Shows with columns: Rank, Show Name, Network, Time, Rating.

Table for Monday Top 5 Radio Shows with columns: Rank, Show Name, Network, Time, Rating.

Table for Tuesday Top 10 TV Shows with columns: Rank, Show Name, Network, Time, Rating.

Table for Wednesday Top 10 TV Shows with columns: Rank, Show Name, Network, Time, Rating.

Table for Thursday Top 10 TV Shows with columns: Rank, Show Name, Network, Time, Rating.

Table for Friday Top 10 TV Shows with columns: Rank, Show Name, Network, Time, Rating.

Table for Saturday Top 10 TV Shows with columns: Rank, Show Name, Network, Time, Rating.

\*NBC estimate for December, 1951.

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 SEATTLE

(256,400 Families\*)

... According to Pulse Reports

Table listing top radio shows: KING, KIRO, KJR, KOL, KOMO, KRSO, KVA, KVI, KWL, KXV, KXII, KXIII, KXIV, KXV, KXVI, KXVII, KXVIII, KXIX, KXX.

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly... Columbia Broadcasting System had the edge in terms of number of top-rated shows each day...

COLUMBIA BROADCASTING SYSTEM had the edge in terms of number of top-rated shows each day, daylight or evening in Seattle during November and December. And the CBS affiliate in Seattle, KIRO, was in the top position among stations.

Note also that Arthur Godfrey, absent from the list of daylight toppers in Seattle, is beamed into that town in the afternoon, going on at 2:30 p.m.

6 P.M. to Midnight

SUNDAY

Table of top radio shows for Sunday 6 P.M. to Midnight: 1. JACK BENNY, 2. BERGEN-MCCARTHY, 3. WALTER WINCHELL, 4. THE WHISTLER, 5. OUR MISS BROOKS.

MONDAY

Table of top radio shows for Monday 6 P.M. to Midnight: 1. LUX RADIO THEATER, 2. BOB HAWK SHOW, 3. SUSPENSE, 4. ONE MAN'S FAMILY, 4. ARTHUR GODFREY.

TUESDAY

Table of top radio shows for Tuesday 6 P.M. to Midnight: 1. PHILIP MORRIS PLAYHOUSE, 2. BIG TOWN, 3. ONE MAN'S FAMILY, 4. NEWS OF THE WORLD, 5. CAVALCADE OF AMERICA.

WEDNESDAY

Table of top radio shows for Wednesday 6 P.M. to Midnight: 1. YOU BET YOUR LIFE, 2. BING CROSBY, 3. GREAT GILDERSLEEVE, 4. BOXING, 4. HARMONETTES.

THURSDAY

Table of top radio shows for Thursday 6 P.M. to Midnight: 1. AMATEUR HOUR, 1. FATHER KNOWS BEST, 3. HOLLYWOOD STAR PLAYHOUSE, 4. DRAGNET, 5. FBI IN PEACE & WAR.

FRIDAY

Table of top radio shows for Friday 6 P.M. to Midnight: 1. THIS IS YOUR FBI, 1. OZIE & HARRIET, 1. MR. DISTRICT ATTORNEY, 4. RICHARD DIAMOND, 5. MR. KEEN.

SATURDAY

Table of top radio shows for Saturday 6 P.M. to Midnight: 1. GANGBUSTERS, 2. ROADWAY IS MY BEAT, ORCH, 3. TALENT SEARCH, 4. GENE AUTRY, 5. CAMEL CARAVAN, 5. DEFENSE ATTORNEY, 5. GRAND OLE OPRY.

6 A.M. to 7 P.M.

MONDAY-FRIDAY

Table of top radio shows for Monday-Friday 6 A.M. to 7 P.M.: 1. PEPPER YOUNG'S FAMILY, 2. MA PERKINS, 3. BIG SISTER, 3. RIGHT TO HAPPINESS, 3. BREAKFAST CLUB.

SATURDAY

Table of top radio shows for Saturday 6 A.M. to 7 P.M.: 1. HOUSEWIVES LEAGUE, P. WEST, 2. THEATER OF TODAY, 2. FOOTBALL, 4. GRAND CENTRAL STATION, 5. FOOTBALL, MET. OPERA.

SUNDAY

Table of top radio shows for Sunday 6 A.M. to 7 P.M.: 1. AMOS 'N' ANDY, 2. HARRIS AND FAYE, 2. NEWSROOM DESK, 4. TRUE DETECTIVE MYSTERIES, 4. THEATER GUILD.

NBC SWEEP

Has 10 of 12 Top Shows, Sez Nielsen

NEW YORK, Feb. 14.—Ten of the top 12 TV shows in the first national Nielsen report for 1952, covering the week of January 8, were those of the National Broadcasting Company. Apart from two Columbia Broadcasting System stanzas, NBC swept the top dozen.

The standings were: Red Skelton, 51.0; Texaco (without Milton Berle), 48.5; Groucho Marx, 46.4; Colgate Comedy Hour, 46.1; Arthur Godfrey and Friends (CBS), 44.5; I Love Lucy (CBS), 44.3; Sid Caesar (Revue), 43.8; Caesar (participating), 43.4; Fireside Theater, 43.3; Philco Playhouse, 38.3; Caesar (Lehn & Fink), 38.2; Caesar (Eversharp), 37.9.

KMA Finds TV

heavy radio following in early evening. New York's peak radio audience was reached between 10 and 11 a.m. when average sets-in-use was 29.5.

In contrast, Shenandoah's listening peak was between 7 and 8 p.m. when average sets-in-use was 44.6. Fact that farmers usually eat lunch at home with their set near at hand was responsible for sharp listenership increase at noon.

TV Flops

Failure of TV to make substantial inroads in rural areas was shown by fact that highest TV set-in-use in Shenandoah occurred on Wednesday night between 8 and 9 p.m. (Arthur Godfrey and Kat Smith) when it reached 14.3 per cent.

In line with trend toward greater emphasis on rural and small-town markets, Robert E. Dunville, WLW, this week urged advertisers to pay more attention to these markets.

He cited gasoline as an example, which, the report said, was purchased by 95 per cent of farm families against 84 per cent of those in cities.

Pulse Issues

strongest line-up of kiddie shows in the market.

In certain time periods, it was shown, the number of children in the video audience, according to Tele-Que's audience-composition statistics, was almost as great as the total number of children in the area.

Pulse Averages

In its statement, Pulse declared that it did not believe any definite conclusions could be reached by dealing with audience share alone. In considering the average sets-in-use the surveys are so far apart that the claim that four of them agree is ridiculous, it said.

In considering specific program ratings, the statement showed racial differences among all the rating services, including Tele-Que and ARB, which this week merged their Los Angeles report.

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

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

Table comparing Radio vs. TV audience share in Seattle by day and time slot. Columns include Day, Television % of Total Aud., Radio % of Total Aud., and Total Aud. Sets in Use Radio & TV.

TOP TEN RADIO PROGRAMS

Table of top ten radio programs: 1. JACK BENNY, 2. EDGAR BERGEN, 3. LUX RADIO THEATER, 4. WALTER WINCHELL, 5. PHILIP MORRIS PLAYHOUSE, 6. BIG TOWN, 7. BOB HAWK, 8. YOU BET YOUR LIFE, 9. SUSPENSE, 10. THE WHISTLER.

TOP TEN TV PROGRAMS

Table of top ten TV programs: 1. STU ERWIN, 2. THE TOWN, 3. TOAST OF THE TOWN, 4. THE RUGGLES, 5. ORIGINAL AMATEUR HOUR, 6. BASKETBALL, 7. FIRESIDE THEATER, 8. STUDIO ONE, 9. BURNS AND ALLEN, 10. YOU BET YOUR LIFE.

Paramount Prexy Uncovers

to \$750,000 a film. These figures, he said, are exclusive of foreign sales.

Under Ford's questioning on what percentage of profit is necessary to determine whether a film is a success, and at what point a film could be made available to TV use, Balaban said specific figures were unavailable.

"I think as a practical thing, if we sold any portion of our product, we ought to sell the product in the order of release, because that represents the manner in which pictures are released in this country."

TV Imperfect

Ford then asked Balaban whether or not he considered "another source of exhibition of motion picture profit." Balaban replied: "Television today, the technique of telecasting and reception, has not been perfected to the point where a picture shows up to the same advantage on a small screen, transmitted as it is, as the picture is intended to be shown on a large screen with perfect projection."

Asked by Ford whether television is "potentially another form of exhibition of motion pictures," Balaban replied, "Yes, sir." "As compared with the motion picture theater?" asked Ford. "Yes, sir," said Balaban. "I think we have given any thought to this use of motion pictures on television station with respect to runs and clearances as between television stations in the same areas?" Balaban: "No, sir."

you get to the point of releasing film for television that you will establish such a system?"

Balaban: "I have not given it any thought. I couldn't answer. I don't know."

Balaban: "Do you believe that block booking would be an economic way to handle the sale of film to television stations?"

Balaban: "Well, it would be the most economic way, if it is legal."

Wants Expansion

Asked by Ford about possibilities of a TV film network of Paramount Television Production Corporation, Balaban said: "We are very anxious to expand in the television field, and if we will be granted licenses for additional stations in desirable areas I feel very certain that our company will be willing to make the commitment to go forward."

Paul A. Porter, Paramount Pictures Corporation counsel, interjected to point out that Ford was inquiring about a "film network," and Ford explained this term to mean "some sort of organization which would tie together a great number of television stations" and film "would be bidded" and film "would be cycled around among those stations" under some sort of affiliation contracts.

Balaban said he has not thought of any such project. "The door is open to anything that is most practical, the wisest thing to do," he said.

Ford asked: "In the sale of film for television purposes, have you considered the question of whether or not you would sell that on terms which required a percentage of the time charge that the station received?"

Balaban: "That thought never entered our minds."

Ford: "Will you grant or withhold the sale of film in particular areas in which you desire to use that same film in theaters?"

Balaban: "I think we reach the conclusion that the income possibilities are justified, the film will be released regardless of our theater possibilities." The Paramount prexy disclosed under further questioning that Paramount has asked Veepee Paul Raibourn to discuss with his aids "the thought" of producing some TV advertising or short material which could be handled out of Paramount's newsreel establishment.

Studio One

TELEVISION—Reviewed Monday (4), 10:11 p.m. EST. Sponsored by Westinghouse via Columbia Broadcasting System-TV, thru McCann, Erickson, Producer, Worthington Minor, Director, Paul Nickell, Writer, Elizabeth Hart. Cast: Lili Darvas, Tanaquil LeClerc, Frances Fuller, Mark Platt, Betty Low, Elaine Fowler, Zama A Cunningham, others. Choreography by Ruthanna Boris.

From this viewer's chair, an adaptation of Rumer Godden's book, "A Candle for St. Jude," didn't add up to one of the series' happier drama hours. The usual excellent quality of direction and photography were evident, but just why Worthington Minor and Paul Nickell picked this story is a question, unless they just wanted to show what could be done in the way of bringing white ballet to television. It is this reporter's opinion that ballet—in the nature of a full-scale production—does not lend itself readily to the medium. The camera must come in too close, or be set too far away. In one case, footwork is sacrificed for detail; in another, it's like seeing the dancers thru the wrong end of a telescope.

Nor does a reporter think that the general public is particularly interested in the tribulations of a choreographer in putting a ballet performance together, plagued by backstage bickerings and jealousies. Since the yarn is of British origin, the troupe might be conceivably connected with Sadler's Wells or some such. But in any event, it all boiled down to more or less of a caricature of a more-than-neurotic ballet mistress. A viewer's reaction at the windup was: "Who cares?"

However, Studio One has some extremely competent performers on tap for the production. Lili Darvas made quite a character of the frustrated choreographer, and such expert tulle-and-lighters as Tanaquil LeClerc, Frances Fuller, Betty Low and Mark Platt looked extremely authentic under the dance direction of Ruthanna Boris. Production-wise, there was nothing wrong with the hour. It is merely this viewer's belief that such material has little general appeal and will hardly promote consumer interest in ballet, if that was the intention.

Commercials for Westinghouse products heaved to their regular line, with Betty Furness, as usual, adding her showmanship to their projection. Bob Francis.

Toast of the Town

TELEVISION—Reviewed Sunday (3), 8:9 p.m. EST. Sponsored by the Lincoln-Mercury Division, Ford Motor Company via Columbia Broadcasting System thru Kenyon & Eckhardt, Producer, Mario Lewis, Director, John Wray, Music, Paul Bloch, Emcee, Ed Sullivan. Guests: Beatrice Lillie, Reginald Gardner, Constance Carpenter, Compagnons and others.

The Sunday (3) seg was devoted almost entirely to the talents of Beatrice Lillie—and rightly so. Miss Lillie was her wonderful self in a cavalcade of sketches from old favorites. Reginald Gardner, no mean comedian in his own right, gave her excellent support in a couple of them, notably in the sequence in which the star is a gabby first-nighter breaking up a performance of "Hamlet," and later in the hilarious "double dozen damask dinner napkins" bit from "At Home Again." Constance Carpenter, current of "The King and I," stood for her ably as the actress who gets an after-performance, dressing-room visit from a pest to end all pests, a sketch from "Walk a Little Faster." And, of course, there had to be included that wonderful nonsense in which she leads a Pittsburgh Choral Society from "Inside U. S. A." and, finally, her indelible warbling of "There Are Fairies at the Bottom of the

Glossy Professional 8x10 PHOTOS... Can mail glossy photos and post-prints. Low prices. Satisfies customers. Free samples. Send today for free samples. MULSON S. STUDIO, BOX 194, BRIDGEPORT, CONN.

Television—Radio Reviews

The Ken Murray Show

TELEVISION—Reviewed Saturday (2), 8:9 p.m. EST. Presented by Budweiser thru the D'Arcy agency via Columbia Broadcasting System-TV. Producer, Ken Murray. Associate producer, Ben Barty. Director, Herb Sussan. Scripts: Royal Foster, Seaman Jacobs and Earl Brent. Music, David Broekman and ork. Choreography, Virginia Johnson. Singers: Art Lund, Anita Gordon and Laurie Anders. Announcer, Nelson Case. Talent: Buster Keaton, Billy Gilbert, Ramon Navarro and Ruby Keeler. Guest, Adolph Zukor.

The enterprising Ken Murray again came up with a switch in video programming when he presented his "Salute to Movietime USA" on TV, a medium considered by Hollywood's chief rival for the interesting blend of live TV and film clips, with its high nostalgic content, must have had considerable appeal to oldsters, but given a lift by Murray's showmanly emceeing, also had enough novelty to intrigue the youngsters.

The most amusing part of the live show was a silent skit adapted from the first Buster Keaton comedy and which featured Keaton and Billy Gilbert. Portraying the misadventures of a man buying molasses in a country store, the skit was consistently funny via printed placards in place of dialog and the skilled playing of the principals. The production number featured tunes which won Academy Awards. Sung by Art Lund, Anita Gordon and Laurie Anders, the vocalizing was acceptable, except for Lund who does little to sell a song. Another production number which consisted of the score from "42nd Street," the old film musical, was highlighted by the talented Ruby Keeler. She re-created plenty of movie-making so difficult an assignment and turned in some highly creditable dancing. A very charming Ramon Navarro sang a Brazilian number in a style more suited to Latin audiences.

Comprehensive film clips began with silent newsreels and carried the viewers up to the present day. The clips showed part of "The Great Train Robbery," "The Birth of a Nation" and scenes from silent films starring Charlie Chaplin and William S. Hart. Murray also presented the first Mickey Mouse cartoon, "Steamboat Willie," and a "Snow White" trailer. As a special feature, the program had clips from a new feature film yet to be released, "High Noon." This last was an object lesson in how to stage fights for films under snorting hours hooves.

The program did suffer, however, from trying to compress the great amount of entertainment into an hour. It made for a hurried quality during the live end of the program.

With his crew-cut and perennial stogie, Murray is an extremely effective emcee. His contribution to the program is much more than emceeing. Murray, with his advanced sense of showmanship, is the show's producer in the full sense of the word. His show is more than just another variety program, and his rating proves it.

The Budweiser commercials, announced by Nelson Case, told of the constant scientific checking to get top quality malt, barley and hops. Leon Morse.

Garden," than which there is nothing Lillier.

Also featured were Les Compagnons, that group of young Frenchmen who came over in support of Edith Piaf some seasons back. The group now seems to comprise a double quartet of excellent harmonizers and were a fine addition for a program change of pace with Miss Lillie's numbers.

Commercials spotlighted the unveiling of the 1952 Lincoln models, which went on display at dealers on Wednesday (6). All three interpolations combined to give crisp verbal pulls with excellent photography. Sullivan did a competent job of emceeing, but the show's format required little of him. He suggested to Miss Lillie that she come back again one of these Sunday nights to do another chapter of the "Bea Lillie Story." From this viewer's chair she should do a whole novel. Bob Francis.

CAPSULE COMMENT

The Big Show (Radio) NBC, Sunday (2), 6:30-8 p.m. EST. NBC's "glamorous and unpredictable" one made one fluff after another on this show. However, a mere fluff has never stood between Talulah Bankhead and an audience. They'd love her if she threw away the script and recited the multiplication table. The script was as racy literature as ever, slightly blue in spots, but always in good taste. It's a constant source of delight and amazement to the trade that NBC allows its "Big Show" writers so much leeway censorship-wise.

Ethel Merman was on hand Sunday (2) to inject some new vigor into the show's (by now) habitual insult routine, pitting her brassy Bronx tones against Miss Bankhead's throaty baritone. Results resounded with sock showmanship. Musically, program was also a standout, with such diversified fare as "Zing Went the Strings of My Heart" a la Merman; a weirdly wonderful duet by Jerry Colonna and Miss Bankhead; Vera Lynn's lyrical "Tulips and Heather," and Meredith Willson's tribute to the Salvation Army, "Banners and Bonnets." Willson wrote the song at request of NBC prexy Joe McConnell, and will donate all royalties to the organization. Hymn was sung by Vera Lynn, who has developed into a remarkably fine foil for Miss Bankhead, with a flair for under-stated comedy reminiscent of band leader Ray Noble.

On the comedy side, show spotted Jan Murray's funny (albeit familiar) take-off on movie fight pictures, and the usual wry wit of Fred Allen. Allen remains that ratty in the theater, a really creative comedian, but his constant carping about his radio-TV career fiascos is beginning to wear thin.

Legit actress Cathleen Nesbitt didn't have much chance exhibit her thesping ability, since her sketch was dominated by Miss Bankhead. However, she played second fiddle with considerable charm and grace. "Dahling," of course, gave a great performance as an egotistical actress.

Royal Showcase (TV), NBC-TV, Sunday (3), 7:30 p.m. EST.

Putting two or more comics or comedienne together on one program is hardly an assurance of television success. Performers must still give plausible lines and not wander off doing individual acts. Milton Berle showed up poorly on this basis. (See full review this issue.)

Georgetown University Forum (TV), Du Mont TV Network, Sunday (3), 6:30-7 p.m. EST.

Much credit must be given to the TV industry for airing a panel discussion on "Does TV Invade a Witness' Rights?" in which video itself becomes a target of argument. The three panelists, well-chosen and able debaters, did much to bring forth the arguments for and against the use of TV in Senate committee hearings. (See full review this issue.)

The Ken Murray Show (TV), CBS-TV, Saturday (2), 8:9 p.m. EST.

It's a switch when video, Hollywood's greatest rival, presents a "Salute to Movietime USA," but Ken Murray had enough showmanship to put it over. The program, an interesting blend of live TV and film clips, had a high nostalgic content which must have had considerable appeal to older youngsters, too, must have been intriguing to the stanzza's novelty. Highlights were a skit featuring Buster Keaton and Billy Gilbert and some tap dancing by Ruby Keeler. The film clips were distinctive. As a special feature the program had clips from a new feature film yet to be released, "High Noon." (See full review this issue.)

Royal Showcase

TELEVISION—Reviewed Sunday (3), 7:30 p.m. EST. Sponsored by U. S. Rubber Company thru Fletcher D. Richards agency via National Broadcasting Company-TV. Produced by Joe Bigelow. Director and emcee, George Abbott. Music, Gordon Jenkins. Production supervisor, Ernest Walling. Camera director, Warren Jacober. Set designer, Elmer Jaeg. Announcer, Ben Grauer. Cast: Milton Berle, Kaye Ballard, Elaine Stritch, Pe Wee King, George Abbott.

This edition of the series featuring a big comedy star on the same program with a smallie did little to enhance its place in TV. As a matter of technique, a comic asked to work a two-act must have commensurate skill opposite him or he in turn will fade and go boom!

That was the case with Milton Berle doing lines with George Abbott. Abbott has an enviable rep as a legit producer. His acting opposite Berle highlighted the fact that reading lines plausibly is not among his many accomplishments. Berle, of course, is tried to change him, have discovered. He's a master of the fast line, the low comedy and the glib bits. But give him a straight line (unless it's his own), and he'll twist himself out of shape to work the line for laughs. Sometimes this can be funny. More often it's confusing. He was helped by the writing, which aimed at the 12-year-old intellect.

In a parodied sketch of Noel Coward's "Private Lives," Berle worked opposite Elaine Stritch. Both seemed more interested in competing against each other than in their performances. The result smacked of amateur dramatics rather than of pro comedy.

Not So Subtle

Kaye Ballard, more at home in the confines of a small night club than in TV camera close-ups, gave a very broad interpretation of a temperamental actress in a tempestuous fashion. The routine, part of her cafe act, can be amusing. But it loses subtlety in front of a TV camera. In fact, an unnamed wardrobe maid who worked in the skit with her, gave a much more believable performance.

Pee Wee King's "Slow Poke" was well lit and familiar enough to hold audience interest. Visual values were added by the Western outfits worn by the eight sidemen. The black drop lighting, now more in use, adds to sight and presentation appeal. Its use for lighting and later for Gordon Jenkins was singularly effective.

The Ben Grauer commercials were well read, punchy and convincing. Bill Smith.

Dennis Day Show

TELEVISION—Reviewed Friday (8), 8:8:30 p.m. EST. Sponsored by RCA Victor thru J. Walter Thompson via National Broadcasting Company-TV. Producer-director, Joseph Santley. Music director, Charles Bud Dant. Writers, Parke Levy and Stanley Adams. Cast: Dennis Day, Verna Felton, Cathy Phillips.

Continued from page 3

his great Irish brogue), "Roamin' in the Gloamin'" (a la Harry Lauder), and "Inka Dinka Doo" (in an impersonation of Durante).

Production was slick and professional. Producer-director Joseph Santley, a Hollywood movie pro, made astute use of film clips to blend in the script proceedings with the live effort. Scenic effects were outstanding as was the photographic work. RCA Victor commercials in behalf of its TV set line were punchy, informative and of reasonable length. Charles Dant's musical support, contributed largely to maintaining a generally happy spirit thru the offering.

Day will alternate with Ezio Pinza in the Friday evening half hour. The singer-comic never no doubt made a solid impression via his initial TV experience. Time and experience should iron out the scripting and direction weaknesses, and the show should eventually stack up as a high rater.

Hallmark Hall of Fame

TELEVISION—Reviewed Sunday (3), 3:30 p.m. EST. Sponsored by Hallmark Greeting Cards, thru Foots, Gene & Belding, via National Broadcasting Company-TV. Producer-director, William Corrigan. Writer, Jean Holloway. Cast: Sarah Churchill, Alexander Clark, Isabel Elsom, Robin Craven, John O'Hare, A. J. Herberl, John Moore, Mary Barclay and Dick Francis.

Sarah Churchill took time out from hosting this series to play a straight part. The seg comprised a half-hour drama culled from the official biography of Florence Nightingale by Jean Holloway. Miss Churchill acquitted herself excellently as the celebrated "Lady of the Lamp," but it seemed to this viewer that the last few minutes could not do much more than hint at events. Being more or less of a factual record of the brightening career, the story line didn't pack much action, but the scenes in the primitive military hospital in the Crimea carried strong impact, and the lady's successful struggle to break down British Army red tape was clearly underscored via William Corrigan's intelligent direction.

The star received solid support from a competent cast. This viewer particularly liked Alexander Clark as a rather pompous surgeon general who lived strictly by the book and wanted no part of Miss Nightingale's new-fangled nursing notions. Another fine performance stemmed from John Moore as an overworked Army medic. Isabel Elsom and Robin Craven were well cast as the lady's puzzled parents, and John O'Hare did well by her patient young lover.

Plugs for Hallmark greeting cards were focused primarily on valentines. Sales talk was well integrated and film illustration of usual high quality. Bob Francis.

The Big Hero

TELEVISION—Reviewed Friday (1), 9:30 p.m. EST. Sustaining with American Broadcasting Company-TV. Producer, William Stark. Director, Dick Depew. Technical director, Walt Kubus. Writer, Draper Lewis. Music, Binnie. Cast: Ernest Truex, Sylvia Field, Kathleen Comyns, Sally Moffett, Gerald Milton, Ann Summers.

Here's a situation comedy with a fresh angle, which got a one-shot airing via ABC-TV as a showcase. The web may have a sneak winner in this one, which features Ernest Truex and his frau, Sylvia Field. Truex portrays the role of one Ernie Eustace, who writes a love-column under the moniker of "Dorothy Darnley." The gentle Ernie, in his attempts to solve a mystery which he inadvertently came upon, finally winds up a hero despite his funny, stumbling efforts.

TV has been hunting for shows with a switch and this one seems as plausible as any. Altogether was considerable action and suspense in the program, the emphasis was at least equally on humor. The Truexes are a show-wise, able team, with Miss Field using what in these days is virtually a missing art: The ability to play her part at Truex to show his brand of thesping to its best advantage.

Others in the cast were veteran, capable performers. Direction of Dick Depew was knowing, but some of the camera work was a bit uneven. Show itself would seem to merit further outings. Sam Chase.

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TOO MANY HAMS

Television of Iowa Legislature Is Flop

DES MOINES, Ia. Feb. 9.—Tel- evising of an Iowa legislative ses- sion appeared as a far-away pos- sibility following an experimental show conducted in the Iowa Leg- islature by station WOJ-TV, the country's only college-owned TV outlet.

The experiment was far from an outstanding success, either from the legislators' or onlookers' viewpoint.

Viewers did get a glimpse of the legislative hall and a faint idea of what was going on, but it was a lot of mumbled mumbo with a moderator attempting to brow- beat the legislators into making their statements brief.

Likewise, the legislators were not happy with the show since they did not get an opportunity to extoll their viewpoints in full,

Little Songs for Living Longer

Reviewed from recordings. Sustain- ing at various times during the entire month of February over American Broadcasting Company and ABC-TV. Produced by Communication Materials Center of Columbia Univer- sity Press under supervision of Erik Barnouw. Lyrics by Hy Zaret. Music by Lou Singer. Cast: Arlene James, with Roy Ross and his orchestra.

Continued from page 3

Kinter's operation can be proud. The songs are not just preach- ments on how one should guard against injury or premature death by driving carefully, avoiding ac- cident in the home, etc., etc.—the kind of stuff that's peddled ad nauseam and gets corresponding results. Wrapped up into these jingles—some are as short as 23 seconds, the longest runs 1:12—is ordinary, common-sense advice framed so artfully as to verbal concept and tailored so intelligently as to music that they be- come lulling, pleasant, tuneful il- lustrations of the art of teaching thru song.

In its press handouts the net- work calls them "syncopated ser- monettes"—which is selling this product short because, while there's plenty of syncopation, there is no sermonizing in the old-fashioned method. Not only the kids but their parents too will sing these songs. In fact, juke box copies could use these records be- cause of their singable qualities.

Barnouw's Record

Erik Barnouw, who heads the Columbia University Press Com- munication Materials Center, has himself done popular material in song. A few years ago he wrote a song warning against the venereal disease for the United States Pub- lic Health Service. About 90,000 of those platters were used by juke box ops thruout the country. Here is a similar item. When ABC's franchise, which gives it premiere rights for February, is done, other radio and TV stations and the juke ops ought to take over. And disk jockeys could do much worse than plugging these songs— worse than the understanding.

Recorded with the understand- ing under Barnouw's supervision, the spots were sung superbly by The Jesters, with Arlene James carrying a fem solo on some of the songs. Roy Ross' orchestra gave the productions superb backing. It's a highly professional job which should receive much wider atten- tion than just one month of net- work plugging. Each of the 13 jingles is a little classic by itself. A couple of them—"Kitty Was Pretty (And Kitty Was Sweet)," done on a fire theme and in an auto driving version—take a total of 2 minutes, 20 seconds, and de- serve wide circulation, both on sheets and on wax, in their own right.

Advertisement for glossy photos in 1 day, 5¢ each, with contact information for CopArt.

and to complete their arguments without interruption.

The television show was the first to be conducted from the Iowa legislative halls and was be- lieved to be one of the first from any State Legislature in the coun- try.

The show was entitled "The Whole Town Is Talking" and was the final one in a series of five sponsored by a \$260,000 grant from the Ford Foundation. The shows were based on a discussion of the school reorganization in Iowa, and the earlier shows were taken in small community school houses with local citizens debat- ing the question.

Taystee Bread Weather Reports

RADIO — Reviewed Monday thru Sunday at various times dur- ing the day. Sponsored by Tay- stee Bread. Producer, director, Richard Pack. Lyrics, Bill Ker- and. Music, Roy Ross and orches- tra. Vocalists: Bob Hayes, Dar-lene Zito, the Jesters.

Continued from page 3

out the window and select one of the 10 capsule climate transcrip- tions which best suits weather at the moment. The gimmick has proved so successful that Taystee Bread contracted for exclusive sponsorship of the package and is currently negotiating to buy national rights to series for use in other radio markets. Whether WNEW will sell or not is another question.

However, local sales point up soundness of WNEW sales man- ager Ira Herbert's policy of mak- ing sales and influencing adver- tising thru personalized spot packages so carefully produced and thought out as the station's regular musical programming.

The indie pioneered public service jingles a few years back thru presentation of "Little Songs on Big Subjects" (See companion review) followed by similarly sugar-coated musical messages on fire prevention, conservation and importance of voting. Sale-wise, the station has developed such restore pitches as the White Tower Score Board, Miles Shoe's "Happy Feet" and Robert Hall's current jazz commercials.

Weather series goes a step far- ther in that it avoids the late George Washington Hill's "rati- on" format completely. Each melody is distinctly different, with no obvious attempt made to use repetitive musical patterns as attention getters. The idea at first came around to subtle for sales, but advertising execs have lately come around to consideration that the plus-entertainment values of- fered may ultimately earn more good will for sponsor than the old say-it-again theme.

TEXAS OFFICIAL BLASTS 'HOPPY' INDORSEMENTS

DALLAS, Feb. 9.—Texas Commissioner of Agriculture John C. White blasted Hoppy John Cassidy organization here Monday (4) for its food endorsement activities. Speak- ing to the Texas Association of Fairs and Expositions, White said:

"I read recently that the Hollywood cowboy actor, Bill Boyd, and his associates in a corporation into which Boyd has incorporated himself, were paid about \$1,000,000 last year by advertising agen- cies which wanted to use a 'Hopalong Cassidy' gimmick on certain products. One was a breakfast cereal. And it occurred to me that this dude cowboy out in Hollywood probably got as much out of a box of cereal as the farmer who produced the grain that the cereal was made out of. It is this and other kinds of expensive marketing activi- ties which jack up the prices, yet the farmer is made the scapegoat."

The commissioner went thataway, kids!

Georgetown University Forum

TELEVISION—Reviewed Sun- day (3), 6:30-7 p.m. EST. Sustain- ing via Du Mont network. Pro- duced by WTTG, Washington. Moderator, Frank Blair. Panel, Sen. Herman Welker, Rev. Joseph M. Snee, George J. Meiburger.

Up for discussion this week, the 31st in Du Mont's Georgetown University forum series, was the question "Does TV Invade a Wit- ness' Rights?" Taking the posi- tion that television congressional hearing or courtroom proceedings is in violation of privacy rights was Sen. Herman Welker of Idaho. The pro-TV stand was taken by George H. Meiburger, a member of the university's "moot court" team. Father Snee, also of Georgetown, acted mostly as a sobering influence and managed to inject a few concise statements which beautifully clarified some slightly muddled statements made on the show.

In the end, it appeared as the Father Snee was, for the most part, against the use of TV cam- eras. Moderator, Frank Blair did a first class job of stimulat- ing the proceeding with his questions to the panel. To this reviewer, Sen. Welker, with the assistance of Father Snee, won the argument hands down.

Welker, a member of the Sen- ate's five-man committee which investigated crime in the District of Columbia, argued that the presence of TV cameras at the hearing made the witnesses overly nervous, that the cameras were a definite violation of wit- nesses' constitutional rights, that both radio and TV had been unfair in their coverage of crime investigation proceedings, that TV coverage of the hearings tended to prejudice the gen- eral public against witnesses, and that the entire procedure of "star chamber" hearings by Sen- ate committees was unfair. He pointed out that he, an ex- perience lawyer and public speaker, grew nervous in front of the cam- eras. He asked, can you expect of an ordinary man who is first frightened and being called to testify and then must face the camera and microphone too?

What of Senate-TV?

The Senator questioned whether the Senate itself was too sacred for any kind of camera coverage of its daily sessions while it did not mind submitting subpoenaed witnesses to the scrutiny of the press. Admitting that there might be a legal question over whether constitutional rights were in- volved, Welker made a plea for an appellate court decision to set up the rules for such hearings. He claimed that the Senate itself was not the proper authority for such a ruling. Welker pointed out that many of the things that the Senate investigators "get away with" would never be permitted in a court of law. "We," he said, "can get as rough as we want to in our hearings—there are no rules."

Meiburger countered with the statement that a witness would be nervous whether or not cam- eras are involved, that the Senate is capable of deciding whether or not rights are being violated, that the televising of such proceedings was in the public interest, that the results thus far have been salutatory, etc.

Father Snee, while stating that television may not add to the nervous state of a witness, did claim that video coverage was not necessarily in the public interest.

Welker added that politics en- tered into the decision over ad- mitting the TV cameras to Senate committee hearings. He said that the vote on the matter during the District of Columbia sessions was three-to-two in favor, and on a strict party-line stand.

Also brought out in the discus- sions was the question of whether the public was genuinely inter- ested in the Senatorial investiga- tions or whether it was purely interested in the "morbidity" of crime. "No one," said Welker, "is putting up any arguments in fa- vor of televising budget hearings—a much more important matter to the average man."

The net result, it is to be hoped, started some of the audience thinking about the basic subject of constitutional rights, Senatorial activities and true value of the video camera. Certainly the three panelists were sufficiently erudite and voluble to present the sides of an important and interesting question. Video itself should take a bow for airing any discussion in which television is or can be a largest.

Joe Martin.

THE VOTE CHASERS --- 2

Stassen Registers Sincere and Colorless

By PAUL ACKERMAN

Harold E. Stassen, who is pitch- ing the 1952 Republican nom- ination for the Presidency, came before the television cameras Saturday (2), 11:03-15 p.m., over the Du Mont network in a seg- ment titled "Let the People De- cide." The show was sponsored by the "Stassen for President Committee." During the 12 min- utes the viewers were asked to plump for Stassen in the interests of better government. They were also asked to contribute to the campaign fund. These pleas were not made baldly, or without cause, but in conjunction with a reason- ably well presented outline of the Stassen philosophy of government.

The ex-governor of Minnesota, for instance, developed in the brief allotted time a four-point program based upon what he called a solid dollar, honest administration, a new for- eign policy and greater harmony within the nation. These points, as opposed to the "loose dollar," excessive federal spending and other Truman policies—would preserve our government and our freedoms, according to Stassen.

Attempts at TV

How did Stassen get over his message? He did it by two methods: the first, a simple nar- rative, explanatory speech; the second, by answering queries put to him by a youthful married couple. The last-mentioned tech- nique was a mild attempt to use the television medium imaginat- ively. In this part of the show, he was presented as part of a man and wife, all of whom were apparently vitally interested in topics of the day.

This type of "production" is not too far removed from simple speech-making. This is not said in a derogatory manner, but as a statement of fact. What is neces- sary to ascertain is whether it is effective. Some politicians are strikingly effective when making a speech before the TV cameras. No other production gimmicks are

necessary. Some are even effec- tive over AM—without benefit of TV's added dimension of sight. A great example of such a politico was the late Franklin Delano Roosevelt. Some politicians, to be effective and showmanly, need much more than AM or "simple" TV. They need carefully-planned and produced TV.

The Stassen television program gives the viewer certain distinct impressions. The program has, one notes, an air of candor about it. One is inclined to believe "this is an honest man." However, the program fails in that Stassen appears rather colorless. Possibly the staging of the group scene (Stassen and the young question- ing couple) need the elaboration; or perhaps another method of query- ing the ex-Governor should be worked out. Possibly, too, 12 minutes is not enough time to develop in the mind of the viewer a more favorable picture of the politico. Stassen, we believe, re- quires a greater total amount of TV time than would a more dynamic personality type. This, of course, has no bearing on the political merits, but is merely an observation from the point of view of showmanship.

Stassen makes another appear- ance over Du Mont, Saturday (9), to discuss various points of his domestic policy. The committee sponsoring his TV time should strive for somewhat more flash for a touch of the showmanship possibilities inherent in the TV medium. It can be done while retaining the favorable person- ality aspects of honesty and in- telligence, which the Saturday (2) program connoted.

Let the People Decide

TELEVISION — Reviewed Saturday (2), 11:03-15 p.m. Spon- sored by the Stassen for President Committee, via Du Mont Tele- vision Network. Producer, Robert O'Byrne. Director, David Lowe. Panel, Terry and John Larkin. Narrator, Ray Morgan.

CAPSULE COMMENT

Studio One (TV), CBS-TV, Monday (4), 10-11 p.m. EST. Story featuring the putting to- gether of a ballet performance did not stack up for general in- terest. Lili Darvas succeeded in making quite a character of a neurotic ballet mistress, and there were expert contribu- tions from members of the tulle-and-tights profession. Di- rection and camera work were somewhat wasted on an over- all uninteresting script.

Hallmark Hall of Fame (TV), Sunday (3), 3-3:30 p.m. EST. Sarah Churchill turned from hosting to straight acting in an adaptation of the career of Florence Nightingale. The star came off excellently with solid support from a competent cast, but the story line attempted to pack in too much material for a half-hour seg. with the re- sult that its last minutes were too hurried for real impact. (See full review in this issue.)

Toast of the Town (TV), CBS-TV, Sunday (3), 8-9 p.m. EST. One of the best segs of the series to come along, with Beatrice Lillie inimitably dominating the proceedings. Star at her best in bits from some of her old revues. Sulli- van suggested that she come back for another visit. The idea gets this viewer's unqualified approval. (See full review in this issue.)

Let the People Decide (TV), Du Mont, Saturday (2), 11:03-15 p.m. EST. Ex-Gov. Harold E. Stassen of Minnesota, candidate for the

Republican nomination for President, makes his pitch via TV under the sponsorship of the Stassen for President Com- mittee. Stassen's TV stanza is partially effective, inasmuch as the candidate impresses as a man of candor. But the spon- sors are not taking fullest ad- vantage of the TV medium. Realizing its showbusiness po- tential would mean more votes. (See full review this issue.)

The Big Hero (TV), ABC-TV, Friday (1), 9-9:30 p.m. EST. This is a situation comedy with a fresh angle, featuring Mr. and Mrs. Ernest Truex in a whodunit with a switch, the "big hero" of the title being the gentle writer of a lovelorn column. Show plays more for laughs than for suspense, altho there's enough of the latter to hold the mystery addict. Thesping was top grade, with the Truexes a joy to watch in their playing to each other. (See full review this issue.) radio capsule com.

Dennis Day Show (TV), NBC-TV, Friday (8), 8-8:30 p.m. EST. Dennis Day emerged as one of the brightest recent addi- tions to the video talent scene. Show generally, however, was defective for a failure to co- ordinate and flow smoothly. Time and experience should iron out the scripting weakness and the show should eventu- ally stack up as a top offering. (See full review this issue.)

Advertisement for Billy Glason's Fun-Master comedy material, listing various acts and prices.

## Monte Carlo, Pittsburgh

(Wednesday, February 6)

Capacity, 200. Policy, \$2.50 minimum. Exclusive booker, George Claire. Owner, Alan F. Clark. Manager, Harry Fox. Estimated budget this show, \$2,000. Estimated budget previous show, \$1,250.

Doing the whole hour show by himself is Al Morgan, who drew mobs. Pittsburgh is Morgan's town, and just as Cincinnati and Chicago have discovered him, so will the rest of the country one of these days. Morgan packs a lot of talent and personality in his 110-pound frame, and had the crowd from the minute he walked on. He clowning with them, told them funny folks stories, plugged products salesmen in the house were selling, announced birthdays and anniversaries and gave the feeling that everyone was his special guest in his own living room. His repertoire ran from bouncy hillbilly tunes to the top ballads, and he peppered each group of songs with some of the old tunes. The room was yelling and screaming when he finally did "Jealous Heart," but he had to come back and close with his familiar hymn, "The Place That I Worship."

Maybe a night club isn't exactly the place for a hymn, but this guy is so appealing and friendly that it's doubtful if he ever could do wrong in his selection of songs or material. He is a sure bet to set a house record here, a distinction he also holds in Pittsburgh at the Copa. Len Litman.

## Sky Room, Hotel Wilton, Long Beach, Calif.

(Friday, January 25)

Capacity, 425. Price policy, no minimum or cover. Show at 11. Owner-operators, Bill and Jim Tomerlin. Publicity, Mort Stein. Estimated budget this show, \$1,500.

Lorraine Cugat, who brought her ork in here for two weeks originally has remained on thru two holdovers, with Long Beachers going for her Latin-type music. She also opened this swank spot's name and semi-name policy.

Mrs. Cugat uses eight men, most of them from top Latin bands, and puts practically everyone thru his paces. Dante Varela, pianist and arranger, comes in for a ride with Carlos Vidal, conga, taking over on featured instrumental parts and good-selling vocals. Bert Kennedy lacks pose, but can sell a ballad. On tunes such as "Hypocrita," Kennedy and Bart Caldwell switch from sax to clarinets and Roy Parkinson to flute. Charlie Guerra on bass and Gustavo Tola drums, augment on rhythm numbers like "Tico Tico." Mrs. Cugat gives sultry treatment to girl-to-boy lyrics and beats out a neat tempo on the clavichord.

For dancing, the band does well, throwing in some Dixieland, with Mrs. Cugat giving the fronting sexy rhythm in trim manner. Sam Abbott.



## MERVIN SHINER

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# Night Club-Vaude Reviews

## Chicago, Chicago

(Friday, February 8)

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

Lon Chaney, film character actor, is doing a noble experiment with this booking the revival of the old Keystone act. The spirit is willing, the guy is able, but the idea seems to be destined for failure because of the entirely different type of customer in vaude houses today.

Using a bit which he played on Neil Hamilton's TV show, the weak "A Little Garden of Roses," Chaney works with Charles Bang, another Hollywood product, and goes thru the story of an aged test pilot who finally crashes. Instead of developing tension, the story brought guffaws from younger members of the audience. It was only the playing of a scene from "Of Mice and Men" which salvaged a hand for Chaney. Bill Wain, with Les Dingora, acrobatic duo, who perform intricate maneuvers, new to the house, but not to recent TV viewers who have seen the act.

Don Cornell, now recording on Coral, proves the show's top act. Displays strong pipes, well-rounded program and pleasing stage manner. Starting strong with "The Hot My Love to Keep Me Warm," Cornell followed with "Sin," "Sorento," and impressions of current crooners. His closer, "It Isn't Fair," earned the heaviest mitt of the afternoon.

Closer is Arthur Blake, an impressionist equally adept at male or female film star mimicry. Started with Charles Laughton and went into Gloria Swanson, Sidney Greenstreet, Peter Lorre, Barbara Stanwyck, Jimmy Stewart, Betty Davis and closes with Jose Ferrer, all well done. Pic. "Love Star."

Norman Weiser.

## Chez Paree, Chicago

(Friday, February 8)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$6,500. Estimated budget last show, \$7,500.

This one is Luba Malina all the way, with the singing comedienne proving she can play the spot with the rest of the top names and hold her own.

From her opener, a showbiz bit which caught the audience immediately, until her strong closer, "Queenie, the Stripper," Miss Malina had the audience in the palm of her hand and knew exactly what to do with them throughout her lengthy stint. Parodies on "A Girl's Best Friend," "Ghost Riders in the Sky" and bits from "South Pacific" and "Guys and Dolls" drew some of the heaviest mits heard at the Chez in weeks.

Holding down the second spot is George DeWitt, a newcomer here, who got off to a slow start and couldn't get to the audience until he went into some singing impressions, which finally drew

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## Mural Room, Baker Hotel, Dallas

(Monday, February 4)

Capacity, 375. One show at 10 nightly, with Saturday matinee. Price policy, \$1 cover charge for current show. Show played by Pierson Thal orchestra.

Record devotees acquainted with Mindy Carson thru her platters were pleasantly confirmed in their high opinion of the RCA Victor songbird as she made her personal appearance debut in the Southwest. The diminutive thrush captivated her audience not only as a singer but as a club personality, showing sparkle, polish and good projection.

Following Sophie Tucker here, she had to be good to be liked. And she was in a simple, but intriguing program. Miss Carson carried the entire show, with smooth tempo setting by accompanist Sherman Edwards and musical backing by Pierson Thal ork.

Singer is a fresh, wholesome

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## Empire Room, Palmer House, Chicago

(Thursday, February 7)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 11:30. Owners, Hilton Hotel, Publicity, Fred Townsend. Production and Exclusive booking, Meriel Abbott. Choreography, Robert Frelson. Original music, Hessie Smith. Costumes, John Baur. Estimated budget this show, \$8,000. Estimated budget last show, \$8,000.

Meriel Abbott's "Parade of Stars" moved into its second phase here this week, and, if possible, surpassed the initial offering. This time it was Billy DeWolfe, with his sensational routines heading the bill, but Miss Abbott had a sleeper as well as her usual features—outstanding choreography, wardrobes and precision production. Mixing them together, the location again comes up with a sure s.r.o. run.

DeWolfe gets 'em fast, holds 'em all the way, then kills 'em with his "Mrs. McGratroy" closer. The sleeper is red-headed Margaret Phelan, last in three years ago, who came back to stop the show time after time. And in the opening slot, Bela Kremono proves a juggler can also win a sophisticated audience if he has the right formula.

Miss Phelan is a rare mixture of talented singer whose strong pipes can carry such tunes as "Can't Help Loving That Man" and "Ouvre Ton Coeur." She easily moves into some clever special material including "Dueno," "Whistle," and a show-stopper, "The Irish Clockmaker." Her opener was a slow one, which almost lost the crowd, but with her second "Business," she really moved in, working a total of nine tunes before the crowd let her off.

Kremono, who played this room several years ago, has developed into as smooth a worker as has been seen here. His routines are so polished that at times he tended to work too fast, losing some of the over-all effect. But the full-house called him back for several turns.

The Meriel Abbott Dancers present two numbers, which run a wide range from ballet to acrobatics. Both get big hands. Costuming is excellent, with original music by Hessie Smith.

Eddie O'Neal and his band backed the show, with O'Neal acting as accompanist for Miss Phelan on a special 88. He also handles the emcee chores ably.

Norman Weiser.

## Tic-Toc Club, Milwaukee

(Friday, February 1)

Capacity, 300. Price policy, \$1 cover this show. Owner-operator, Al Tusa. Exclusive booker, Phil Tyrell. Manager, Armin Weinberger. Estimated budget this show, \$3,000.

A new name policy here seems to be luring out customers who haven't been seen for some time. The house was jammed for Benny Fields' opening performances, and reservations are lined up for two weeks ahead.

On first, talented terpster Folie Miller won handily with her sparkling tap routines. She started out with a bit of clever song material that led into her hoofology, for a hefty mitt.

Comic Dave Barry's easy ingratiating style put him way out front almost as soon as he got started. His steady stream of patter and gags may have been a bit dated in spots by the customer-lover. His clincher was a riotous sculptor panto bit that broke them up.

Benny Fields

A past master of showmanship, Benny Fields' homecoming was a terrific success, if the reactions of an opening night audience can be used as a gauge. On for close to an hour, Fields showed loads of charm, pacing and clever material. His songs were mainly oldies with plenty of bright nostalgia that elicited enthusiastic responses from the very friendly audience. The present crop of entertainers can learn plenty about milking applause from observing Benny Fields. His work was larded with frequent references to Blossom Seeley and

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## Olympia, Miami

(Wednesday, February 6)

Capacity, 2,170. Four shows daily. Price range, 63 cents-\$1.03. House booker, Harry Levine. Show played by Les Rhode's house band.

In addition to her sleek delineation of varied song numbers that range from Bach to boogie and back to ballads, electric organist Ethel Smith has a flair for presenting her routine in a different manner than the usual organ influence in music, the redhead can do more with a mamba than most South-of-the-Border experts in the area.

As an intro to "Tico Tico," for example, she lugged on a careful of Brazilian percussion instruments. As she described them, she demonstrated their applicable rhythms, and picked up a plus hand for her display of a choralyo, cabacha, reco-reco, cueva and pandeiro.

Miss Smith is outstanding in the current bill. With the exception of some yocks created by George O'Hanon and some okay thrashing in the later stages of June Brady's stint, balance of the program didn't shape up much. Kiki and Betty Paige did a unicycle turn, and Bruce Morgan worked with a ventro's dummy.

O'Hanon punched out several anecdotes and also did a Joe McElderry bit with which he is associated via the movie shorts. Miss Brady didn't score until she dispenses with straight warbling and segued into impressions of Tucker, Merman, Garland and Durante.

Herb Rau.

## Mocambo, Hollywood

(Thursday, February 7)

Capacity, 220. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Publicity, Charles Rogers. Estimated budget this show, \$2,500. Estimated budget last show, \$2,500.

Rosalind Courtright still lacks the kayo punch that would put her into the name chirp bracket. Primary requisite for the boost is original material with which her habits will associate with the pretty chirp. Her selection of material is excellent. She opened well with a warming "Getting to Know You," did a great "London by Night," lapsed with "Night Train to Memphis," which just isn't for her, and dramatized a trio of tunes from "The King and I." A French import, "Give La Vie," which is probably original with her, doesn't have the splash effect that's needed. Her closer, "Adelaide's Lament," from "Guys and Dolls," won her a big mitt, again because of her dramatic ability.

Eddy Oliver returned to this Strip boite with a group that sounded tense opening night, but with experience should measure up to the crews with which the MCA orkster's been associated.

Johnny Sippel.

## Blue Sails Room, Sans Souci Hotel, Miami Beach

(Saturday, February 2)

Capacity, 250. One show nightly, 11:30. Price Policy, \$2.50 beverage minimum. Owners-operators, Harry Mufson, Ben Novak. Booking, non-exclusive. Publicity, Irv Mandell. Estimated talent budget, \$3,000.

In a room that fits her to a "T," Frances Faye is packing this intimate location which is witty, and reluctantly, let Lenny Kent return to the West Coast after a long engagement. While the new act doesn't get the laughs that Kent did, Miss Faye's own brand of entertainment is still a crowd-pleaser.

At her piano in the center of this well-arranged room, she belts out her special lyrics—and some conventional ones, too—for a good hand thrust. Among her well-known "Black Magic," she gets an assist from the band's bongo player for an amusing bit.

To round out the balance of the show, the management has added its full complement of dance teachers for a terp exhibition. Three couples, on the floor simul-

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## Village Vanguard, New York

(Tuesday, February 5)

Capacity, 150. Price policy, \$3 minimum week nights, \$3.50 minimum Friday and Saturday nights. Shows at 10:30, 12:30 and 2. Owner-operator, Max Gordon. Publicity, Jay Russell. Estimated budget this show, \$900.

Max Gordon, the Sol Hurok of the night club business, likes to make discoveries, do the unusual. Like the impresario of the ballet and longhair field, Gordon has done it a number of times with notable success. Richard Dyer-Bennett comes to mind as one of the off-the-beaten track talents Gordon has risked presenting in a night club, or Pete Seeger of the Weavers. This time, Gordon, riding the "reading" hobby which has made the old-time recitation a pay-off fad—e. g., the first Drama Quartet, Emyln Williams, Charles Laughton, et al.—brought declamation to a floor show. He laid his money on a well-known and thoroughly competent legit actor, John Carradine. As judged by Carradine's opening performance, Gordon has not quite pulled the thing off this run.

No Bard. Shaw

Working in dinner jacket (his usual long locks short), his tall angular frame matching a face cut out for Shakespeare, Carradine looked the part of the classicist who would do wonders of declamation, bringing, as the advance billing promised, the Bard and Bernard Shaw, excerpts from the legit drama of a season or so ago. "The Madwoman of Chailot," the Bible, etc. "Mr." Carradine (as he was intoned) did not quite come thru. Shaw and "Madwoman" could not be used on the show—due to royalty clearances. Shakespeare seemed to have got lost in the shuffle. Carradine started with a reading from the New Testament, went into some poetry by Baudelaire (which he spoke superbly), gave out a short piece of verse by Rupert Brooke and wound up with a mildly amusing story of a type that might amuse some friends in the living room at home after the third drink.

What Carradine did was done well, but the whole thing, after the ballyhoo it got, seemed pointless. Furthermore, opening the show with New Testament reading—in a night club atmosphere—and winding up with a story which, though mildly amusing, received slight inuendos from the raucous—all that seemed like a lapse of good taste.

Support Better

Gordon did much better with his supporting act on the bill. Comedian George Hall is a young man who does some good sophisticated comedy numbers in a pleasant voice aided by a pleasant appearance. And Eartha Kitt, a looker with eyes and hands that are expressive, is a singer who's going places. Miss Kitt, recently caught at La Vie En Rose and formerly a member of the Katherine Dunham Troupe, did six numbers to a beg-off. Opening with a lovely old folk song, she went into a Mexican number in Spanish and later did a pair of ditties in French. The only trouble with the gal thus far is that she doesn't control her voice, letting it shout much more than the intimate room could take. When she has learned to modulate, Miss Kitt is sure to go over big. Both Miss Kitt and Hall are promising television material.

The Clarence Williams Trio out the show and provided the dance rhythms afterward, turning out its usual competent job.

Saul Carson.

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## HAMID-AGVA TIFF AT NEW IMPASSE

Next Showdown Due in Kansas City Unless Operator Meets Union Terms

NEW YORK, Feb. 9.—The continuing controversy between George A. Hamid and the American Guild of Variety Artists has reached a point where another showdown may occur if an agreement isn't reached. The next test of strength is expected in Kansas City early in March, when Hamid is scheduled to do a show for the Kansas City Police Department, and where AGVA claims it has lined up the Central Labor Council to stop it.

The latest impasse is the outgrowth of A G V A's cancelling Hamid's contract of June, 1950, asking a new pact which would call for Hamid's payment of accident insurance premiums under which all AGVA people working for Hamid would be covered. When Hamid refused, the Hamid-Morton Circus was placed on the union's unfair list.

When Jack Irving became executive administrative head of AGVA two weeks ago, he is said to have agreed to call off all past differences, take Hamid off the unfair list and talk contract.

## Self-Policing AGVA Policy

HOLLYWOOD, Feb. 9.—Because of the shortage of organizers within the American Guild of Variety Artists, the Los Angeles executive board last week set up a statute whereby its own members will police themselves in reporting insurance of club date bookings. Since the actors' union initiated its \$1 per club date of the former rule, shortage of organizers has made it difficult to police spots where club dates are held.

The executive committee passed a rule, whereby any member found working without a contract will be fined \$10 for the first offense, \$25 or more for a second offense or suspension of membership, with third offense bringing a six-month suspension. Agents, who fail to submit proper contracts before a date will be subject to a 30-day suspension on first offense, 90 days' suspension on second and revocation of a franchise for third offense.

The statute regarding the performance of emcees on club dates was enlarged so that an emcee who merely introduces acts and handles running of the show will receive minimum or more, while an emcee who performs an act in addition to his introductory chores, shall receive the minimum, plus 50 per cent for his efforts.

## M'pls Club in License Battle

MINNEAPOLIS, Feb. 9.—Fighting to retain its liquor license because of an after-hours serving, Curly's Theater Cafe, Minneapolis loop nitery, enlisted the aid of the municipal judge who fined the violator.

Meyer (Mackey) Gordon, whose wife is president of the corporation which runs the nitery, was fined \$100 by Municipal Judge Tom Bergin last month on the charge of keeping open after the legal closing hour of 1 a.m. Several plainclothes policemen, admitted to the place after hours on Gordon's say-so, said they found 22 persons around a rear room bar, with liquor being served.

Under city ordinance, revocation of the license is mandatory if there is a willful violation of the liquor law. Before leaving for an Arizona vacation, Judge Bergin wrote a letter to the City Council Health and Hospitals Committee which licenses liquor spots, declaring that in his opinion Gordon's violation was "not willful." The committee delayed consideration, Wednesday (6), until its next meeting, February 27. Curly's Theater Cafe long has been one of the major spots in the Twin Cities, with many name acts brought in over the years.

Irving went before the AGVA Executive Board the next day which refused to change Hamid's unfair status unless he agreed to some of the conditions. Irving wired Hamid and stated these conditions. These were, that all Hamid-Morton performers be members of AGVA; the accident insurance plan to apply; a new agreement to be drawn up for the Hamid-owned Atlantic City Steel Pier, and after which AGVA and Hamid would discuss fairs and amusement parks at the same time AGVA began similar discussions with other fair bookers.

Hamid, receiving these wired requests from Irving, wired a reply that he was surprised at the turn of events and reminded him that he had "promised voluntarily to call off unfair action."

Hamid then turned to the American Federation of Musicians for aid. He wrote Jack Ferenz, AFM liaison between the musicians and AGVA saying: "We have done everything to comply with Mr. Irving's requests but every time we agree they (AGVA) come up with something else. We agreed to have our attorneys get together and study the insurance plan. My attorney contacted Mr. Irving to make an appointment to meet with AGVA's attorney Mr. Irving said unless my attorney could meet them today (8) and agree on the insurance plan promptly there would be no plan in arranging the appointment."

Irving flatly denied these statements. "The demands we make on Hamid are legitimate union objectives. We want to sit down and discuss working conditions, wages and other things. Insurance is only part of the contract. So far Mr. Hamid has refused. Insofar as the lawyers getting together are concerned I don't know where Mr. Hamid got his information. When his lawyer phoned me and suggested a meeting I was all for it and suggested one right away today (8). Hamid's lawyer refused and seemed indifferent. He couldn't make it until Monday. We are ready to sit down and talk any time Hamid or his representatives are ready. Distorting facts isn't going to solve our problems."

The accident insurance plan was referred to by Hamid in his letter to Ferenz as one that was "being investigated by the New York State Insurance Commission."

AGVA's Irving said the New York State Insurance Department was not investigating the insurance plan. Its investigation was centered around an improper filing of a master contract and a broker who collected commissions before he had obtained his broker's license.

Hamid had also wired Capt. E. L. Kellerstrass of the Kansas City Police Benefit Association expressing his regret at the difficulties surrounding the proposed show, attributing the blame to AGVA.

At press time (9) Hamid had left for an extended trip to South America leaving the negotiations with his attorneys.

## Flesh Dies as Cops Seek Sin

MIAMI, Feb. 9.—First nitery casualty of the current season is shuttered this week after a three-week stand. The reason, according to owner Art Childers: Too many cops spoil the broth.

Several law-enforcement officers have surrounded the one-time gambling spot looking for signs of gaming that they scared away the customers, Childers said.

Childers, who says he hasn't had any gambling in the Little Bazaar since 1943, said he might reopen later in the season. His two headliners in the short-lived operation were Luba Malins and Monica Boyar.

## ARMY DAMPENS SPEEDY CLIMB

NEW YORK, Feb. 9.—Robert Lucas, boy singer, has come up sharply in the past three months. Ninety days ago the kid worked for around \$100, when he worked. Today he gets \$750, and \$1,000 and \$1,250 on option renewals. Lucas is handled jointly by Harry (Town Casino) Altman and Bill (Riviera) Miller and is booked by the William Morris office.

Lucas is now booked solidly into April. But last week he received a letter from his draft board to appear for a physical examination, preparatory to being inducted into the Armed Services.

## Roxy Zooms Ahead; Stem Sees Big Week

NEW YORK, Feb. 9.—The Roxy was the big grosser last week in relation to its past box-office performances, tho in actual dollars taken in the Music Hall was still in the lead. The Palace, on the other hand, continuing with its Judy Garland show for an extra week, closing February 24, still continued as the amazement of the industry.

Radio City Music Hall (6,200 seats; average, \$149,000) did \$135,000 for "Greatest Show on Earth" plus a house-cast-only stagewalk. The previous week, its second, the gross was \$145,000, and the opener saw \$148,500.

Roxy (6,000 seats; average, \$78,000) came in with a terrific \$92,000 for its opening stanza of "Call From a Stranger," plus George Tapp and Johnny Johnston.

Paramount (3,654 seats; average, \$81,000) did a fairish \$58,000 for its initial week of a two-weeker with Jack Carter, Denise Darcel, Blue Barron's ark and "Las Vegas Story."

Palace (1,700 seats; average, \$36,000) for its 17th week of the Judy Garland two-day policy (now only one-a-day with Saturday matinees) pulled in \$38,700 for only eight performances. Previous week's income for five shows was \$20,500.

## Court Upholds Sinatra Defense

NEW YORK, Feb. 9.—National Apparel Shows, Inc., was denied yesterday (8) its motion to strike out as sham Frank Sinatra's defenses based on the rules of the American Guild of Variety Artists. In the \$47,000 breach-of-contract suit, New York Supreme Court Justice Thomas Corcoran said that the defense could not be declared sham unless the AGVA rules were proved to be nonexistent.

Sinatra's defense is that NAS booker, J. Lurie Enterprises, was not an AGVA franchised agent at the time of the agreement for the Minneapolis Auditorium show of September, 1950, and that the plaintiff failed to clear the contract thru AGVA.

NAS was awarded a default judgment against the crooner several months ago, which is now being contested.

## N. Y. Agents Buy Hotel

NEWTOWN, Conn., Feb. 9.—William and Nick Tamburri, actor agents of New York, this week purchased the Parker House, 175-year-old hotel, and after extensive alterations which will cost \$35,000, they will rename it The Yankee Drover Inn.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 49. Radio-Television Reviews on pages 12 and 13.

## AGVA Puts Clamps On Clearance for Benefit Appearances

Stiffens Rules for OK's; Violations by Acts—Fines and/or Suspensions

NEW YORK, Feb. 9.—Performers who appear on benefit shows that have not been previously cleared by the American Guild of Variety Artists may be subject to a \$300 fine and/or a six-month suspension of their union card.

Since the Jack Irving administration took over the affairs of AGVA, a new board has been set up to pass on the many requests for the clearance of shows that come into the union's national office from all over the country. The board consists of Jack Irving, AGVA head; Margie Conte, AGVA welfare department head; Henry Katz, AGVA lawyer, and Bill Smith of The Billboard, the public member.

In their few weeks of existence, new rules and regulations were set up by the board that barred most of the benefit or fund drive shows from clearance. Testimonial affairs, those handled by promoters and various borderline cases, were definitely ruled out for clearance. When applying for an okay, either in person or by mail, such orgs are told they will have to get a paid show booked thru franchised agents.

**Act's Salaries**  
Various charitable orgs, such as the annual Night of Stars held at Madison Square Garden, March of Dimes, Cancer Funds or Heart Funds will now have to pay for the acts on a basis of one-seventh of a performer's customary salary, or a minimum of \$25 whichever is greater. Also 5 per cent of the gross take must be contributed to the AGVA Welfare Fund. Payment of both salary and Welfare Fund contribution must be delivered to AGVA at least 10 days before the show. AGVA then calls in the performers and pays off.

"I particularly resent the intimidation, implied or actual, of newspapermen who want to force us people to work for free. And that goes for a Winchell, Sullivan, or anybody else. If there were less benefits, more of our people would be working, and there'd be less need for a Welfare Fund," said Irving. "No newspaperman will dictate AGVA's benefit policy," he added.

**Not Clear**  
Among the shows which AGVA's benefit board has ruled must be paid shows are Newspaper Guild's Page One Ball, the Photographers' Ball, plus a few newspaper promotional affairs. The only show

## Vine Gardens To Full Week

CHICAGO, Feb. 9.—Vine Gardens, which cut its live act policy from a full week to a three-day sked a few weeks ago, will return to a full week show performance starting next Tuesday (12). It was learned this week, Jimmy Pappas, bistro operator, said the slashed show sked had met with vigorous opposition from the customers, and that in the three weeks the cut schedule had been in effect biz on the off-nights had dropped to a new low point for the nitery.

Pappas said Paul Marr, who will again book the shows on an exclusive basis, will continue to concentrate on promising new acts and will also bring back some of the "names" who have played the location regularly in the past.

clearance has been a mass benefit to be held in St. Louis for the widows of the miners killed in the Illinois mine explosion.

"Where an organization, political, charitable or otherwise, can pay for a hall, music, stagehands, electricians, etc., it can pay for our acts," said Irving. "When it can prove that it is getting all those other things for free, we will take the matter under advisement," he said.

## Grants Shelvey Amended Plea

NEW YORK, Feb. 9.—Federal Judge John Clancy will allow Matt Shelvey to amend his complaint against the American Guild of Variety Artists, the Associated Actors and Artistes of America and their directors. The \$400,000 damage suit arose from the arrest and prosecution of Shelvey for allegedly defrauding the union of about \$20,000 in Atlanta last year.

Shelvey was convicted in Atlanta but granted a new trial, whereupon the prosecutor dropped the action for lack of new evidence.

In allowing Shelvey to amend his complaint, the judge said, "Sufficient facts appear in the affidavits to show, if proved, that the conviction (in Atlanta) was procured by false testimony furnished by or at the insistence of some defendants."

## Receiver Asked For L.V. Casino

HOLLYWOOD, Feb. 9.—Three minority stockholders in the El Rancho Vegas, lavish Las Vegas casino, which utilizes heavy talent budgets, filed suit in Federal Court here Wednesday (30), asking that the hostelry be thrown into receivership. The local three, attorney Joe Orloff, M. L. Josephs and Martin A. Clemens, the latter, allege that the management of the gambling spa has failed to make proper accounting of the hostelry's revenue. The trio claims to have purchased \$98,000 worth of stock from the estate of the late Jake Kallman, former owner of the spot. They accuse Belden Kallman and Carl Cohen, v.-p. and manager, respectively; Leonard Marxen, accountant, and Virgil Murphy, another stockholder, of refusing to let them see the books or give them a cut on the \$30,000 monthly profit. Hearing has been set for February 19 by Judge Ben Harrison for the El Rancho defendants to show cause why a temporary injunction against its operation should not be granted. Ed Rosendahl, attorney for the plaintiffs, explained that if a receiver is appointed at the hearing to oversee the operation of the court, it will in no way interfere with normal operation of the nitery.

## Detroit Rosedale Sets Show Policy

DETROIT, Feb. 9.—Change of ownership at the Rosedale Show Bar, formerly one of the leading cocktail lounges here, will mean a return to a show policy. Spot is being taken over by Joseph Stasak, a newcomer to the business, and will be renamed the Rosedale Lounge Bar.

Stasak's plans call for a trio and a girl singer, or alternate act—similar to the policy of a few seasons back when the spot used semi-names. Opening is set for around March 2.



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## 32 TUNES SELL 53 MIL DISKS, HOUSE IS TOLD

WASHINGTON, Feb. 9.—Thirty-two hit songs sold a total of 53,533,551 records during 1951, the disk manufacturers paying in royalties to the publishers and composers of those songs an aggregate of \$1,602,586.72.

These figures became known here this week during the hearing by the House Judiciary subcommittee on the Kefauver-Bryson copyright bill. The figures are probably the first set of statistics of this type ever made public in absolutely authentic form.

"Tennessee Waltz" led the 32 hits with sales of 4,225,547 disks in 1951, paying off royalties totaling \$79,580.38. No. 2 on this 1951 list was "Katie Train" with 2,552,303 records sold and royalties amounting to \$53,182.92. Third place went to "Some Enchanted Evening" (which was a "oldie" by 1951) with sales of 2,585,514 records and royalty payments of \$51,205.30.

### Certified Figures

The detailed look-see at the amounts of royalties paid on hit tunes last year was given to the subcommittee by the certified public accounting firm of Stern, Porter, Kingston & Coleman of New York. The firm explained in its statement that the list, audited by it, was supplied by eight members of the Record Industry Association of America.

The list includes figures thru December 31, 1951, with the (Continued on page 22)

## Inn Ops Want Out From Under

WASHINGTON, Feb. 9.—Hotels, taverns and restaurants united this week to oppose the Bryson-Kefauver juke box royalty bill before the House Judiciary subcommittee. They said that discrepancies in the bill would make proprietors liable for royalty payments to American Society of Composers, Authors and Publishers, and asked the committee to amend the bill to make it illegal for any juke box operator to pass along any added royalty costs to proprietors.

Ray S. Adams, Los Angeles, executive secretary of the California Taverns Association, and James Donovan, Cincinnati, representing the National Licensed Beverage Association, testified. American Hotel Association, representing 6,000 hotels, filed a statement for the committee record.

### Bill "Defective"

The hotel association statement pointed out that "as the bill reads, the hotel proprietor would be liable for such royalties if they were not paid by the owner of the machine." "Furthermore," the association said, "the bill appears to be defective in one major effect" in that "its obvious intent is to exempt the owner or operator who has only one record machine."

The statement declared, however, that "the bill does not accomplish (Continued on page 20)

## Tunersmiths Sound Off On Own Key

WASHINGTON, Feb. 9.—Juke box industry supporters presented two songwriters' members of the American Society of Composers, Authors and Publishers who testified against the Bryson-Kefauver juke box copyright bill. These were Barney Young, a publisher as well as tunesmith, and Gloria Parker, both of New York. Young, an ASCAP member, is also known to have a Broadcast Music, Inc., pubby which has been drawing heavy performance money from the latter licensing organization on songs which rarely stir up any disk or sheet music (Continued on page 20)

## Denver Voices MOA Viewpoint

WASHINGTON, Feb. 9.—Albert S. Denver, president of the Automatic Music Operators' Association, Inc., opposing the Bryson-Kefauver Bill at this week's hearing before the House Judiciary subcommittee on copyrights and patents, declared that the juke box business "is a very difficult and trying one" and could not survive increased operating costs which, Denver said, the Bryson-Kefauver Bill would necessitate.

Denver said an operator works at least 15 hours a day, seven days a (Continued on page 20)

## GRAMP SED IT, IT MUST BE SO

WASHINGTON, Feb. 9.—Composer Hoagy Carmichael departed from his prepared text supporting the Bryson-Kefauver juke box royalty bill to expound some homespun business philosophy.

Said Carmichael: "My grandfather always told me that the best business is the nickel and dime business, and I never saw him proved wrong." He added that, on his grandfather's word, the operators of 5-cents-a-play juke boxes must be able to afford royalty payments to composers.

## ASCAP Presents Its Side; Claims by Jukemen's Prexy

Top Composers Vigorous, Hit Free Juke Play

WASHINGTON, Feb. 9.—The American Society of Composers, Authors and Publishers paraded three of its stellar composer members in support of the Bryson-Kefauver juke box copyright bill at this week's hearing before the House Judiciary subcommittee on copyrights and patents.

ASCAP writers who testified in support of the bill were Hoagy Carmichael, Sylvia Dee (Josephine Moore Profit) and Leroy Anderson. Carmichael, who told the committee that he was a law graduate as well as a tunesmith, mentioned some of his best known hits, including "Star Dust," "Lazy Bones," "Little Old Lady" and "The 1909 Copyright Act" could not have been intended to cover the present juke box because there is no practical similarity between it and the ear-phone devices of the late 19th century and early 20th century.

In answer to arguments by juke box supporters of the bill that popularity of songs is due to juke box exploitation of them, Carmichael said: "If this argument were valid, the broadcasters would pay us nothing, and the record companies would pay us nothing, because all of them contribute substantially to the success of the works we write."

He said the greatest impetus "is given by the publisher who has copies of the works made, contracts performers thru his professional men and seeks to have phonograph records made." "The phonograph record company, in turn, engages artists, (Continued on page 20)

Additional stories and sidelights on the Bryson-Kefauver Bill hearings will be found in the music machines section, beginning page 20.

## Juke Royalty Battle Heated As Both Sides Meet Head-On

### "Monopoly," "Gangsterism" Among Charges Vs. ASCAP and the Jukes

• Continued from page 1

arguments and not on the epithets."

### For and Against

Chief arguments advanced for the bill included the following: The juke box industry was not intended to be exempted from royalty payments under the Copyright Act of 1909; the juke box was a novelty then and has developed into a profitable current-day business; tunesmiths are deprived of revenue by the continued exemption of juke boxes; the juke box industry can afford to pay; music machines aren't responsible for hit tunes.

Chief arguments voiced against the bill included the following: Congress' intention to exempt juke boxes from royalties was made clear in the act of 1909; passage of the bill would destroy the juke box industry; music machines contributed to composer and publisher revenues by popularizing tunes; juke boxes have "made" best seller sheet music and disks; exemption of juke boxes means higher royalty returns from the 2-cents-a-disk fee on disks; the average music machine operator is operating on a shoestring and can't afford increased expenses.

### Ahlerl Rebutals

Grabbing the spotlight for rebuttal after a lengthy parade of juke box industry foes of the bill had held the stage, former ASCAP President Fred Ahlerl told the

committee that he was "disturbed at the mention of ASCAP as a vicious monopoly." Mentioning that four of the five major juke box manufacturers had put in appearances against the bill earlier in the week, Ahlerl asserted that "there might be just a little bit of a suggestion of monopoly there." He declared that ASCAP is "acting in the public interest, and there would be pandemonium if ASCAP were not functioning as a performing rights society."

Arthur Fisher, register of copyrights, testifying in support of the Bryson-Kefauver Bill, told the subcommittee that there is a "clear distinction" between providing a mechanical right, as is guaranteed under the present Copyright Act and a performing right. He told the subcommittee that radio, TV and other industries cannot be expected to continue paying performance right royalties "if the juke box industry does not pay." He replied to arguments by juke box industry spokesmen that the latter industry was hit by declining revenues and asserted that prices of coin-operated music machines have been increasing steadily.

Fisher suggested that possibly the Bryson-Kefauver Bill should be amended so as to reduce the size of the performance rights royalty proposed to be paid by music machine users of records, but he stressed that "the princi-

ple of payment of such fees should be firmly established."

### Finkelstein Re 1909

Herman Finkelstein, ASCAP counsel, declared that Congress, when it wrote the act of 1909, could not have foreseen the rise of the music machine industry. Refuting testimony that operators cannot afford to pay the royalties, Finkelstein said he had examined confidential financial records of two operators who, he said, had claimed they were hard pressed financially. Finkelstein said one of them had a net worth of \$204,000 last year.

Sidney Wattenberg, speaking for the Music Publishers' Protective Association, tossed a broad-

(Continued on page 20)

## Juke Box Bill Is Unworkable

WASHINGTON, Feb. 9.—A parade of music machine operators and disk distributors from every part of the country told the House Judiciary subcommittee on copyrights and patents this week that the Bryson-Kefauver juke box royalty bill is unworkable, discriminates against smaller operators and would not only drive many operators out of business, but also cut down profits of composers and publishers. Many operators predicted that the monthly royalty reports required under the bill would cost them as much to prepare as the cost of royalty payments themselves, and one witness predicted the bill would leave him only 80 cents per man hour work.

In a broadside attack on the American Society of Composers, Authors and Publishers which backs the bill, H. K. Kyde, music machine operator, Sherman, Tex., said: "We, the operators, feel that it is unconstitutional for the American Society of Composers and Publishers to ask our federal government to pass a law whereby we, as independent businessmen, will be made to open our records and cash registers to further their own welfare and prosperity."

Kyde added: "It seems to me that this bill is doing the same thing as if the manufacturers of musical instruments would ask that a bill be passed whereby they would receive additional revenue from bands and musicians playing the company's instruments for commercial purposes."

### "Reports Ridiculous"

William E. Brown Jr., Dallas, a representative of coin-operated (Continued on page 20)

### DEFINITION

## Rockola Calls Jukes 'Poor Man's Opera'

WASHINGTON, Feb. 9.—Plea this week by coin-operated music machine manufacturers and distributors to the House Judiciary subcommittee on copyrights and patents to reject the Bryson-Kefauver juke box royalty bill centered on the need to save the juke box industry—the "poor man's opera"—from crippling royalty taxes, and was highlighted by appeals to all groups who contribute to providing music for the public to work together.

Industry spokesmen included David C. Rockola, president of the Rock-Ola Manufacturing Corporation, Chicago; Carl T. McKelvey, vice-president of the J. P. Seeburg Corporation, Chicago, and R. C. Rollins, president, Rudolph Wurlitzer Company, DeKalb, Ill., and Tomawanda, N. Y., all machine manufacturers. Distributors testifying were Fitch A. Blacklock, New Orleans, president of F. A. Blacklock, Distributing Company, Inc., and Arthur J. La Beau, St. Paul, distributor of Rock-Ola coin-operated phonographs.

Rockola told the committee that "You gentlemen, of course, represent the interests of John Q. Public."

He said: "I think you will agree with me that he (John Q. Public) is not likely to look with any favor upon any law which will now tax his enjoyment of the 'poor man's opera' for the purpose of increasing the compensation of any one or all of those groups, unless there is an exceptional showing that that (Continued on page 20)

## Measure Would Be Unfair Tax, Miller Insists

WASHINGTON, Feb. 9.—Declaring that passage of the Bryson-Kefauver Bill would boost the price of phonograph disks 50 per cent to operators and would be "a mortal blow" to the entire juke box industry, George A. Miller, Oakland, Calif., president of the Music Operators of America, appealed to the House Judiciary subcommittee on (Continued on page 20)

## Here's the Pro & Con On Bryson-Kefauver

WASHINGTON, Feb. 9.—Reams of testimony have been submitted for and against the Bryson-Kefauver Bill which proposes a royalty on juke boxes. Herewith is presented a digest of the chief arguments submitted by the opposing factions in appearance before the House Judiciary subcommittee on copyrights and patents.

### For the Bill

The American Society of Composers, Authors and Publishers has had its opening sessions in support of the juke box bill in October, 1951, at which time the Society's execs and a flock of name composers testified in favor of the bill. It was argued that the current exemption enjoyed by juke boxes should be removed, inasmuch as performances via that medium constituted a profitable performance of copyrighted music. The Society also indicated the viewpoint that the proposed bill would provide a check on the mysterious activities of the coin machine industry.

With resumption of hearings February 4, the Society's case was presented both by members and execs. Hoagy Carmichael argued that song popularity was not due (Continued on page 20)

### Against the Bill

Big artillery opposing the bill was unleashed in October, 1951, when the major distributors of records stood against the measure. Delivered by Kenneth Raine of Columbia Records, the major companies claimed that the bill would hurt the coin machine business, lessen the sale of disks to coin machines, hurt performers whose royalties would diminish and, in fact, would hurt the entire music business.

Since resumption of hearings on February 4, the following additional chief arguments have been put forth:

Opponents of bill denounced ASCAP for "high-handed" methods; for presenting the juke box industry as "mysterious." ASCAP was pictured as wielding a club in many show business fields. (Continued on page 20)

## Europe Disk Charges Rise 50%, But Still Far Below U. S. Costs

Musicians' Pay Up, But Full Opera May Hit \$4,000, Break Even at 1,000 Sales

NEW YORK, Feb. 9.—The cost of making records in Europe, an operation that is engaged in by 90 per cent of American classical diskeries, the still ridiculously low by American standards, has risen by 40 to 50 per cent over the past two years. Back in 1950 it was possible to record a symphony in Vienna and pay the musicians as little as 70 cents per hour. Today the lowest rate is \$1.50 per hour, per musician. This increase in recording scale has occurred in France, Italy, Germany and other European nations as American diskeries and their foreign affiliates have stepped up the flow of European recordings for export.

In Germany the scale has increased from \$3 and \$5 per three-hour session to \$6 and \$8 for the same time period. In France, the scale has gone from \$3 to \$10 per three hours, and in Italy the scale has increased from \$5 to \$9.50 for a three-hour session. These prices quoted are for the lesser-known orks and musicians in the European capitals. For the top orks the price paid is much higher than scale. In Germany, for instance, men in the best orks draw as much as \$25 per three-hour recording session.

## McConkey Off Hill; Pitches For R. Morgan

CHICAGO, Feb. 9.—McConkey Artists Corporation, advised this week by Tiny Hill that Associated Booking Corporation would continue to handle his dates altho he was not re-signing with that office (The Billboard, February 9), was awaiting clearance from Russ Morgan to start work on bookings for the coming season.

Bill Black, McConkey band coordinator, said the agency and Morgan were satisfied with the deal last year in which McConkey guaranteed the band \$1,000 a night against a 60 per cent privilege on a seven-night-a-week basis. With both parties winding up the deal in the black, Black said Morgan, asking price, considered a terrific risk when he first proposed it after anking ABC in mid-1951, was now established.

The Tiny Hill letter also was sent to Music Corporation of America, which had made a pitch for the band.

However, in spite of these cost increases the total charge for European recordings is much less than the cost would be if these disks were made in the U. S. A complete opera recording can be made in Germany or Austria with good, but not well known, singers, orchestra and conductor for \$4,000 to \$6,000. And for a European opera recording using fairly big names, the cost runs about \$15,000. In the United States a complete opera recording runs from \$25,000 to \$40,000.

Not only are the prices for musicians in European countries extremely low by American standards, but the price-for symphonic and opera conductors is also small. One indie diskery pays its conductors about \$100 per waxing, and some (not first-rate) leaders receive as little as \$75. In the

United States scale rate for the conductor of any 40-minute composition (enough for one LP disk) would be no less than \$200, and for a two-disk set—which most operas are—the minimum price would be twice that.

### Low Break-Even

The low cost of making recordings in Europe is obvious one of the reasons for the tremendous number of indie classical LP firms and the great flood of classical items released here every month. A symphonic recording made in Europe at the lowest scale and released here needs a sale of only 1,000 records or so to get off the nut. An opera waxing made abroad at scale needs little more sales than that since most of them are sold in sets of two or three LP's. But an American-made LP's. (Continued on page 41)

## "HONEST" SWINDLER TELLS ALL

# Ya Make a Buck Not Thru Luck, Only If Some Sucker Is Stuck

NEW YORK, Feb. 9.—The mortality rate among indie diskeries is notoriously high. It is no secret that they are often plagued with distribution problems, sales problems, financial worries and artist relations difficulties. Just how rough the going can be for a small label is indicated by one of the indie firms which has once or twice come up with a sleeper. The company's topper frankly admits that the only way he can come out with what he considers to be a "reasonable profit" is to engage in sharp practices with regard to publishers, artists and anyone else involved directly or indirectly in the manufacture and sale of the record.

This exec, in presenting these figures, makes no bones about the fact that he has given the publishers and artists short counts on disk sales and connived in every possible way to come out with his "reasonable profit." He has decided that his next "hit" will have to earn enough money "to buy me a new house." "I've worked pretty hard for a long time in trying to come up with that big one," he said. "And when I see it coming, I'm going to make certain that it sets me up for a

few years to come."

He insists that his connivery on the "count" is quite safe, since he will keep accurate records for government inspection on the matter of excise tax payments, but that the count on sales given to the artist or publisher will be far short of what actual sales are.

The indie exec pointed out that he is supposed to give 40 cents from his distributors for each disk, but that he is forced to give the jobbers an extra 5 per cent discount for "promotion money they never spend." Out of the 38 cents, he claims his production costs are 32 cents per disk.

### Breakdown

Breakdown is as follows: Publisher royalty, 3 cents; excise tax,

## Oberstein Will Quit King Post For Own Firms

NEW YORK, Feb. 9.—Eli Oberstein has notified the King diskery that he will give up the post of pop recording director for the firm at the end of this month. Oberstein originally went with King on a short term deal; his pact runs out at the end of the month. He has been working for the firm on a part-time basis, with the remainder of his time dedicated to his own Royale-Varsity low-priced disk operation. He will return full-time to his own business when his King deal winds up.

In his short stay with King, Obie brought into the King pop fold a group of artists including Murray Arnold, Mary Small, Dick Brown, Alan Holmes and Teddy Phillips' ork. He will leave the waxery with a "sleeper" growing into big status, a Phillips recording of "Wishing."

## Avakian Tops Col. LP Pops

NEW YORK, Feb. 9.—Columbia Records' executive veepee Godard Lieberman's week named George Avakian as director of the label's new popular LP department. Avakian's new position will not affect his status as manager of the diskery's international department. The pop LP division will develop album ideas from the existing Columbia catalog and also from new material to be recorded.

Avakian has been with Columbia since 1940. He is credited with having developed the label's "Golden Era" series of jazz releases which included such albums as the Benny Goodman ork and sextet sets, the Bessie Smith and Louis Armstrong series.

## WILL CHERRY MAKE GRADE?

PHILADELPHIA, Feb. 9.—Don Cherry, Decca Record ace, came to town to visit the disk jockeys as well as put in a personal appearance for the polio drive. For a gag, he tried out for an audition on the Ted Mack show, which is being brought to town next week by WFIL-TV. He was told by the WFIL staff, after singing an audition song that he had possibilities of a chance in the run-off.

## Hal Webman To Downbeat

NEW YORK, Feb. 9.—Hal Webman, Billboard music staffer for the past five years, moves to the post of editor-in-chief of Downbeat Magazine on February 22. Webman was with Downbeat before coming to The Billboard. Before taking his new post, Webman will embark on a Southern vacation.

## Comment Nil To Laine-Lutz Split Rumors

HOLLYWOOD, Feb. 9.—Rumors of a split between singer Frankie Laine and his long-time personal manager, Sam Lutz, of Gabbe, Lutz & Heller, were rampant here and in New York, but neither party would comment. It is known that Laine and his manager are in a quandary as to whether their management pact will continue, but Laine has not as yet notified Lutz that he is severing his connection with him. Lutz has had Laine as a property since Laine first hit as a Coast favorite six years ago on the Atlas label before transferring to Mercury.

Laine called Milt Krasny, of GAC's New York office, and his legal counsel, Jack Katz, Friday (8) regarding the situation, but was told to withhold comment until something definite happened. Lutz could not be contacted, but Seymour Heller of the office, said that they are currently working with Laine and have received no word of a split.

Laine is booked until the end of the year, with his first European junket slated in August, when he does two weeks at the Palladium, London, starting August 18, and a week at the Empire, Glasgow, Scotland, starting September 8. European junket was set by Lou Grade, GAC's London rep. Laine is cur. (Continued on page 41)

## Can. Service Clubs Win on CAPAC Fees

TORONTO, Feb. 9.—Service clubs in Canada have been given the right to be exempt from paying copyright fees to the Compositors, Authors and Publishers Association of Canada, Ltd. under a judgment delivered by the Exchequer Court.

The judgment declares the KJ-wants Club of West Toronto to be a fraternal organization within the meaning of the law. Automatically it becomes entitled to certain exemptions because of this definition.

The issue was whether the club was liable to pay fees to CAPAC which was seeking to collect. As a test case, the performance of (Continued on page 41)

## Cap to Charge Mail Cost to Free List

Move Is Taken to Meet Growing Problem Of Extended Coverage to Smaller Stations

HOLLYWOOD, Feb. 9.—Capitol Records is initiating a service charge program to cover the cost of shipping free disks to radio stations, d.j.'s, service installations such as army camps, hospitals and sanitariums, wired music services and other interested parties. Starting with the February 11 release by Cap, notices have been sent to such interested parties, that they may receive the full release of all pop, h.b. and Western and r.&b. disks, plus selected albums for \$10 service charge per month; all pops and albums, \$8; all h.b. and Western and r.&b. \$5. Capitol's Gene Becker and Hal Cook evolved the service charge plan as a solution to a growing problem, resulting from the large number of requests from small-wanted radio stations, d.j.'s in lesser market areas and service camps for free disks. The disks which will be shipped to such outlets, will be mailed weekly direct from either Cap's Scranton or Los Angeles pressing plants.

It's estimated that Cap releases from 25 to 30 pop disks per month, 12 to 16 country sides, and three to five r.&b. sides. Cap probably will mail only one or two select sides from each album, as they have done in the past. Each package will contain full explanatory

material, such as bligs and discographies, similar to the material sent in the free promotion packages. Cap execs emphasized that the firm will continue to service free those d.j.'s and stations which it has customarily been servicing, with the new service (Continued on page 41)

## Meyerson to Obie's Firm

NEW YORK, Feb. 9.—Jack Meyerson, who left the Remington Records organization a couple of weeks ago, will join Eli Oberstein's low-priced Royale-Varsity firm as sales manager next week. Meyerson will oversee Oberstein's plan to expand his Royale-Varsity line into a distributor operation.

Obie, who this week resigned his pop recording post with King Records to dedicate full time to the Royale-Varsity set-up, currently is completing the processing, production and shipping of a large batch of new longhair titles thanks to his low-price catalog. He is adding about 50 new LP's to his catalog.

## Accord Highlights First RIAA Session; Executives Elected

"Successful" Conclave Votes In Rackmil, Walker; Al, Larry Green

NEW YORK, Feb. 9.—The Record Industry Association of America held its first general membership meeting Friday (8) and elected the group's permanent officers and board of directors. The meeting, held at the Waldorf-Astoria Hotel here, was attended by about 30 disk manufacturers and/or representatives and was claimed by all present as a most successful conclave. Selection of an executive secretary for RIAA, scheduled to be made at this session, was put off until early next week pending clarification of several points surrounding the three current candidates for the position. Decca Prexy Milton Rackmil, who has served as temporary prexy for RIAA, was elected permanent president of the association. MGM Records' boss, Frank Walker, was appointed treasurer. Al Green, of National Records, and Larry Green, representing Vox Productions, were named veepees of the association. The permanent board of directors includes representation of each of the five classes of membership designated in the association's bylaws: directors and members include Rackmil, Capitol Prexy Glenn Wallichs, RCA Victor

Veepee Paul Barkmeyer and Columbia topper Jim Conkling. Class "B" board representative is Irving Green, prexy of Mercury Records. The classes "C," "D" and "E" are represented on the board by Dario Soria, of the Cetra-Soria diskery, and John Stevenson, of the Children's Record Guild.

### Air of Unanimity

The meeting lasted about three hours and was dedicated primarily to open discussion from the floor. Subject matter kicked about was dedicated mainly to a general summary to the problems of the disk industry. It was reported by the membership that the entire meeting was conducted in a serious manner and that the sharpshoot and angling played no part in the proceedings. It also was reported that a general feeling of unanimity was established between the gathered diskers, small and large alike.

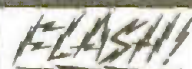
There will be no regularly scheduled general membership meeting until next year. RIAA thru the year will function in the industry with its members thru the activity of its board of directors and the executive secretary, when he is (Continued on page 41)

**FORECAST**

YOU BROUGHT ME LOVE  
and  
PERFIDIA  
by  
Four Aces  
27967\*

**DECCA DATA**

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



MILK BUCKET BOOGIE  
and  
SALTY DOG RAG  
by  
Red Foley  
27901\*

TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 7

TO BUILD PROFITS

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
11	WONDERING	46554*	
	NEW SILVER BELLS	Webb Pierce	
9	TOO OLD TOO CUT THE MUSTARD	46387*	
	I'M IN LOVE WITH MOLLY	Red Foley and Ernest Tubb	
5	MISSING IN ACTION	46539**	
	A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb	
36	PEACE IN THE VALLEY	14573*	
	Where Could I Go But To The Lord	Red Foley	
8	BEER BARREL POLKA	27336*	
	STABOUST	Grady Martin	
41	JUST A CLOSER WALK WITH THEE	14503*	
	STEAL AWAY	Red Foley	
→	"LETTER FROM MY DARLIN"	46372*	
	RAW HIDE	Bill Monroe	
4	YOU KNOW I'M STILL IN LOVE WITH YOU	46735*	
	I'M GONNA SEE MY BABY	Webb Pierce	
15	IT IS NO SECRET	14556*	
	No Bought My Soul At Calvary	Andrews Sisters and Red Foley	
12	I'M STEPPIN' OUT OF THE PICTURE	46377*	
	DRIFTWOOD ON THE RIVER	Ernest Tubb	

**SEPIA**

2	A MAN AMBT SUPPOSED TO CRY	27371*	
	I DIDN'T SLEEP A WINE LAST NIGHT	Arthur Prysock	
21	SMOOTH SAILING	27693*	
	Love You Madly	Ella Fitzgerald	
→	"LAY SOMETHIN' ON THE BAR	27596*	
	No Sale	Louis Jordan	
19	TRUST IN ME	27784*	
	COCK-A-DOODLE DOO	Boke Jordan	

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

**BEST BETS**

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

POSITION THIS WEEK	POSITION LAST WEEK	POPULAR	ARTIST	DECCA NO.
4.	1.	PLAY ME A HURTIN' TUNE	Andrews Sisters and Guy Lombardo	27910*
		I'M ON A SWEETWAVE OF LOVE		
3.	2.	I'LL SEE YOU IN MY DREAMS	Guy Lombardo	27911*
		GOOD NIGHT SWEETHEART		
6.	3.	PLEASE, MR. SUN	Bill Kenny of The Ink Spots	27948*
		If I Forget Thee		
5.	4.	DDPS	Ella Fitzgerald and Louis Armstrong	27901*
		NECESSARY EVIL		
11.	5.	TRY ME ONE MORE TIME	Roberta Lee	27936*
		BABY WE'RE REALLY IN LOVE		
9.	6.	TELL ME WHY	Roberta Lee and Grady Martin	27926*
		SLEW FOOT RAG	Grady Martin	
12.	7.	YOU'RE THE APPLE OF MY EYE	Louis Armstrong and Velma Middleton	27933*
		BIG BUTTER AND EGG MAN		
12.	8.	STOLEN LOVE	Guy Lombardo	27962*
		MARSHMALLOW MOON		
—	9.	FOR THE FIRST TIME	Francis Craig	27937*
		Play Them Bones		
—	10.	WHEEL OF FORTUNE	Arthur Prysock	27967*
		"All The Stars Fall In The Ocean"		
18.	11.	ROUGH RIDIN'	Ella Fitzgerald	27948*
		I DON'T WANT TO TAKE A CHANCE		
15.	12.	ALLEGHENY FIDDLER	Jane Turley	27949*
		MOUNTAIN LAUREL		
9.	13.	YOU BETTER GO NOW	Jari Southern with Music by Camarota	27840*
		Baby Did You Hear?		
—	14.	TUPIPS AND NATHAN	Fred Waring	27964*
		They'll Never Walk Alone		
—	15.	WISHIN'	Russ Morgan	27975*
		GOODBYE SWEETHEART		

**COUNTRY**

3.	1.	IS HE SATISFIED	Rex Allen with Anita Kerr Singers	46390*
		I'VE GOT SO MANY MILLION YEARS		
2.	2.	THE COTTON WALK	Lenny Dee	27391*
		HAVE YOU EVER BEEN LONELY		
4.	3.	SOMEONE TO CARE	Jimmie Davis	14596*
		I WON'T HAVE TO CROSS JORDAN ALONE		
5.	4.	SEARCH ME LORD	Jordanaires	14602*
		NOW DIDN'T IT RAIN		
6.	5.	I AM'N GONNA GIVE NOBODY NONE O'	Jimmie Davis	46396*
		THIS JELLY ROLL		
—	6.	BOMB BOB BOOGIE	Jack Rowe	46398*
		TEXAS STOMP		

**SEPIA**

2.	1.	I'M GONNA JUMP IN THE RIVER	Buddy Johnson	27947*
		'TIL MY BABY COMES BACK		
5.	2.	WHEN THE SWALLOW'S COME BACK TO CAPITRANO	The Ray-O-Vox	48274*
		SHE'S A REAL LOVIN' BABY		
—	3.	LOUISVILLE LODGE MEETING	Louis Jordan	27969*
		WORK, BABY, WORK		
—	4.	PLACE IN THE VALLEY	Sister Rosetta Tharpe	48279*
		NEAR THE CROSS	with Anita Kerr Singers	

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

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
10	TELL ME WHY	27860*	
	A GARDIN IN THE RAIN	Four Aces	
3	BLUE TANGO	27875*	
	Bells of the Ball	Leroy Anderson	
22	A BIRD TO BUILD A DREAM ON	27720*	
	I Got Ideas	Louis Armstrong	
4	BE MY LIFE'S COMPANION	27889*	
	Love Lies	Mills Brothers with Ly Oliver	
5	WHEN IT'S SLEEPY TIME DOWN SOUTH	27900*	
	IT'S ALL IN THE GAME	Louis Armstrong and Gordon Jenkins	
6	WHISPERING SHADOWS	27881*	
	CRAZY HEART	Guy Lombardo	
→	"WIMOWEH	27921*	
	OLD PAINT	The Weavers and Gordon Jenkins	
15	ALABAMA JUBILEE	27816*	
	Disc	Red Foley	
11	CHARMAINE	27886*	
	When I Grow Too Old To Dream	Gordon Jenkins	
11	UNDECIDED	27935*	
	The Lie-Davie Song	Guy Lombardo	
→	"FLYING FINGERS	27907*	
	DIZZY FINGERS	Bill Snyder	
13	SHRIMP BOATS	27832*	
	Marvel Marg! Marg!	Dolores Gray with Music by Camarota	
14	COLD, COOL HEART	27816*	
	BECAUSE OF YOU	Louis Armstrong	
3	DANCE ME LOOSE	27906*	
	River in the Moonlight	Russ Morgan	
14	SLOW POKE	27972*	
	I Wanna Play House With You	Roberta Lee	

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

**SINGLES**

Granada	Bing Crosby with Bando De Lua	27951*
Capobiano		
You Brought Me Love	Four Aces	27967*
Perfidia		
Poor Whip-Poor-Will	Andrews Sisters	27979*
Wandering		
Winkin'	Russ Morgan	27975*
Goodbye Sweetheart		
Milk Bucket Boogie	Red Foley	27901*
Salty Dog Rag		
The Time Is Now	Fred Waring	27986*
One Little Candle		

UNFORGETTABLE		NEW RELEASES	
Unforgettable	Jerry Gray	I Hear A Rhosody	Helen Humes with Gerald Wiggins
A Garden In The Rain	27928*	You Played On My Piano	48282*
I Hear A Rhosody	Arthur Prysock	Snappy "B" Polka	Eddie Habal
Am I To Blame	27929*	"P.A." Polka	48182*
As Long As The River Flows On	Rex Allen with Anita Kerr Singers	Main Street Polka	George Cook
The Walts Of The River	46390*	The Polka Party—Polka	45163*
Egbert The Easter Egg	Merwin Shiner	Good Mood Polka (Be-mould loose I)	Hans Freese
The Robin With The Two Buck Teeth	27971*	Polka Polpourri—Polka (Be-mould loose II)	45161*
Spring Come Back To Vienna	Alfred Drake		
Forgotten	46223*		
They Loved God Outside The Iron Curtain	Jim Eshes		
I Cried Again	46103*		

ROBERT THE EASTER EGG	
and	
THE LAMBIT WITH THE TWO HUCK TEETH	
MERVIN SHINER	
Directed by Jimmy Carroll	
4-40—\$1.00 + 1-170—95c	
*Decca 45—Unbreak this order record us.	
<b>ALBUM</b>	
LEAD SIMPLY LIGHT	
Stymus That Touch The Heart	
Jeve Crawford	
The Poet of the Organ	
with Jessie Leeds and Harry Brewer	
Duo-Organ, Chimes and Vib. Sharp	
4-42—\$4.15 + 9-293—\$1.75 + DE 5281—\$1.00	

**SENSATIONAL NEW DECCA HIT**



featuring  
**BUDDY JOHNSON** and His Orchestra  
**ELLA JOHNSON**  
singing  
**I'M GONNA JUMP IN THE RIVER**  
with  
**'TIL MY BABY COMES BACK**  
and  
**BEE JAYS**



Decca 27947 (78 RPM) and 9-27947 (45 RPM)

# ARD Rebels Clear Way for New Slate

### Lichtman's Cut-Rate Shop Unites Factions For Ouster Move; Elections Due Feb. 19

NEW YORK, Feb. 9. — The rebel faction within the local Association of Record Dealers, Inc., has succeeded in clearing the way for the election of a new slate of officers of the outfit. At a meeting Thursday night (7) with the acting president of the ARD, Charles Lichtman, the rebels convinced the owner of the Whirling Disk Record Shop that the head of the association must be a representative of a classical type or "Madison Avenue" record store, and that all present officers should resign.

The rebels who met with Lichtman include, among others, four members of the Executive Board of the ARD, Mori Frank of The Village Music Shop, Ben Rutland of Thalia Records, Allen Blankfield of Elizabeth Music and Jack Sedar, of Music Box, Newark, and president of N. J. Dealers Association. These members have been dissatisfied with the leadership of the organization quite a while, and it is known that they have been meeting constantly among themselves and with other record dealers to decide what course of action to take to constitute the leadership of the ARD. One of the reasons for the surprise meeting with Lichtman last night was the knowledge that he was one of the founders of LP Records Unlimited, a club that offers 38 per cent discount on LP disks to members (Billboard, February 9). Since the ARD was started to try to end price-cutting, this group helped convince the rebels that new officers were needed. The Advisory Board intends to submit a letter next week to all officers of the ARD, requesting their resignation.

Lichtman informed The Billboard today that "I have no objection to new officers being elected to head the ARD. I and the other officers were only temporary execs anyway. The members of the Advisory Board want a president who runs a classical outlet, and I am willing to resign if the rest of the members want it that way."



FOR A RICKI ELTON BRITTS VICTOR RECORD OF "JACKSON BLUES" 2-4477

**TANNEN MUSIC, INC.**  
166 West 54 St., New York 19

**A WEAVER OF DREAMS**

Recorded by  
Nat Cole ..... (Capitol)  
Bing Crosby ..... (Decca)  
Billie Holiday ..... (MGM)

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

**BOB MERRILL'S LATEST BALLAD**

**"WE WON'T LIVE IN A CASTLE"**

**OXFORD MUSIC CORP.**  
1619 Broadway, New York 19, N. Y.

WATCH THIS TUNE YOU'LL HEAR IT SOON

**I Never Knew I Cared So Much**

Sheet Music Available (Until You Said Goodbye) Records Soon

**David Weingarten**  
Music Publications

164 ALEX STREET BRIDGEPORT, CONN.

The members of the Advisory Board of the ARD had been deliberating a course of action to pursue for the past three weeks. They even sought legal advice on their problem. Some of them wanted to see the ARD heads resign and new elections held, and the others were all out for a new organization. Those who preferred to keep the present ARD, felt that it made sense to retain the nucleus of organization that already existed, and that it would only cause confusion to start a duplicate group. In addition, this wing felt that you could not get dealers to pay dues to two outfits.

**Election Due**

However, the "new organization" group among the rebels believed that the ARD lost its value as a dealers group when the president of the association cut prices on all LPs. This split now has been resolved with the "reconstitutors" winning out. The next step by the rebels is to hold nominations for new officers at the February 19 meeting of the ARD at the Hotel Warwick. According to the rebels, this will take place at that time. Whether the lawyer, Charles Katz, and the organizer, Albert Gomer, who were hired to work for the ARD by Lichtman, will be retained, is still a moot point.

## Jules Bihari Defendant in \$1 Mil Action

HOLLYWOOD, Feb. 9.—Jules Bihari, of Modern Records, Inc., was served with notice of a \$1,001,000 damages suit instituted by Mrs. W. F. McMurray, owner of Diamond Records, Jackson, Miss. Mrs. McMurray alleges that Jules Bihari infringed upon her artist's agreement with Leroy Holmes and His Darktown Boys. She asks for \$1,000, alleging that this amount has been spent in promoting and cutting the work, which she had signed previously, and asks the \$1,000,000 alleging damages done to the group by Bihari, which she claims will make it impossible for her to utilize the group in the future.

Bihari told The Billboard that he recorded J. W. Walker, a member of the group, as soloist with another band eight months ago and has had Walker under contract since that time. The suit by Mrs. McMurray was filed in U. S. District Court in Mississippi.

## 11 Stores Get Retail Honors

NEW YORK, Feb. 9. — Eleven music stores in 10 different States have been named finalists in the competition for "Brand Name Retailer of the Year" in the music field. Of the 11, one will be awarded top honors, while four other music merchants will be awarded certificates. Included in the finalists this year is the San Antonio Music Company, San Antonio, winner of the top music retailer honor last year.

Other music retailers named finalists were: Brown Music Company, Jackson, Miss.; Ferguson's Record Shop, Memphis, Tenn.; Hobbie Brothers Company, Roanoke, Va.; Joseph-Lucas, Portland, Ore.; Kolesnik Music Shop, Lockport, N. Y.; Maus Piano Company, Raleigh, N. C.; Penny Cowley Music Company, Los Angeles; Redewill Music Company, Phoenix, Ariz.; Whittle Music Company, Dallas; and Wilking Music Company, Indianapolis.

## DISKS FOR 1 1/4c, BUT IT'S LEGAL

NEW YORK, Feb. 9. — Piracy and price-cutting may be evils that constantly needle those in the record business, but no diskery is apt to stamp out the activities of Samuel Eppy & Company, the latest convert to lift and slash.

Eppy, a local firm, this week released an imposing catalog of current hits, all bearing familiar labels (RCA Victor, Columbia, Decca, Mercury, Capitol and MGM) and pressed on unbreakable plastic. And the price—1 1/4 cents each.

True, the disks are somewhat less than an inch in diameter and contain no spindle holes. Otherwise, they're realistic novelties that are to be used as sales stimulators in coin-operated ballroom machines. Mixed in with the catalog, the platter charms are expected to become collector items for kids. As new tunes work their way into hit ratings they will be added to the catalog, said Eppy.

## ALL-OUT PUSH

### Anthony Plugs 'At Last' Disk At Cost of 8G

NEW YORK, Feb. 9.—One of the most expensive and most expansive campaigns to drive home a hit record is being waged by Ray Anthony in behalf of his Capitol disk of "At Last." The orkster is campaigning to the tune of more than \$8,000. The most striking note of the effort is the distribution of 13,000 records among Capitol's distributors, paid for by Anthony, to be handed out gratis to juke box operators and/or retailers. Disks, of course, are intended to be spotted where the cuff wax will do "the most good."

The "At Last" waxing has attracted a sizable deejay play, and it was this reaction, reflected in The Billboard's disk jockey performances chart, that started Anthony and his manager, Fred Benson, on the all-out drive to push the record into the hit standings.

**Phone Calls**

In addition to the free wax, the orkster has made over 100 long distance phone calls to deejays and has gone in for a heavy trade paper ad campaign. In the Seattle area, the orkster has arranged to give away free autographed photos of himself to every deejay, dealer and operator in the area. In addition, he is conducting a sizable spot card campaign.

The Anthony disk is one of the three top plug items with Capitol. The other two are Kay Starr's "Wheel of Fortune" and Ella May Morse's "Blacksmith Blues."

The band, currently touring in Canada, has added a soprano to the organization in order to give the "At Last" disk a live performance reading which will get a sound similar to the waxed version.

## Aussies Sign Foreign Stars

SYDNEY, Feb. 9.—Dorothy Maynor, American soprano, is to tour Australia under the management of the Australian Broadcasting Commission during the current year, according to General Manager Charles Jones.

Visiting musicians to come this year will include Geisekink, pianist; Elena Nikolaidi, Greek contralto; John Brownlee, Aussie baritone; Michael Rabin, violinist; Badura-Skoda, Viennese pianist; Kenneth Neate, Aussie tenor, and Burl Ives, U. S. ballad singer.

## Riley Signs Bailey For Week-End P.A.'s

CHICAGO, Feb. 9.—Bill Bailey, singer and emcee of "The Old American Barn Dance" filmed TV series and song writer, this week signed a personal appearance pact with Norm Riley, Nashville. Under the contract Riley will

## "TV SKETCH BOOK" HOT

### Outlets Go for BMI Ideas, Want More

NEW YORK, Feb. 9. — Station execs have seized upon the Broadcast Music, Inc., of the BMI station service department, Katzman, who edited the book, is already using some suggestions forwarded by station execs. For instance, the suggestion of Swan, of WBZ-TV, that the idea be used for pops as well as standards has already been put into effect by BMI in scheduling the monthly publication of "Television Sketch Book Supplement." Starting March 1, this will comprise production ideas for 10 tunes. Of these 10, five or six will be pops which appear on the BMI pin-up sheet. The monthly supplement will also include one standard and one comedy or novelty number, plus one or two numbers chosen for the topical or seasonal appeal.

**Volume II**

At the end of the year, BMI will gather together all the tunes and scripts distributed via the monthly supplements, and publish them as Volume II of the "TV Sketch Book."

With regard to tunes included in the monthly supplements, publishers will pay \$50 per tune, this sum to defray writer costs. Publishers also furnish 500 professional copies, which are distributed with the supplement. This is the same deal which obtained with regard to the original "Sketch Book."

As BMI prepares the supplements each month suggestions of stations will be considered and, if feasible, will be worked into the publishing schedule. Tunes slated for the March supplement, include: "At Last, at Last" (Duchess), "It May Be Silly" (Tannen), "Anytime" (Hill & Range), "Retreat" (Porgie), "Did Anxious Ever Tell You, Mrs. Murphy?" (Johnstone-Montel), "I Hear a Rhapsody" (BMI), "Peridia" (Peer) and "Please, Mr. Sun" (Weiss & Barry).

Walter Preston, WBKB, Chicago: "BMI really has come out with another first... treatment is professional... every station will be grateful..."

Above remarks are typical of

## STUDENT ORKS

### High School Bands Play Meadowbr'k

NEW YORK, Feb. 9.—Frank Dailey, operator of the Meadowbrook, Cedar Grove, N. J., terperly has set up a promotional gimmick figured to stimulate heavy teenage interest in his roadhouse, the program, devised by Dailey in co-operation with the Newark, N. J., local of the American Federation of Musicians, calls for the presentation of local high school bands for special 15-minute performances every Friday night.

Thus far Dailey has presented a smattering of 50-piece bands from Ludl High School and has scheduled units representing Scotch Plains, Kearny and Rutherford schools. The stunt is getting heavy play in high school newspapers and permits Dailey to exploit his spot via posters on school bulletin boards. The Meadowbrook has named Sam Pierson, New Jersey newspaper man to operate the program. Arrangement with the union call for limiting the amateur orks to 15 minutes for the one night per week and prohibits dancing while the school orks are playing.

Thomas Niscastro, president, and Anthony Conduso, business agent, of the AFM's Local 16 agreed to permit the use of student bands because Dailey has always been a heavy user of live music and has done much for the musician. The union execs point out that stirring up interest in the spot could create more business both for Dailey and other local Jersey operators with the result that more work would be available for musicians.

book personals for Bailey on week-ends, the only time he is available to travel because of his routine "Cactus Jim" on the National Broadcasting Company TV airer.

**A HIT!**

**"TRY ME ONE MORE TIME"**

ROBERTA LEE—DECCA

**AMERICAN MUSIC, INC.**  
1576 Broadway N. Y. • 9109 Sunset Blvd. Hollywood  
CO 5 7880 CA 1 5258

**Stop-Look-Listen**

**NAT COLE'S**  
New Release

**"UNFORGETTABLE"**  
Capitol 1808

**BOURNE, INC.**  
779 10th Ave. New York 10, N. Y.

**Another BMI Pin-Up Hit!**

**RETREAT**  
Published by Purple

Recorded by  
Patti Page ..... (Mercury)  
Barbara Baskin ..... (MGM)  
Crandice Jones ..... (Victor)

Exclusively licensed by  
**BROADCAST MUSIC, INC.**

Watch for . . .

**"SMOKEY THE BEAR"**

**HILL and RANGE**  
SONGS, INC.  
BEVERLY HILLS, CALIF.

**HIT!**

*Breaking for a*

# "TIPS"

by MACK GORBOON and HARRY WARREN

# RAM ANTHONY

*and his ORCHESTRA*

1912 (78 rpm)  
F1912 (45 rpm)

**TOMMY MERCER**  
and the  
**ANTHONY CHOIR**  
vocals by ...



AMERICA'S #1 BAND ...

Exclusively

Record Promotion, JIM McCARTHY

# S&S Gets Ready for Drive Vs. Kidisk Tax

NEW YORK, Feb. 9.—A drive to eliminate or reduce the excise tax on children's records will be launched shortly by Simon & Schuster, manufacturers of the Little Golden Kidisks. The book-disk firm will approach execs of other diskeries to seek their aid in the campaign, but is known to be ready to fight the battle alone, if necessary. The kidisk company will include in its plea for softening or killing the excise tax a pitch for such other wax items as religious, educational and language study records.

### Diskery Stand

While the primary objective of the firm is to eliminate the tax on 25-cent kidisks, execs are also going to make a pitch for children's records and albums of any price.

## NOVLESSE

### Disney Plugs Rival, There Is a Reason

NEW YORK, Feb. 9.—It's getting to be an oddity to hear of a publisher working all-out on a single plug opus these days. It's even harder to believe that one publisher actually has part of his staff plugging away on the copyrights of a second and unrelated publisher. The latter situation actually exists at this moment.

Seems that Walt Disney is re-releasing his "Snow White and the Seven Dwarfs" flicker. Seems too, that the score for that film is published by Bourne, Inc. Disney, of course, since has formed his own publishing operation. The Bourne firm was not interested in working on the "Snow White" songs, revival or no. So Disney has a member of his own publishing set-up, Mack Cooper, working on "Whistle While You Work," one of the key "Snow White" songs.

### Biharis Add New Label

HOLLYWOOD, Feb. 9.—Jules and Joe Bihari, owners of the Modern and RPM labels, this week added a third firm, Rhythm and Blues, to their holdings. The new label will concentrate on country blues waxings, most of which will be cut in the deep South.

The Biharis returned here this week with 11 new artists signed, six of whom will debut on the new Rhythm and Blues releases next week. New warblers are: Dudlow Taylor, Peck Curtis, Charles Booker, Ernest Lane, Houston Bones and Brother Bell, all from the Mississippi or Memphis areas. They have also added a talent rep in this section who will scout new artists for them.

The Rhythm and Blues waxery will release about six disks per month. A new set of distributors for the label have been appointed including Portem, New York, United Chicago, Roberts, St. Louis and Kansas City, Music Sales, Memphis; A-I Records, New Orleans; Paul Glass, Dallas; and Tell Music, Madison, Wis.

### Aces Hit Mil On 'Tell Me'

NEW YORK, Feb. 9.—The Four Aces the group which rose to eminence via its historic ballad recording of "I'll Be Home for Christmas" has hit 1,000,000 selling platters of their etching of "Tell Me Why," the quartet's first effort under a new deal with the Decca diskery. "Why" hit the 1,000,000 mark in a 12-week period. Decca this week shipped the group's second release for that diskery "Perfidia," backed with an original, "You Brought Me Love." Initial shipment was over 100,000 and reorders for an additional 100,000 were being processed for shipment at press time.

The Aces' new strength of their disk success, are making the theater-nitery rounds and will hit the jackpot with a first New York appearance at the Paramount Theater, opening February 13. The group will be presented with a gold platter recognizing the million "Tell Me Why" by Decca. Prexy Milton Rackmil during this engagement.

They base their anti-tax stand on the following:

- (1) Children's records of all prices and labels are necessary to the education of a child and cannot be considered pure entertainment or luxury items.
- (2) There are no excise taxes on children's or adult books, sheet music comic books, etc.
- (3) Religious recordings, language album sets, recorded dramatic readings, etc., should be as tax free as printed forms of the same material.
- (4) The excise tax on 25-cent records places undue hardships on diskeries which issue them because the distribution set-up on quarter records does not allow the tax to be passed on to their consumer as permitted by law. Raising the price of the 25-cent record by 1 or 2 cents would create sales problems for the manufacturer, distributor and retailer.

### Plots Procedure

While the steps to be taken in the Simon & Schuster campaign are not finalized, it is known that the kidiskery will begin by seeking the co-operation of other record manufacturers and include the filing of a brief with government officials and an approach to members of the Senate and House of Representatives. The company will show that the loss of revenue from reducing or eliminating the tax would be insignificant in the total picture of government income.

### Bill Simon To Southern

NEW YORK, Feb. 9.—Bill Simon, public relations director of Children's Record Guild and American Recording Society, joins Southern Music March 1 as manager of Southern's Charles K. Harris catalog. Simon will also handle adaptation of promotion of Peer's European properties in the American market.

It is also expected that he will be active in the over-all promotion of the Peer combine, including Southern Music and Peer-International, under General Manager Ben Selvin. Simon, a former Billboard staffer, will continue his record column in the Saturday Review of Literature.

### Greystone Corp. Adds Deutschman

NEW YORK, Feb. 9.—Ben Deutschman has joined the Greystone Corporation, New York, as sales director for the educational activities division. Deutschman was formerly field promotions representative and educational department co-ordinator for Mercury Records.

In his new post Deutschman directs sales and promotion in the educational field for Greystone's three affiliated divisions: record lines—Young People's Records, Children's Record Guild and the American Recording Society.

### Edgewater Bows Ternery May 30

CHICAGO, Feb. 9.—A new ballroom, converted from a roller skating rink, will be in operation at Edgewater Park here this summer. The first time in 15 years a terpalace has been in operation on the grounds.

Milton and Cy Wagner, park managers, said a name band policy will be followed at the ballroom, with the orks being brought in for three and five-day stands.

The trio of the campaign is a series of meetings with distributors and dealers in 20 cities, beginning on February 18 and running thru February 21.

The new changer is called "Decorator Model" by the phono manufacturing firm and is designed for remote placements and hook-up to the amplifier or speaker of existing radio or television equipment.

### Webster-Chicago Intros New Player

NEW YORK, Feb. 9.—Webster-Chicago Corporation is launching a heavy sales campaign on its new Model 102 plug-in record changer. The trio of the campaign is a series of meetings with distributors and dealers in 20 cities, beginning on February 18 and running thru February 21.

The new changer is called "Decorator Model" by the phono manufacturing firm and is designed for remote placements and hook-up to the amplifier or speaker of existing radio or television equipment.

### DAMONE DISK A DAY UNDER WAY

CHICAGO, Feb. 9.—Art Talmadge, Mercury vice-president, this week received some good news from New York, where three radio outlets, WBNX, WMCA and WNEW joined the "Damone Record a Day" move started by Bob Clayton in Philadelphia a few weeks ago, and followed by several other cities.

Deal has the stations playing at least one Vic Damone record on its disk jockey sessions every day while the singer is overseas with the Army. His current release, "Jump Thru the Ring" was cut before he entered the Army last year.

## THE CHAMP

### Dallas Bary Wins Sinatra Sona Contest

NEW YORK, Feb. 9.—The "Meet Danny Wilson" contest, was won this week by singer Ted Stanford of Dallas. Object of contest was to find a singer who sounded and looked like the "Danny Wilson" in the Frank Sinatra Universal picture. Some 30 disk jockeys who asked their listeners to send in waxings of their voices, participated. The Stanford platter was sent in by deejay Charles Clary of KRLO in Dallas.

Stanford will guest on the Frank Sinatra TV show on February 18 along with jockey Clary. He will also be signed on a two side disk contract with Columbia Records, with a possible long-term pact if his release is successful. The singer will receive a free trip to the Coast and will go on a personal appearance tour with the movie.

### Paul and Ford For Cap Trip

NEW YORK, Feb. 9.—Capitol Records has set up a special three-week promotional tour for Les Paul and Mary Ford which will take in over 20 cities and includes disk jockey, music store and other personal appearances by the disk husband and wife team.

List of appearances begins with a special visit to the music record department of Macy's New York, next Friday (15) as part of the department store's fourth annual Music and Television Festival. The disk artists arrive in town tomorrow (10) to set plans for the covering of the Eastern half of the country in promoting their Capitol waxings.

### Urania Names Chase to Post Regent Label

NEW YORK, Feb. 9.—Urania Records this week named Norman Chase managing director to replace War Bealofsky, who recently resigned from the LP firm. The new exec line-up is Rudolph Koppel, president; Walter Bissland, vice-president; and Charles Schick, sales manager.

The company now has over 70 LP items on the market and is preparing 10 releases for February. Main items include the complete "Martha" with Erna Berger, "Otello" and "Requiem" by Verdi, Shostakovich's seventh symphony and the complete "The Red Cornered Hat" ballet suite. A.K.A. etc. Bissland off next week to Europe to make some new recordings for the firm.

### Basie Breaks In Indianapolis Spot

INDIANAPOLIS, Feb. 9.—National Guard Armory here made its debut as an outlet for Negro bands and acts last Saturday (2). It's the Count Basie band pulling a throng of some 500. A regular calendar of dances and concerts are planned for the spot. Rose W. Christena, local booker, has two units, the Dominos and Eddie Chamblac's orchestra, set for the Armory tomorrow.

Christena recently teamed with Kay Kaiser, eastern local booker, with the pair quartered in new offices at 48 Monument Circle, formerly occupied by WFMB-TV.

### 32 TUNES SELL 53 MIL DISKS, HOUSE IS TOLD

Continued from page 17

exception of a report by one major company which reported for the 1951 period thru September 30 only.

The number of records sold include 918,400 on which one manufacturer failed to report royalties earned, and also 142,836 records on which the incomplete royalty figure of \$57.09 was reported.

The figures are as follows:

	Royalties	Number of Records Sold
Riders in the Sky.....	\$ 50,023.79	2,502,323
That Lucky Old Sun.....	27,065.65	1,353,203
You're Breaking My Heart.....	18,848.76	1,171,647
Crushing Down the River.....	41,029.56	2,141,289
Some Enchanted Evening.....	51,205.30	2,565,515
Again.....	31,778.54	1,612,502
Forever and Ever.....	35,481.78	1,774,499
Mule Train.....	53,182.92	2,663,303
Room Full of Roses.....	21,545.85	1,105,587
Slipping Around.....	33,743.58	1,728,069
Goodnight, Irene.....	34,065.67	2,252,091
Mona Lisa.....	31,806.93	1,591,821
Third Man Theme.....	47,571.11	2,380,929
It Isn't Fair.....	18,310.65	932,066
Harbor Lights.....	35,871.33	1,785,801
Sam's Song.....	26,977.80	1,498,411
Simple Melody.....	16,247.6	1,322,388
Bewitched.....	13,884.34	709,622
Music, Music, Music.....	25,895.94	1,297,673
Chattanooga Shoesine Boy.....	26,440.14	1,781,118
If I Knew You Were Coming.....	18,292.93	960,855
Too Young.....	28,058.32	1,303,532
Because of You.....	27,973.18	1,403,718
Mockin' Bird Hill.....	30,739.31	1,637,628
Tennessee Waltz.....	78,580.36	4,225,547
If.....	29,331.74	1,463,322
How High the Moon.....	35,991.75	1,803,342
On Top of Old Smoky.....	6,017.83	1,344,273
My Heart Cries for You.....	38,540.12	1,931,183
By My Love.....	26,254.08	1,433,441
Loveliest Night of the Year.....	14,621.64	741,453
My Truly, Truly Fair.....	13,733.84	688,033
Totals.....	\$1,002,588.72	53,533,551

## TV-Phono Merchandising

CHICAGO, Feb. 9.—Zenith Radio Corporation this week led off a series of regional distributor meetings to introduce its new line of 15 radio sets. Initial showing was held in New York Friday (8), with future meets including one in Chicago, Monday (11); Atlanta, Wednesday (13); Houston, Friday (15); and San Francisco, February 18.

Included in the new line are 10 clock radios, ranging in retail price from \$39.95 to \$46.95, which are housed in plastic cabinets of various colors. Clock radios have musical and buzzer alarms, electric connections, and can be used to activate television sets at a predetermined time.

Also introduced were new table radio-phonos and portable radios. Suggested retail price of the combo unit is \$119.95, while portable price is set at \$39.95, less batteries.

### Danish Set Exports

COPENHAGEN, Feb. 9.—Danish manufacturers of radio sets

and equipment report record export business during 1951. Total value of radio shipments to foreign markets was stated to be close to \$5,800,000. Highest volume was registered during November, with radio exports for that month listed as \$768,500. Countries rated as heavy buyers of Danish radio equipment are Argentina and Turkey, but good markets are also reported in other countries of South America, Europe and the Orient.

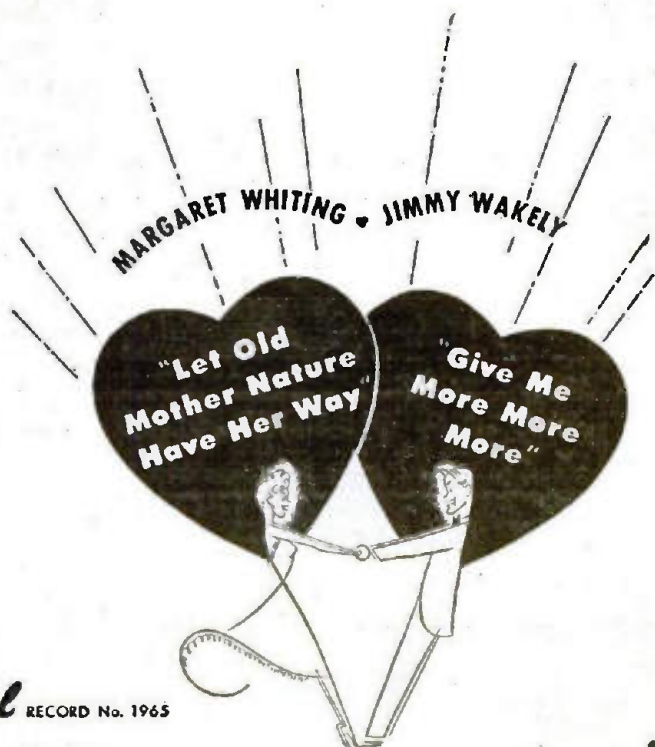
## May Grooming For Como Date

HOLLYWOOD, Jan. 9.—The Billy May band, which has been getting a hefty build-up via the Capitol diskery, which has released six disks by the arranger-leader in two and a half months, gets its break-in February 22-23 at Pomona, Calif. GAC intends to work in a couple more one-night trips before Liggett & Meyers Tobacco Company picks up the tab on a cross-country flight to New York of the 16-piece ork so that Perry Como's TV-or can debut the band nationally April 8. This marks the second time the Como show has used a full guest band. Buddy Morrow's ork did the stint a couple of weeks ago. May and his ork start the important Frankie Laine-Patti Page concert tour of 30 days April 12 in Baltimore. Carlos May and his manager, Carlos Gastel, started a new pubbery, Maytime Music, a BMI affiliate, this week. May will use Marilyn King, kid sister of the King Sisters, once with Alvino Rey's ork, but hasn't decided upon use of a boy singer. A harmony group, The Meters, out of the band, will also vocalize.

## LIBRARY ISSUES POETS' ALBUMS

WASHINGTON, Feb. 9.—New disk albums of poetry read by the poets themselves have been issued by the Library of Congress, it was announced this week. The recordings, which, according to the Library, "capture the poet's emphasis and shading of tone," are in five albums of five 12-inch unbreakable disks at 78 rotations per minute, and constitute the second of a series issued by the Library. Robert Frost, Archibald MacLeish and Conrad Aiken are among the poets.

# WOW!



**Capitol** RECORD No. 1965

WATCH THIS BABY CLIMB!

# TOMMY TUCKER

AND HIS ORCHESTRA


# BABY DOLL



(From M-G-M's "The Belle Of New York")

backed by **NO ONE TO LOVE TONIGHT**  
78 RPM—M-G-M 11162 • 45 RPM—M-G-M K11162

plus  
**HITS THAT ARE REALLY HITTING!**



## DEBBIE REYNOLDS

"OOPS!"  
(From M-G-M's "The Belle Of New York")

backed by **OOGIE OOGIE WA WA**  
78 RPM—M-G-M 30093 • 45 RPM—M-G-M K30093

## LEROY HOLMES

and His Orchestra

### I'LL SEE YOU IN MY DREAMS

(From Warner Bros. "I'll See You In My Dreams")

backed by **IN A PERSIAN MARKET**  
78 RPM—M-G-M 11126 • 45 RPM—M-G-M K11126



**WOULD YOU**  
(From M-G-M's "Singin' In The Rain")

backed by **IF I FORGET YOU**  
78 RPM—M-G-M 11169 • 45 RPM—M-G-M K11169



## BLUE BARRON

and His Orchestra

### I WISH I HAD A GIRL


(From Warner Bros. "I'll See You In My Dreams")

backed by **TEARS**  
78 RPM—M-G-M 11130 • 45 RPM—M-G-M K11130

## BILLY WILLIAMS QUARTET

### CALLAWAY WENT THATAWAY

backed with **NO OTHER LOVE**  
78 RPM—M-G-M 11145 • 45 RPM—M-G-M K11145



## LEE MONTI'S TUTONES

### SHOULD I

(From M-G-M's "Singin' In The Rain")

backed with **ORCHIDS IN THE MOONLIGHT**  
78 RPM—M-G-M 11140 • 45 RPM—M-G-M K11140

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M-G-M ALBUM 108  
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# THE BILLBOARD Music Popularity Charts

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

## HONOR ROLL OF HITS

Trade Mark Reg.

### The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received February 6, 7 and 8.

- | Last Week | This Week  |
|-----------|--|
|           | 1. <b>1. Cry</b><br>By Churchill Kolman—Published by Meltop (BMI)<br>RECORDS AVAILABLE: E. Barton, Coral 10549; E. Geary, Calilac 105; P. Chapman, Dec 27852; B. Farrell, MGM 11113; Four Knights, Cap 13752; E. Francis, International 101; G. Gibbs, Mercury 5748; J. Gray, Dec 27964; H. H. H. D. Hightower, Dec 48254; A. Holmes, King 13145; Les Tres Diamantes, V 23-5424; V. Lynn, London 1186; B. McLaughlin, Decca 195; J. Ray, Cash 6840; C. S. Stephens, Atlas 1002; C. Taylor, Mercury 8242; J. Vail & H. Wainwright, V 20-4382; B. Williams, V 20-4404<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Dilly Down, Theatruis; Glenn Cook, Associated   |
|           | 2. <b>2. Tell Me Why</b><br>By Al Roberts and Marty Gold—Published by Signet Music Co (BMI)<br>RECORDS AVAILABLE: H. Bailey, Coral 60425; E. Fisher & H. Winterhalter, V 20-4444; Four Aces, Albany, Dec 27849; Four Tunes, V 20-4423; R. Kaye, Cap 7774; R. Lee & G. Martin, Dec 27926; B. Martin, Mercury 5767; S. McDonald, Cap 1967; Swallows, King 4515; O. Washburn, Mercury 8247<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; George Sirova, Associated   |
|           | 3. <b>3. Slow Poke</b><br>By Roy Lee Kim, Ross Stewart and Shelton Price—Published by Redway (BMI)<br>RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Geoffrey-Chapman, Columbia 39467; J. Gerry Severson, J. Snow, Bullet 1099; H. Hawkins, King 684; Tony Hill, Mercury 5740; Pee Wee King, V 21-0464; R. Lee, Dec 27792; A. Mowbray, MGM 11115; H. O'Connell, Cap 1937; J. Wallon, Rich-Rich 1028<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Soree George, Standard; Pee Wee King, Standard; Glen Oaker, Associated   |
|           | 4. <b>4. Little White Cloud That Cried</b><br>By Johnnie Ray—Published by Royal Britain (ASCAP)<br>RECORDS AVAILABLE: L. Downing, Cap 1892; H. Lane, Mercury 5161; R. Lee, Dec 27873; J. Ray, Cash 6840<br>ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Dilly Down, Theatruis   |
|           | 5. <b>5. Any Time</b><br>By Herbert Mann Lawson—Published by Hill & Finger (BMI)<br>RECORDS AVAILABLE: E. Arnold, V 20-2700; E. Fisher & H. Winterhalter, V 20-4356; A. Hayes, Mercury 8099; D. Hayes, Dec 24524; Lee & Tish, Intra 6034; M. O'Connell, Cap 1898; S. Oliver, Dec 27872<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Sun-Brown and Wild Cats, Theatruis; Leny Herman, Lang-Worth; Alan Helmer, Associated   |
|           | 6. <b>6. Shrimp Boats</b><br>By Paul Mason, Howard and Paul Wilton—Published by Walt Disney (ASCAP)<br>RECORDS AVAILABLE: D. Beavers, Axline, Cap 1873; D. Brown, King 15151; B. Farrell, MGM 11118; D. Gray, Dec 27832; D. Schulz, V 20-4405; J. Stafford-P. Weston, Dec 27858; Tex Williams, V 20-4404   |
|           | 7. <b>7. (It's No) Sin</b><br>By George Hound and Chester Shull—Published by Algernon (BMI)<br>RECORDS AVAILABLE: S. Churchill, V 20-4210; D. Gale, Decca 1041; W. Davis, Parlophone 903; Four Aces, Victoria 101; Four Knights, Cap 13752; Four Tunes, V 20-4373; G. Gibbs, Mercury 5748; J. Gray, Dec 27964; H. H. H. D. Hightower, Dec 48254; A. Morgan, Dec 27794; B. Peacock, King 4385; A. Prosser, Dec 27769; T. Smith, United 107; B. Williams Quartet, MGM 1108<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Dilly Down, Theatruis; Dean Hudson, Lang-Worth; Glenn Cook, Dec 27858, Associated  |
|           | 8. <b>8. Charmaine</b><br>By Erno Rapee and Lou Pollack—Published by Lion (ASCAP)<br>RECORDS AVAILABLE: C. Ammons, Prestige 914; D. Brown, Cap 14346; P. Brown's Delta Kings, Westlake 10324; F. Carter, Cap 10609; A. Cash, Dec 27852; M. Davis, Atlantic 1114; G. Flanagan, V 20-4373; Four Knights, Cap 13752; Harmonicks, Mercury 5747; B. Hayes, MGM 11118; B. Hefti, Coral 60499; G. Jenkins, Dec 27859; H. Knox, Acme 980; J. Lee, Cap 16744; G. Lombardo, Dec 27863; J. Lunceford, Dec 27843; A. Lyman, Cap 17508; M. Marshall, London 1492; B. May, Cap 1919; V. Monroe, V 20-4325; L. Brown, Olinet, Atlantic 9532; B. Peacock, King 4507; Ray-O-Vac, Dec 48240; F. Scott, Cap 15733; E. Smith, Dec 27876; J. Thomas, Swing Time 240; P. Weston, Cap 26101; X-Rays, Coral 65064<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Allway Trio, Lang-Worth; Davis Dennis, Associated; Alan Roth, Theatruis; J. Sadie, Lang-Worth |
|           | 10. <b>8. Tioer Rao</b><br>RECORDS AVAILABLE: G. Davies, Dec 27874; Mr. Coen Barnes, Mercury 5543; L. Cook, Adee 15093; L. Paul-M. Ford, Cap 1920; A. Tatum, Dec 27501<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Auliane Trio, Lang-Worth; Red Wollins, Lang-Worth; David Saberton and Bert Shelley, Associated; J. Sadie, Lang-Worth; Al Tracy, Lang-Worth   |
|           | 10. <b>Please, Mr. Sun</b><br>By Ray Cotton and Sid Frank—Published by Werni and Barry, Inc. (BMI)<br>RECORDS AVAILABLE: G. Auld, Coral 60447; L. Bascor, Cap 1466; P. Coma, V 20-4453; T. Edwards, MGM 11134; B. Henry, Dec 27946; J. Ray, Cap 13636<br>ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirova, Associated   |

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No. 1 Band! No. 1 HIT!

# RAY ANTHONY

AND HIS ORCHESTRA

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VOCALS BY  
TOMMY MERCER

and

**"I'LL SEE YOU IN MY DREAMS"**

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THE TOP TWOSOME WITH A DOUBLE SELLER

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**WHITING**  
Jimmy  
**WAKELY**

RECORD  
NO. 1965

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- Minneapolis 1, Minnesota  
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- Kansas City 8, Missouri  
Capitol Records Distr. Corp.  
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- St. Louis 9, Missouri  
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- Buffalo 9, New York  
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- New York 29, New York  
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- Cincinnati 2, Ohio  
Capitol Records Distr. Corp.  
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# ORDER SERVICE GUIDE

For **PLUS PROFITS** be Sure You're Stocked on these Top Sellers!

## NEW RELEASES

	78	45
"WHEN YOU'RE SMILING..." "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr ..... 1974		
"WHEN YOU'RE SMILING..." "ALL I HAVE TO GIVE YOU" Dean Martin ..... 1975		
"STENCY" "THERE'S BEEN A CHANGE IN ME" Helen O'Connell ..... 1976		
"WHEN MY BLUE MOON TURNS TO COLD AGAIN" "AS LONG AS THE RIVER FLOWS ON" Tex Ritter and Les Baxter 1977		
"THE HEART OF A CLOWN," "WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher ..... 1978		
"I HEAR A BREEZIE" "WHEN MY BLUE MOON TURNS TO COLD AGAIN" Norman Kaye ..... 1979		
"LOVE ME NOW" "I AM MUSIC" Bob Sands ..... 1980		
"CALM, COOL AND COLLECTED" "HANGOVER" Deuce Spraggins ..... 1981		
"YOU SURE DO NEED HIM NOW" "WEIGHED IN THE BALANCE" Martha Carson ..... 1982		

## TOP COUNTRY & WESTERN

	78	45
"THE WILD SIDE OF LIFE" "CRYIN IN THE DEEP BLUE SEA" Mark Thompson ..... 1942		
"POSTAGE DUE" "LET'S DO IT BIT AND CRY" Jack Hunt ..... 1934		
"MISSING IN ACTION," "JUST A LIT- TLE MORE WAITING" Jimmy Wakely 1936		
"HEARTBREAK RIDGE" "TENNESSEE ROSE" Wesley Tuttle ..... 1916		
"SATISFIED," "HIDE ME ROCK OF AGES" Martha Carson ..... 1900		
"I'M GONNA FIND ANOTHER SWEETHEART" "LET ME CHANGE YOUR NAME" Gene O'Quin ..... 1943		
"HONEY, HONEY, HONEY," "CRY BABY BLUES" Rod Morris ..... 1946		
"A NICKEL FOR A DOZEN ROSES" "ONE MORE BEER" "Big Bill" Lester ..... 1909		
"TEARDROPS AND TEA LEAVES" "I'LL BE YOUR SWEETHEART" Hank Thompson 1870		
"BLUE WEDDING BELLS," "TEARS ON MY GUITAR" Eddie Dean ..... 1915		
"CAROLINA WALTZ" "DIAD END STREET" Cliffie Stone ..... 1960		
"BE MY LIFE'S COMPANION" "TELL ME WHY" Glenn McDonald ..... 1962		
"TRUCK DRIVERS BOOGIE," "HEY MAIL ORDER MAMA" Jess Willard ..... 1953		
"LIFETIME OF SHAME," "TRUE OR FALSE" Jimmy Heap and Park Williams 1968		
"BOOCIE BLUES," "YOU'RE A LOVIN' WOMAN" Leon Chappel ..... 1954		
"TIME," "I WANT YOU SO" Tom Preston ..... 1947		
"HOLY LIFE INSURANCE" "WHEN THE BOOK OF LIFE IS READ" Jimmie Skinner 1925		
"LIPS THAT KISS SO SWEETLY," "I'VE GOT A BROKEN HEART TO NEAL" Jimmy Lee ..... 1924		

## TOMORROW'S HITS—TODAY

	78	45
"SAO," "GIVE ME TIME" Lou Dinning ..... 1940		
"WISHIN' " "GOODBYE, SWEET- HEART" Gladys MacKenzie ..... 1983		
"UNTIL " "MY HEART HAS FOUND A HOME NOW" Dean Martin ..... 1938		
"WHEN YOU'RE SMILING," "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr ..... 1974		
"OH, TO BE YOUNG AGAIN," "WHAT'S THE REASON" Mary Mayo ..... 1950		
"BLUE TANGO" "PLEASE, MR. SUN" Les Baxter ..... 1966		
"UNFORGETTABLE," "SILVER AND GOLD" Billy May ..... 1955		
"SINCIN IN THE RAIN," "I LET A SONG GO OUT OF MY HEART" Ray Anthony ..... 1957		
"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole ..... 1968		
"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell ..... 1944		
"YA SURE, PLEASE EXCUSE ME" "DON'T PUT OFF CHASING WOMEN" Yogi Yorgensen ..... 1972		
"THAT'S ALL FOLKS," "WO'NT YOU EVER GET TOGETHER WITH ME" Mae Blum ..... 1962		
"WALKIN' IN THE SUNSHINE" "THERE ARE TWO SIDES TO EVERY MOUNTAIN" The Four Knights ..... 1921		
"ROCKED," "ROUND AND 'ROUND" Margaret Whiting ..... 1939		

## TOP SELLERS—POP

	78	45
"TIGER RAG," "IT'S A LONESOME OLD TOWN" Lee Paul and Mary Ford ..... 1920		
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole ..... 1808		
"SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION" Clyde McCoy ..... 1937		
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr ..... 1777		
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell 1837		
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse ..... 1922		
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr ..... 1964		
"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Lee Paul and Mary Ford ..... 1825		
"A WEAVER OF DREAMS," "WINE, WOMEN AND SONG" Nat "King" Cole ..... 1925		
"WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE" Billy May ..... 1919		
"BERMUDA," "BROKEN HEARTED" Ray Anthony ..... 1956		
"I'LL SEE YOU IN MY DREAMS," "AT LAST" Ray Anthony ..... 1912		
"ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and the Dinning Sisters 1911		
"HERRING BOATS," "SIN" Mickey Katz ..... 1961		
"SNOW DEER RAG," "RACTIME MELODY" Joe "Fingers" Carr ..... 1876		
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely 1965		
"UNFORGETTABLE," "SILVER AND GOLD" Billy May ..... 1955		
"ANY TIME," "CRAZY HEART" Helen O'Connell ..... 1895		
"GREEN ACRES AND PURPLE MOUNTAINS," "BABY DOLL" Gordon MacRae ..... 1941		
"SATISFIED," "HIDE ME ROCK OF AGES" Martha Carson ..... 1900		
"TRUST IN ME," "I'LL STILL LOVE YOU" Lou Dinning ..... 1927		
"HEARTBREAK HILL," "NO! NO! NOT THAT" Dinning Sisters and Jan Garber ..... 1858		
"MISS ME," "HERE'S TO MY LADY" Nat "King" Cole ..... 1893		
"I'M HURTIN'," "WALKIN' " Nat "King" Cole ..... 1863		
"MAGGIE," "TELE-VEE-SHUN" Stan Freberg ..... 1962		
"WISHIN' " "GOODBYE, SWEET- HEART" Gladys MacKenzie ..... 1883		
"I LOVE THAT FEELIN'," "PARADISE" The Voices of Walter Schumann ..... 1933		
"UNTIL " "MY HEART HAS FOUND A HOME NOW" Dean Martin ..... 1938		
"SAO," "GIVE ME TIME" Lou Dinning ..... 1940		
"THE WAY I FEEL," "I WISH I HAD A GIRL" The Four Knights ..... 1930		
"I'LL ALWAYS BE FOLLOWING YOU" "DON'T PLAY THAT SONG" Helen O'Connell and Bob Eberly ..... 1931		

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# THE BILLBOARD Music Popularity Charts

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

## Records Most Played by Disk Jockeys

Based on reports received February 6, 7 and 8

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a light musical.

POSITION	Weeks Last	This to Date/Week/Week	Record	Artist	Label
13	1	1	CRY	J. Ray	Capitol
10	2	2	TELL ME WHY	Four Aces A. Alberts	Decca
12	3	3	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Capitol
5	4	4	TIGER RAG	L. Paul-M. Ford	Capitol
10	5	5	ANY TIME	E. Fisher H. Winterhalter	Mercury
6	6	6	TELL ME WHY	E. Fisher H. Winterhalter	Mercury
6	10	7	BERMUDA	Bell Sisters	Mercury
4	22	8	(Here Am I) BROKEN HEARTED	J. Ray	Capitol
12	8	9	SLOW POKE	Pee Wee King	Mercury
2	14	10	KISS TO BUILD A DREAM ON	H. Winterhalter	Mercury
21	18	10	SIN	E. Howard	Mercury
5	7	12	BE MY LIFE'S COMPANION	Mills Brothers	Decca
11	8	13	SLOW POKE	R. Flanagan	Mercury
2	15	14	AT LAST	R. Anthony	Capitol
8	—	15	SLOW POKE	H. O'Connell	Capitol
8	13	16	DANCE ME LOOSE	A. Godfrey	Capitol
3	26	17	STOLEN LOVE	E. Howard	Mercury
2	16	18	PLEASE, MR. SUN	J. Ray	Capitol
1	—	19	WIMOWEH	G. Jenkins-Weavers	Decca
2	17	20	COME WHAT MAY	P. Page	Mercury
2	27	21	BE MY LIFE'S COMPANION	R. Crooney	Capitol
14	11	22	SHRIMP BOATS	J. Stafford-P. Weston	Capitol
2	—	23	CHARMAINE	B. May	Capitol
1	—	24	PLEASE, MR. SUN	P. Como	Mercury
2	22	25	PLEASE, MR. SUN	T. Edwards	MGM
1	—	25	BLACKSMITH BLUES	E. M. Morse	Capitol
5	—	25	SLOW POKE	A. Godfrey	Capitol
13	27	28	UNFORGETTABLE	Nat (King) Cole	Capitol
2	—	28	TULIPS AND HEATHER	P. Como	Mercury
1	—	30	WHEEL OF FORTUNE	E. Wikox Sunny Gale	Decca

## VOX JOX

By JUNE BUNDY

### Gab Bag

"In answer to a recent Vox Jox note about Bryan Arbuckle, KURV, Edinburg, Tex., in which he complained about receiving disks by 'unknown artists,' there are many radio stations that don't receive free records. So rather than going to the trouble of filing those 'unknowns,' Mr. Arbuckle, how about sending them on to me? Who knows I may discover another Johnny Ray in the hunch."—Len Ross, KORK, Las Vegas, Nev.

"For shame on RCA Victor! On the copy of Eddie Fisher's 'Anytime' there are a lot of background voices. Wonder if my check have noticed it too."—Lou Barile, WKAL, Rome, N. Y.

"Perhaps there aren't many of us disk jockeys who beam directly to the Negro, but there are enough, I'll bet, to warrant at least three or four Negro artists appearing on those transcription pitches, which urge listeners to give to various charities. Occasionally a hip 'cause' includes one or two such stars, but not often enough. I think my gripe is thoroughly justified, and I'd like to know what others think."—Ned Lukens, WEAS, Decatur, Ga.

"May I please take back any uncomplimentary remarks I have made concerning service of the Decca distributor. Now I am very happy to admit that perhaps I was wrong. Without Bernard & Company we would be sunk."—Lloyd Harvey, WIRL, Peoria, Ill.

"I'd like to pass on to the boys on late-evening segs that British band leader Peter York's Decca album 'Hills of Home' is wonderful stuff for late listening and would like to hear from anyone who agrees with me."—John McNulty, WJDA, Quincy, Mass.

"Being an educational station without a budget, we would appreciate receiving records from the disk companies gratis."—Lewis MacWilliams Kirby Jr., WFJC-FM, Baltimore.

"Have 30 hours per week and pick my records, but guess that's not enough for Decca, Victor, Columbia, London and MGM. Terrific service on new releases, tho, from Mercury, Capitol, Coral and indie."—Phil Brooks, KRKD, Los Angeles.

Deejay fan Bill Jones, of Kansas City, Mo., writes: "Bea Jay, a real disk jockey here ever WHB at 11 p.m. really is sharp. She is certainly a rage here in town! From 19 to 90, we all love her! Her contract won't let her be seen or her real name given out. This way she belongs to each of her fans personally!"

"We keep getting material on MGM records, but where are the platters? No get, no play. Logical ain't it?"—Curt Gibson, WPLH, Huntington, W. Va.

"Victor products are top in quality, but why are they so lax on sending us new releases? Decca is the same way, but Columbia keeps us right up to date."—Gene De Simone, WRYO, Rochester, Pa.

Johnny Ray's 'Cry' is selling like hotcakes here, but policy of the station doesn't permit us to play his disks. Can't play any too fast or loud or both. We have a lot of trouble that way, because so many records are just that!—Bill Buff, KOLQ, Reno, Nev.

"What's happened to RCA, Decca and Cap? You can't even buy them retail around here, and that is a bad thing for everyone concerned."—Bob James, WPPF, Palatka, Fla.

### Gimmix

Nick Barry, WCMW, Canton, O., played the "15 songs I hated the most to play last year" instead of the "Top 100 of 1951," and results were "phone calls and letters galore." Leading Barry's "hate" list were "On Top of Old Smokey," "Tennessee Waltz" and "John and Martha."—Allan Curtis, WYGM, Filcham, Mass. introduced ex-Weaver Ronnie Gilbert's first Decca record by playing both sides and asking (Continued on page 32)

## Best Selling Sheet Music

Based on reports received February 6, 7 and 8

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is from a light musical; (R) indicates tune is available on records.

POSITION	Weeks Last	This to Date/Week/Week	Record	Artist	Label
14	1	1	SLOW POKE (R)		Ridgeway
9	2	2	CRY (R)		Mellow
5	8	3	ANYTIME (R)		Hill & Range
8	3	4	LITTLE WHITE CLOUD THAT CRIED (R)		Raulo Bratton
21	4	5	DOWN YONDER (R)		La Salle
21	6	6	(IT'S NO) SIN (R)		Algonquin
10	5	7	SHRIMP BOATS (R)		Disney
7	9	7	TELL ME WHY (R)		Signet
7	7	9	CHARMAINE (R)		Lion
5	12	10	DANCE ME LOOSE (R)		Erwin-Howard
16	11	11	UNDECIDED (R)		Leeds
14	10	12	DOMINO (R)		Pickwick
1	—	13	BE MY LIFE'S COMPANION (R)		E. H. Morris
1	—	14	PLEASE, MR. SUN (R)		Weiss-Barry
4	13	15	BERMUDA (R)		Goday

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs based on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peitzman's Audience Coverage Index. The index is prepared upon radio logs made available to Peitzman'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 50 (more in the case of tied tunes alphabetically). This music checked is representative (over 60 per cent) since:

(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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Record	Artist	Label
A Garden In The Rain (R)		Mercury-ASCAP
A House Is A Home (R)		Harcort-ASCAP
Always (R)		Mercury-ASCAP
Angels (R)		Hill & Range-BMI
At Last, At Last (R)		Duchess-BMI
Be My Life's Companion (R)		E. H. Morris-ASCAP
Believe It, Beloved (R)		Broadway-ASCAP
Bermuda (R)		Goday-BMI
Charmaine (R)		Lion-ASCAP
Cry (R)		Willow-BMI
Down Yonder (R)		La Salle-ASCAP
Grand Central Station (R)		Harcort-ASCAP
I Can't Write a Book (R)		T. B. Harro-ASCAP
I Talk to the Trees (R) (M)		Chappel-ASCAP
Just One More Chance (R)		Falson-ASCAP
Life Is a Beautiful Thing (R)		Sony-ASCAP
Little White Cloud That Cried (R)		Mercury-ASCAP
Manhattan (R)		E. B. Marks-BMI
Never (R)		Robbins-ASCAP
Never Before (R) (F)		Paramount-ASCAP
Dope (R)		Felix-ASCAP
Please, Mr. Sun (R)		Weiss-Barry-BMI
Shrimp Boats (R)		Walt Disney-ASCAP
Slow Poke (R)		Religway-BMI
Snow Flakes (R)		Lemarron-ASCAP
Take Me Home (R)		Berwick-ASCAP
Tell Me Why (R)		Signet-BMI
Trust in Me (R)		Advanced-ASCAP
Tulips and Heather (R)		Shapiro-Berkeley-ASCAP
Undecided (R)		Leeds-ASCAP

## England's Top Twenty

POSITION	Weeks Last	This to Date/Week/Week	Record	Artist	Label
33	2	1	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
6	6	2	MISTAKES	Lawrence Wright	Mills Music
16	1	3	LONGING FOR YOU	Stirling	DeWolf
3	12	4	THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Campbell	Sandley-Jay
29	3	5	BECAUSE OF YOU	Orsk	Brantley Music
4	7	6	WHY WORRY	MacMehajan	"
9	4	7	SOME ENCHANTED EVENING	Williamson	Williamson
16	5	8	I LOVE THE SUNSHINE OF YOUR SMILE	New World	Johnstone-Mottel
7	8	9	SHRIMP BOATS	Disney	Disney
3	13	10	DOMINO	Leeds	Pickwick
13	10	11	ROSALINE	Michael Reine	"
7	9	12	AT THE END OF THE DAY	Chappel	Chappel
2	28	13	DOWN YONDER	Felerman	La Salle
10	11	14	ALLENTOWN JAIL	Sony Music, Ltd.	Boone Music
12	14	15	IF YOU GO	Warwick	Leeds
3	16	16	BODIES OF MOODLES	Loward Co.	Robbins
9	17	17	LOVE'S ROUNDABOUT	Emphatic	"
10	19	18	I WISH I WOULD BY LIBERTY BELLE, DAN	Blackrose	United
16	15	19	BELLE, BELLE BY LIBERTY BELLE, DAN	Blackrose	United
5	20	20	BLACK & WHITE RAG	Francis Day	Robbins

\*Publisher not available as The Billboard goes to press.

# The BIG Ones are on COLUMBIA!

## BEST SELLERS

Based on actual sales figures for week ending February 9.

**THE LITTLE WHITE CLOUD THAT CRIED CRY**

**JOHNNIE RAY**  
Okeh 6840—4-6840



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

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

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

**DID ANYONE CALL  
TENDERLY**  
ROSEMARY CLOONEY 39648—4-39648

**JEALOUSY  
FLAMENCO**  
FRANKIE LAINE 39585—4-39585

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

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

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

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

**BABY DOLL  
OOPS**  
DORIS DAY 39637—4-39637

**ONCE  
NEVER**  
TONI ARDEN 39577—4-39577

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

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

**SOLITAIRE  
BLUE VELVET**  
TONY BENNETT 39555—4-39555

**A MIRACLE HAPPENED**  
PINKY SARAH VAUGHAN 39634—4-39634

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

**MY LEE-EE-YANA  
YOU KNOW YOU BELONG TO  
SOMEBODY ELSE**  
SAMMY KAYE 39633—4-39633

**CHARMAINE  
AT DAWNING**  
PAUL WESTON 39616—4-39616

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

**WOULD YOU  
I TALK TO THE TREES**  
PERCY FAITH 39638—4-39638

sheer delight! a joyous new novelty by the great

## JO STAFFORD



# AY-ROUND THE CORNER

(Bee-hind the Bush)

with The Norman Luboff Choir

and

# Heaven Drops Her Curtain Down

(Twilight Theme of an Autumn Fantasy)

with PAUL WESTON and his Orchestra

78 rpm 39653 • 45 rpm 4-39653

## NEW RELEASES

### POP

**WHEEL OF FORTUNE  
GOODBYE, SWEETHEART**  
SAMMY KAYE 39667—4-39667

**THE THREE BELLS  
WHIRLWIND**  
LES COMPAGNONS  
DE LA CHANSON 39657—4-39657

### FOLK

**I DREAMED OF AN OLD LOVE AFFAIR  
FINGERPRINTS UPON MY HEART**  
DAISY MAE and  
OLD BROTHER CHARLIE 20897—4-20897

### OKEH

**RICA PULPA  
THE SURREY WITH THE FRINGE ON TOP**  
THREE STRINGS 6855—4-6855

**TIRED OF LOVING YOU  
TURN BACK**  
THE FOUR LADS 6860—4-6860

## GOING STRONG

**I HEAR A RHAPSODY  
I COULD WRITE A BOOK**  
FRANK SINATRA 39652—4-39652

**I'LL ALWAYS BE FOLLOWING YOU  
WIMOWEH**  
JIMMY DORSEY 39651—4-39651

**DON'T SEND ME HOME  
BLACKSMITH BLUES**  
HARRY JAMES,  
TONI HARPER 39671—4-39671

## FOLK

**THE LITTLE GIRL IN MY HOME TOWN  
DON'T JUST STAND THERE**  
CARL SMITH 20893—4-20893

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

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

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

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

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

**'TIS SWEET TO BE REMEMBERED  
EARL'S BREAKDOWN**  
LISTER FLATT,  
EARL SCRUGGS 20886—4-20886

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

**BRAKEMAN'S BLUES  
MY OLD PAL**  
LEFTY FRIZZELL 20841—4-20841

**HELP ME, LORD, TO STAND  
THE SIGNS BY THE SIDE OF THE ROAD**  
THE CHUCK WAGON GANG 20887—4-20887

# COLUMBIA RECORDS

for music that sends them . . . to you!

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 February 6, 7 and 8

Records listed are those selling best in the nation's top volume retail record stores...

Table with columns: POSITION, Weeks (Last) This, Title, Artist, and Record Info. Includes entries like 'CRY' by J. Ray, 'TELL ME WHY' by Four Aces, etc.

Best Selling Classical Titles

Table with columns: Last Week, This Week, Title, and Record Info. Includes entries like 'Debussy La Mer', 'Verdi La Traviata', etc.

DEALER DOINGS

Cheers and Gripes

Harvey Wilson, record department head at Allens, Schenectady, N. Y., tells us that "the Christmas season was the best we have had in the past three years..."

Trade Talk

The disk department head at the S. S. Kresge Store, Grand Rapids, Mich., throws The Billboard a bouquet by writing: "Just a word of appreciation for the excellent job The Billboard does in giving first rate information..."

More on 45's

A few weeks back we printed a letter from the Palo Alto Melody Lane Shop, Palo Alto, Calif., which complained about RCA Victor's not doing a good job on selling the 45 r.p.m. system to the dealer...

Best Selling Children's Records

Based on reports received February 6, 7 and 8

Records listed are those records selling best in the nation's retail record stores...

Table with columns: POSITION, Weeks (Last) This, Title, Artist, and Record Info. Includes entries like 'ALICE IN WONDERLAND', 'CINDERELLA', etc.

Best Selling Pop Albums

Based on reports received February 6, 7 and 8

Because all labels are not issued an all season it is difficult to conduct a pop album survey that is statistically accurate...

Table with columns: Last Week, This Week, Title, Artist, and Record Info. Includes entries like 'AN AMERICAN IN PARIS', 'SHOW BOAT', etc.

Classical Reviews

WALTZING WITH WALDTUEFEL AND STRAUSS POLKAS (Vol. II) (12" LP) Boston Pops Orchestra, conductor, Felix Pappalardo.

HEART OF THE STRING QUARTET, THE (12" LP) RCA Victor, conductor, Eugene Ormandy.

GRIEG SONGS—Mistral Flageolet-Pharmacia Orléans, conductor, W. Siss.

HEART OF THE STRING QUARTET, THE (12" LP) RCA Victor, conductor, Eugene Ormandy. The heart of the string quartet's greatest music movements from eight of the top composers' writings...



Perry Como

COMO IN RAGTIME . . .

"NOODLIN' RAG"

"PLAY ME A HURTIN' TUNE"

RCA VICTOR 20-4542 47-4542\*

This week's

New Releases . . . on RCA Victor

Release 32-7

Ships Coast to Coast, Week of February 17

POPULAR

- MERV GRIFIN**  
They Say You Cry  
Neither Am I 20-4811—(47-4811)\*
- TONY BAYAAR** with Orchestra conducted by Norman Leyden  
Once I Loved You 20-4310—(47-4310)\*
- THE BELL SISTERS** and **HENRI RENI** and his Orchestra  
Four Whip-Poor-Will  
Wined of Toulouse 20-4350—(47-4350)\*
- IRVING FIELDS' TRIO**  
I Hear a Rhapsody  
Wishful Will Make It So 20-4327—(47-4327)\*
- ROY ROGERS** (King of the Cowboys)  
Egbert the Easter Egg  
Peter Cottontail 20-4520—(47-4520)\*

COUNTRY — WESTERN

- WLF CARTER** (Montana Slim) the Singing Cowboy  
Good-Bye Maria  
Driftwood on the River 20-4522—(47-4522)\*
- ELTON BRITT**  
The Little Boy I Know  
Don't Ever Be Afraid to Go Home  
Five Chasers on a Texas Road  
The Darksmith Blues 20-4327—(47-4327)\*

SACRED

- JACK HOLDEN** and **FRANCES KAY**  
They Locked God Outside the Room  
Curtain Jesus and Me 20-4521—(47-4521)\*

SACRED REISSUE

- THE HARMONEERS QUARTET**  
An Empty Mansion  
Where Could I Go? 20-4320—(47-4320)\*
- Lead, Build Me a Cabin in Glory**  
Just a Little Talk With Jesus 20-4326—(47-4326)\*
- Wild Wee, Rock of Ages**  
I'll Meet You in the Morning 20-4325—(47-4325)\*
- I'm Free Again**  
Five Bees Lick'ing in on Honey 20-4324—(47-4324)\*

CHILDREN'S

- ROY ROGERS** (King of the Cowboys)  
Egbert the Easter Egg  
Peter Cottontail 48-4326—(47-4326)\*

RED SEAL SPECIAL

- BENJAMIN GIGLI**, Tenor  
Thousand: And the NAKSUN DORNAI  
SANTA LUCIA 10-2781—(47-2781)\*

NEW ALBUMS

- FREDDY MARTIN** and his Orchestra  
Midnight Walk P-355 (WP-355)\* LPM-3002\*\*
- GLENN MILLER** and his Orchestra  
Glenn Miller Concert—Vol. 8  
LP-35 (WP-35)\* LPT-300\*\*
- EMIL COLEMAN** and his Orchestra  
Samba by Emil Coleman and his Orchestra  
P-341 (WP-341)\* LPM-3000\*\*

\*45 rpm col. disc.  
\*\*35 1/2 rpm col. disc.

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.

- Bermuda/June Night**  
The Bell Sisters 20-4422—(47-4422)\*
- Any Time/Never Before**  
Eddie Fisher 20-4359—(47-4359)\*
- Silver and Gold**  
Pee Wee King 20-4358—(47-4458)\*
- Slow Poke**  
Pee Wee King 21-0489—(48-0489)\*
- Tell Me Why/Trust in Me**  
Eddie Fisher 20-4444—(47-4444)\*
- Make With the Magic/At Last! At Last!**  
Tony Martin 20-4477—(47-4477)\*
- A Kiss To Build a Dream On**  
Hugo Winterhalter 20-4455—(47-4455)\*
- The Closer You Are**  
Tony Martin 20-4488—(47-4488)\*
- Tulips and Heather/Please, Mr. Sun**  
Perry Como 20-4453—(47-4453)\*
- Open Thy Merciful Arms**  
Eddy Arnold 20-4490—(47-4490)\*
- On My Way Now**  
Ralph Flanagan 20-4487—(47-4487)\*
- Got You on My Mind**  
John Greer 20-4348—(47-4348)\*
- Call Her Your Sweetheart/Bundle of Southern Sunshine**  
Eddy Arnold 20-4413—(47-4413)\*
- Domino/It's All Over But the Memories**  
Tony Martin 20-4343—(47-4343)\*
- Slow Poke/Charmaine**  
Ralph Flanagan 20-4375—(47-4375)\*

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 Dixie Jockey" Pick, Billboard, February 2nd issue.
- HEART OF A CLOWN**  
Wedy Ray 20-4420—(47-4420)\*  
Country and Western Disc Jockey's Pick, Billboard, February 2nd issue.
- BLUE TANGO**  
Hugo Winterhalter and His Orchestra...  
20-4518—(47-4518)\*  
The Billboard Pick, February 2nd issue.

**TIPS** **POOR WHIP-POOR-WILL** The Bell Sisters with Henri Rene and His Orchestra 20-4520—(47-4520)\*  
**WHEEL OF FORTUNE**



REX DALE  
WCKY, CINCINNATI

Rex "the Hex" Dale on Cincinnati, Ohio's 50,000 watt WCKY has more air time to spin records than any other Queen City deejay. The "gentleman disc jockey" is heard 5 hours daily and spins 'em while they're hot. Record buyers, music stores and juke box operators monitor Rex Dale daily for regular "hot tips" and his "record of the week" feature.

Gimmicks used include a telephone participation with a \$50 question that runs until answered, a "Kiddie's Korner" where the deejay reads a cute kiddie saying sent in by a listener and for which a cash prize is awarded, a gag legged "Take a Number" where listeners call in and give any number and their reason for asking for it. Disc with same number is pulled from the files and played "pot luck." Other departures from the norm include a strictly longhair quarter hour, "Music Appreciation" and a section called "Just for Kicks" which makes up into what might be called jockey's choice.

Dale's versatility makes for a most unique disc jockey show in that he's "at home" with the musician's musician or with the strictly legit artist. One of his most popular periods is a "Chapel" in which he uses hymns and spirituals and fits himself into the role of philosopher.

The Cincinnati Time-Star carries a regular feature listing of Rex Dale's 10 Top Records.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



**RAVES ON A GREAT NEW RECORD**

# "JUMP THROUGH THE RING"

**A MERCURY FIRST BY**

# VIC DAMONE

COUPLED WITH

**"MY FUNNY LITTLE VALENTINE"**

MERCURY 5785 • 5785 X 45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

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

### • Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week The Billboard in cooperation with Western Union, secures last week's sales reports from 100 dealers in the nation's largest record markets. Although the number of stores sampled in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

#### NEW YORK

1. CRY—J. Ray—Okeh
2. SLOW POKE—Pee Wee King—Victor
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. PLEASE, MR. SUN—J. Ray—Columbia
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
7. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
8. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
9. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
10. BLUE TANGO—L. Anderson—Decca

#### CHICAGO

1. TELL ME WHY—Four Aces—A. Alberts—Decca
2. CRY—J. Ray—Okeh
3. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
4. BERMUDA—Bill Shiras—Victor
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. PLEASE, MR. SUN—J. Ray—Columbia
7. DANCE ME LOOSE—A. Godfrey—Columbia
8. BLUE TANGO—L. Anderson—Decca
9. CHARMALINE—Mansueti—London
10. SLOW POKE—Pee Wee King—Victor

#### LOS ANGELES

1. CRY—J. Ray—Okeh
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. SLOW POKE—Pee Wee King—Victor
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
6. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
7. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
8. BERMUDA—Bill Shiras—Victor
9. SIN—E. Howard—Mercury
10. BLACKSMITH BLUES—E. M. Morse—Capitol

#### ATLANTA

1. CRY—J. Ray—Okeh
2. BLUE TANGO—L. Anderson—Decca
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh

#### BOSTON

1. TELL ME WHY—Four Aces—A. Alberts—Decca
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
5. CRY—J. Ray—Okeh
6. SLOW POKE—Pee Wee King—Victor
7. TIGER RAG—L. Paul—M. Ford—Capitol
8. THERE AM I! BROKEN HEARTED—J. Ray—Columbia
9. PLEASE, MR. SUN—J. Ray—Columbia
10. PENTAGON—Four Aces—A. Alberts—Decca

#### ST. LOUIS

1. CRY—J. Ray—Okeh
2. TIGER RAG—L. Paul—M. Ford—Capitol
3. ACT UP! AS YOUR FEET IS WHEELING—B. Wayne—London
4. SLOW POKE—Pee Wee King—Victor
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. PLEASE, MR. SUN—J. Ray—Columbia
7. BE MY LIFE'S COMPANION—B. Chasney—Columbia
8. TULIPS AND WEATHER—B. Comp—Victor
9. I WISH I LOVE YOU—Mansueti—London
10. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca

#### SEATTLE

1. BLUE TANGO—L. Anderson—Decca
2. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
3. CRY—J. Ray—Okeh
4. THREE BELLS—Les Compagnons De La Chanson—Columbia
5. GARDEN IN THE RAIN—Four Aces—A. Alberts—Decca
6. ANY TIME—E. Fisher—H. Winterhalter—Victor
7. WIMMER—C. Jaroline—Weaver—Decca

#### NEW ORLEANS

1. CRY—J. Ray—Okeh
2. ANY TIME—E. Fisher—H. Winterhalter—Victor
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. TIGER RAG—L. Paul—M. Ford—Capitol
5. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
6. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
7. SLOW POKE—Pee Wee King—Victor
8. SHRIMP BOATS—J. Stafford—P. Weston—Columbia

#### PITTSBURGH

1. CRY—J. Ray—Okeh
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. TELL ME WHY—Four Aces—A. Alberts—Decca
5. (HERE AM I) BROKEN HEARTED—J. Ray—Columbia
6. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
7. BLACKSMITH BLUES—E. M. Morse—Capitol

#### PHILADELPHIA

1. CRY—J. Ray—Okeh
2. PLEASE, MR. SUN—J. Ray—Columbia
3. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
4. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
5. SLOW POKE—Pee Wee King—Victor
6. (HERE AM I) BROKEN HEARTED—J. Ray—Columbia
7. COME WHAT MAY—P. Ray—Mercury
8. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
9. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
10. DOWN YONDER—D. Wood—Tennessie

#### DETROIT

1. CRY—J. Ray—Okeh
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. (HERE AM I) BROKEN HEARTED—J. Ray—Columbia
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. PLEASE, MR. SUN—J. Ray—Columbia
6. SLOW POKE—Pee Wee King—Victor
7. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
8. DANCE ME LOOSE—A. Godfrey—Columbia
9. BLACKSMITH BLUES—E. M. Morse—Capitol
10. BLUE TANGO—L. Anderson—Decca

#### DENVER

1. CRY—J. Ray—Okeh
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
4. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. SLOW POKE—Pee Wee King—Victor
7. SLOW POKE—Pee Wee King—Victor

#### DALLAS-FORT WORTH

1. CRY—J. Ray—Okeh
2. SLOW POKE—Pee Wee King—Victor
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
5. SIN—E. Howard—Mercury
6. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
7. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
8. DOWN YONDER—D. Wood—Tennessie
9. BE MY LIFE'S COMPANION—Mills Brothers—Decca
10. STOLEN LOVE—C. Howard—Mercury

#### WASHINGTON, D. C.

1. CRY—J. Ray—Okeh
2. ANY TIME—E. Fisher—H. Winterhalter—Victor
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. SLOW POKE—Pee Wee King—Victor
5. TIGER RAG—L. Paul—M. Ford—Capitol
6. SHRIMP BOATS—J. Stafford—P. Weston—Columbia

coming in the March 1 issue . . .

**"Up-to-the-Minute Report on the Royalty Fee Battle"**  
 . . . one of more than a dozen valuable features and lists in  
**THE BILLBOARD'S 1952 JUKE BOX SPECIAL**  
**(MOA Convention-in-Print Number)**

# 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  
40-69 SATISFACTORY  
0-39 POOR

**How Ratings Are Determined** Records are rated four ways: (1) overall; (2) as to their value for disk jockey; (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 all performance potential; 15; Exploitation (radio, TV, newspaper, film, light and other "push" aids), 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

<b>RICHARD HAYES-XAVIER CUCAT ORK</b>				
<b>Babalu</b>	85--86--84--84			
MERCURY 5790—Chatter belts this one across with gusto. The solo under cast brings out the tune's winge flavor thru skillful rendering of the complex rhythms. Should draw plenty of attention particularly where they're Latin conscious.				
<b>More Than Love</b>	76--76--76--76			
With one treatment and full-voiced vocalizing by Hayes make for a big production getting of the romantic ballad, based on the familiar "Rose of the Roses."				
<b>SAMMY KAYE ORK</b>				
<b>You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)</b>	83--84--82--84			
COLUMBIA 37633—The Kaye ork, Dan Rogers and Kaye take the first chorus at a slow, dreamy tempo and then hand the second chorus an up, rhythmic changing. Result is one of Kaye's better recent efforts.				
<b>My Lei-ee-Yana</b>	76--78--75--75			
An intriguing Terry Gilkyson song with a Chinese feeling is served up suitably by the Kaye ork and choral group.				
<b>SARAH VAUGHAN (Percy Faith Ork)</b>				
<b>Miracle Happened, A</b>	82--84--81--82			
COLUMBIA 37634—As usual, Miss Vaughan turns in a superb performance. This time the material is a highly attractive ballad.				
<b>Pinky</b>	80--84--78--78			
Alfred Newman's lovely theme melody from the flick "Pinky" serves as a fine vehicle for the shrilly expressive piping. La Vaughan uses her voice as an instrument, sans lyrics.				
<b>BILL DARNÉ</b>				
<b>Blacksmith Blues, The</b>	81--83--80--81			
DECCA 27408—Fast and fine coverage on the clanking sound by Darné as he delves on the label. This one should get some of the coin figured to accrue to the tune.				
<b>Salty Dog Rag</b>	76--78--74--76			
Country like ragtime ditty with a big beat is done up neatly by Darné. The Red Foley version, tho, will be a tough one to duck in either the one or country markets.				
<b>GISELE MacKENZIE (Buddy Cole Ork)</b>				
<b>Wishin'</b>	81--83--80--80			
CAPITOL 3763—Mackenzie turns in an excellent job on this coverage dishing of the current tune, setting every word of the lyrics. The one and choral backing help make this a most attractive disk. Could be a big one.				
<b>Goodbye, Sweetheart</b>	80--80--80--80			
A fine ending of the high-stepping ditty, with a strong and sincere vocal by the thruout. Choral backing is good, and the one plays warmly. This waltz could catch a share of the love.				
<b>THE JOHNNY DEE TRIO</b>				
<b>Sentimental Tears</b>	80--80--80--80			
JUBILEE 6081—This one could be a sleeper. The boys, sparked by a note-bending lead singer, turn in an exciting rendition of a good city weeper type of ballad. The trio has a sound, and one that could appeal to the jocks and jakes. A 65 potential exists as well.				
<b>Sincere</b>	72--73--70--73			
A pleasant ballad is sold persuasively by the Dee Trio. Side does not have the power of the flip, however.				
<b>DICK HAYMES (4 Men &amp; A Miss)</b>				
<b>No Other Love But Yours</b>	79--80--78--79			
DECCA 27953—Haymes still one of the best chorists in the business. Has one of his better sides here as he teams with the vocal quintet for a slick reading of the ballad in a "This Love of Mine" or Sinatra-Dorsey vintage.				
<b>When You're in Love</b>	76--77--74--76			
A solid lyric detracts from an attractive melody. Balise was penned by Frankie Laine and his accompanist Carl Fisher. Haymes hands it a warm up.				
<b>AL LOMBARDY ORK (Great-Neckers Chorus)</b>				
<b>Uh-Uh Song</b>	78--82--76--76			
ESSER 1-301—A simple and retentive waltz melody has a strong gimmick in the girl's exuberant "Uh-Uh." Has sleeper potential. The choral group's gang-sing is effective.				
<b>Oh! How My Heart Is Yearning</b>	73--75--70--72			
(Marty Drake) Drake projects strongly on a good waltz-chorus waltz. Again the group adds much interest to the proceedings.				
<b>JAN AUGUST</b>				
<b>Hot Lips</b>	78--78--75--80			
MERCURY 5781—Step-beat backing to the plastic's clever finger work makes a toe twitcher of this one.				
<b>Ma Bells</b>	75--75--73--77			
Piano, with bouncy arr support, tackles the tune from the show "The Three Musketeers," with rouser results.				
<b>BUTCH STONE-LES BROWN ORK</b>				
<b>Everybody Wants To Go To Heaven (But Nobody Wants To Die)</b>	77--81--75--77			
CORAL 3684—A first-rate novelty ditty is handed a personality-loaded chant by sideman Stone while the ork pounds out a luck background.				
<b>I Got The Shiniest Mouth In Town</b>	73--75--70--72			
Stone essays a follow-up to "Good Man Is Hard To Find" with a so-so piece of material done in the same tempo and to a similar melody. Lyric refers to a set of gold teeth.				
<b>BILLY WILLIAMS QUARTET</b>				
<b>Wheel of Fortune</b>	77--80--76--76			
MGM 11378—the big plug tune is given a powerful twist by the four-some, who do more than right by it with their effective singing.				
<b>After I Say I'm Sorry</b>	72--74--70--74			
The quartet is persuasive in projecting this mood, musical quality.				

(Continued on page 33)

Thanks guys and gals for the wonderful acceptance to my current release

Patti Page

"COME WHAT MAY"

AND

"RETREAT"

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# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Continued from page 31

ARTIST LABEL AND NO.	TUNES COMMENT	TOPS	EXCELLENT	GOOD	SATISFACTORY	POOR
<b>POPULAR</b>						
<b>LARRY VINCENT</b> All I Do Is Dream Of You PEARL 700—A belted up version of the evergreen gets a strong vocal from Vincent, and the full treatment of sound gimmicks, plus honky piano, and drums. A strong wailing that could stir sleeper action.		75	--75	--71	--79	
<b>Mama's Ragtime Swing</b> (Doris Barton) DEAL 275—A lighthearted swing tune receives a good reading from the artist.		68	--68	--68	--68	
<b>JIMMY PALMER ORK</b> It's A Lonesome Old Town MERCURY 5776—The moody ballad builds to a passionate climax in this disk. Vocal solo is handled effectively by Ray Camp.		74	--74	--73	--75	
<b>I Wanna Go Round On a Merry-Go-Round</b> Columbia, newly in style! up with calypso effects and vocal stunts as it takes merry air.		72	--74	--70	--72	
<b>THE KEYS</b> (Oh Boy! What Joy We Had In) Barefoot Days MGM 11168—Local groove in assigning the calypso sound and the slick beat should get some action for the group on their MGM disk. The boys do well instrumentally, but the final sound is just a bit thin for this type of light novelty.		73	--74	--72	--73	
<b>Am I In Love?</b> Material here is an old ballad. The group impresses on the instrumental bass and, at times, on the vocal. For the most part, tho, the instrumental changes fail to sell.		71	--72	--70	--71	
<b>JIMMY YOUNG (Ron Goodwin Ork)</b> Only Fool COLUMBIA 10800—Young impresses as one of the best vocal soloists to come out of England in many a season. Disk was originally issued there on the Parlophone label. Both the young and Young's piping are strong enough to stir up some action here.		72	--75	--70	--71	
<b>I'll Sing to You</b> Fine good work from Young, who combines bits of the Tony Bennett, Maria Lanza and Tony Martin styles. With enough spins and promotion, the standard could make the grade here.		72	--75	--70	--71	
<b>DICK JAMES (Monica Litter Ork)</b> Unforgettable LONDON 1139—An effective job on a current fast-stopper by the big-eyed character, with the romantic mood heightened by appropriate string backing.		71	--73	--70	--71	
<b>My Love For You</b> (Stanley Black Ork) Dick James was his own impressive set of discs to good advantage on a novel, romantic ballad.		70	--71	--70	--69	
<b>GISELE MacKENZIE-GORDON MacRAE (Bill Loose Ork)</b> Lover's Waltz, A CAPITOL 1959—A routine, waltz is done attractively by the disk star.		71	--73	--70	--71	
<b>My Buick, My Love And I</b> With a less commercial lyric this piece of material handled by the team in spirit, amiable style might have stirred up a little action. As it is, spins should be paid for at the regular spot-commercial rate.	NS--NS--NS--NS					
<b>LES HOWARD (Roland Shaw Ork)</b> So Many Times Have I Grieved Over You LONDON 1346—A pleasant Tim Pan Alley ballad gets an engaging reading from Howard.		71	--72	--70	--71	
<b>Would You Dance With a Stranger?</b> (Nat Temple Ork) Howard's smooth, easy piping is neatly suited with the attractive new disk.		70	--72	--68	--70	
<b>BUDDY DE FRANCO ORK</b> Will You Still Be Mine? MGM 11168—A sharp and punchy wailing of the oldie by the Franco one that radiates energy. Leader gets in some good stanzas. Mainly for the jazz fan, but the jacks may go for it too.		70	--75	--68	--68	
<b>Swing Low, Sweet Clarinet</b> An artistic and quite pretty tune is treated very well by the gambler swings and the ork. Disk contains a list of lovely sounds and could get a lot of spins.		68	--70	--68	--67	
<b>TED HEATH ORK</b> This Is the Time LONDON 1015—The ork sports a fine new character in Dennis Lattis. Both he and the band do a bang-up job with the lovely Young-Washington ballad.		70	--73	--70	--67	
<b>In a Little Spanish Town</b> The fine old standard is done instrumentally by the first-rate English ork. Result is a danceable waltz platter.		68	--70	--68	--66	
<b>EDMUNDO ROS ORK</b> Tippertary Samba LONDON 1024—Mating of the Irish jig, replete with a list of Gaelic names, and the samba beat makes for okay tempo material but not much else. Fun and his ork are excellent. Make get some action around March 17.		69	--71	--67	--68	
<b>Samba Rhapsody</b> A typical '50s samba setting which should please his fans.		67	--70	--65	--65	
<b>PRIMO SCALA ORK (The Stargazers)</b> Gathering of the Clans, The LONDON 1156—A Scottish waltz gets a bit more off an odd name for the Scala fare and shure with family ties to Scotland.		68	--71	--66	--68	
<b>Gordon for Me, A</b> The banjo-acrobatic-gang-sing group comes up with a fairly item which should be of interest to Scotsmen in this country. It's typical Scala was.		67	--70	--65	--67	
<b>BONNIE CAMPBELL</b> Bye Bye Blues BROADCAST 100-4011—A wailing treatment of the tuneful side by Bonnie Campbell.		67	--67	--67	--67	
<b>Peek A Boo</b> A tuneful bit in three-quarter time for dancing or skating. Disk envelope contains a sheet with printed "rhythm dance" instructions.		65	--65	--65	--65	
<b>KEN GRIFFIN</b> Till We Meet Again BROADCAST 100-4074—Griffin fingers the sentimental oldie neatly. Fine for rinks.		66	--66	--66	--66	
<b>Blond Sailor</b> The waltz is professionally keyed in even tempo by the organist.		60	--60	--60	--60	

(Continued on page 39)

## NAMM Board, S. W. Region, Hold Confabs

NEW YORK, Feb. 9.—The National Association of Music Merchants board of directors will hold its annual winter meeting in New Orleans February 20 and 21. The two-day session will take up the reports of officers, the report from the American Music Conference trustee, adoption of a budget for the association, and planning for the NAMM trade show and convention to be held here July 28-31. Next Monday and Tuesday (11-12), music merchants from the Southeastern States will convene in Atlanta for discussions on sales, promotion, public relations, production and phonograph records. The program was arranged by the Atlanta dealers committee.

## Cap's Froman Disk-Pic Tie-In

Capitol will ship recorded interviews with Jane Froman to 1,500 disk jockeys along with the album's disks. Dealer sales and promotion aids include large display cut-outs of Susan Hayward, who plays the Froman role in the film; window streamer; casefold album covers and other display material. Tie-ins have been set with the motion picture company for theater lobby displays and similar gimmicks.

her own life story. The diskery will release the album nationally February 18 following a series of special previews for record dealers. The flick is due for national release during Easter.

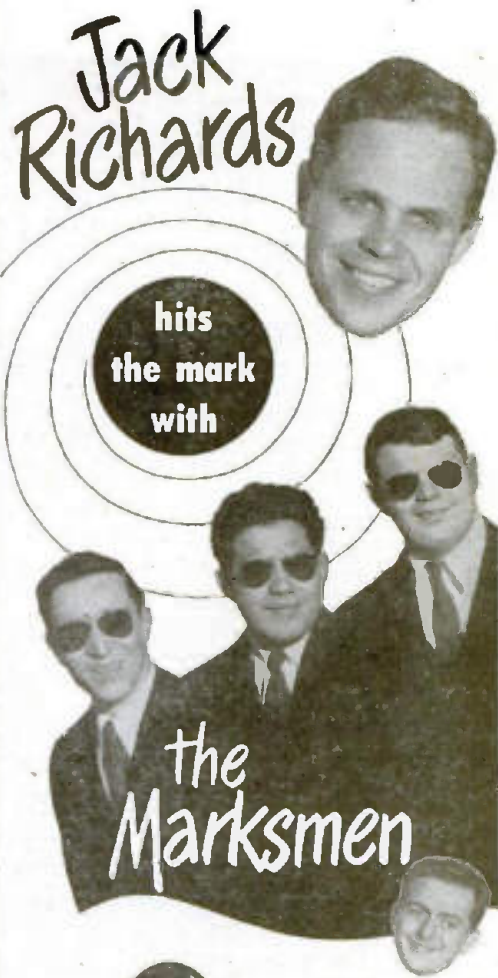
## Korean War Songs Hit 19

Others for the period ending July 1, were "So Near Yet So Far," "Toast to the Fighting Man," "We're Arriving Home at Eight," "Till You Come Back to Me," "A Letter From Joe," "No Tears, Little Darling," "Your Picture in a Uniform," "A Letter From Danny to His Dear Little Girls," "We're the Guys, G-I-I Who'll Win the War," "Dream a Dream of Home, Soldier Boy," "Tonight, My Darling," "Oh, Our Boys Went Over to Korea," "In a Foxhole in Korea" and "Folk Songs of Korea."

## VOX JOX

Continued from page 26

listeners to try to identify her voice. Winner (which only came after "practically every fem singer was suggested") received free records. . . . Rex Dale, WCKY, Cincinnati, played a Kern recording of Sir Harold Pimm at the piano-forte, then asked dealers to call in their answers to "What is a pianoforte?" Dale adds, "A guy named Forte finally gave most logical answer. He said, 'Since forte means strong, I'd say strong piano.'" . . . Gene Emerald, KRNT, Des Moines, phoned one of the major Hollywood studios during the recent flood devastation in Southern California and asked them to buy one of their stars send him a transcribed description of the event. William Bendix obliged with a 12-minute recording, which Emerald aired on his show. . . . For the second consecutive year Paul Page, Perry Como and Ralph Flanagan raked top honors as America's most popular platter performers on Martin Block's annual disk poll of his listeners. It was the 20th poll for the WNEW, New York, veteran spinner.



and Ralph Stevens' Orchestra

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# THE BILLBOARD Music Popularity Charts

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

## • Most Played Juke Box Folk (Country & Western) Records

Based on reports received February 6, 7 and 8

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks (Last) To date/Week/Week	Title	Artist	Label
15	2	1. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol 27981
21	3	2. SLOW POKE	Pee Wee King	Decca 27981
7	1	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Decca 27981
13	5	4. ALABAMA JUBILEE	Red Foley	Decca 27981
2	10	4. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Decca 27981
7	4	6. BABY, WE'RE REALLY IN LOVE	Hank Williams	Decca 27981
6	6	7. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	Decca 27981
3	8	8. WONDERING	W. Pierce	Decca 27981
17	10	9. CRAZY HEART	Hank Williams	Decca 27981
21	—	9. MOM AND DAD'S WALTZ	Lefty Frizzell	Decca 27981

**Coming Up**

1.	TOO OLD TO CUT THE MUSTARD	R. Foley-E. Tubb
2.	SILVER AND GOLD	Pee Wee King
3.	MISSING IN ACTION	E. Tubb

## C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and western records received this week.

- WILK BUCKET BOOGIE
- SALTY DOG RAG
- Red Foley
- HONEY, HONEY, HONEY
- Red Foley
- Red Foley
- Capital 27981

A Camel Caravan tour of Army camps... Betty Wheeler, WPLI, Jackson, Tenn., has added a new show, "Western Frolics," and is making tape interviews for the show... Dave Tucker, WCRB, Waltham, Mass., reports that Doug Garrison is spending the winter at Mohawk Ranch, Boston, instead of heading for Florida, as he's done in previous years.

Richard Cox and his band, the Harvesters, head over WSAZ-TV, Huntington, W. Va., sponsored a square dance at Huntington Memorial Field House January 23, with all proceeds going to the "March of Dimes." Mayor Payne, of Huntington, headed a delegation of officials who joined with more than 200 customers to earn \$400 for the fund.

Marty Palits has resigned his post with Country Music, Chicago, and will move permanently to the West Coast. His artist relations duties will now be handled by Lige Levy and A. Baldine. Famous Lashua has set two new tunes with Country Music, "Little Miss Mischief" and "Build a Little Fence Around Your Heart."

Bill Bailey, back in Chicago after a Miami vacation, is lining up talent for "Old American Barn Dance" films which will resume shooting early in March. Bill visited the Gene Autry troupe in Cincinnati last week-end, saying hello to the Candy Mountain Girls... Pee Wee King will be in Chicago February 4 to visit juke box operators at the coin machine convention.

Gene Autry's video pic firm has obtained rights to shoot a film series on Annie Oakley.

(Continued on page 43)

## • Best Selling Retail Folk (Country & Western) Records

Based on reports received February 6, 7 and 8

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks (Last) To date/Week/Week	Title	Artist	Label
20	1	1. SLOW POKE	Pee Wee King	Decca 27981
13	2	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol 27981
7	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Decca 27981
2	4	4. MISSING IN ACTION	E. Tubb	Decca 27981
3	5	5. TOO OLD TO CUT THE MUSTARD	Red Foley-E. Tubb	Decca 27981
4	8	6. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Decca 27981
25	7	7. MOM AND DAD'S WALTZ	Lefty Frizzell	Decca 27981
7	—	8. ALABAMA JUBILEE	Red Foley	Decca 27981
28	6	9. ALWAYS LATE	Lefty Frizzell	Decca 27981
1	—	10. WONDERING	W. Pierce	Decca 27981

**Coming Up**

1.	SILVER AND GOLD	Pee Wee King
2.	CALL HER YOUR SWEETHEART	E. Arnold
3.	TOO OLD TO CUT THE MUSTARD	Carlisle

## • Country & Western Records Most Played by Folk Disk Jockeys

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

8	3	1. GIVE ME MORE, MORE, MORE	Lefty Frizzell
7	4	2. WONDERING	W. Pierce
23	1	3. SLOW POKE	Pee Wee King
17	2	4. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
6	5	5. BABY, WE'RE REALLY IN LOVE	Hank Williams
2	8	6. MISSING IN ACTION	E. Tubb
1	—	7. SILVER AND GOLD	Pee Wee King
4	6	8. TOO OLD TO CUT THE MUSTARD	Carlisle
4	10	9. HOW LONG WILL IT TAKE?	Lefty Frizzell
1	—	10. TOO OLD TO CUT THE MUSTARD	Red Foley-E. Tubb

**Coming Up**

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from retail operators, disk jockeys but do not have enough to be listed in best selling (last played) category.

1.	CALL HER YOUR SWEETHEART	E. Arnold
2.	I'D STILL WANT YOU	Hank Williams
3.	YOU KNOW I'M STILL IN LOVE WITH YOU	W. Pierce

## • Advance Record Releases

- Baby Buggy Blues — Blankie Crawford-Western
- Cherokee (101) Coral 6411B
- Be My Darling Once More — Johnny Pactor (Married) Coral 6411B
- Be My Life's Companion — Howdy Howdy (Everybody's) King 1039
- Beside the Alamo — Jimmy Collins-Arizona Reminders (With) Arco AR-101
- Busted Reins — Red River — Dan-Texas Cowboys (111) MGM 11166
- Everybody's Got a Girl But Me — Howdy Howdy (Red) King 1039
- I Can't Stand This Loneliness — Bob Willis-Texas Playboys (101) MGM 11163
- I'd Walk a Country Mile — Joe Wheeler (Red) King 1013
- I'll Be Lovin' You Three — Red River — Dan-Texas Cowboys (101) MGM 11166
- I'll Hate Myself in the Morning — Sue Thompson (11) Mer 6377
- Juke Box Cannon Ball — Bill Haley-Sawdust (Sawdust) (11) Mer 6377
- (I Was) Just Walking Out the Door — Sue Thompson (11) Mer 6377

(Continued on page 43)

## FOLK TALENT AND TUNES

By JOHNNY SIPPEN

### Artists' Activities

Ray Anderson, WHTN, Huntington, W. Va., has started a new Saturday night jamboree and has been added to program director... Al Morris, WONE, Dayton, O., is doing three shows per week

from a trailer sales room... Slim Newman, WHKC, Columbus, O., reports that the Georgia Crackers are doing two shows daily for International Harvester over the station... Eddie Zack, WHIM, Providence, interviewed Merv Shiner (Decca), who is on

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SAY — BOTH SIDES **SUN** #101

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"OH, MOTHER TONIGHT"

by **THE GOSPEL TWINS**

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THE BILLBOARD

Music Popularity Charts

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

Most Played Juke Box Rhythm & Blues Records

Based on reports received February 6, 7 and 8

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.

Table with 4 columns: Position, Weeks, Title, Artist. Includes records like 'THREE O'CLOCK BLUES' by B. B. King, 'BOOTED' by R. Gordon, 'CRY' by J. Ray, etc.

Rhythm & Blues Record Releases

Body Ruckin' Daddy—Joyce Jackson-John Peck (Mer) 8236
Bounce—Sammy Franklin (Cap) International 101
Charlene Blues—Joe Hill Louis (Decca) Modern 956

Picked by Billboard! H-BOMB FERGUSON 'BOOKIES BLUES' backed by 'BIG CITY BLUES' SAVOY RECORD CO., INC.

Write for LATEST CATALOG NEW RECORDS 100 Different "Standards" and Hit Tunes. \$10.00 per 100 (75 RPM)

A SLEEPER HIT! IDA RED BY BUMBLE BEE SLIM Fidelity Records 8508 Sunset Blvd., Hollywood, Calif.

"WHEEL OF FORTUNE" by THE CARDINALS ATLANTIC 958

RHYTHM & BLUES NOTES

By HAL WEBMAN

Okeh Records' recording and sales boss, Danny Kessler, grabbed singer- pianist Hadda Brooks for his label during his recent trek to California.

Atlantic recording artists, set to play Erle, Pa., on February 15. Blues shouter Joe Turner, another Atlantic property, slated for the CIO Hall, Muskegon, Mich., on February 15.

R&B Records to Watch

In the course 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.

PAUL MONDAY NEW NEW "TRAVELING THROUGH LOVE" "TIRED OF THIS LIFE I'M LIVING" PEACOCK #1583

SISTER JESSIE RENFRO Great Spiritual With Song "HE'S SO WONDERFUL" "IN THAT HOME, BY AND BY" PEACOCK #1588

LLOYD "The Fatman" SMITH "GIDDY-UP, GIDDY-UP" (ALL NIGHT LONG) "I WONDER WHY" PEACOCK #1593

HOT Peacock RECORDS, INC. 4108 Broadway, New York, N.Y. HOTTER

ALADDIN has 2 for the BIG MONEY!! MILBURN'S GREATEST!!! "TROUBLE IN MIND" "THINKING and DRINKING" ALADDIN 3124

Best Selling Retail Rhythm & Blues Records

Based on reports received February 6, 7 and 8

Records listed are rhythm and blues records that sold best in retail stores, the majority of whose customers purchase rhythm and blues records.

Table with 4 columns: Position, Weeks, Title, Artist. Includes records like 'THREE O'CLOCK BLUES' by B. B. King, 'CRY' by J. Ray, 'BEST WISHES' by R. Milton, etc.

SENSATIONAL SEXTET Sensational FIRST RELEASE The JOE BURTON SEXTET "GOT YOU ON MY MIND" "THE SUN COMES UP AND THE SUN GOES DOWN" INTRO 6042

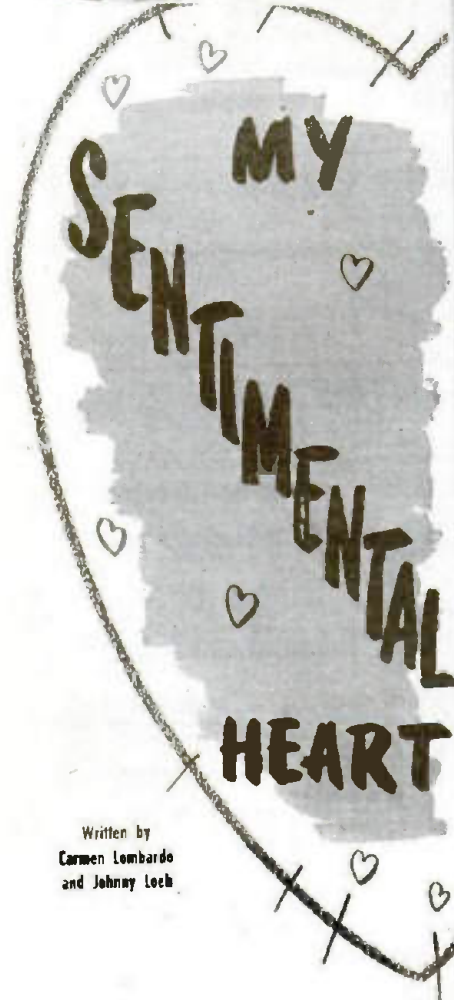
NEW-SENSATIONAL-AN EXCITING FIRST New Release for Distributors A BRILLIANT YOUNG HORN BLOWER -TOPS THESE- HOT LIPS DARK EYES TIGER RAG NIGHT & DAY FINE LABEL



# Don Cherry

Sings ...

## TWO GREAT SIDES HEADED for HITDOM!



Written by Carmen Lombardo and Johnny Leeb

DECCA 27944 (78 RPM) and 9-27944 (45 RPM)



Written by Tolchard Evans, Composer of "If" and "Unless"



### America's Fastest Selling Records

## THE BILLBOARD Music Popularity Charts

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

### • Most Played Juke Box Records

... Based on reports received February 6, 7 and 8

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 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. Weeks shown in this chart (other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I).

Weeks	Chart	Title	Artist	Label
12	1	CRY	J. Ray	Decca 7816890 (4514-6840-BMI)
9	2	TELL ME WHY	Four Aces A. Alberts	Decca 7817880 (4519-2780-BMI)
11	3	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 7816840 (4514-6840-ASCAP)
15	4	SLOW POKE	Pee Wee King	Victor 178121-0489 (45148-0489-BMI)
11	5	ANY TIME	E. Fisher H. Winterhalter	Victor 178120-4355 (45147-4355-BMI)
10	6	SHRIMP BOATS	J. Stafford P. Weston	Capitol 7813958 (4514-3958-ASCAP)
5	8	TIGER RAG	J. Paul M. Ford	Capitol 7812920 (4514-1920-ASCAP)
8	10	DANCE ME LOOSE	A. Godfrey	Capitol 7813632 (4514-3632-ASCAP)
6	9	TELL ME WHY	E. Fisher H. Winterhalter	Victor 178120-4414 (45147-4414-BMI)
4	14	PLEASE, MR. SUN	J. Ray	Capitol 7813956 (4514-3956-BMI)
2	16	BE MY LIFE'S COMPANION	Mills Brothers	Decca 7812789 (4519-2789-ASCAP)
3	15	12. STOLEN LOVE	E. Howard	Mercury 7815771 (4515771-45-BMI)
21	7	13. SIN	E. Howard	Mercury 7815711 (4515711-45-BMI)
6	12	14. BERMUDA	Bell Sisters	Victor 178120-4422 (45147-4422-BMI)
10	10	15. SLOW POKE	H. O'Connell	Capitol 7811837 (4517-1837-BMI)
1	—	15. COME WHAT MAY	P. Page	Mercury 7815772 (4515772-45-ASCAP)
20	13	17. UNDECIDED	Ames Brothers L. Brown	Capitol 7816056 (4514-6056-ASCAP)
3	28	18. DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas R. Patton	King 7815137 (45145-15137)
1	—	19. (Here Am I) BROKEN HEARTED	J. Ray	Capitol 7813956 (4514-3956-ASCAP)
7	18	20. GARDEN IN THE RAIN	Four Aces A. Alberts	Decca 7812786 (4519-2786-ASCAP)
2	28	21. I WANNA SAY HELLO	E. Sutton-Sir H. Pimm	King 7812710 (45145-2710-BMI)
3	—	21. CRAZY HEART	G. Lombardo	Decca 7812788 (4519-2788-ASCAP)
27	18	23. COLD, COLD HEART	T. Bennett-P. Faith	Capitol 7813949 (4514-3949-BMI)
1	—	23. BLACKSMITH BLUES	E. M. Morse	Capitol 7811922 (4517-1922-BMI)
22	22	25. SIN	Four Aces A. Alberts	Decca 7812786 (4519-2786-ASCAP)
4	24	25. RETREAT	P. Page	Mercury 7815772 (4515772-45-BMI)
8	24	25. CHARMINE	G. Jenkins	Decca 7812789 (4519-2789-ASCAP)
8	—	25. CHARMINE	Manlovi	London 7811020 (45145-1020-ASCAP)
1	—	29. BE MY LIFE'S COMPANION	R. Clooney	Capitol 7813951 (4514-3951-ASCAP)
1	—	29. KISS TO BUILD A DREAM ON	H. Winterhalter	Victor 178120-4455 (45147-4455-ASCAP)
1	—	29. SLOW POKE	A. Godfrey	Capitol 7813632 (4514-3632-BMI)

# Flanagan NUMBER 1 with the LISTENERS!

## RESULTS OF MARTIN BLOCK—WNEW—18TH ANNIVERSARY POLL—BROADCAST FEBRUARY 3, 1952

### • FAVORITE MALE VOCALIST

1. PERRY COMO
2. TONY BENNETT
3. EDDIE FISHER
4. JOHNNY RAY
5. FRANK SINATRA
6. VIC DAMONE
7. FRANKIE LAINE
8. GUY MITCHELL
9. BING Crosby
10. TONY MARTIN

### • FAVORITE FEMALE VOCALIST

1. PATTI PAGE
2. DORIS DAY
3. ROSEMARY CLOONEY
4. DINAH SHORE
5. TONI ARDEN
6. JO STAFFORD
7. SARAH VAUGHAN
8. PEGGY LEE
9. KAY STARR
10. MINDY CARSON

### • FAVORITE BAND

1. RALPH FLANAGAN
2. GUY LOMBARDO
3. RAY ANTHONY
4. GORDON JENKINS
5. VAUGHN MONROE
6. HARRY JAMES
7. LES BROWN
8. TOMMY DORSEY
9. SAMMY KAYE
10. BUDDY MORROW

## AMERICA'S NUMBER ONE BAND



# Flanagan NUMBER 1 with the CUSTOMERS!

## Flanagan's \$575,000 Gross for 1951 Paces New Bands; Lombardo 850G Top

FILMS RADIO VIDEO MUSIC STAGE



Although still considerably under the peak activity of a decade ago, the band business has come a long way this year for a relatively big payoff to some of the new acts now in the picture. Fifty of young bands are still finding the sledding rough, but the ones which have been sticking it out for the past couple of years are now operating on a solid profit basis.

Top coin organization in the "new" category is still the Ralph Flanagan band, which has been riding on an extensive RCA Victor disk promotion. For 1951, Flanagan's unit will have grossed slightly over \$575,000. Break-down of the Flanagan take reveals that the orch took out over \$260,000 on 160 one-nighters; \$180,000 for

radio-TV assignments and platters royalties \$22,000 for about four weeks of theaters dates; and \$95,000 for 25 weeks of location work. The Flanagan organization this year grossed about \$100,000 more than it did in 1950.

This total, of course, is still far from the king-sized annual revenue racked up by the Guy Lombardo orch, whose estimated \$850,000 gross established it as the top money-maker during '51. Flanagan's take, however, is seen indicative of a healthy basis for a growing band market given proper promotion and steady plugging on the one-night circuit.

Ray Anthony's Upbeat Additional evidence of the upbeat band biz trend is also supplied by

the Ray Anthony orch, Capitol Records crew currently in for a six-week stand at the Hotel Statler, N. Y. Anthony's crew has emerged as the No. 2 young band in the business with a 1951 take that will considerably exceed last year's figure. Anthony's band has hit its stride in the last six or seven months and is now playing at considerably higher guarantees than it did last year in the same spots. Anthony, moreover, has developed into a consistent platter seller on the Capitol label despite the general downturn for instrumental crews on wax.

The Buddy Morrow orch, a late starter this year, is also hitting a proudding clip with a \$62,000 gross for the four months of its existence. Morrow is another band in the Victor

stable which was, like Flanagan, groomed on disks before stepping into the one-nighter field. Initial returns indicate that Morrow will be a strong contender next year. Another crew in this category is the Billy May orch, which is being primed by Capitol. Outfits like the Les Brown and Jerry Gray orch have also hit consistently high returns this year on one-nighter and location dates, but, for the most part, confine their activity to radio and video on the Coast.

The Buddy DeFranco orch, on the M-G-M label, and Bernie Mann's orch, which waxed for King Records, are also developing into boxoffice names and are expected to come through for nice payoffs in 1952.

# Flanagan NUMBER 1 with the DEE JAYS!

## "SLOWPOKE" IN TOP 10 BILLBOARD DISC JOCKEY MOST PLAYED RECORDS CHART FOR PAST 10 WEEKS

### and now...

ALREADY ON  
RCA VICTOR  
BEST SELLER LIST  
—FIRST WEEK  
ON MARKET!!!



and



and



Personal Management

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Presented by  
**GENERAL ARTISTS CORPORATION**  
THOMAS C. ROCKWELL, President  
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**RCA Victor Records**

We won't tell you the usual lies about how many we've sold—we won't give you any frantic or dramatic stories—who in the heck needs that propaganda when you have a winner like...

# "OH HOW MY HEART IS YEARNING"

RECORDED by  
**AL LOMBARDY'S ORCH.**  
 VOCAL by **MARTY DRAKE**  
 with the **GREATNECKERS** Chorus  
 b/w  
**"UH UH SONG"**  
 AL LOMBARDY'S Orch.  
 with **MICKEY DEAN—BOB FRANCO**  
 ON  
**ESSEX RECORDS**  
 #301

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 BE 2.6251

## THE BILLBOARD

# Music Popularity Charts

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

### Advance Record Releases

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 those manufacturers voluntarily supplying information are listed.

#### POPULAR

- All for a Pizza Pie—Maver Cezzar Trio (Dot) 400
- All I Do is Dream of You—Larry Vincent (Mama) Pearl 700
- Are You in Love?—The Keys (Oh Boy) MGM 11168
- Anything—Sy Oliver Ork-Trudy Richards (Blacksmith) Dec 27972
- Babalu—Richard Hayes-Kavler Capat Ork (Maver) Mer 5780
- Baby Doll—Tommy Tucker Ork (Witch) MGM 11162
- Oh Boy What Joy We Had (a) Barficus Boys—The Keys (Am) MGM 11168
- Belle Isle March—Leonard Smith Band (William) Bandland S-10005
- Blacksmith Blues—Bill Darrell (Sally) Dec 27972 (Anytime) Dec 27972
- Blue Tango—Hugo Winterhalter Ork (Cypri) V 20-4518
- Bridge, The—Tommy Edwards-Leroy Holmes Ork (Foggy) MGM 11170
- Bunchie of Southern Sunshine—Guy Lombardo Ork (Noodler) Dec 27971
- Co!, Cool Kisses—Three Susas (Stones) V 20-4510
- Don't Know Its Name—Maver Cezzar Trio (All) Pyram 400
- Ecstasy—Leonard Smith Band (Bill) Sandzand (45) S-10003
- Ebony, Up Easter Egg—Mervia Shiner (Rabbit) Dec 27977
- Everybody Wants to Go to Heaven (But Nobody Wants to Die)—Butch Stone-Les Brown Ork (I Got) Coral 60646
- Foggy River—Margaret Whiting (Tyr) Cap 1404
- For Dances Only—Ray Anthony Ork-Tommy Mercer (I Hear) Cap 1973
- Foggy River—Tommy Edwards-Leroy Holmes Ork (Bridge) MGM 11170
- Goodbye Sweetheart—Jack Haskell-Heather-Lones-Richard Maltby Ork (Silver) Coral 60652
- Goodbye Sweetheart—Sammy Kaye Ork (Wheat) Col 39647
- Goodbye Sweetheart—Cindy Lord (Wishes) MGM 11173
- Goodbye Sweetheart—Gret MacKerle-Buddy Cole Ork (Wishes) Cap 1985
- Goodbye Sweetheart—Rus Morgan Ork (Wishes) Dec 27975
- Gypsy Trail—Hugo Winterhalter Ork (Blue) V 20-4518
- Hill, Detroit March—Leonard Smith Band (Ecstasy) Bandland (45) S-10005
- Hot Lips—Jan August (Moi) Mer 5781
- I Do I Do I Do—Tommy Scott-Scottsman (Stumbling) King 1001
- I Got the Shariest Mouth in Town—Betty Stone-Lin Brown Ork (Everybody) Coral 60648
- I Hear a Rhapsody—Ray Anthony Ork-Tommy Mercer (For) Cap 1973
- I Hear a Rhapsody—Dick Brown-Don Costa Ork (Unseen) King 15159
- I Wanna Go Round as a Merry-Go-Round—Henry Palmer Ork (19's) Mer 5778
- I Wanna Love You—Sonny Burke Ork-Jo Ann Green-Don Burke (17th) Dec 27970
- If I Forget You—Leroy Holmes Ork (Wool) MGM 11169
- If You Go (51 Tu Partais)—Eugene Auld-Jud Conlon Ork (Fishes) Coral 60647
- I'll Always Be Following You—Sonny Burke Ork-Jo Ann Green-Don Burke (I Want) Dec 27970
- I'll Sing to You—Jimmy Young-Ron Goodwin Ork (Only) Commodore 10008
- Jambalaya—Johnny Green Ork (Lydia) MGM 30526
- It's a Longtime Old Town—Henry Palmer Ork (I Want) Mer 5778
- It's a Longtime Old Town (reissue)—Jimmy Palmer Ork (Wheat) Mer 5786
- It's Been a Long, Long Time—Bob Vincent (Task) King 15158
- Jump Into the Pump—Vic Damone-George Siravo Ork (My) Mer 5782
- Lydia—Johnny Green Ork (Invitation) MGM 30526
- Ma Belle—Jan August (Moi) Mer 5781
- Mama's Raytime Swing—Larry Vincent (All) Pearl 700
- Mid Bucket Boogie—Red Foley (Sally) Dec 27981
- More Than Love—Richard Hayes-Kavler Capat Ork (Black) Mer 5780
- My Funny Valentine—Vic Damone-George Siravo Ork (Jump) Mer 5785
- Nocturnal—Ray—Guy Lombardo Ork (Banale) Dec 27971
- Oh! How My Heart is Yearning—Al Lombardy Ork-Great-Neckers Chorus (Uh-Uh) Essex E-301
- Only Fools—Jimmy Young-Ron Goodwin Ork (11th) Commodore 10009
- Please Mr. Sun—Georgia Auld-Jud Conlon Ork (11th) Coral 60647
- Pop! Whip-Pop-Whirl—Andrews Sisters-Mellomen (Whirl) Dec 27979
- Poor Whippop-Whirl—Bell Sisters-Henry Rice Ork (Whirl) V 20-4520
- Rhythm With the Two Buck Teeth—Mervia Shiner (Eggs) Dec 27977
- Rhapsody in Blue, Parts 1 & 2—George Gerstwin-Phil Whitman Ork V (45) 27-0149
- Sally Dog Rag—Bill Darrell (Blacksmith) Dec 27968
- Sally Dog Rag—Red Foley (Wish) Dec 27981
- Sentimental Tears—Johnny Dee Trio (Sincere) Jubilee 6001
- Silver and Gold—Jack Haskell-Heather-Lones-Richard Maltby Ork (Goodbye) Coral 60652
- Sincere—Johnny Dee Trio (Sentimental) Jubilee 6001
- Stolen Love (reissue)—Eddy Howard Ork (Wishes) Mer 5784
- Stolen Love—Three Susas (Coal) V 20-4510
- Stumbling—Tommy Scott-Scottsman (I Do) King 1001
- Swing Low, Sweet Chariot—Buddy DeFranco Ork (Wish) MGM 11164
- Talk Me Baby for a Bigger Ride—Bob Vincent (11th) King 15158
- Try Me One More Time—Margaret Whiting (Foggy) Cap 1404
- Two Little Kisses—Four Aces-Al Alberts (Wheat) Flash 103
- Uh-Uh Song—Al Lombardy Ork-Great-Neckers Chorus (10th) Essex E-301
- Unseen Rhapsody—Dick Brown-Don Costa Ork (I Hear) King 15159
- Wheel of Fortune—Bell Sisters-Henry Rice Ork (Pop) V 20-4520

- Wheel of Fortune—Sammy Kaye Ork (Goodbye) Col 39647
- When You're Near Me—Eileen Barton-Paul Weston Ork (Wishes) Coral 60651
- Who—Jimmy Palmer Ork (11's) Mer 5786
- Who is Blame—Four Aces-Al Alberts (Wheat) Flash 103
- Will You Still Be Mine?—Buddy DeFranco Ork (Swamp) MGM 11164
- Willow Echoes—Leonard Smith Band (Brill) Bandland S-10005
- Wishes—Eileen Barton-Paul Weston Ork (Wheat) Coral 60651
- Wishes—Eddy Howard Ork (Sincere) Mer 5784
- Wishes—Cindy Lord (Goodbye) MGM 11173
- Wishes—Gret MacKerle-Buddy Cole Ork (Goodbye) Cap 1983
- Wishes—Rus Morgan Ork (Goodbye) Dec 27975
- Wish Me One to Love Tonight—Tommy Tucker Ork (Baby) MGM 11162
- Wondering—Andrews Sisters-Mellomen (Pop) Dec 27979
- Would You—Leroy Holmes Ork (17) MGM 11169

#### POPULAR ALBUMS

Final Fingers Album (1-107)—Jack Pina & His Ork—Final Fingers: A Love Story; Shanghai; Waltz in C Sharp Minor; Warsaw Concerto; Minute Waltz; Matagorda; Bombardero; MGM 133) E-125

#### INTERNATIONAL

- Chicken Market—Bernard Widowski Ork (Sincere) Dana 3070
- Kukuika Polka—Gene Wisniewski Ork (Paul) Dana 749
- Old Fanny's Polka—Johnny Pecan Ork (Tyr) Cap 1993
- Pan Snowman Polka—Gene Wisniewski Ork (Kashua) Dana 749
- Sicilia—Gret MacKerle—Bernard Widowski Ork (Children) Dana 3070
- The Lublaka Waltz—Johnny Pecan Ork (10th) Cap 1993

#### RELIGIOUS

- I Want to Like (So God Can Use Me)—Brother Willie Eason (Ther) Regent 1043
- Lord's Honor Train—Mary Delovich (New) Regent 1042
- New Gospel Street—Mary Delovich (Long) Regent 1042
- Open Thy Merciful Arms—Eddy Arnold (Eps) V145247-4490
- Take My Hand, Precious Lord—Eddy Arnold (Open) V145347-4490
- There'll Be No Grubbers There—Brother Willie Eason (I Want) Regent 1043

#### SOMEWHERE IN THE WORLD...

There's a buyer for your talents — services — or merchandise.  
 Chances are you'll find him among the 6,000 who read THE BILLBOARD classified columns every week. And finding him isn't that much, may we say, cost as little as 35 — 1

# This is Your Operator Market—

Juke Box Disk Purchases  
 Up to 50,000,000 a Year  
 40 or More Phono  
 The Major Factor

40% INCREASE  
 since 1949 and still rising!

4,500,000

JUKE BOXES now in operation . . .

Playing to a daily audience of

8,000,000

... a powerful medium for  
 IMPORTANT RECORD SALES VOLUME

... a tremendous factor in  
 ARTIST-RECORD-SONG EXPLOITATION

# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

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

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Continued from page 33

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>MONTE CEASAR TRIO</b>		
Don't Know Its Name	FRANKMO 100—Quasi-dance melody in charming new Elmer Ross item with an edgy melody line and a forced lyric.	63--65--60--62
All for a Pizza Pie	A loop piece of material might interest some of the invertebrate pizza eaters, but the whole thing is just too amateurishly done to make the grade.	35--40--30--35
<b>LEONARD SMITH BAND</b>		
Ecstasy	BANLAND (45) S-1000—Band leader SMITH is featured in some fancy dance work. He can blow high and trill with the best of them.	62--62--62--NS
Hot, Detroit March	The march, a Smith specialty, is scored and played for drag-parable sleeping.	60--60--60--NS
<b>LATIN AMERICAN</b>		
<b>PEREZ PRADO ORK</b>		
Adios Muchachos	VICTOR (45) 54-5630—The popular tempo receives a sparkling treatment from the ork, which features some fine sax and drums, and the big, precise brass ensemble work that distinguishes this outstanding group.	82--82--82--82
Ole Mambo	An elastic mambo is played excitingly and powerfully by the rich sounding Prado ork.	78--78--78--78

ARTIST LABEL AND NO.	TUNES COMMENT	LATIN AMERICAN
<b>RAMON MARQUEZ ORK</b>		
No Mago Oia	ORLUMBA 6485-X—Instrumental staling of a lively and melodious mambo is played with spirit and a beat by the ork. Fine ensemble work is done. A strong disc.	78--80--74--80
Sax Cantabile	Some nice solo sax work is the main feature of this fast moving number, also the band plays a lot of punch.	70--70--70--70
<b>PEDRO VARGAS</b>		
La Traditora	VICTOR (45) 51-5633—Pleasant Spanish rumba song concerning life and love, receives a good vocal and band reading. The background chatter is very much like Bob Wilts and his Playboys.	70--70--70--70
Colondrina Aventurera	A folk rumba tune about a bold cavalier is sung well and backed nicely by the ork. Here too the background chatter makes the Spanish tone similar to our own Western writings.	68--68--68--68
<b>SACRED</b>		
<b>EDDY ARNOLD</b>		
Take My Hand, Precious Lord	VICTOR (45) 47-6490—Arnold, with his mellifluous voice, brings a deep reverence, warmth and sincerity to this beautiful Dorsey hymn. Organ and string backing are excellent.	83--83--83--NS
Open Thy Merciful Arms	On this side too Arnold is convincing and meaningful in another well-known hymn. Tune itself is not quite as melodic as the first.	80--80--80--NS
<b>SPIRITUAL</b>		
<b>THE PILGRIM TRAVELERS</b>		
Leading Me	SPECIALTY SP-819—Lead singer does a great job as a rhythmic religious tune with a real beat, against vocal chant sung a cappella by the boys.	82--82--82--82
When I Join the Jubiles	The boys show their declamatory strength and harmony on a foot-tapping jubilee spiritual, which is voiced across by the group a cappella.	80--80--80--80

Coming Up FAST!!!

**TOMMY SCOTT**  
and the SCOTTMAN'S  
Latest HITS . . .

**'STUMBLING'**  
(with Lyrics)  
b/w  
"I DO, I DO, I DO"  
Klik 1001

**'GOOD FOR YOU'**  
b/w  
"SOMEONE'S ROCKIN' MY DREAMBOAT"  
Klik 1002


DISTRIBUTORS: Some Exclusive Territories Still Available

**KLIK RECORDS**  
211 So. Beverly Dr., Beverly Hills, Calif.

When answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

# This is the Operators' Market Place—

... The Billboard's 1952 Juke Box Special, published coincidental with the 3-day series of vital meetings, discussions and elections of the MOA, Palmer House, Chicago, March 3-5.



**TREMENDOUS BUYING "ATTENDANCE"**

19,914 Regular Weekly Billboard Operator-Readers.

67,195 Additional Weekly Billboard Music-Record Readers including Disk Jockeys, Dealers and Distributors.

**EXTRA** Copies to be distributed at the MOA Convention, Palmer House, Chicago, March 3, 4 and 5.

**Gets OPERATOR ATTENTION**

600,000 Pre-convention reader impressions via 4-week home ad promotion.

50,000 Pieces of direct mail a month before the convention opening.

ANOTHER 50,000 Pieces mailing a week before the convention.

**Sells 19 OUT OF EVERY 20 OPERATORS**

... not just the 3 out of 10 that an average direct mail effort reaches.

... not just the 1 in 10 operators that an active sales organization calls on personally.

... BUT ACTUALLY 19 out of every 20 operators and more than half of them can be sold only thru The Billboard!

**Holds AND KEEPS OPERATOR ATTENTION**

**VALUABLE REFERENCE LISTS** that operators and all music-record readers will use over and over again.

**IMPORTANT FEATURE ARTICLES** on operator profits in 1952.

**3-WEEK POST-CONVENTION** home ads promoting long-term use of the valuable editorial content.

**1000-PIECE POST-CONVENTION** mailing promoting continued use of the editorial content.

**RECORD MANUFACTURERS**

**MUSIC PUBLISHERS**

**RECORDING TALENT**

**JUKE BOX MANUFACTURERS**

**ACCESSORIES SUPPLIERS**

**DISTRIBUTORS**

**Reserve Space Now**

In The Billboard's Big 1952 Juke Box Operator Special

Dated . . . . . March 1

Distributed . . . . . February 26

Advertising Deadline . . . . . February 20

Contact any office of  
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JUBILEE  
6001 and  
45 x 6037

Singing  
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## "SENTIMENTAL TEARS" and "SINCERE"

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Radio's Original One Man Band  
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"AM I BLUE"  
b/w GOODBYE MARIA (I'm Off To Korea)  
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The Orioles  
"BABY, PLEASE DON'T GO"  
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JUBILEE 5065 (5065x45)

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"DIANE"  
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The Sleeper Hit on the ROBIN LABEL  
Nationally Distributed by JUBILEE  
"WHERE ARE YOU?"  
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"HOW COULD YOU"  
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"FOR ALL WE KNOW"  
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1st All Girl R & B Group The Orioles  
The Enchanters "HOW COULD YOU" "TRUST IN ME"  
(Break My Heart) b/w  
b/w "TODAY IS YOUR BIRTHDAY" "SHRIMP BOATS"  
JUBILEE 5072 (5072x45) JUBILEE 5074 (5074x45)

Another Smash by  
Edna McGriff  
"HEAVENLY FATHER"  
b/w "I LOVE YOU"  
JUBILEE 5073 (5073x45)

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

### RHYTHM AND BLUES NOTES

By HAL WERMAN

Continued from page 35

York's Apollo Theater on February 22 for the week. She'll follow that with a week at the Rendezvous Room, Philadelphia, opening February 29. John Hodge and group will play the Tiffany Club, Los Angeles, for two weeks opening April 9. . . . Leonard Feather resigned from the recording directorship of Mercer Records this week.

James (Cotesville) Harris, former Louis Armstrong percussionist, moved his drums and swing guys to Mack Scott's 1601 Club Philadelphia, for a four-weeker. Gay Crosse copped two of the Philadelphia's top sidemen, by drummer boy Charles (Specs) Wright and sax sorcerer John Coltrane. . . . Al Cass, tenor saxist long identified with Len McCall's band in Southern New Jersey has a combo of his own breaking in at Philly's 421 Club. . . . Tenor saxist Ernie Hopkins, who howed with his unit on the Gotham Record label, located at the Pitts Cafe, Philadelphia, has Vernon Morgan on piano, Bernard (Bunny) Bowen on bass. . . . William (Red) Garland, pianist, formerly with Hot Lips Page and Eddie Vinson, is fronting his own band at Philadelphia's Spider Kelly's, taking in Stanley Gaines, bassist; Wilbur (Donny) Brown, drums, and Tony Mitchell, tenor sax.

### 9 LA Terperies

Continued from page 1

different panel sessions conducted in conjunction with the last two annual conventions of the National Ballroom Operators' Association in Chicago.

The four ballrooms plugging their wares on TV will be joined by two more within a week. The Lido, Long Beach, starts a one-hour show tonight over KNTV (9:30 p.m., PCT) featuring Frank DeVol's band. Ballroom intends to operate with DeVol at the start, but may use other traveling bands later if the program gets a sponsor. DeVol said he may drop plans for his summer cross-country tour and concentrate on the local piano. Newest rustic danceery to pitch a local TV-er is Marty Landau's Riverside Rancho, from where KNBH will do a one-hour coverage Saturday nights, starting February 16 (9:30 p.m., PCT), featuring Spade Cooley band with a girl singer. The first half-hour will be sponsored by Meyerberg Distributing Company, Bendix washer distributors.

Cooley's Decca recording crew still remains the topper in the danceery-TV competition. Cooley, who pioneered the Saturday livecast from his own Santa Monica danceery, remains among the top five preferred rating shows in the area. Lawrence Welk, from near-by Aragon Ballroom, Lick Pier, Ocean Park, has, like Cooley, a fully sponsored show Friday nights over KTLA-TV. Horace Heidt and his band do a weekly Friday night show over KLAG-TV from Heidt's Trignon Ballroom, Southgate, which Heidt is using to formulate another national video package, tabbed "Family Night." Chiffie Stone and his Western entourage have been telecasting from an El Monte danceery on a one-hour Saturday show over KLAG-TV.

In addition to the TV remotes from danceeries in the area, Ina Rae Hutton, Ada Leonard, Les Brown and Harry James are doing one-hour shows during the week from local studios. All shows spotlight the band, with some throwing in guest acts for pace.

### Canada Mourns

Continued from page 3

announcement of the funeral date to order closing of the taverns.

Radio stations thruout Canada substituted special programs and, in accordance with the Canadian Broadcasting Corporation's decision, suspended all commercial broadcasting on the day of the monarch's death. Later, the CBC announced the no-commercial policy would be extended, carrying the ban up to midnight of the second day.

Most of the stations picked up the special programs arranged by the CBC in tribute to the late king.

## 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

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Continued from page 39

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	REVIEW	REVIEW	REVIEW
<b>SPIRITUAL</b>					
<b>THE PILGRIM TRAVELERS</b>					
Long Ago	SPECIALTY 5P-810—Bass singer takes over the solo through the side, punching over the words on a slow-tempo spiritual, against a solid background chime by the boys.	80--80--80--80			
Please Watch Over Me	A tender, lovely slow spiritual is sung in a quiet worshipful way by tenor lead, with the group singing modestly in back.	78--79--79--76			
<b>MARY DELOATCH</b>					
Lord's Gospel Train, The	REGENT 1042—A rhythmic and tender spiritual is sung powerfully and surely by the tenor over a really solid arr. backing. The arr. beats out a happy rhythm right thru. A strong disk that could catch its share if pushed.	80--80--78--82			
New Gospel Street, The	Chorus does a nice run thru of this routine gospel tune.	70--70--70--70			
<b>THE PILGRIM TRAVELERS</b>					
King Jesus Will Rule All Burdens Away	SPECIALTY 5P-820—A sturdy religious ditty, close to a pop ballad is sung warmly by the lead, while group fills in on harmonic background.	78--79--77--78			
Deliver Me From Evil	Quiet, slow-tempo religious item, has the group humming while the tenor sings the same first style.	77--77--77--77			
<b>BROTHER WILLIE EASON</b>					
I Want to Live (So God Can Use Me)	REGENT 1043—A jubilee spiritual is given a shoutful and sincere reading by the singer, who accompanies himself in great style on the guitar.	75--75--75--75			
There'll Be No Crumblers There	A slow-tempo spiritual with a story and moral is sung well by Eason. The tune is pretty.	72--72--72--72			
<b>RHYTHM &amp; BLUES</b>					
<b>HELEN HUMES (Cerald Wiggins Ork)</b>					
You Played On My Piano	DECCA 1522—The Wiggins arr. maintains a big rocking beat featuring a busy sax while the Humes gal pounds out the lyric to a frenzied pace of material.	83--84--82--83			
I Hear a Rhapsody	The chorus takes the side due for a revival a heartless chanting which could get the ditty started anew in the r.&b. market.	74--75--73--74			
<b>BILLY WRIGHT</b>					
Every Evening	SAVVOY 437—Wright projects mightily on a blues opus with an airy lyric line. The arr. sets up a big beat to bass horn.	79--80--78--79			
Married Women's Boogie	The arr. drives nicely and Wright injects his personality into the lyric. Result is a good disk.	75--77--73--77			
<b>OLD MAN MOSE</b>					
Matchbox Blues	REGENT 1046—Mose demonstrates a lot of heart and a good blues style on this, a good weeper.	79--80--77--79			
Kipp's Blues	Standard blues material gets a fairly routine, albeit good, reading from the shouter.	72--73--71--72			
<b>JOHNNY GREER &amp; THE RHYTHM ROCKERS</b>					
Strong Red Whiskey	VICTOR 1487 47-444—A solid vocal by the ensemble on a better than average blues, with good lyrics and a powerful performance by the arr. A good disk that could catch some coin.	78--79--74--82			
If You Let Me	Pretty slow-tempo ballad gets a nice run-thru by Greer and group and some well-timed music from the arr. A danceable and listenable item.	73--74--72--73			
<b>THE FOUR TUNES</b>					
Come What May	VICTOR 1451 47-445—The boys come up with a good cover for r.&b. market. If the ditty hits big enough in the pop field, then the arr. should get action. The group is excellent.	78--80--75--78			
Greatest Song I Ever Heard, The	The vocal quartet sounds warm on a Tin Pan Alley ditty with a "home sweet home" lyric.	72--75--70--72			
<b>RAY CHARLES ORK</b>					
Kiss Me, Baby	SWING TIME 274—Charles teams with another male singer in a short reading of this typical rocker. The arr. and the charters' spirit are formidable, but the material is last year's.	77--78--76--77			
I'm Glad for Your Sake	One of the better standard ballads is brought to light again via this hot Cole-like reading. Pleasant arr.	70--72--68--70			
<b>EDDIE CHAMBLEE</b>					
In a Sentimental Mood	CORAL 65-080—The Ellington item is handed a slow, moody tenor sax solo reading in the style of the original Ellington reading.	77--80--74--76			
Southern Comfort	An driving instrumental opus based on a familiar riff spots Chamblee's tenor leading the arr. in a strong jump reading.	77--80--74--76			
<b>LOWELL FULSON TRIO</b>					
Wild About You, Baby	SWING TIME 290—Southern blues territory should go big for this low-tempo Fulson-charged 12-inch ditty.	75--77--74--75			
Three o'Clock in the Morning	Pleasant Southern blues chattering by Fulson of a typical weeper.	72--73--71--72			
<b>IVORY JOE HUNTER</b>					
Laugh (Though You Feel You Want to Cry)	MGM 11105—Hunter turns in a persuasive warble on a warm and pretty ballad with close support by the arr. It could get spots.	75--78--72--75			
Where Shall I Go?	A strong vocal by Hunter and fine work by the arr. plus a set of fresh lyrics turn this average blues tune into a good piece of work.	73--74--71--74			
<b>JIMMY McCRACKLIN (Blues Blasters)</b>					
House Rockin' Blues	SWING TIME 291—Singer is strong on a free-swinging blues ditty that builds thruout with the arr. sending solidly. An item that could get play.	73--74--70--75			
Mevin' On Down the Line	A slow-tempo minor blues ditty receives a strong reading from McCracklin, and solid backing from the arr.	70--70--70--70			



### Accord Highlights

Continued from page 18

nally is appointed. Also slated to be selected next week is a permanent counsel for the association.

Present at the meeting were Bill Fowler and Mort Edelman, Capitol Records; Jim Clinking and Norman Adler, Columbia Records; Milton Rackmil and Leonard Schneider, Decca Records; Harry Kruse, Leon Hartstone and Herbert Krone, London Records; Joe Carlton and Irving Green, Mercury Records; Frank Walker and Wally Early, MGM Records; Paul Barkmer and Howard Letts, RCA Victor; Peter Bariok, Bartok Recordings; Emmett Hobson, Cherokee Records; John Stevenson, Children's Record Guild; Moe Asch, Folkways; Barney Young and Dan Fox, Life Records; Albert G. Green, National Records; Dante Boletino, Paradox Industries; Dario Soria, Raxon Corporation (Cetra-Soria Records); H. F. Brilliance, Square Dance Associates; Teta Demitriados, Standard Phono Corporation; Thomas J. Valentino, Valentino, Inc.; Larry Green, Vox Productions; and Wess Smith and George O. Bernstein, WCFM Recordings. Also present as temporary counsel were Henry Cohen and Richard E. Colby.

### Comment Nil

Continued from page 18

rently at the Clover Club, Miami, until March 4; which will be followed by three days at the Boca Raton (Fla.) Hotel, which is breaking precedent to bring in the Columbia warbler. He does the big Houston Variety Club benefit March 15 at the Houston Coliseum. Ducats go for a straight \$2 for the big house. Show will probably feature Jimmy Dorsey's ork, in addition to Laine. Laine is doing the show for the second straight year because his father-in-law, Ed Miller, is proxy of the Houston stagehands' union. He plays his first date in Dallas March 21 for nine days at the Baker Hotel. Following Dallas, he starts the 30-day one-night concert tour (The Billboard, February 9) starting April 12 at Baltimore. His itinerary includes: Chase Hotel, St. Louis, May 15-28; Coconut Grove, Los Angeles, June 10-July 1; Shamrock Hotel, Houston, November 1-28, and a December date at the Paramount, New York.

Laine cut his first duet sides with Doris Day this week and cuts four more sides with Jo Stafford Sunday (10).

### Canadian Service

Continued from page 18

"Sleepy Lagoon" and "Summer-time" music which CAPAC controls in Canada, was admitted by the Kiwanis Club.

The court, whose decision may be appealed to the Supreme Court of Canada, found the proceeds of the dance were wholly to be devoted to charity and thus no license fee could be levied. But it added that the Kiwanis Club qualifies also as a fraternal organization.

CAPAC contended that the \$130,000 invested in trust funds by the Kiwanis Club out of Casa Loma revenues might be directed to non-charitable objects. The court said there was little doubt this money will be used for charitable objects.

The Kiwanis paid license fees for music performed at Casa Loma for a few years prior to 1950, but the court said there was no contract to bind the club to continue payments.

### Cap to Charge

Continued from page 18

charge group supplementing previous contacts serviced.

Persons, interested in the new Cap program, may contact Capitol's Hollywood promotion office or their nearest Capitol branch.

It's known that one major firm already has contacted Capitol, regarding full details on the program. Diskeries have long been plagued with border-line cases, where smaller radio stations and d.j.'s have requested disks, but these bids could not be fulfilled because of budget problems. It's felt that Cap's bid will find a ready market, especially among the smaller radio outlets, for many of these hinterland stations have been forced to pay retail for the disks, which they find necessary for daily programming. At the rate of \$10 per month, it's figured that the station will receive approximately 50 disks, which averaging 20 cents each, fails to cover even the cost of manufacturing, postage and handling.

### 'Honest' Swindler

Continued from page 18

his car is paid for by his diskery. He states that an indie label hit which sells from 200,000 to 400,000 copies should give the firm a profit of from \$15,000 to \$25,000 over and above the regular salary draw. This, he says, can be dissipated within six months to a year in a series of attempts to come up with another hit.

"Every indie guy who comes up with a hit," he declared, "is sure that he can do it again—that's why most of them die broke. It's all part of business. You can't take your lousy \$25,000 and retire.

You have to reinvest it in the business."

### Europe Charges

Continued from page 18

opera diskery needs a sale of 10,000 to 20,000 sets before the company reaches the break-even point.

The major diskeries, who usually record the first-rate and best-known European acts and conductors, pay much higher rates than those named. But even in these cases, it would be more expensive to record them in the United States. Recordings made in England, too, fit this pattern, since the scene in Great Britain is less than half that in the U.S.

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IMPRINT AS FOLLOWS:

NAME .....

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CITY AND STATE .....

Ordered by .....

## A TAX HINT

### Musician's Deductions Allowable

TORONTO, Feb. 9.—Wear and tear on his violin bow has earned for an unidentified Ontario musician an income tax deduction in connection with his calling.

The musician was known only as No. 46 in the closed hearing before the income tax appeal board. He listed his violin bow depreciation at \$30 for 1949, the year the Income Tax Department disputed his deductibility.

The board said No. 46's violin bow depreciation was quite all right, along with another for \$175 for the upkeep and repairs of two violins and a piano.

It also allowed him \$35 for insurance, \$30 for telephone, and a \$50 item for out-of-town trips to London, Hamilton and Wingham, Ont.

But the board disallowed his claim for \$125 for "business promotion," which he explained consisted of expenses for entertainment and presents for business associates thru whom he hoped to get more musical engagements.

## Injunction Halts Paradox Piracy

NEW YORK, Feb. 9.—New York Supreme Court this week issued an injunction stopping the pirating of disks by Paradox Industries and its president, Dante Bolletino, owners of the Jolly Roger label. Judgment, issued by consent, was obtained by Columbia Records and Louis Armstrong, whose disks have been pirated. The injunction prohibits dubbing of any Armstrong disks or records made for Columbia by any other artist. It also prohibits the advertising and sale of the pirated disks. Damages of \$1,000 were awarded to Armstrong. Columbia waived its claim to damages, although President Jim Conkling stated that "if the company is obliged to bring further actions of this kind, we will insist on damages for Columbia Records as well as the performing artist."

Columbia waived its claim to damages, Conkling stated, because this was the first case of its kind, and the defendants admitted their guilt and agreed to an injunction. Paradox is surrendering 6,000 of the disks to Columbia for destruction. The judgment also prohibits use of Armstrong's name and picture in connection with unauthorized sale of his disks.

The judgment, signed by Justice Thomas L. J. Conoran, was submitted by Rosenman, Goldmark, Colin & Kaye, attorneys for Columbia and Armstrong.

The Columbia-Armstrong case was based upon violation of a property right and—with regard to use of Armstrong's name and picture—invasion of privacy. An attack against piracy from another angle will break shortly. This case will be based upon violation of publisher's copyrights and will seek triple damages and a judgment in a criminal action.

## Macy Sets Music Fair

NEW YORK, Feb. 9.—The fourth Annual Macy Music and Television Festival will open Thursday, February 14, and run for one week. Stars who will appear at the festival during its run will include Sam Levenson, Les Paul and Mary Ford, Rosy, many Clooney, Bill Hayes, the Billy Williams Quartet, Rise Stevens, Sammy Kaye, Frank Luther, Stuart Erwin and June Collier, Tex and Jinx McCrary and Ed and Pegeen Fitzgerald.

## MGM Buys 4 Jerome Sides

NEW YORK, Feb. 9.—MGM Records this week bought four masters from orkster Henry Jerome, a fixture of the Green Room of the Hotel Edison here, cut the sides on his own and peddled them directly. The orkster last recorded for London Records. It is likely that he will be handed an MGM disking contract to complement the purchase of the four masters.

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## Album and LP Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
50-59 POOR

### POPULAR

**88** I'LL SEE YOU IN MY DREAMS—Doris Day (Decca) 10" (1-10")  
The lovely Doris Day, star of the motion picture success "I'll See You in My Dreams" is presented here doing eight of the fun, lighthearted songs from the film to her best advantage. The disk is not from the sound-track, it also features Doris Day's own play Kaha in the film. Songs chosen from the film are examples of the best of Kaha's efforts. Paul Weston and the Norman Luboff choir are particularly effective in backing Miss Day and Thomas. The result is a fine disk collection which should stay on best-seller lists for a long time.

**87** BEATRICE KAY—Beatrice Kay N. Waterhouse 10" (1-10")  
The Band Played On: Raining (Rainbow), Joint Account: She Is More to Be Pitied Than Censured, A Good Man Is Hard to Find: Put On Your Slippers and Fill Up Your Pipe, Louisiana, The Feather Barber.

**85** AARON SLICK FROM PUNKIN CRICK—D. Shore-R. Bennett-A. Young-H. Row 10" (1-10")  
Punkin' Time: Act Plumb: My Beloved: Still Water: Saturday Night in Paradise: Life Is a Beautiful Thing: Why Should I Believe in Love: Cheryl: Marshmallow Moon.

**83** MR. AND MRS. SHOW BUSINESS—Blossom Seeley-Benny Fields 10" (1-10")  
Mr. and Mrs. Show Business: New Orleans: For Me and My Gal: I'm Nobody's Baby: Lullaby: Broadway: Rose Rose: Fifth Avenue: My Melancholy Baby: By the Light of the Silvery Moon.

**80** JERRY GRAY ORK: TRIBUTE TO GLENN MILLER 10" (1-10")  
St. Louis Blues: Jeep Jacky Jump: The Dirty Dirty: Who's Sorry Now: Shake It: Harvest Moon: Flag Wave: Introduction to A-Weather: V. Hap.

**75** LENA HORNE SINGS 10" (1-10")  
Can't Help Lovin' That Man, Where or When, "Ded I Do, I've Got the World on a String, Sometimes I'm Happy, Is It Always Like This, The Lady Is a Tramp, Love of My Life.

**70** SINGING IN THE RAIN—Owen Bradley 10" (1-10")  
Singer in the Rain: The Wedding of the Painted Doll: You are My Lucky Star: All I Do is Dream of You: You Got a Feeling You're Foolish: I'm in a Fiddle: Beautiful Gal: The Rain.

**75** MORRIS WINS COURT TEST—New York Supreme Court Justice Botein this week granted by default Edward H. Morris Company's motion for an examination of his former professional manager, Paul Barry. The judge reserved decision on whether or not Barry would be allowed to examine Morris.

**70** MORRIS WINS COURT TEST—Barry filed a breach-of-contract suit against Morris some time ago, and only recently Morris came back with a suit against Barry.

**75** MERCURY FOR SALE? POSH!—NEW YORK, Feb. 9.—Mercury Records, via executive vicepres Art Talmadge, this week flatly denied a rumor that the diskery was being offered for sale. Talmadge believes that the rumor stemmed from an offer mailed to the diskery making advances to discuss the possibility of a sale. The diskery denies that such a possibility existed. In fact, Talmadge reports that Mercury is "enjoying some of the best years in our company's history."

**75** MERRY WIVES OF WEDNESDAY—The new picture about Blossom and Benny. Somebody Loves Me, soon to be released, this album should be a draw among those who will see the picture, as well as those who have seen the pair in the flesh.

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coming in the March issue  
"Top 30 Juke Box Standards and Records Available"  
one of more than a dozen valuable features and lists in  
THE BILLBOARD'S 1952 JUKE BOX SPECIAL  
(MOA Convention-in-Print Number)

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CORAL ALBUM 9-8044—Four 45 RPM Records . . . Price \$3.75

CRL 56045—10-inch Long Play Record . . . Price \$3.00

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(A subsidiary of DECCA RECORDS INC.)

**FOLK TALENT AND TUNES**  
—By JOHNNY SIPPEL—  
• Continued from page 34

Jimmy Wakely has inked a management pact with Arena Stars, Inc. Wakely and Wesley Tuttle have filmed a pilot series for TV, which will be auditioned by the webs and leading agencies. . . . Tommie and Lonnie Thompson, who cut for Columbia, are now at KNOE, Monroe, La. Tommie is program director of the Saturday night jamboree at the station. . . . Rod Morris, Capitol newcomer at KSOO, Sioux Falls, S. D., is the father of a son, Rodney Ludwig, born recently. Morris was directed to the attention of Ken Nelson, of Capitol, by pubber Fred Stryker, of Fairway Music. . . . Charlie Walker (Decca) and His All Stars are working at WACO, Waco, Tex., and KWHI, Denham, Tex. . . . Harry Rodcar, the yodeler, is still working servicemen's shows in Japan and Korea. . . . Buffalo Johnson and His Herd (Rich-R-Tone) are working the Swing Bar, Cincinnati. . . . Red River Dave (MGM), WOAI, San Antonio, is heading for the Coast to do a couple of weeks there. . . . Wade Ray (Victor) has returned to the Coast after a three-week tour of the South with Al Miller, Victor slack chief. Ray had a day dedicated to him by Joe Humore, Fred Wamble and Dan Brennan, WYOK, Birmingham, during the tour. He reports that Cecil Campbell, leader of the Tennessee Ramblers (Victor), has started a daily d. j. show at WIST, Charlotte, N. C. Ray has signed with Victor for three more years. He has returned to Cowtown, Los Angeles, where he replaces Les (Carrot Top) Anderson. Ray's six-piece will work five nights and a Sunday matinee per week.

**Disk Jockey Doings**

Roy Hansen is now spinning the country wax at WOWO, Fort Wayne, Ind. . . . Cowboy Don Perazzo is doing the rustic rhythms on shellac at KBON, Omaha. . . . Happy Leon has moved from WPDK, Clarksburg, W. Va., to WVOW, Logan, W. Va. . . . Sheriff Tex Davis spins four hours of wax daily at WLOW, Norfolk, Va. . . . Uncle Dudley Hackworth, KFES, Texarkana, Tex., has given his endorsement to a local bakery, which will put out his own recipe for "fried pies." . . . Hank Thompson and His Brazos Valley Boys did 3,000 January 12 at the Big D Jamboree, Dallas. . . . Red Jones, KVET, Austin, Tex., reports that Webb Pierce is the newest big artist in his vicinity. . . . George Barron has moved from KCRF, Trinidad, Colo., to KRAL, Craig, Colo.

Al Marris, WONE, Dayton, O., urges listeners to write to local servicemen, whose addresses he receives from other listeners. . . . Jim Hall and His Radio Rangers are working local dances. In addition to his d. j. work at WFNS, Burlington, N. C. . . . Rog Mansfield, WKTG, Thomasville, Ga., has been giving away free pics of Del Wood. . . . Bob Kostler, ex-Wills, replaced Roy Ayres on steel with Pee Wee King. Ayres went into the Marine Corps. . . . Molly O'Day and her hubby, Lynn Davis, are working revival services in the Huntington, W. Va., area, according to Ray Anderson, WHTN, Huntington, W. Va.


**• Folk Record Releases**

• Continued from page 34

Lester—Four Flames (New) Specialty SP-423  
Lillian of Shano—Jimmy Heap-Perc Williams—Melody Masters (New) Cap 1958  
Married by the Bible—Johnny Rector (New) Coral 64119  
Old Times Waltz—Blackie Crawford-Western Chordlers (New) Coral 64118  
Pistol Boogie, Parts 1 & 2—Dale Martin—New 6379  
Red Heads and Bunches and Brunettes—Joe Wheeler (New) King 1013  
Swampin' Googie—Bill Haley-Sandersons (New) Holiday 113  
True or False—Jimmy Heap-Perc Williams—Melody Masters (New) Cap 1958  
Turdie Star—Bob Wills-Texas Playboys (New) Card 11163  
Wheel of Fortune—Four Flames (New) Specialty SP-423  
Within This Broken Heart of Mine—Jimmy Collett—Arizona Ramblers (New) Arcade AR-101

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9-60609 (45 rpm)

Coral 60658 (78RPM)  
9-60658 (45RPM)

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**A WEAVER OF DREAMS**  
 b/w  
**TAKE ME BACK**  
 MCM 11125 78 r.p.m.  
 K11125 45 r.p.m.

**JOHNNY GREEN**  
 And His Orchestra  
**INVITATION**  
 b/w  
**LYGIA**  
 MCM 30526 78 r.p.m.  
 K30526 45 r.p.m.

*Still Going Strong*  
**TOMMY EDWARDS**  
**FORGIVE ME** b/w **IT'S ALL IN THE GAME**  
**THE BRIDGE** b/w **ALL OVER AGAIN**  
 MCM 11170 78 r.p.m. MCM 11035 78 r.p.m.  
 K11170 45 r.p.m. K11035 45 r.p.m.

**GEORGES GUETARY**  
**I'LL BUILD A STAIRWAY TO PARADISE**  
 MCM 30400 78 r.p.m.  
 K30400 45 r.p.m.

*The NEW KING of the Clarinet*  
**BUDDY DeFRANCO**  
**SWING LOW, SWEET CLARINET**  
 b/w  
**WILL YOU STILL BE MINE**  
 MCM 11164 78 r.p.m.  
 K11164 45 r.p.m.

**ALAN DEAN**  
**SINCE MY LOVE HAS GONE**  
 b/w  
**IF YOU GO**  
 MCM 11156 78 r.p.m.  
 K11156 45 r.p.m.

**TOMMY FURTADO**  
**THE HEART OF A CLOWN**  
 b/w  
**UNTIL**  
 MCM 11157 78 r.p.m.  
 K11157 45 r.p.m.

**THE KEYS**  
**AM I IN LOVE**  
 b/w  
**BAREFOOT DAYS**  
 MCM 11168 78 r.p.m.  
 K11168 45 r.p.m.

**IVORY JOE HUNTER**  
**LAUGH**  
 (Though You Feel You Want To Cry)  
 b/w  
**WHERE SHALL I GO**  
 MCM 11165 78 r.p.m.  
 K11165 45 r.p.m.



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.

- MOODLIN' RAG** ..... Perry Como ..... Victor 20-4542  
 The warbler comes thru with a rock rendition of a ragtime tune, with fine support from the Fontane Sisters. Another excellent waltz is the Guy Lombardo version on Decca.
- I HEAR A RHAPSODY** ..... Frank Sinatra ..... Columbia 39643  
 The slide, being revved via the Pick "Clash by Night," receives a stylish performance from Sinatra. Other good waltzes are Arthur Froyd's on Decca, Dick Brown's on King and the Ray, Anthony Oak's on Capitol.
- PERFIDIA**  
**I THOUGHT OF YOU LAST NIGHT** ..... Four Aces ..... Decca 27987  
 The boys do a solid job on the evocative "Perfidia," showing off their vocal blend in an outstanding arrangement. The flip is a slick, rhythmic ballad.
- JUMP THRU THE RING** ..... Yak Danone ..... Mercury 5785  
 A big new ballad is given a warm and expressive reading by Danone, in one of the singer's better performances.

### • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. WHEEL OF FORTUNE ..... Betty Wayne ..... Mercury 4806
2. WHEEL OF FORTUNE ..... Kay Starr ..... Capitol 1968
3. I WANNA LOVE YOU ..... Ames Brothers ..... Capitol 60617
4. TEMPTATION ..... Marie Lanza ..... Victor 10-3730
5. AT LAST, AT LAST ..... Tony Martin ..... Victor 20-4477

### • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. WHEEL OF FORTUNE ..... Ecker Wayne ..... Mercury 4806
2. AT LAST, AT LAST ..... Tony Martin ..... Victor 20-4477
3. TEMPTATION ..... Marie Lanza ..... Victor 10-3730
4. WINE, WOMEN AND SONG ..... Nat King Cole ..... Capitol 1925
5. WIMOWEH ..... The Weavers-Carson Jubilee Orchestra ..... Decca 27928

### • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. WHEEL OF FORTUNE ..... Kay Starr ..... Capitol 1968
2. WHEEL OF FORTUNE ..... Betty Wayne ..... Mercury 4806
3. BABALU ..... Richard Hayes-Karver Capitol Orchestra ..... Mercury 5780
4. WISHIN' ..... Eddie Howard ..... Mercury 5784
5. SILVER AND GOLD ..... Pee Wee King ..... Victor 20-4458

### • 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. DON'T JUST STAND THERE ..... Carl Smith ..... Columbia 20893
2. MONKY DINK BLUES ..... Hank Williams ..... MGM 11360
3. GOLD, GOLD HEART, No. 2 ..... Homer and Jethro ..... Victor (45)497-4397
4. WILD SIDE OF LIFE ..... Hank Thompson ..... Capitol 1942
5. I'M SORRY FOR YOU, MY FRIEND ..... Hank Williams ..... MGM 11360

coming in the March 1 issue

#### "Fifth Annual Juke Box Operator Poll"

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# NOTICE

(Attention, RECORD COMPANIES, RADIO, T-V STATIONS, PERFORMERS, JOBBERS & DEALERS)

We desire to call to the attention of the trade our song entitled "EGGBERT, THE EASTER EGG" by Sid Tepper and Roy Brodsky. A song with a similar title is being published by a fellow publisher at the same time as ours.

In all fairness to our writers and to Rosemary Clooney who has recorded our song for Columbia Records, Inc., and to Gisele MacKenzie who has recorded our song for Capitol Records, Inc., we are proceeding with the publication of our own song.

In order to give both songs an equal opportunity, we suggest that you listen to both numbers and decide for yourselves which one you desire to record, perform or sell—"AND MAY THE BETTER SONG WIN."

\*An identical notice appears in all bulletins sent by us to jobbers and dealers.

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Chord names for Chorus  
Symbols for Ukulele

Tempo: *Allegro*  
A D F G

Words and Music by  
SID TEPPER (A.S.C.A.P.)  
and ROY BRODSKY (A.S.C.A.P.)

PIANO

REPRISAL

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Col - est thing you ev - er saw, in the win - dow of a big de - part - ment store.

All day the chil - dren came, No - on pressed a - gainst the win - dow pane, Spoke to Egg - bert,

but a - lack, Egg - bert cried be - cause he could - nt an - swer back. Then all at once, the

clouds roll by, to let the sun - shine through. Be - lieve it or not - it

got so hot, that Egg - bert split in two. Owl popped a ba - by chick, a

teen - y ween - y lit - tle ba - by chick. And the chil - dren heard him say:

Egg - bert wish - es you a hap - py East - er day. hap - py East - er day.

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# Music as Written

## Vera-Ellen to Tour East Di's With "Belle" Tune . . .

MGM star Vera-Ellen will visit 16 Eastern cities on a personal appearance tour, starting February 10, to publicize the new picture, "Belle of New York," starring Fred Astaire. She will visit disk jockeys in all the cities with a dishing of "Ooops," by Fred Astaire, from the sound track album of the flick. The album is slated for early release.

## MGM 'Showboat' Window Display Winners Picked . . .

The recent MGM Records-MGM Pictures window display contest, in which dealers and exhibitors teamed up to publicize the MGM album of "Showboat," drew more than 400 entries throughout the country. First prize of \$100 went to Mary Pearson of Terry's Record Shop and William Friese of the Rivoli Theater, in LaCrosse, Wis.; second prize of \$50 was won by Mary Worman of Rikes Department Store and Carl Rogers of the Loew Theater, Dayton, O. and the \$30 third prize went to Zella Minor of Kahn's Department Store and Frank Burhans of the Paramount Theater, Oakland, Calif. This is the third window contest run by MGM. Next will be on its "Singing in the Rain" sound track album, due soon.

## Southern Music Staff Huddles . . .

Jack Carlton, in charge of Southern Music's West Coast office, arrives here Monday (11) (with Russ Morgan), to huddle with Ben Selvin and Mark Schreck on puberry plans.

## New York

Chanteer Shirley Jones, formerly with the Henry King ork, has signed a personal management pact with Ray Barton. She will be groomed as a single. . . The forthcoming Kurt Weill concert at Town Hall on February 23 will feature Gabor Carelli of the Metropolitan Opera, in addition to Kitty Carlisle, Lotte Weill, Ralph Herbert, Stefan Schnabel and Peter Capell. . . Macy's annual Music and Television Festival opens on Thursday, February 14. . . Jerry Newman, leaving exec for Esoteric Records, heads on April 18 for a three-month trip to Europe to make recordings for the firm. . . Rudi Tolney, record department manager for Liberty Music Shops, is off to Bermuda today (9) for a 10-day vacation. . . Staff Ser-

vant Anne Flock, assigned to the Michigan Office of the Women's Air Force, has signed with Cadillac Music as a staff writer. She just completed a new tune with Jerry Harris and Bill Carroll, "Sing Softly, Heart of Mine."

Jack Mills, Mills Music proxy, goes to Florida for a vacation. . .

Tony Martin reports for work at RKO Pictures February 20 to begin shooting his next flick, "A Song Forever."

Larry Kanega, RCA Victor Records sales topper, is on vacation. . . Elliot Lawrence and his ork will guest on the Kate Smith show on February 25, on NBC-TV. . . Richard P. French, publicity head for Associated Music Publishers, has been appointed a member of the National Committee on Music Literature by Conference. Group is an association of public school music teachers. . . Sammy Kaye's ork will play a free engagement at Scott Field, Belleville, Ill., on Sunday, February 17.

Seco Records, Latin-American diskery, is moving its offices to midtown Manhattan next week. The firm is releasing six LP's next week, featuring its top Latin vocalists.

Julius and Joe Bihari, ops of Modern and RPM diskeries, have incorporated their Modern Music puberry, a BMI affiliate, and intend to activate the firm. They have a catalog of 200 tunes, the bulk of which are originals cut by record artists for their disk firms.

## Chicago

Mills Brothers open a six-day run at the Zanzibar, Denver, April 14, then move to Sioux City, Ia., for the Sports & Builders Show starting April 22. . . Leonard Chess, Chess Records topper, back in town after a month's tour thru the South. . . Frankie Carle plays the Paramount, Toledo, for four days starting April 3. . . Buddy Greco into Yankee Inn, Akron, April 14 for a week.

While music activity at the Coin Machine Institute Convention at the Sherman Hotel here last week was practically all in number of diskery had reps in for a look-see and a visit with juke operators. On hand were Art Talmadge, Mercury; Jimmy Martin, MGM; Shim Welner and Sid Goldberg, Decca; Al Oldrich, Coral; Nat Hais, Columbia, and Phil Chess, Chess Records.

Tiny Hill opens a three-week run at the Four Dukes, Detroit, March 6. . . Earl Hines closes the Blue Note here February 21, then plays one-nighters thru the Midwest until March 10 when he opens for two weeks at the Colonial Tavern, Toronto. . . Ralph Mariani into the Lake Club, Springfield, Ill., March 1. Band is set for two weeks at the Melody Mill here starting April 13.

Hank Snow and the Rainbow Ranch Boys to New York for a guest show on the Perry Como TV show February 27 and for some record sessions at RCA. Xavier Cugat doing caricatures of local disk jockeys as they interview Abbe Lane on their shows, will display the pictures in a loop music store before closing at the Edgewater Beach Hotel. . . Bud Sinner, Coral, pushing the first sides cut for the label by Don Cornell who opened at Chicago Theater Friday (9). . . Phil Field, McConkey Artists Corporation, and his bride, Bobbe Short, back in town after their honeymoon.

## Hollywood

Ray W. Smith is general manager of the Hollywood Bowl Association this year and will be in charge of the 1952 season of symphonies under the stars. . . Patil Andrews and her hubby, musical director Wally Wechsler, have bought a home in Encino. . . Nat Vincent, Southern Music puberry exec, won two major prizes with dogs from his Great Dane kennel in Lancaster. . . Reg Connolly, of Campbell-Connolly, British

firm, here for a 10-day business stay, after which he goes to Nassau, where he'll join his family in their winter home. . . Patil O'Connor, chief with Harry James, married band trombonist Gene Morton last week. . . Dick Jurgen's band, currently at the Palladium, did a Universal-International short last week.

Gordon MacRae slotted for lead in Warner Bros. "Desert Song."

Ingram Walters, who does backgrounds for TV and movies, and Robert DeLeon, ASCAP lyricist, have formed Graystone Music, an ASCAP affiliate. . . Frankie Carle lost Johnny Phophe, vocalist, for his coming road tour and intends to take out two gal vocalists. . . Jan Garber returns to his Coast home this week for four weeks' vacation. . . Wally Brady, professional manager of American Music, is personal manager and hubby of Roberta Lee, the new Decca chirp.

Charley Alpert, manager of the Bell Sisters, new Victor harmony duo, has set the teen-agers for "The Big Show" in mid-March. Kids, who are 11 and 16 years of age, won't be able to do personals until this summer. He has not made a booking office commitment. . . Al Kavalin, ex-Midwest and Coast song plucker, is now in the TV production business, operating as part owner of Allegro Productions. . . Bob Savage, Capitol's new boy singer, and Gail Robbins returned from Mexico last week, where they did TV film for Kemp-Brighton Productions.

Capitol has linked Faron Young, vocalist with Webb Pierce's band KWKH, Shreveport, La., with the current hit, "Wonderin'." . . Betty Belle, local 88-er, was discovered by Frankie Laine at the Encore on off-night. She gets the steady at the Laciniega spot this week, following Freddy Slack's group with her own to go.

Songwriter Al Trace and his wife are house-hunting. Trace will probably drop his band and concentrate on song-penning. . . John McCormack, the ex-Chicago, d.j., and Herman Hutz, op of Ciro's, start a one-hour nightly show from the spot February 15 from 11 to 12. . . Sidemen on TV bands can take a lesson from the situation, created last week, when Sandra Berkova, featured fiddle with Ina Rae Hutton's all gal band on KTLA, guested on a national station and had her pact up with KTLA for violating the exclusivity clause. She appeared on d.j. Peter Potlor's show over KNXT.

## On the Stand

### Gene Krupa Jazz Trio

Reviewed February 3 at Ventura's Open House, Lindenwood, N. J. Record promotion by Herb Freedman. Publicity by Jack Egan. Managed by Don Palmer. **Drums: Gene Krupa. Sax: Charlie Ventura. Piano: Teddy Napoleon.**

After a spell of six too-long years of musical silence, one of the all-time great jazz and swing jazz units has reverted to its original type. Many of the younger set getting the benefit of exciting break in music at a South Jersey roadhouse owned by saxist Charlie Ventura may be much too young to remember the original threesome that blossomed during an earlier "swing" era. However, with the bringing back of Ventura with his former boss-man, Gene Krupa, at the drums, and Teddy Napoleon counting again at the Steinway seat, it's a jazz blend of imagination and improvisation as breathtaking as ever before.

The trio sticks closely to its original pattern even to the extent of musical composition which put it so solidly in the slick register. There is "Dark Eyes," "Stompin' at the Savoy," "Body and Soul," "Idaho" and "Flying Home" for refreshers, plus such added items as "Perdido" and the famous Krupa flag-waver, "Drum Boogie," which was formerly restricted to the playing of Gene's big band. The three give out completely. The offerings take eight to 10 minutes for each, allowing plenty of time for individual efforts as well as allowing for a generous display of the distinctive blend they achieve in ensemble.

## "Sin" Waxers Go to Court In Quarrels

**PHILADELPHIA, Feb. 9.**—While Al Alberts and the Four Aces skyrocketed to fame and fortune on the strength of their locally produced waxing of "Sin," Alberts' former partners in the recording of the hit have turned to the courts for their share of the financial glory.

A bill in equity was filed in the Philadelphia Court of Common Pleas Thursday (7) for a preliminary injunction to restrain the Palda Record Company here from distributing records of the Four Aces. The Palda firm, which handled the Victoria label of the hit song, consists of David L. Miller, Paul R. Miller and James E. Fleming Jr.

Suit was filed by Alberts' former partners in the Victoria Record Company. Represented by former Judge Noehrn S. Winter, they include Melvin R. Korn and Lawrence Pleet. Action was filed in the name of the Merion Recording Company, new local waxery formed by Korn and Pleet, with an added partner in Bettie Ann Pleet, Lawrence's sister.

The complaint alleges that the dealings with Palda were conditional on Palda being in good standing with the American Federation of Musicians which has since threatened to blacklist the Four Aces if any further records are distributed by Palda. It is further alleged that Palda was falsely reporting the number of sales made by "Sin," and that the quality of the records was poor.

The action then sets forth that, by mutual agreement, Palda was given 30 days to straighten out its difficulties with the musicians union. Instead of doing so, it had obtained acetate reproductions of the remaining songs of the Four Aces which the Merion Recording Company control, and is distributing them under the label of Flash Recording Company, which is alleged to be non-existent.

New Merion wax works will release the four sides cut by the Four Aces if the courts will restrain Palda. Aces are now linked with the Decca label.

Most pronounced throat is the exuberance and drive of the Krupa drums, the matchless tenor and bary sax sorcery which Ventura sports apart from his amazing technical wizardry, and the swinging rhythm on key bank blending with it from the ivory passages of Napoleon. Little wonder that it strikes the same responsive chords with the youngsters today as it did with their older brothers and more than half a dozen years ago and more.

The respect which each man's instrumental skill holds, both in the trade and with the public, provides a pre-sold audience for the threesome on every front. Following the fulfillment of a prior commitment with the big band for a fortnight at New York's Paramount Theater, the temporary arrangement Krupa had with the trio becomes permanent. Maybe they won't bring back the popularity once enjoyed by the big bands, but they're a cinch to excite a brand new interest in the swing of jazz that will be acceptable on all musical and commercial counts.

Maurie H. Orodener.

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FEBRUARY 16, 1952

Out-of-Town Reviews

THREE WISHES FOR JAMIE

(Opened Monday, February 4) Shubert Theater, New Haven, Conn.

A musical based on the novel by Charles O'Neil. Book by Charles O'Neil and Abe Burrows. Staged by Abe Burrows. Music and Lyrics by Ralph Blane. Dances by Eugene Lozing and Ted Cappy.

- Madette ... Walter Burke
Candy ... Wilton Clark
Old Dan ... Richard Scott
Kate McKim ... Tali Towers

THE DANCING GROUP

Principal Dancers ... Zelma and George Point
Doris Atkinson, Estelle Aza, Ann Deazy

THE SINGING GROUP

Lela Allen, Michele Barker, Claudia Campbell, Marie Gibson, Ellen Lane, June Reimer, Ann Richards, Rosemary Roberts, Jerry Carsons, Clifford Pratt, Robert Bates, Richard Scott, Donald Threlk, Richard Fine.

THE CHILDREN

Kenneth Francis ... Bud Flanagan
Johnny Finley ... Jackie Scoble
Dorley Boy Doolittle ... Martin Walker
Little Patrick ... Jack Albertson
Allerette to John Raitt ... Wilton Clark

"Three Wishes for Jamie" is definitely in. Its audience appeal is tremendous, and after the few apparent changes are made, it will be ready for a spot among hit musicals of the season.

Of course, the producers took no chances. They blended together the best parts of the top shows of the last decade, and by use of a simple, appealing story offer a musical show that almost can't miss.

Still and all "Jamie" adds up to top entertainment. It is big, noisy and tender, and offers humor in wholesale quantities.

The dancing and singing leave nothing to be desired, with tempting honors divided between Peter Conlow and Sandra Zell, plus excellent ensemble patterns devised by Eugene Loring and Ted Cappy.

In short: "Jamie" should be okay in anyone's book. It will have wide appeal, and will delight theatergoers of every taste and age.

DEAR BARBARIANS

(Opened Monday, February 4) Walnut Theater, Philadelphia

A comedy by Lorrain Richards. Produced and directed by Grant Tinker. Settings and costumes by Jack London. Music by Lorrain Richards. Musical Interludes by Cy Coleman Trio.

The "like-father-like-son" and the "like-two-peas-in-a-pod" situations are legion where the stage is concerned. And while the twist isn't exactly new or novel, the treatment it gets from Lorrain Richards lends to good comedy.

While not autobiographical, there is much of Richards in the part he wrote for Donald Murphy to play. Like the protagonist of his play the author is the son of a Wall Street banker who found greater expression in his musical compositions.

Down to Earth

Fortunately, Richards' story structure is a much more down to earth conception than his music. Thru the three acts, he chronicles the conflicts between Alexander Fiske, who in spite of his tender-bent when it comes to lyrical composition in his music, is a stubborn and well-headed as his banker father, who has never given up the masculine approach to life since his Yale days when he was a "broad jumper."

The interplay between Alexander's unpredictable temperament, as well as love making, and the way his Lorraine reacts after his seemingly scatter-brained mother convinces her marriage is not for him, sets off a fine chain of complications both amusing and hilarious.

Naturally, Alexander resists all such attempts once he is convinced that his overly modern conception of romance must revert to the old-fashioned idea of marriage.

Light Treatment

Richards treats it all very lightly, with the cast catching the spirit of the characters. Best comedy banter is when Violet Heming, who makes her return to the stage after an absence of several years as the flutney Mrs. Fiske, is out in front—particularly with her blustering.

(Continued on page 51)

Dramatic & Musical Routes

- Autumn Garden (Gaytel) Washington.
Little Theater (Elis Majesty) Montreal.
Little Theater (Elis Majesty) Montreal.
Little Theater (Elis Majesty) Montreal.
Little Theater (Elis Majesty) Montreal.

Equity Library Theater

THE PLAY'S THE THING

(Opened Wednesday, January 30) Lema Hill Playhouse

A comedy by Ferenc Molnar, adapted by P. G. Woodhouse. Staged by William Bryce Cowen Jr. Set by MacGregor Glibb.

The measure of success enjoyed by ELT in its revival of "The Play's the Thing," written by Ferenc Molnar and adapted by P. G. Woodhouse, is limited by direction and a few unfortunate choices.

To refresh memories, "Play's the Thing" begins with an indiscreet bedroom scene (twice) a young actress and an aging actor, which is overheard by her young composer love. To avoid complete heart-break and to reconcile actress and composer, so that an opera might go on as scheduled, one of the two playwrights involved sits up all night writing a one-act play. This he gives to the actress and actor and demands their memorization and rehearsal for an evening soiree.

Waton Shines

Most memorable of the whole evening is Watson's aging actor. He draws every ounce of humor from the clever script, and adds much of his own for high comedy where the script is lacking.

The staging, however, has its drawbacks. MacGregor Glibb's setting is okay for limited purposes, and Dorothy Crossan's costumes are fine. To be desired, tho, is more clever business, more control over the leading actor, sharper reading of lines that fall flat and keener eye to casting from Director William Bryce Cowen Jr.

But despite flaws, the near-solid acting on stage manages to make a delightful work out of a witty, but thin play of 1926 vintage, and a happy occasion for ELT. Dennis McDonald.

Lunt and Fontanne In

Alfred Lunt and Lynn Fontanne have accepted Noel Coward's offer to star in his newest play, "Quadrille." Produced by H. M. Tennent, Ltd., and John C. Wilson, the show will tour Britain during the summer and open in London in September.

Both Gertrude Lawrence and Yul Brynner have been absent from "The King and I" the past week because of illness. Kent Smith and Jean Adair

Broadway Openings

COLLECTOR'S ITEM

(Opened Friday, February 8) Booth Theater

A comedy by Lillian Day and Alfred Golden. Staged by Golden and Roger Dutch. Setting supervised by Charles Eisen. Costumes supervised by Michel Weppin. Company manager, Arthur Stagg.

- Helen McCarthy ... Florida Brubaker
Mick Calvay ... Don Orsullo
Adrian Van Dyck ... Allyn Joslyn
Yessau ... Mike
Lydia Roberts ... Gaye Jordan
Mrs. Roger Blain ... Pamela Roberts
Doree Bennett ... Jan.
Lucien Dolac ... Rene Paul
Blir Dell Pond ... Brie Rhodes
Patricia Birka ... Adelaide Klen
U. S. Customs Examiner ... Max McLeod
Chaway Trent ... James Gregory
Kochtmer ... Mitchell Koval
Mr. Blain ... Harold Gray
Photographer ... Ralph Herli
Hobby ... Fred Irving Lewis
Mr. Bailey ... Fred Irving Lewis

"Collector's Item," comedy brainchild of Lillian Day and Alfred Golden, tried out in the British provinces last spring. It never did make the West End—due to a reported technical shortage.

The Day-Golden conceit is centered around a trio of brothers in the antique business. One is Dutch, another French and a third English, because their Egyptian mere and pere happened to be in those respective countries when the various blessed events materialized.

Into their shop barges a modern-day Da Vinci in all respects, except that he doesn't want steady work. He wants to go to Mexico and paint. The hilarity stems from the trio's efforts to snare the lad into patching up the chair via a vamping assist from a handsome fem decorator.

As these matters run very thin, the authors are hard put to it to string them out for a full three acts, and the co-direction of Golden and Roger Clark has taken a good much help. The comedy takes an act-and-a-half to get un.

(Continued on page 52)

Emlyn Williams as Charles Dickens

A solo performance from Dickens works. Staged by Emlyn Williams. Company manager, Gerald O'Connell. Stage manager, Carmen Capello. Press representatives, Martin Feinstein and Robert Hector. Presented by Sol Hurok.

(Continued from page 3)

personality than the man he is playing actually was. But he is playing as being Charles Dickens, and he seems from one pew, far more interested in recreating a character than in the material he is reading and acting.

It is more than likely that when the maestro read from his own works that they needed no introduction. After nearly a hundred years, adaptations require skillful handling.

Williams utilizes selections to highlight Dickensian humor, drama and pathos. Obviously, any Dickens fan will have his own favorites. With some of Williams' choices this reporter disagrees. The opening sequence from "Our Mutual Friend" is amusing and the follow-up of the death of Paul Dombey is tenderly and eloquently read.

With a last stanza, however, Williams comes brilliantly to life, first with a delightful version about the midget who came into money and high society, also from "Christmas Stories," and a tremendously impressive reading of the "Fancy Ball" episode from "A Tale of Two Cities."

BROADWAY SHOWLOG

Performances Thru February 9, 1952

Table with columns: Show Name, Performance Time, and Box Office/Notes. Includes entries for Affairs of State, Antony and Cleopatra, Caesar and Cleopatra, Charles O'Connell, Collector's Item, Come of Age, Devil Under the Elm, Gigi, I Am a Camera, Jane, Plot of No Return, Promises to Be Seen, Sails 17, The Constant Wife, The Fairytale, The Usan Is Blue, The Circle, Bagel and Vav, Call Me Madam, Guys and Dolls, Meet Your Wife, Pal Joey, South Pacific, The King and I, Top Banana, Two on the Aisle.

Shop Talk

have been added to the cast of "Salt of the Earth," which George Nichols III will open on the Stern April 5. Teresa Wright will play the fern lead...

General Intelligence

From Main Stem ... Altho no producer has as yet taken on the responsibilities for the "Much Ado About Nothing" in which Claire Luce and Anthony Quayle will star...

## "VANITIES" ASKS COURT TO BAR HENIE IN TOLEDO

### Petition Also Seeks to Force Arena to Cancel Sports Events

TOLEDO, Feb. 9.—"Skating Vanities" has filed a petition for an injunction to keep the "Sonja Henie Ice Revue" out of the Toledo Sports Arena and force the arena to cancel sports events scheduled for Tuesday (12) thru Sunday (17). A hearing on the petition will be held by Judge John S. Carey in Common Pleas Court here Monday (11).

Sonja Henie's show is scheduled to open at the arena February 22.

"Skating Vanities" was scheduled to play the arena February 12-17, and the show's court petition charges a breach of agreement by the arena.

Virgil Gladieux, arena manager, denied that a written contract existed with "Vanities" for the use of the arena and said the Henie show would open as advertised on Friday (2).

#### New Battle Seen

The disagreement was seen as possible evidence of a new battle in the ice-roller show field. Already in opposition are the Henie show and Arthur M. Wirtz's "Hollywood Ice Revue." Henie is being booked into Toledo and some other Midwestern spots by George Tyson. Tyson is also executive director of "Holiday on Ice," a show headed

up by Emery Gilbert and Morris Chaffin, vice-president of the Toledo Sports Arena operating company and a stockholder in the company, respectively.

Partners in "Vanities," headed by Harold Steinman, one-time partner of Tyson & Gilbert, asserted in their petition that on last March 5, Gladieux agreed in writing to set February 12-17 for the appearance of "Vanities" in the arena.

The petition also states that Gladieux declined to advertise their roller skating show, assigned sports events to the dates said to be designated for "Vanities," and booked the Henie Ice show.

Gladieux replied that the Henie show was booked last October, at which time, he said, "Skating Vanities" was advised the arena would be undesirable because of the proximity of dates. "Vanities" agreed, he stated, to replace the arena with other bookings for the February 12-17 period, and Gladieux contracted several other buildings in an effort to find a booking for the roller show. Proposals from some of these buildings were rejected by "Vanities," according to Gladieux.

#### Partners Listed

The petition lists Steinman, Getta Goldberg and Ben Schwartz of New York; Harry Miller and Merrill Steinman of Los Angeles, and Mildred Olson of Buffalo as the partners in "Skating Vanities."

The Steinman show now is playing in Flint, Mich., and is expected to lay off for next week, the time it says was scheduled for Toledo. It will reopen at Troy, O., February 19.

If the injunction is granted as requested, the arena would be required to cancel two nights of hockey, one of professional basketball, one of wrestling and one of Golden Gloves boxing which now are set for Tuesday (12) thru Saturday (16), as well as the Henie show.

## NEWS NUGGETS

### Boxing on Ice; Mac Sees Scott

ST. JOHN, N. B., Feb. 9.—"Ice Cycles" again will pass up the Forum here and will limit its winter tour of the maritime provinces to stands at the Moncton, N. B., Stadium and Halifax, N. S., Forum. Special trains will be operated to these cities from outlying areas.

The St. John Forum staged a boxing show headed by Heavyweight Champion Jersey Joe Walcott, with the ring set on top of the ice in the hockey rink. Ringside customers' chairs were on the ice. Despite zero weather and lack of heat in the building, the show grossed about \$2,400 with a scale of from \$1 to \$3.

#### Deloiters to Attend Alpena Winter Event

ALPENA, Mich., Feb. 9.—About 1,000 Detroit sports fans will be here this week-end for the annual Winter Carnival, which closes with a dance at Alpena Municipal Auditorium Sunday (10).

#### General MacArthur Sees "Hollywood" Ice

NEW YORK, Feb. 9.—Gen. Douglas MacArthur attended the "Hollywood Ice Revue" at Madison Square Garden and posed for pictures with Barbara Ann Scott, Carol Lynne, Andrea McLaughlin and Michael Kirby of the ice show cast.

#### Chicago Amphitheater

Primed for Auto Show . . .

CHICAGO, Feb. 9.—International Amphitheater here will house the 44th annual Chicago Auto Show February 16-24. Events will include a "Motor Modes of 1952" revue produced by Barnes-Carruthers Theatrical Enterprises of Chicago. On view will be 155 models displayed by 19 auto manufacturers, 60 trucks from nine makers and 42 other displays.

Edward I. Cleary, show manager, said the event was timed to include five near-holidays, two weeks-ends and Washington's Birthday.

#### Hank Snow Heads Show

At Dayton Building . . .

DAYTON, O., Feb. 9.—A special show, headed by Hank Snow and featuring the Rainbow Ranch Boys, Carl Smith and Moon Mulliken, played a one-nighter at the War Memorial Auditorium here last week, drawing more than 8,000 payees, one of the largest crowds ever raked up for this kind of show here.

#### SRO Seen for Aulry at Springfield, Mass.

SPRINGFIELD, Mass., Feb. 9.—Sale of tickets for the appearance of Gene Aulry and his troupe at the Auditorium today passed the 3,000 mark early this week. Joseph Grossi, chairman of the EIK's sponsoring committee, looked for a sell-out for the two performances. Tickets were pegged at \$2.40, \$1.80 and \$1.20.

#### TV's Herb Shriner Takes

N. Y. Auto Show Post . . .

NEW YORK, Feb. 9.—Television comic Herb Shriner will serve as chairman of the special features committee for the International Motor Sports Show March 28-April 6 in Grand Central Palace here. An announcement came from Fred Pittera, managing director of the event. Howard Weissman is handling press.

## Sports, Home Expos Merged At Sioux City

### Mills Bros. on Bill; Water Acts Signed For April 22-27

SIoux CITY, Ia., Feb. 9.—A newly combined sports and builders show will be held at the Sioux City Auditorium here April 22-27, with the Mills Brothers set to head a show which will include a name band, stage and tank acts brought in especially for the six-day run. Ken Ferguson, show director for Siouxland Activities, sponsor, said the exhibit space, which includes 107 booths plus a conservation display will house the largest number and variety of exhibits in the aud's history.

To accommodate the log rolling, water ballet, canoe tipping and other aquatic events on the scene, a portable tank, 24 by 60, has been installed on the arena floor directly in front of the regular stage from which the Mills Brothers and supporting acts will perform. On the same floor will be 49 exhibits, while the balance will be located on the exhibit hall floor of the auditorium.

Promotion of the show starts this week, with newspapers, radio, posters, folders, window displays and direct mail to cover the city's trading area of 750,000 population included in the over-all program.

## Springfield Slates Henie

SPRINGFIELD, Mass., Feb. 9.—Sonja Henie Ice Revue and the Coliseum here signed papers Thursday (7) which will bring the ice into the arena for eight or nine days after a March 6-18 date in Baltimore.

It had been reported that the show would lay off for a week following Baltimore and before making New York, March 25-April 5, because a deal for the Coliseum here did not materialize. Exact dates here were not known.

## Spartanburg's First Month Tabs Winners

SPARTANBURG, S. C., Feb. 9.—Memorial auditorium, which opened here last month, reports top business on all attractions to date. This includes concerts, a name dance band, ballet and weekly wrestling. Legitimate theater is as yet untried.

The \$1,250,000 structure contains a 3,400-seat auditorium, plus 20 lower level sports-ballroom arena with a bleacher seating capacity of 2,500.

Manager Van T. Ivey, formerly of the Augusta (Ga.) Municipal Auditorium, said the booking pot

## Hamid-Morton Circus Opens At Milwaukee

Continued from page 3

personnel. Shows looking for spec material might take a look at the Milwaukee Shrine's Oriental band.

Circus itself starts with Dime Wilson's fabie rock and the Evelyn Sisters and Janet's dog and pony routine. Janet's ponies turn out with some of the fanciest trappings in the trade.

Prince El Ki Gordo (Ki-Gor) works the cats without chairs, guns or noise, and depends solely on exaggerated gestures. The cats leap over each other; work with tubs, hoops and pedestals, and lie down together. The strongest point is when a snarler jumps over the trainer. In all, it's pleasing, different and rapid. The impression will be improved when undersides of props are painted.

Francine Voltane is back with her aerial number that is climaxed with a leap for a swinging trapeze. But this time she is decked out in Strobolite wardrobe and works in the dark to particularly strong results. The black light decorates the trap and cloud

(Continued on page 53)

## Wirtz Scores Record Detroit Advance Sale

DETROIT, Feb. 9.—Advance ticket sales for the Arthur M. Wirtz "Hollywood Ice Revue" soared to just under \$250,000 Thursday (7), the day before the opening, according to Nick Londres, top executive of Olympia Stadium, who stressed that he was speaking for Wirtz. The figure is not only the largest in the 16 years ice shows have played Olympia, but \$75,000 more than last year's figures.

Detroit run has been set for 25 shows, closing March 2, with Monday nights out. Hockey has been scheduled for one Monday, with the others expected to be dark. Only matinees will be on Sundays.

Total admission is expected to run over 300,000 persons—compared with 249,457 for the 1950 show; 1951 figures were not available. Scale remains at \$1.80 to \$3.60, unchanged for three years.

Mis Scott and Michael Kirby arrived by plane Thursday, with the east of 200 arriving later by special train.

DORTMUND, Feb. 9.—Work is nearing completion here on the Westphalia Hall, which will be one of the largest sports and exhibition arenas in Germany. Huge structure of steel and glass covers an area 185 by 200 meters.

## DEE TOURS

### Oakland Plans Centennial; Van Lopik Eyes Longhair

By DAPHNE (DEE) POLI

OAKLAND, Calif., Feb. 9.—Plans are being made for the city's centennial celebration here, May thru July. The events will be centered around the Oakland Municipal building. Albert R. Taylor is superintendent of buildings and Lindsey C. Luedtke is director of the Auditorium and Exposition Building.

They are putting together between 40 and 50 celebrations to comprise the festa period. Opening the event will be three-day State-wide folk dances and festival on Decoration Day week-end. More than 7,000 dancers from 400 California clubs and elsewhere are expected.

Ceremonies at Oakland Civic Auditorium on May 30 will get the festival under way officially. It was announced by Leonard

Murphy, chairman of the festival and member of the Centennial Commission. The festival will continue thru May 31 at the Auditorium and the Exposition Building.

During the ensuing week, the buildings will house sports and aquatic events as well as parades.

#### \$45 Million in '52?

DETROIT, Feb. 9.—C. W. Van Lopik, president of the International Association of Auditorium Managers, returned here recently from New York where he attended the convention of concert promoters. He quoted Samuel Chotzinoff, program director of RC, as saying concert business in general is off at auditoriums and arenas around the country.

However, Van Lopik pointed out that the Wall Street Journal reported in December that in 1951 more than 30,000,000 persons paid to hear "concert music" and that the figure represented a 30 percent climb in five years. The paper, he said, reported attendance had nearly doubled since 1941 and that 1952 box office receipts were expected to reach \$45,000,000. Community concerts and other events were credited with much of the business.

Many auds and arenas are greatly interested in these community concerts and book longhair concerts and symphonies successfully throughout the year. Reports from Detroit, Chicago, New York, Des Moines, Flint, Mich. and Toledo, among other cities, state that concert are among the best promotions of the year.

Van Lopik comes up with an idea for managers to help fill their houses during concerts. Most buildings have seats behind pillars or posts which never are sold. At Van Lopik's building, the Shrine Temple in Detroit, these "blind" seats are given free to blind persons.

## Arena Routes

Sent to  
2160 Patterson St.  
Cincinnati 22, O.

- Aulry, Gene Unit (Arena Philadelphia 14)
- Armory, Baltimore (NWVA)
- Richmond, Va. 16 (Auditorium)
- Morfolk 17 (Coliseum)
- Raleigh, N. C. 18 (County Hall)
- Chattanooga 19 (C. C. 18)
- (Armory)
- Jacksonville 20
- Davenport, Ohio (Cleveland, O. 11-24)
- Hank Britton Circus (Municipal Auditorium)
- Albany, Ga. 12-29
- Holiday on Ice of 1952 (Municipal Auditorium)
- Albany, Ga. 12-29
- Helwood Ice Revue (Olympia Stadium)
- Detroit, Mich. (Mar. 2)
- Chrysler Arena (Washington, D. C. 11-12)
- (Sports Arena)
- Henley, Feb. 14-27
- Ice Palace of 1952 (Boston Garden)
- Boston, Mass. 12-24
- Polak Bros. Eastern Circuit (London, Ont. 12-13)
- (Community Center)
- Kington 18-19 (County Center)
- White Plains 20
- Polak Bros. Western Circuit (Armory)
- Louisville 21-27
- Chandler Ice Palace 28
- Base, 21, 21-24
- Skating Vanities of 1952 (Sports Arena)
- Toledo, O. 13-17 (1952 Arena)
- Troy 24

## Rally, Boxing Yield Gotham Garden 25G

NEW YORK, Feb. 9.—Election year brought tangible results in revenue to Madison Square Garden last night (8) as an Eisenhower-for-President rally, backed by entertainment names, drew 15,000 to the arena, which earlier in the evening housed 6,511 customers for the regular boxing card.

Reported rental paid by the Ike rooters was about \$3,000. The rally began at 11 p.m., with the fights over at 10:40 p.m. The latter attraction grossed \$22,855. The use of the hall by two groups in one night was believed to be a first for the Garden.

Show business names present for the rally included Irving Berlin, Clark Gable, Ethel Merman, Henry Fonda, Leora Dana, Faye Emerson, Skitch Henderson, Janis Langford, Jinx Falkenburg, Fred Waring and the Perry Warlans and Bill Stern. From London, where she is appearing in "South Pacific," the voice of Mary Martin was piped in by trans-Atlantic telephone. Locally, WNBC and WNET carried radio and TV versions of the proceedings. Stations in Buffalo, Utica, Syracuse and Binghamton, N. Y., Boston and Charlotte, N. C., also carried it.

## Cow Palace Sets Records

SAN FRANCISCO, Feb. 9.—The Cow Palace here had its banner year in 1951, according to Nye Wilson, secretary-manager.

Starting with one act and nine days of use in 1941, the amphitheater piled up a record in 1951 of 16 activities, 88 performances and 165 days of use, including make-ready and move-out time. For the shows which charged admission, 673,971 persons paid \$1,022,887 in gross receipts.

The Sonja Henie Ice Revue held first place, both in receipts and attendance. The Grand National Livestock Exposition, Horse



# Hocus-Pocus

By BILL SACHS

JOHNNY ECK, actively engaged in magic a few seasons back but now associated with his brother Robert in the operation of a traveling Portland, which they haul over the country in two large trucks and an advance car, recently caught the Blackstone show at the Hippodrome, Baltimore, where the Eck boys make their headquarters. Enthused with what he saw, Johnny took time out to bat out a two-page, typewritten word picture of the Blackstone performance. He says, in part: "The hour-long show is jam-packed with clever magic and sparkling illusions, and moves smoothly and without effort, as only Harry Blackstone knows how. The audience is held spellbound, and the comedy spots which Blackstone sprinkles in go over well. Where Blackstone gets his pep I don't know, but he never seems to tire for an instant. His way of handling children brought the house down. His spook routine, with both hands tied behind his back and done with the assistance of 20 adults from the audience, also turned into a near-riot. I especially liked the Egyptian Cabinet, wherein he cuts a girl into three parts; also the Glass Coffin in which another girl appears out of nowhere. He has an exceptionally young, good-looking and efficient company. His son, Harry Jr., is a clever and first-rate assistant. Everybody knows his part well; no stalling or fouting-up of any kind. The musical score is easy on the ears, and we start to finish it is a great show, with our good friend, Charles MacDonald, the pilot. In spite of the thousands of television sets in Baltimore and a local transit strike, the show drew capacity houses."

JOAN BRANDON concluded an extended tour of the South and Middle West at Brunswick, Ga., Monday (11) and the following day opened at the Radio Club, Fort Lauderdale, Fla., for a fortnight's stand. On the concert tour

just ended Miss Brandon presented a two-hour show single-handed. . . . Judith Johnson and Company, mental turn piloted by Harold Laughon, have been held two more weeks, making six in all, at Club 22, Tampa. . . . Joseph A. Maynard, who toured with the late Harry Houdini in 1926, when the latter died, is now living in retirement in Laredo, Tex. Maynard, now 77, toured for many years as a pro with magic, mentalism and shadowgraphy. . . . Robert Emerico, now playing clubs, theaters and schools in California, says he has been "putting on" for only two shows to the recent big snows out that way. Emerico writes that he topped off a bang-up 1951 by playing three weeks in Alaska for the Hal Morris Theatrical Enterprises, Oakland, Calif. . . . Clayton H. Birch typewrites from Lima, N. Y., that Assembles 47, Society of American Magicians, at its regular January meeting, entertained Joe Hanley, magician and emcee, with a dinner, after which the members attended his performance at a local nitery in a body. . . . Victor H. Marsh has been elected president of the Society of Detroit Magicians, with formal installation and a grand public magic show set for February 23. Other new officers are Robin McCleary, vice-president; Walter Wilson, secretary; Arthur Whapley, treasurer, and Al Munroe, sergeant at arms. . . . A block of time in Utah and Idaho for the Graham Music and Lyceum Bureau, which in the past has used such magickers as Lording Campbell, J. B. Bobo and Duke Montague. . . . Lady Frances closed two weeks at the swanky Beverly Hills Country Club, Newport, Ky., Thursday (14) and returned to New York to work out a string of club bookings.

## Extra Added

### New York

Tony Cabot and Dave Michlin are exclusive bookers for the entire Schine hotel chain, despite a statement to the contrary from the management of Ambassador Hotel. L. A. DuGrand is going into the Roxy February 22, getting \$7,500. . . . Havana Madrid now under new management. . . . Josephine Baker opening Chez Josephine Baker, site of La Martiniere, end of this month. . . . Milton Berle will be guest of honor at Jewish Theatrical Guild's testimonial dinner May 3. . . . George Evans Associates have set up Players Enterprises, which controls licensing, endorsements and testimonials of 392 major league ball players. . . . Three Susn option picked up at Warwick for another four weeks. . . . Julie Don Wayne, picked up by Don Angel, booker for occupying local forces in Germany and Austria, started in Cairo, London, February 11. . . . Kitty Kallen subbing for ailing Gloria De Haven at Waldorf.

### Chicago

Charlotte Arren and Johnny Broderick, who have been working convention dates here since the first of the year, flew to Tampa Sunday (10), where they will appear as a feature of the Greater Tampa Showmen's Association's annual shindig held in connection with the Tampa Fair. They have just signed for their fourth season with Barnes-Carruthers to play the major fairs beginning in July. . . . Lots Hawk, whose late husband Arthur Hawk, for many years operated musical tabs over the Gus Sun Circuit, now holds a top position in commercial lines here.

Paul Gray leaves for Palm Springs, Fla., this week; then plays a date at the Hollywood Hotel, Hollywood, Fla., following with the National in Havana in March. . . . Sammy Walsh closes the Park Lane, Denver, Friday (15), then flies to Florida for a February 19 opening at the Olympia, Miami. . . . Deep River Boys into the Algerian, Denver, for two weeks starting February 15. . . . Paul Marr, Chicago booker, opened a new suite of offices with a cocktail party last week, with most of the acts and agents in town attending. . . . Joey Bishop

# Theaters for Church, Mebbe

DETROIT, Feb. 9.—Turning over of theaters to church groups of the more showmanlike type was suggested by David M. Idzal, managing director of the Fox Theater, half seriously, as a cure for some of the present ills of the industry. He cited the success of evangelists in Washington and elsewhere, and the purchase of three Detroit theaters within a month by Negro religious congregations as signs of the times. With a large real estate investment, and a declining patronage, properties may be turned to genuine utility in a field where the public is apparently willing to place its money today.

The current move, at least locally, is toward adoption of show technique by some of the church groups—theater marquees, regular stages and a style of presentation that showmen have described as "putting on a regular show."

## 37G in Bennett, Caulfield Date

DETROIT, Feb. 9.—A combination of Tony Bennett and Joan Caulfield drew an estimated \$37,000 gross at the Michigan Theater in the first stageshow there in about six months, in the week closing Friday (8). The show was an exceptionally strong local variety program, with the Four Aces as an added attraction. Joan Caulfield doubled, appearing also as star of the screenfare, "The Lady Says No."

## Dixie Gets Flesh, Blackstone First

SAN ANTONIO, Feb. 9.—Blackstone the Magician will open at the Majestic Theater February 28 for a week's stand. Blackstone is expected to be the first of a series of vaudeville shows to tour the Interstate Theater Circuit. According to the announcement, there will be no increase in admission for the stageshow. Prices will remain at 60 cents.

Blackstone will also work at the Metropolitan, Houston, opening March 6; the Majestic at Dallas, opening on March 13; and the Worth at Fort Worth, opening March 20. Hilo Hattie and Her Hawaiian Revue is being considered as the second attraction to tour the Interstate circuit.

## Chez Paree, Chi

Continued from page 14  
good response. Especially good were bits on Durante, Como, Torme, Eckstine and Daniels, the last named getting a heavy hand.

Nita Bieber and her dancers have two numbers, one done in Hindu costume to "Twelfth Street Rag," the other a "West Indies" bit. Trio are polished performers and managed to keep the customers interested thru both turns.

Arden-Fletcher line has two production numbers, both featuring outstanding wardrobes, with Johnny Martin handling the vocal backgrounds as well as the emcee chores. Cee Davidson and band out the show. Norman Weiser.

## Blue Sails Room

Continued from page 14  
taneously, delineate the popular Latin steps. Vocalist Stuart Harris, a hold-over from early in the season, continues to please. He's a sure-fire attraction for the fans, even tho' he's got a considerable distance to travel along the showmanship route. Herb Rau,

set for two weeks at the Tic-Toc Milwaukee, starting February 18. Sophie Tucker, who follows Bishop March 7, will be playing her first cafe date in the Beer City. Johnny Howard opens at the Southern Mansion, Kansas City, Mo., February 24, with Hal Fisher set to follow Howard into the location March 6. . . . The Cover Girls start a four-week run at the Lake Club, Springfield, Ill., February 16.

# Burlesque Bits

By UNO

JESSICA ROGERS, before leaving for a vacation at her home in Tampa, was the guest of Buddy and Peggy Nichols at the christening of their son in Baltimore. Buddy is the son of Hon. Nickles, former owner of the Gayety, Baltimore. . . . A. L. Meakin owns and operates the Rivoli, Seattle, and the Star, Portland, Ore. . . . Joe Hammond, comic and Stan Goode, straight, opened at the Civic Theater, Los Angeles, for two weeks. . . . Jane Crystal, with the Hyatt-Rio unit, is making her first appearance in the East in two years. She has been in Chicago performing at the Folies, Chicago, comprised Happy Ray and Herbie Burke, comics; Dexter Matland, straight, now in his seventh month; Betty Deque, Bunny Bear, Virginia Ray, Ethel Barrie, Jai Carroll, Lana Richards, Delilah Wilde and Sigrid Fox, features. Charities include Carol Lucky, Julie Champagne, Mary Morical and Jean Varga. Producer is Jackie Richards. . . . Zella Russell, wife of comic Harry K. Morton, died in New York February 1. Morton and Russell held featured spots in a number of Columbia Wheel shows.

WINNIE GARRETT bows at the Gayety, Norfolk, Va., February 15. . . . Mike Hammer, booker, is slated to undergo an operation in the Hospital of Joint Diseases, New York. . . . Mel (Bobo) Bourne, comic working the Chicago area, visited recently with George and Evelyn Kottella, ex-performers, who now own and operate two night spots there. Bourne opens soon at Kotalik's Cactus Inn with Johnny Wire and His Wire Recorders, sponsored by Power Conversions. . . . Tempest Storm, who has been shattering box records at the El Vaseo, Oakland, Calif., has been made Honorary Fire Chief there, the first woman to receive that honor. . . . Susy and Tuffy St. Clair opened at the New Folies, Los Angeles, for eight weeks. . . . Richie Fay, brother of Joey Fay, "Top Banana" musical, is now house singer at the Lyric, Allentown, Pa. . . . Hudson, Union City, N. J., headliners for the week of February 10 are Vivian Morgan, Freddie Lewis and Joey Cowan; February 17, Blaze Fury, Meggs Leasing, Al Murray and Matty Matthews, and February 24,

## Mural Room

Continued from page 14  
personality. To this, she adds the honeyed, toneful Carson voice with its perfect control.

She impressed with a fem version of "September Song" and added a catchy lilt with "Sing Your Blues Away" and "I've Got a Crush on You." For the pop fans, she included the current Cry. Songstress shows fine sense of showmanship with "Bonaparte," where she uses a hand-mike, flirts with audience and tosses carnations to the ringiders. Likewise with "Getting to Know You," where she enticed a ring-sider onto the floor and danced him around and generally got him into the act.

During one number, an overzealous Eisenhower supporter came on in middle of song and insisted on pinning an "I Like Ike" button on her shoulder. She showed excellent poise by accepting with grace and good will. Thad Ricks.

## Tic-Toc Club

Continued from page 14  
their forthcoming "Life story" flicker. He begged off with an extremely clever parody to the tune of the Gillette safety razor "Be Sharp" theme song and walked off a solid hit. Plenty of praise must be handed to the Art Kruger band which was augmented to eight pieces for this show. They cut a difficult show in brilliant fashion and turned out top drawer dance tunes. Benn Oilman.

Marty Collins, Dick Richards and Vickie Wells. . . . Betty Darnell, principal with the Fay, Matthews unit on the Hirst Circuit, is a Frances Parks chorus graduate out of Detroit. . . . Maurine Marsh, strip-trapper, returns to Los Angeles in three weeks upon completion of her Hirst Circuit tour. . . . Hughie Mack, manager of the Fox Theater, Indianapolis, is recuperating from a severe heart attack at his home, 506 W. 46th Street, that city. Friends are urged to drop him a line. . . . Tiny Phillips has been handed a holdover at Habana Madrid, Key West, Fla.

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# ARSA Southwestern Contests Hit Mark

DALLAS, Feb. 9.—Texas-Louisiana Roller Skating Championships held here Saturday (2) and Sunday (3) was a highly successful event and will be made an annual affair, said E. L. Hamblen, Southwestern representative for the United States Amateur Roller Skating Association. Meet was held at Cotton Bowl Rink and drew 76 contestants, mainly from Dallas, Fort

Worth and New Orleans. Hamblen said next year's meet probably will be held in New Orleans. Meet was first in Texas sanctioned by the USARSA and drew more than 800 paid admissions.

Seventeen trophies and 21 medals will be awarded winners. Proficiency tests were given following close of the competitions. Hamblen announced the following winners:

Speed skating—senior men, Louis C. Steff, Dallas, first; James T. Soniat-Duffossat, New Orleans, second, and Joe T. Reid, Dallas, third. Junior men, Jack Penny, Glenn Bucher and Bill Milligan, all of Dallas. Intermediate men, Eugene Beasley, Dallas; Sidney Covington, Fort Worth, and Karlon Dee Taylor, Fort Worth.

First-place winners, figure skating—juvenile ladies, Honey Heslet, Dallas; juvenile men, Larry Patrick, Dallas; novice ladies, Olga Lee Simmons, New Orleans; novice men, Jack Grant, New Orleans; intermediate ladies, Pat Lowrey, New Orleans, and intermediate men, Henry Bruhn, New Orleans.

First-place winners, dancing—juvenile, Honey Heslet and Larry Patrick, Dallas; novice, Carl Genetis and Lynn Ann Kelly, New Orleans, and intermediate, Henry Bruhn and Faye Ann Fischer, New Orleans.

First-place winners, pairs—juvenile, Honey Heslet and Larry Patrick, Dallas; novice, Jack Grant and Barbara June Durr, New Orleans; intermediate, Eddy Dunaway and Beverly Ann Hunt, Fort Worth; novice ladies, Olga Lee Simmons and Anne Mary Genetis, New Orleans, and senior men, Henry Bruhn Jr. and Lionel Skidmore, New Orleans.

Hamblen said the meet was highly successful, considering roller skating is just getting under way in this section. He said a State meet would be scheduled in May.

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# Calif. Racing Pulls Capacity At Watsonville

WATSONVILLE, Calif., Feb. 9.—A crowd of spectators that taxed the capacity of Anthony Calahan's Civic Auditorium Roller Rink here plus excellent local publicity were features of the February 3 Northern California roller skating championships, contest officials reported. The crowd was larger than any of the preceding four contests drew and made standing room necessary.

As in the past, skaters from Stockton Rollerarium, Paul J. Gilbert, manager, led the field with a total of 540 points, followed by Monterey, 320; San Francisco, 200; Watsonville, 170, and Salinas, 110.

Club standings at the close were Stockton, 2,720 points; Monterey, 1,380; San Francisco, 990; Salinas, 750; Watsonville, 490, and Irvington, 20.

Next series of contests will be held February 24 in Charles Himes' Coliseum Roller Bowl, San Francisco. In addition to racing, there will be contests in dancing, free style skating, and ladies and mixed pairs. Unattached skaters from Northern California are expected to take part in the contests.

# Chi Oldtimers Mulling Party

CHICAGO, Feb. 9.—An elaborate program of races, games and various skating contests plus door prizes is scheduled for the 13th anniversary skating party to be held at Riverview Roller Rink here, included in the program will be a race for the oldest skaters and a special match race between Joe Laury, Vic Frasch and Bill Henning, veteran club members. Oldtimers from other rinks in the area have been invited to attend the party.

Henning reports that club membership has shown steady growth over the years. Members regularly visit all rinks in Chicago and make occasional bus trips to rinks out of town. Many of the members got their start at Riverview and regard the rink as their home base.

**Leiser on Sick List**

CHICAGO, Feb. 9.—Fred Leiser, co-operator with Frank J. Moser of New Planet Roller Rink here, remains on the sick list and would like to receive letters from friends, according to Bill Henning, veteran Chicago skater.

**Cow Palace Sets**

Continued from page 48

Show and Rodeo was second and the Ringling-Barnum circus was third. Records were broken for attendance, receipts and in the variety of events held.

Events held in the Cow Palace were intercollegiate basketball, Joe Louis-Andy Walker fight, Grand National Junior Livestock Exposition, motorcycle races, Globetrotters' basketball, Willie Pep-Eddie Chavez fight, Scout-of-Rama, Watchtower convention, longshoremen's meeting, Joe Louis-Cesar Brion fight, Arabian Horse Show, Ringling-Barnum circus; Grand National Livestock Exposition, Horse Show and Rodeo; Sonja Henie Ice Revue and the Ezzard Charles-Joey Maxim fight.

**Spartanburg Wins**

Continued from page 48

icy is non-exclusive. Some of the attractions are sponsored by the auditorium's commission, while others are brought in by independent promoters.

The building also contains a kitchen that can serve 700. With these facilities the Piedmont community will make a big play for conventions that have formerly gone to Columbia, Charleston and other cities with auditorium space.

Other features include 1,000-car off-street parking facilities adjacent to the building, and stage equipment and facilities adequate for any type of stage entertainment.

# Roadshow Rep

**HENRY L. BRUNK**, owner-operator of Brunk's Comedians, and his wife, who has been spending much of the winter touring Florida, recently visited Vincent Dennis, of the Famous Players, and George Roberson, of the show bearing his name, in Sarasota. In attendance at a recent convention of rep managers in the Florida city were Mr. and Mrs. Neil Schaffner, Joe Bisbee, Roberson and the Brunks. Schaffner hosted all on a fishing trip the following day in his boat. Brunk says that he caught the biggest fish, Bisbee caught the most fish and Schaffner told the biggest story.

C. H. Conl Morrison is promoting indoor merchants' fairs and hobby shows in New Hampshire towns to reported good business.

Harry Lesmar advises from Fredrick, Okla., that he will take out his one-man museum and small animal show this season, with opening scheduled for Mexico. Lesmar is an old-time Al G. Barnes Circus animal man and in recent years has been merchandising units in the Southwest.

**WALTER FANNING**, who has had platform shows and indoor dates in Western Canada for many years, is playing Winnipeg, Man., with a solo pic and vaude show to good business.

Willis Family Show, a new group is in opening. In the past the org has confined itself to church dates and territory in Pennsylvania and New York. Unit presents a three-act drama bill with music. Re-turms thus far have been fair despite plenty of inclement weather. Show has about 40 dates booked in the Far West and has encountered little difficulty picking up stands on its move from the East.

Chester Cobb is promoting amateur shows around Watertown, N. Y.

D. L. Allan's Small Animal Show has been playing schools in Northern Minnesota to good business when

good weather prevails. Allan says that snow and cold weather knocked him out of a week's business recently when the elements forced closing of the halls of learning in that sector.

**GEORGE ATKINSON**, veteran press agent, who heralded the Al G. Field Minstrels and names like John Barrymore, Houdini, George Arliss and many others, is making a lecture tour for Columbia Pictures Corporation, exploiting the film firm's "Death of a Salesman." A playwright and author, Atkinson had three of his plays produced on Broadway over 20 years ago and his book, "A Great Curtain Falls," was published recently. It is a nostalgic history of the National Theater, Washington. . . . Smout, comedy magician, has been presenting his school-show in Arkansas. He reports that business, as usual, was off following January 1. A flu epidemic, he says, closed four towns in Arkansas where he was booked and he also lost two dates in Little Rock when the schools there were closed for four days.

Plenty of activity prevails in the Greenwood, Miss., quarters of the Old Reliable New Orleans Minstrels, with Romie Johnson, boss canvasman, reporting that his department will be ready for opening. Johnson is putting circus rigging on all center poles and assembling his crew. Manager S. B. Warren's wife is hospitalized, and his son, Samuel Jr., recently returned to Camp Chaffee, Ark., where he is a cadetman with the Fifth Armored Division. Another son, Thomas J. Warren, is with the 63d Radio Operations Group Salzburg, Austria, having served there for almost two years. Assistant Manager T. H. Kemp returned to quarters last week with 22 lengths of blues which he purchased from W. E. Page.

**J. F. STUTZMAN**, who is confined in Ward 216, Edgewood Hospital, West Brentwood, L. L. N. Y., writes that Dan Corbett hit the jackpot in a recent item in which he pointed out that "no matter how high a soul may soar, you are soon forgotten." In another item under the Marquee in the same issue, Stutzman says, "It was reported that Don Cavilla, clown, had celebrated his 103d birthday at Edge Hospital, Troy, Ala., January 6. Who remembers when he was with the Pan American Animal Exhibit a few years ago doing his stint on a platform?"

Bill Rollman, old-time trouper, is a patient in the County Home, Shillington, Pa., and would like to read letters from friends.

"With reference to the good old 10-20-30 era of traveling melodrama thrillers," pens Ray Hibbler, songwriter, of the Chicago head-quarters. "It might interest readers to know that I have the largest private collection of old-time colored lithos (one sheet, half sheets and three sheets) in America. The colored posters are from 40 to 60 years old and many are pitched up to hold them together. These lithos are virtually extinct, excepting in a sprinkling of museums. They're so rare that I was given a contract by Chicago's Railroad Fair in 1949 for the display of only 12 of them for the 100-day run."

# Drivin' Round The Drive-Ins

**S. J. WORKMAN**, owner of the Hollywood Theater, Woodruff, S. C., and the Drive-In Theater, Greenville, S. C., announces that Woodruff's first drive-in theater is under construction. It will accommodate 321 cars. Workman said the new spot, name of which will be announced later, will open about April 15.

Easter sunrise services will be held in every drive-in operated by Claude Ezell and Associates, Al Reynolds, Greenville's general manager, has announced. Reynolds' plan has been approved by Texas COMPO, which is requesting all drive-ins in the Dallas area to hold similar sunrise services. Co-operation from local church and civic groups also is being sought. Ezell drive-ins plan to serve coffee, hot rolls and orange juice at concession stands to those attending services. Jack Farr, operator of the Trail Drive-In, reported a loss of 200 speakers valued at \$3,000. Operators found many of the devices by the sides of roads leading from the spots, obviously, they were by patrons who forgot the speaker was connected to their ears and drove off after the show.

C. A. Richter and Leon Newman were denied permission to construct an open-air at Corpus Christi, Tex., by the city council there. The application had been pending for three years.

**PAUL W. AMADEO**, general manager, Pike Drive-In, Newington, Conn., is planning a March 1 reopening. . . . Sun Drive-In has been opened at Comanche, Tex., by Sherman L. and Charles L. Root. James F. Kelley and George Witzon. . . . Joe B. Blinks, manager of Riverside Drive-In, Smithville, Tex., is giving patrons a stick good for a gallon of gas each time the temperature drops below 40 degrees. Gas replaces that used by customers' heaters.

L. D. Manor, owner of the Park Drive-In, Sweetwater, Tex., last week announced that he plans to install in-car speakers, new lighting system and widen theater's entrance.

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# Shop Talk

Continued from page 41

correspond to their regular positions at the ANTA Playhouse. "Desire Under the Elms" is continuing its run in the latter house. The presentation of the American Theater Wing's Antoinette Perry Awards for this season will take place March 30 at the Waldorf Astoria. This will be the sixth annual presentation of these awards.

New York Supreme Court Justice Di Falco last week dismissed Harry Rigby's suit against the Show of the Month Club over a check delivered by the club for tickets to "Make a Wish," of which Rigby was a producer. Sylvia Seligler, president of SOTMC subsequently stopped payment. The court had previously ruled that the agreement on which the tickets were to be purchased was unenforceable. The \$140,000 breach-of-contract suit against the American National Theater and Academy that was filed a year ago by Eugene Burr and Ben Bodac also was dismissed last week. New York Supreme Court Justice Aaron Stearns handed down his decision Tuesday (5). The plaintiffs had charged that ANTA had authorized them to get a sponsor for its television show, and then had backed out.

## Exits and Bows Plans For Season's End

New York opening of "Dear Barbarians" has now been set for February 21 at the Royale. . . . Bromwell Fletcher has taken over Berry Kroeger's role in the touring company of "The Blue Bird" which stars Olivia De Havilland. Kroeger has dropped out in order to undergo an operation. Revival will be brought to New York for a four-week engagement beginning April 14. . . . Roger Stevens and William Fields have taken an option on a new comedy by Robert Nathan called "Jerome's Hustle." Radio-TV writers Chuck Horner and Hank Miles have sold a new comedy, "Fire Sale," to Al Moritz, who is arranging to bring it to the Stern the week of April 21. . . . John D. MacArthur is considering opening a stock theater in Jamaica, B.W.I., with hotel owner Abe Isaacson. . . . Theron Bemberger got a step closer to

pitching a theatrical tent in Philadelphia this summer when his theater-in-the-round venture was accepted "in principle" by the Fairmount Park Commission and Philadelphia's new Recreation Co-ordination Board. The board insisted that the prices be within reach of the average citizens. . . . The First Drama Quartette will bring its reading of "Don Juan in Hell" back to New York for an eight-week engagement beginning March 30. It will be housed at the Plymouth.

# Paris Peek

By ANNE MICHAELS

Continued from page 2

tour of "Paris Night." . . . Serge Lifar and four other star dancers left for Japan for a series of concerts. . . . Signs of the American Invasion is a notice put up at the Folies Bergere which reads, "Please do not throw your chewing gum on the carpet."

## Radio Show Bows, TV Link Has Trouble

A series of new radio programs have been started, one of which had three French radionets touring through the U. S. for three months in order to record America as it is not known. What they have produced is a program called "The Tower of Babel," which will be broadcast twice each week for as long a time as American-inspired recordings hold out. . . . Latest delay in the Paris-London relay television deal came when French engineers decided that even from their relay point of Lille it was impossible to carry the programs thru to either of the two cities. Supposedly another relay station will be added on the English end, most likely in Flanders. . . . Odette Laure, once a headliner of Chez Gilles nitery, opens her own club, The Crazy Dog, to run a limited series of amateur nights. . . . The latest song hit around town, "The Knife," by Marguerite Monod and Sylvie Pelayo, was introduced at the Theater ABC by singer Paul Perri.

## Dear Barbarians

Continued from page 47

husband, whom Nicholas Joy plays so well. If the author can ring mama and papa into the second act where the slack sets in so obviously, it would mean a sock stretch for the three stanzas. Donald Murphy as Alexander and Gloria Leachman as his inamorata non grata are both tailor-cut for the play's pattern as lovers, and both grow in stage stature as they romp thru this hilarious adventure. Betsy Von Furstenberg, as the society belle, is pretty—what should be enough for the little that the play exalts from her.

Gailher, who stages as well as produces the play, needs only a pluck-up in tempo in certain obvious spots. Jack Landau's setting of a bachelor apartment is completely, modernity right for such unconventionalities as go on around it. Maurice Ordenker.

## Collector's Item

Continued from page 47

der way. There is a lot of rushing hither and yon, but actually the padding sticks out in all directions—and the humor content is on a very low beam indeed. "Item's" whole premise is based on a gag which is not particularly funny to begin with.

Some good players have let themselves be involved in these proceedings. Allyn Joselyn appears considerably ill at ease as the eldest of the brothers. It's too bad he couldn't have a better part with which to come back to the Stern. Gary Jordan and James Gregory manage to make the lovers quite attractive, and there are competent assists from Louis Sorin, Rene Paul, Erik Rhodes, Jane Middleton, Adelaide Klein and Don Russo. But they are all wasting their time. Bob Francis.

# The Final Curtain

## ASHFORTH—Col. George,

83, long active in the development of Hampton Beach, N. H., as a resort, January 20 in Portsmouth, N. H., where he was spending the winter. He settled in Hampton Beach in 1898 and built the Hotel Ashworth. After 1906 he built the Hotel Ashworth, which he twice rebuilt following fires in 1915 and 1921. He was one of the Children's Day at the resort more than 30 years ago and was known popularly as "Mr. Hampton Beach."

## BAIER—Max,

85, retired bass violist who was with the Met Opera orchestra for 36 years, February 13 in Yonkers, N. Y. He joined the group in 1892 and retired in 1928. A brother survives.

## BELLOW—Mrs. Marie,

mother of George N. Barlow, Birmingham, N. Y., correspondent for The Billboard, recently in that city.

## BROWN—Paul A.,

concessionaire, January 26 of a heart attack in Columbus, O.

## In Memory Of Our Friend NATHAN (NAPPY) BRAUNSTEIN

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## BRYAN—Arthur Bernard,

36, former vocalist in the Lakewood Co., area with the Bob DeLemon orchestra, recently in a Lima, O., hospital. Survived by his widow, stepson, mother, two sisters and two brothers.

## COPLER—Luzerne W.,

75, wide animal showman, February 17, in Ohio. He formerly operated the Jungle Land Theater and the Golden Oaks. Attractions include live wild animals, a museum of mounted creatures, movies and a roof garden for children. Survivors include his widow, two daughters and a sister.

## CRITTENDEN—C.,

80, owner of Merryland Shows, January 21 at his midland, Mich., home. Survived by his widow, a son and a daughter. (Details in Carnival Section.)

## DANFELS—Rabbi,

71, veteran character actor and dialect comedian in Denver, February 1, 30, 38, he appeared at College of Chicago. He retired about five years ago. Services in Chicago. Survivors are three sons, Henry, Lewis and Raymond, and four daughters, Mrs. Violet Holden, Mrs. Irene Floodcraft, Rita Dabham and Virginia Dabham.

## FREYMAN—R. G. (Stam),

61, widely known carnival concessionaire, of a heart attack January 21 while en route to his home in Fort Collins, Colo. Details in Carnival Department.

## FRENCH—General,

80, general agent for Ralph Meeker Shows since they were organized about seven years ago, February 3 of a heart attack in Tacoma, Wash. Prior to joining Meeker he was with Ercy Aircraft Corporation, Salem, Ore., as a salesman, and with Levitt, Higgins & Brown, superintendent, supervising survivors. Funeral in Tacoma, February 11 at Lynn Mortuary.

## HAINES—Bella W.,

50, vice-president, and a director of the Columbus (O.) Trading Association, January 30 of a heart attack in Grove City, Ohio. Member of Grove City Lodge No. 509, P.A.M.; Scottish Rite, Airding Temple of Shrine, Grove City; Lions Club and Grove City Business Association.

## Walter Reade

Walter Reade, 68, movie exhibitor for 50 years and founder and head of Walter Reade Theaters, died February 4 in New York after a long illness. He came to New York from Altonna at 16 and became a representative for his uncle, Oscar Hammerstein, at the old Victoria Theater. He was still in his teens when he became an exhibitor, taking over Pehr's Opera House in Port Chester, N. Y., where he presented films and vaude.

At 28, he built his first movie house in Asbury Park, N. J., and he kept constructing until the chain reached its present size of more than 40 theaters in New York State and New Jersey. The chain's two Gotham houses are the Park Avenue, rated one of the city's top luxury houses, and the Arcadia, soon to be re-named as the Baronet.

The circuit also includes drive-in theaters at Atlantic City, Trenton, Easton, Woodbridge and Toms River, N. J.; regular houses in Asbury Park, Long Branch, Red Bank, Freehold, Perth Amboy, Morristown, Plainfield and Toms River, N. J., and in Kingston, Hudson, and Monticello Springs, N. Y. He built and operated the Monte Carlo Pool in Asbury Park, and in the course of his career owned and operated dance halls, film booking offices and legit stage and stock companies.

Survivors include his widow, the former Gertrude Blumberg; a son, Walter Jr., and a daughter.

## In Loving Memory of MACK HARRIS

Who passed away February 4, 1950. Just two years ago that you left me thinking of you day by day in my heart you will always remain. WIFE IDA

## HURT—Everett Lewis No.,

66, film professional at Loew's State Theater, Memphis, January 30 of a heart ailment. For 11 years he was business agent for the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. Survivors are his widow and two sons.

## In Loving Memory of A. B. (Pete) Jones

Who Passed Away February 13th, 1950  
God gave me strength to carry on  
And courage to bear the blow,  
But what it meant to live  
No one will ever know.  
ANNA JONES

## KANE—Thomas F.,

66, road press agent for many years for several New York legit producers, February 17 in New York. He was reported for The New York Times before starting on the road for Oliver Morosco with "Feds" of my receipt his appointment from Tim Pringle, general manager for Morosco. Over the years he worked for several top theater names, including John Golden, Arthur Hopkins, Vinson Freedley, Ed Harris and Brock Pemberton. For Golden he handled "Turn to the Right," "Seventy Six," "Three Was Plenty" and "Lightin'." The production lasting from 1915 to 1928. He worked on "The Front Page" for Clark and on "Harvey" for Pemberton. He belonged to The Lamb, the Catholic Actors' Guild and was a member of the latter organization from 1940 to 1948. He had been inactive for the past several years. His widow, Violet, has a sister, survivor, Bessie, February 3 in Phelps, N. Y.

## KARISKA—Mrs. Mary J.,

87, mother of circus fan Bill Kariska, Hospital at the St. Mary's Hospital, Madison, Wis., following a fall in her home. Burial in Jaraboo Thursday (11) during the funeral of the Kariska and Gollmer circus families. Survived by her son.

## KING—Mrs. Marie M.,

well known in the carnival and beach park business, January 14 in Daytona Beach, Fla. Burial January 16 in that city. Survived by her husband, Bennie.

## LEWIS—Eddie,

colton ready concessionaire with the 29th Century Show, the past three years and formerly with the D. S. Dudley and Anderson-Strader shows, January 25 of a heart attack in Detroit. Survived by his widow, SARNA, and two stepsons, Albert and John Martin. Burial in South.

## LITZ—George B. Sr.,

71, former cornetist with the Smith and Walter, former bands of Cincinnati and a former band leader, February 8 in that city. Survived by his widow and son. Services at the funeral home in Vine Street Hill Cemetery, Cincinnati.

## LYMAN—Mrs. Herbert L.,

74, former musical comedy star and a resident of Orlando, Fla., since 1911, January 21 in that city. Mrs. Lyman was born in Sidney, Australia, and came to the United States at the age of 17. Her mother was a circus star and a circus star star who appeared in the U. S. in the 1840s. Her father was producer of the "Pala Dora" musical comedy at the Casino Theater, New York, and had managed Eddie Fox, Charles Hays' "A Milk and White Play" and the old musical comedy team of Mathews and Bulger. Mrs. Lyman, who also used the stage name of Patti Ross, played all the leading roles of the U. S. and appeared with her

husband, Herbert L., and his brother, who were billed as the Lyman Trio. Among the shows in which the trio appeared were "The Yankee Drummer," "The Specialists," and "Merry Chase." Survived by her husband.

## MCINTYRE—Molly,

who made her name in the theater in the title role of "Kitty Mackay," produced in New York in 1912, was born in that city. Born in Scotland, she starred in the New York production of "Henry VIII the Prince" during 1912 and appeared in "Kitty Mackay" in London in 1916. Other New York appearances included "The Ladies Showblack" in 1936. She also played vaudeville. A sister survives.

## In Memory Of W. T. (Trusty) McCulley

Died February 1, 1950  
E. G. (GRABBO) HENDERSON

## MCMASTER—Mollie,

78, who with her surviving husband, James, toured with carnivals for 50 years, January 16 in Leonard, Mich. She was the organist for the circus. They had toured over Cole Amusement Company, Hooey Y. Smith Shows, Hookey, Pilsbarn and Young Amusement Companies and Happilyland Shows. Also surviving is a daughter, Jeveline Darymbis, Leonard.

## PARMER—Mrs. Mary Sells,

80, daughter of the late Lewis Bell, old-time circus owner, January 30 in White Cross Hospital, Columbus, O. Her father and his brothers, Ephraim and Peter, operated the old Sells Brothers Circus, which had winter quarters in Columbus and the early 1900s. Survived by her husband, Russell Sells, 50; Lewis Sells Hower, and a daughter, Mrs. Marjorie Tuttle.

## RUSSELL—Zella,

musically had made actress for 40 years who teamed with her husband, Harry M. Weston, several times, January 31 while on bus en route to New York. Individually and as a team she had made records with her husband. She started in show business as a pianist at the Bowdoin Square Theater, Boston. They appeared in the musical "Sweetheart Ship," "Contra Martin," "Lady in Spinning," "Street Singer," "The Merry Widow," "The Merry Widow," "The Greks Had a Word for It" and "Hioum Time." For the past 25 years she was with the Ruberts as a stage manager. In addition to her husband, two brothers survive. Burial in Worcester. Mrs. Marjorie Tuttle.

## SHETAKOVICH—Jella,

radio and music director, January 26 in Detroit. She was with the Ukrainian National Opera years ago and recently acted as director with her husband of the Ukrainian Radio Hour. Survived by her husband, Nicholas; two sons, Walter and Raymond; and two daughters, Olga and Irene Shuster. Interment in Roseland Park Cemetery, Detroit.

## STONELL—Jack,

48, local sales manager of Station WRCR, Cincinnati, and president of the Cincinnati Advertisers' Club, Wednesday (6) at his home in the Queen City, born in Meigs, Ohio. Stonell began his radio career in St. Louis where he was musical director of Station KMGK. He joined WRCR eight years ago as program manager. Survivors include his widow, Susan; a daughter, Joan; a son, David; his mother, Mrs. J. M. Stovall; Helena; a brother, J. M. Stovall, Houston; and two sisters, Mrs. Fred Cron, Helena, and Mrs. Lonie Clark, Memphis.

## VICTOR—E. Woodrider,

81, former legit and dramatic stock actor, February 2 in Detroit. She appeared in a number of Broadway productions and with the Justice Socialist Stock Company in Detroit. She formerly conducted a daily radio program on WJLB, Detroit, and readings and dictation, and was noted as a stage teacher of dictation. One sister survives. Interment in Woodlawn Cemetery, Detroit.

## WENIGEL—Arthur M.,

50, electrical engineer for the Ray-Vac Company, Madison, Wis., January 20 in that city. He is known chiefly for developing the portable radio in 1934 and for his work with car radios. Survivors include his widow, a daughter, son, his mother, a sister and a brother.

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## Out in the Open

Mrs. Dorothy Packman Goldberg is recuperating in New York after a recent appendectomy.

Fred Pisters, managing director of International Motor Sports Show coming up in New York late next month, spent last week in Daytona Beach, Fla., viewing Speed Week events there.

## Kid Horse Ride Featured Item At Coin Show

CHICAGO, Feb. 9.—The latest innovations in coin-operated devices for outdoor locations and Arcades were displayed here this week at the Coin Machine Institute's trade show in the Hotel Sherman, Monday thru Wednesday (4-6).

Single unit coin-operated horse rides for kids were featured at the showing with nine firms showing their latest models of this quick-returning item.

Sam Kohn, of Merry-Go-Round Sales, Philadelphia, in addition to his horse, was offering interchangeable bunny and reindeer bodies and displayed a new Rocket Patrol ride, operating on the same principle as the horses. The latter is controlled by the rider and is equipped with safety belt and sound effects.

Other exhibitors showing horses included Beauty Horse Sales Company, River Edge, N. J.; Buccaroon Manufacturing Company, Los Angeles; Capital Projector Corporation, New York; Conat Sales Company, New York; Exhibit Supply Company, Chicago; King Amusement Company, Mount Clemens, Mich.; Memphis Metal Manufacturing Company, Memphis; Royal Engineering Company, Inglewood, Calif.; and Wonder Horse Company, Pascagoula, Miss.

International Mutoscope Corporation, Long Island City, N. Y., displayed its latest gas-powered shooting gallery with electric-scoring and also had its first national showing of its recently improved coin-operated photo gallery.

## Pat Purcell Manages Band

DETROIT, Feb. 9.—Pat Purcell, former outdoor editor of The Billboard and veteran publicist, has moved into the music field, taking over management of the Leonard B. Smith Concert Band, with offices at 407 Fox Building here.

Purcell has already submitted the band to State and regional fairs, and is currently organizing a tour for the organization, which numbers approximately 50 men, to play under civic and educational institution auspices.

Purcell, who recently completed a tour with "Skating Vanities of 1952," which is scheduled to sail on its fourth annual European trip March 6, will also continue to handle some promotion work for the skating organization.

David Traube has taken over management of Wilcox's Restaurant at Savin Rock (Conn.) Park. Traube, who also operates a night club in Orange, Conn., said that the restaurant will be renovated in time for summer business at Savin Rock.

Ross W. Christena and Kay Keiser, veteran Indianapolis bookers, have teamed and moved into new offices on Monument Circle in the Hoosier Capital. They have an ambitious fair-booking program mapped for the coming season, Christena reports.

Art Bross, of Chicago-Duffield Fireworks, Inc., Chicago, suffered two broken ribs recently while skiing at Sun Valley.

Frank Moore, manager of the World's Championship Rodeo, Madison Square Garden, New York, was restricted to his Gotham home last week due to a heavy cold. Frank has been recuperating after a successful eye operation some months ago.

Mr. and Mrs. Gaylord White, of National Speedways, Inc., left their Sioux Falls, S. D., home recently for an extended auto trip in Florida. While there, Gaylord plans to sample the fishing.

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## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Mr. and Mrs. Harry Froebess, of the sway-able Froebess, recently returned from Europe after working and vacationing in Austria, Switzerland and France. They are located in Lake Park, Fla. While in Europe Harry did some movie stunts for several of the motion picture firms and plans to produce more flicker shorts in Florida. He also is knocking out columns for several European newspapers and will keep busy thru March, when he will get set for the outdoor season.

Mickey Duval, away pole billed as the Sky Princess, is at the Park Ridge, Ill., trailer camp near Chicago but will head south soon to begin rehearsing for outdoor dates. . . . Kippo Family, acro, is in Long working. . . . Mr. and Mrs. Harvey (Miss Luxem) Earlin are vacationing in Rochester, Ind. . . . Machine Troupe, tumbler, who are wintering in Sarasota, Fla., plan an early trip to Chicago to play club dates before the outdoor season.

Act's recently signed to play outdoor for the Boyle Woolfolk Agency, Chicago, include Ray and Arthur, unicycle-jugglers; Clement Bellings, comedy dog act; Harry Haag and his animals; Rudy Horn, emcee; Alice Moorehouse, acro-dance; Valero and Hollis, comedy knockabout; Tilton and Hoedink, aerial and bars, and Fuller Brothers, riding act, trampoline and toly joly. Talent line-up for the Irving Grossman show to play the Canadian Class B Fair Circuit includes Victoria Troupe, Parkers, Gene Collin, Edna and Leon, Fred Ketch, Frisco's Seals, Matt Tuck and Company, Myri and Geri, and the Barbara Small ork.

Als Ming, tight wire, and family are vacationing in New Jersey until the outdoor season opens. . . . Mickey Sullivan and his band are at the Circus Room, Hotel Coronado, Worcester, Mass., but will hit the road April 1 for indoor dates for Frank Wirth. New uniforms have been ordered for the band and a new truck has been purchased along with a new Buick for Mickey. Recent guests at the Sullivan come included Ray Cassel, Bill Gahn and John Cross. Mickey says he recently ran into Joe and Charlie Basile in Worcester.

Grandstand show at Sioux Falls, S. D., Fair this year will include Frank Torrence, high act; Great Smetona, wire; White Guards, songs; Chords, impersonations; Dalton and Bailey, comedy, and Sharkey the Seal. Acts were set by Ernie Young. . . . Tong Brothers, acrobats, closed a two-week engagement at the Chicago Theater Thursday (7).

Pedro and Durand are scheduled to appear on the Chicago originated "Super Circus" network video show Sunday (17). Act will feature Pedro Morales Jr.

Bobby and Theodora Ceples, youngest members of the Great Ceples, wire act, were featured in a story carried in the February 3 edition of The San Antonio Light.

Attached to a special services unit of the Army at Fort Dix, N. J., Rolando, one-finger balancer, plays military installations and with army officials' permission makes outside dates. He has appeared on the television shows

of Kate Smith, the "Big Top" and "Super Circus" and being sought for the Milton Stanza. On a recent 10-day leave Rolando visited with showfolk at Sarasota, Fla.

Jerry D. Martin and the Three Fearless Stars, high act, will perform for a week atop Webb's City Drugstore, St. Petersburg, Fla., opening there February 18. Trio will then jump to the Plant City, Fla., Strawberry Festival. Talent in the floorshow at the Coin Machine Institutes Wednesday night (6) banquet in Chicago included Aaron and Broderick, comedy; Four Wades, musical-tap; White Guards, songs; Yonall, comedy; Pinky Tracy, comedy, and Joe Wallace, emcee. Hal Monroe's band cut the show which was booked by L. N. Fleckles.

Outdoor acts booked for the Sunday (17) stanza of "Super Circus," American Broadcasting Company's tele-show from Chicago, will include Pedro and Durand, hand balancing; Hoffmann Troupe, comedy plate spinning, and Hugo Schmidt and his chimps, Josephine Berosini, wire; Prof. George F. Keller and his cats, and the St. Leon Troupe, letterboard, will be on the bill the following Sunday, Vic Brown, booker, reports Jack Gwynne, musician, who has been appearing about once a month on the program, will again be a Side Show feature on the latter bill.

Gautler's Dogs closed recently at the Latin Quarter, Miami, as did Tony Ridole and Company, at the Palace Theater, Rockford, Ill. Evers and Dolores, wire act, left for St. Louis, where they picked up a new Buick estate wagon to transport their equipment after closing in the Roosevelt Hotel, New Orleans. They now have a series of club dates to fill in Chicago.

## Del Mar, Calif., Renames Mannen

DEL MAR, Calif., Feb. 9.—Paul T. Mannen has been named for the fourth year to serve as secretary-manager of the San Diego County Fair here. He said that he plans to continue the front gate admission only policy inaugurated last year.

Prior to taking over the managerial post, Mannen served on the board of directors for two years.

Last year the front gate was upped from 60 to 80 cents with admission to the grandstand being included in the tariff. The show, booked by Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, featured Les Paul, Mary Ford, Spade Cooley, Peg Leg Bates and Jerry Colonna.


## Shreveport, La., Re-Elects Address

SHREVEPORT, La., Feb. 9.—R. T. Andross, local automobile dealer, has been re-elected president of the Louisiana State Fair here. Dates for this year are October 18-26.

Other officers re-elected include E. Bernard Weiss, first vice-president; A. H. Weyland, second vice-president; J. R. Querbes Sr., treasurer, and W. R. Hirsch, secretary-manager.

Two additions to the board are Frank Wilkes and B. F. Barnett.

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# Conn. Returns All Officers

HARTFORD, Conn., Feb. 9.—Entire slate of officers was re-elected during the recent 36th annual meeting of the Association of Connecticut Fairs here at which Jack Reynolds, new general manager of the Eastern States Exposition, West Springfield, Mass., was the main speaker.

Reynolds stressed the importance of advertising and promotion in conducting a fair to the 100 association members present. He told them to spend more than half their advertising budget on newspaper space, with the rest distributed among radio, television and posters.

Reynolds held that people visit fairs to learn something new, to compare their methods with those of the experts and to have a good time. For those reasons, fair managers should keep high the standards of their attractions and exhibits, he said. Entertainment at annuals must be good, clean and plentiful, Reynolds maintained.

Other speakers included Bligh A. Dodds, chairman of the government relations committee of the International Association of Fairs and Expositions; Adrian Potter of the Eastern States Exposition and Connecticut agricultural scientists and G. H. Francis.

Officers re-elected included Joseph Bartlett, president; Paul Johnson, first vice-president; Emerson Leonard, second vice-president, and Mrs. Laura Bartlett, secretary-treasurer. Named to the board of directors were J. Francis Ryan, D. Everett Neelans, Horace McKnight, Donald Williams, John Leahy, William G. Stark, James Pullar, Warren Brockett and Henry A. Krebser.

# WEEP NO MORE, MY FAIR LADY

ALBANY, N. Y., Feb. 9.—Concern for the welfare of aerial performers cropped up in the State capital here Monday (4) when an assemblywoman asked the Legislature to outlaw trapeze acts unless they took extensive precautions.

Specifically, she insisted that performers wear safety belts or use "suitably constructed life-line or other safety devices."

# Utah Managers Rename Gordon

SALT LAKE CITY, Feb. 9.—Sam H. Gordon, Brigham City, was re-elected president of the Utah Association of Fairs and Livestock Shows, at the group's annual meeting here in the Newhouse Hotel, Friday (1). Mrs. Mae L. Bello, this city, was elected vice-president; L. Darrell Stokes, reporter, director, and J. A. Theobald, secretary.

Business sessions, attended by an estimated 85 delegates, included addresses by Jesse Conover, Ferron; V. Allen Olsen, Logan, and Theobald.

Approximately 90 turned out for the evening banquet. Following supper, a floorshow was presented by Clarence Smith, local booker. Acts included Rex King, songs and raps, and D. Smith, contortion dance.

# Hamburg Group Elects Taylor Prexy

HAMBURG, N. Y., Feb. 9.—Clayton Taylor was elected president of the Erie County Fair Association at the recent annual meeting. Other officers are Eugene P. Forrestal, Dr. Harrison V. Baker, Arthur G. Fries and Fred Houek, vice-presidents; George G. Sipprell, treasurer and Frank A. Slade, secretary-treasurer.

John H. Cooke, State senator, was elected a director. Re-elected directors were Andrew C. Deam, Lyle J. Tillou, Charles A. Welch, Earl L. Lexo, John W. Kleiss, Henry H. Sylvester and Walter D. Henry.

# Grossman Contracts Seven N. D. Fairs

DES MOINES, Feb. 9.—Irving Grossman, of the Gas Sun-Irving Grossman Booking Agency here, reports booking attractions for seven North Dakota fairs at the recent fair meeting in Grand Forks.

The Buek Steele Western show will play fairs at Minnewauken, Cooperstown, Flaxton, Fessenden, Langdon and Minot, Grossman said. In addition, a revue with acts will play at Fessenden, Langdon and Hamilton.

Other recent bookings include the Ted Mack amateur unit into Central City, Neb., and "Grand Ole Opry" at Fairbury and Central City, Neb. fairs.

# Alabama State Ups Premiums

BIRMINGHAM, Feb. 9.—Alabama State Fair will this year increase its premium on livestock entries by \$15,000, R. H. (Dick) McIntosh, general manager, announced. This increase was voted at the last session of the Legislature he said.

Plans for the '52 annual are under way, he said, with the biggest project being the \$400,000 all-steel Agriculture Building, now being constructed.

McIntosh was optimistic over possibilities for this summer's fair, September 29-October 4. Defense contracts awarded manufacturers here are mounting and an airplane factory, which will employ upward of 16,000 was recently reopened here.

Amusement Company of America was signed this week to again provide the midway attractions at this year's fair. J. C. McCaffery and Paul Olson, co-owners, were on hand for the signing.

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# Imperial, Calif., Sets New Concess Operating Policy

IMPERIAL, Calif., Feb. 9.—A new policy change will be in effect at the California Mid-Winter Fair here February 23 thru March 2, with most of the midway concessions to be operated by home folks.

Pan American Shows, which specializes in community fairs, will be featured on the midway. The organization, headed by Jimmy Wood and Louis Goebel, will direct the concession operations by local lodges, churches and civic groups. Dorman V. Stewart, secretary-manager, said that the new arrangement with Pan American was approved by the directors of the 45th Agricultural District, fair operators.

The contract for the grandstand show was awarded Webb-Hunt Agency in Hollywood with George Hunt, who has handled this show for years, originally while with the Bert Levey Office, personally directing. The nightly show will feature a theme in tribute to the Festival of Nations held in connection with the annual. The festival is an exposition of eight national groups—Chinese, Japanese, Swiss, Filipino, American, Mexican, Pakistani and Hindustani, with nationals living in the Imperial Valley, site of the fair, participating.

Henri Warner, manager of various departments at a number of fairs in this State and a motion picture pioneer, is in charge of space sales, concessions management and special events.

# Bakersfield Event Lets 165G Pact

BAKERSFIELD, Calif., Feb. 9.—With the awarding of a \$165,000 contract to William K. Michael, construction of three buildings at the new Kern County Fairgrounds is expected to start soon, according to Frank B. Durkee, State public works director.

Contract calls for the erection of end walls and completion of interiors for three structures to be used for exhibits by the 15th District Agricultural Association. The buildings, 148 by 168 feet, will be used principally for fair displays, but also will be available for community events. One of the structures will be equipped with kitchen facilities, a basketball floor and a seating capacity of 2,500.

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- Atlantic City—Boardwalk Film Enterprises
- Auburn, N. Y.—Auburn Theatre Equipment
- Baltimore—J. F. Dumas Co.; Natl Theatre Supply Co.
- Birmingham, Ala.—The Queen Feature Service, Inc.
- Boston—Citra, Inc.; Natl Theatre Supply Co.
- Buffalo—Dios Products; Natl Theatre Supply Co.
- Charlotte—Natl Theatre Supply Co.; Standard Theatre Supply Co.
- Chicago—Abbott Theatre Equip. Co.; G. C. Anders Co.; Cardner Janes, Inc.; Grand Stage Lighting Co.; Hollywood Stage Lighting Co.; Midwest Stage Lighting Co.; Natl Theatre Supply Co.
- Cincinnati—Natl Theatre Supply Co.
- Cleveland—Natl Theatre Supply Co.
- Dallas—Hardin Theatre Supply Co.; Modern Theatre Equip. Co.; Natl Theatre Supply Co.
- Dayton, Ohio—Sheldon Theatre Supply
- Denver—Natl Theatre Supply Co.; Graham Bros.
- Des Moines—Natl Theatre Supply Co.
- Detroit—Natl Theatre Supply Co.
- Forty Fort, Pa.—V. M. Tate Theatre Supplies
- Crescent, Mo.—Standard Theatre Supply Co.
- Houston—Southwestern Theatre Equip. Co.
- Indianapolis—Natl Theatre Supply Co.
- Kansas City, Mo.—Shore Theatre Supply; Natl Theatre Supply Co.
- Los Angeles—J. M. Boyd; C. J. Melimuller; Natl Theatre Supply Co.; Primbros Theatre Supply Corp.
- Los Angeles—5th City Theatre Supply Co.
- Memphis—Natl Theatre Supply Co.
- Milwaukee—Natl Theatre Supply Co.; B. Smith Co.
- Minneapolis—Minneapolis Theatre Supply; Natl Theatre Supply Co.
- New Haven—Natl Theatre Supply Co.
- New Orleans—Natl Theatre Supply Co.
- New York City—Natl Theatre Supply Co.
- Norfolk—Natl Theatre Supply Co.
- Oklahoma City—Natl Theatre Supply Co.; Oklahoma Theatre Supply Co.; The Century Theatre Supply Co.
- Philadelphia—Blumberg Bros.; Natl Theatre Supply Co.
- Pittsburgh—Atlas Theatre Supply; Natl Theatre Supply Co.
- Salt Lake City—Inter-Mountain Theatre Supply Co.
- San Francisco—C. J. Helmsmueller; Natl Theatre Supply Co.; W. G. Freddy Theatre Supplies
- Seattle—B. F. Shearer Co.; Natl Theatre Supply Co.
- Shen Falls—American Theatre Supply
- St. Louis—City Electric Co.; Natl Theatre Supply Co.
- Tampa, Fla.—United Theatre Supply Corp.
- Toledo—Theatre Equip. Co.
- Westerly, R. I.—G. M. Payne Motion Picture Service
- Canada—Dominion Sound Equipment, Ltd.; Montreal, Quebec; General Theatre Supply Co.; Toronto, Ontario; General Theatre Supply Co.; St. John, N. B.; General Theatre Supply Co.; Vancouver, B. C.; General Theatre Supply Co.; Montreal, Quebec; General Theatre Supply Co.; Winnipeg, Man.; Sharp's Theatre Supplies, Ltd.; Calgary, Alta.; Perkins Electric Co., Ltd.; Montreal, Quebec; Perkins Electric Co., Ltd.; Toronto, Ontario.

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**Ringling Inks Binghamton**

BINGHAMTON, N. Y., Feb. 9.—Local Rotary Club signed a contract January 29 with Roy Smith Ringling-Barnum circus representative to sponsor the show for July 14 date here, it was revealed this week.

Circus probably will use Stow Park. The club will set up a special committee to handle the sponsorship. R-B has not played here since 1949. The Rotary sponsored the Hamid Circus from 1940 through 1943.

**Mich. State Fair Appoints Powell Acting President**

DETROIT, Feb. 9.—Sidney Powell, of Ionia, vice-president of the Michigan State Fair board, was this week appointed acting president, succeeding Sidney Phillips, who last week resigned following charges by a one-man grand jury that he accepted a \$300 bribe from a midway operator at last year's fair.

Charles Fitch, State director of agriculture, is ex-officio chairman of the board which will hold its first meeting of the year February 21.

**Rudy Jacobi Unit Sets Calif. Dates**

LOS ANGELES, Feb. 9.—Rudy Bros.' Magic Circus, which opened its route of Optimists clubs and Junior Chambers of Commerce sponsored dates in Oceanside last December, is set to play Bellflower, Monrovia and Inglewood, Rudy Jacobi, owner and general agent, said. Four offices, in the cities named and Whittier, have been set up for promotions.

Alerts are being handled by Al Blake, director for the Inglewood event; Jimmy Mitchell, Whittier; Mrs. Vivian Jacobi, Monrovia; Chuck Kirkman, Gladys Karen, Bill Wallace and Jack Schwartz.

At the completion of the dates in this area, the show will move up the Coast to play Santa Barbara, Oxnard and other cities, Jacobi said. The tour is set for about March 5.

Bernie Griggs, clown; La Bernice, Spanish web and La Bernice and Annette, swinging ladders are new additions to the show. Jacobi does magic and serves as ringmaster for the two-hour performance.

**Lancaster, N. H., Earns 4G Profit, Renames Officers**

LANCASTER, N. H., Feb. 9.—Lancaster Fair wound up its 1951 run with a net profit of \$4,832.54. It was disclosed at the annual stockholder's dinner. Earnings were derived from total receipts of \$43,711.75 and expenditures of \$38,879.22. Largest expense was for premiums totaling \$12,189.20. Others included \$3,032.32 for federal admissions tax; \$517, town tax; \$9,551.81, amusements, and \$1,215.35 for policing.

Biggest item on the receipt side was the \$14,891.07 received from pari-mutuel betting.

All officers were re-elected. They include Dana Lee, president; E. Deane Spalding, vice president; Albert J. Kenney, clerk and race secretary; Forrest R. Lyon, midway superintendent, and Raymond Guilmette, treasurer.

**James R. Allen Reported Missing**

CINCINNATI, Feb. 9.—James R. Allen, 32, a member of the advance staff of the Popsicle Bros.' Western unit, was reported missing Wednesday by George W. Westerman, promotional director. He told police that Allen was last seen last Thursday at 12:30 p.m., when he left the circus office, looking for a place to stay. Westerman said that Allen, a veteran of World War I, had been under treatment at veterans hospitals for a heart ailment.

A resident of San Francisco, Allen is well known as an agent and manager.

**Five Midwest Fairs Ink CSRA Big Cars**

CHICAGO, Feb. 9.—Jean Mandeloff, auto race promoter, this week announced that his five stage seven big car auto races at five Midwest fairs this year, all under Central States Racing Association sanction.

Annals signed include Ionia (Mich.) Free Fair, August 8-9; Crown Point, Ind., August 23; Fargo, N. D., August 28-29; Traverse City, Mich., August 30, and Alpena, Mich., August 31.

**Charter Race Track At Kerens, W. Va.**

KERENS, W. Va., Feb. 9.—Elkins Speedway, Inc., has been chartered here by the State with capitalization listed at \$25,000. Incorporators are Harold C. Herring and L. Baker Fowler, both of Elkins, and George W. Trusler, this city.

**Carnival Routes**

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances special mailing lists are listed.)

Alamo Expo: Brownsville Tex., 16-24  
 Babcock, Frank W. (Fair) Indio, Calif., 19-24  
 Crafts, Colorado, Calif., 14-17  
 Franklin, Doug. (Coliseum) San Antonio, Tex., 18-24  
 General America: Westlake, La  
 Greater United: Laredo, Tex., 16-March 2  
 Profit Broadway: (Fair) Port Pierce, Fla.; (Fair) Del Ray Beach 18-22  
 Royal American: (Fair) Tampa, Fla.  
 Royal Crown: Winter Haven, Fla., 16-23  
 Royal Expo: (Fair) Key West, Fla., 12-22  
 Sunshine: Tampa, Fla.: (Fair) Largo 19-22  
 Tassel, Barney: Homestead, Fla., 11-23  
 West Coast Expo: Clearwater, Calif., 11-24  
 Wilson Greater: Tucson, Ariz., 19-22

**Circus Routes**

Send to 2160 Patterson St. Cincinnati 22, O.

Devenport, Orrin: Clearland, O., 11-24  
 Hamid-Morton: (Auditorium) Memphis, Tenn., 19-22  
 Kretz Bros. & Admire: Hartman, Tenn., 11-15; McMinnville 18-22  
 Poick Bros.: Eastern (Arena) London, Ont., Can., 12; (Community Center) Kingston 18-19; (County Center) White Plains, N. Y., 22-24  
 Pouch Bros. Western (Armore) Louisville, Ky., 11-17; Chanute Air Force Base, Ill., 21-24  
 West Bros.: Pine Bluff, Ark., 13-17; Little Rock 18; Port Smith 18-18; Baseline, Okla., 18; Benimore 18; Ponca City 20; Eola 21-22

**Misc. Routes**

Send to 2160 Patterson St. Cincinnati 22, O.

Miller's, Irvin C. Brown-Edin Models: (McKinley) Dixon Rouge, La., 12; (Theater) New Orleans 16; (Rialto) Pensacola, Fla., 18; (Elks Club) Dothan, Ala., 18; (Glenola) Panama City, Fla., 18; (Lees) Tallahassee 18.

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**Eunice, La., Event Tabs \$4,307 Net**

EUNICE, La., Feb. 9.—Southwest Louisiana Fair for 1951 showed a net profit of \$4,307.27, it was announced here at a recent business meeting.

Premium payments totaled \$11,630.75, the report indicated, and total assets as of December 31, 1951, aggregated \$58,677.41.

John W. Clark was named president for his fourth term. Also re-elected were Mrs. Wilma Bedell, secretary, and Eli Ardoin, manager.


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## Nunley's Happyland Bags Big Week-Ends

BETHPAGE, L. I., N. Y., Feb. 8.—No week-end in the past several months has failed to yield less than 50 per cent of capacity business for Nunley's Happyland here, only enclosed kiddie park in the New York area, Norman Russell, co-owner of the spot, reported this week.

He cited last week-end (2-9) as an example, claiming that 200 cars were turned away on Sunday. He said that has been the general rule. To combat the space squeeze the spot's parking area is being enlarged to handle about 100 cars. If necessary, the area can be broadened to take about 150 autos, Russell said.

Week-day hours have been 1 to 6 p.m., and week-end play has been 10 a.m. thru 8 p.m. Russell said those hours would be stretched as daylight hours grow longer. With most of the rides under one roof, bad weather during the months past provided the acid test as to whether the park would do business despite the elements. Russell's report on business gave a positive answer.

The take figures to increase when a large, adjacent eatery opens for business in late March. The dining location will be operated by Max Landers and a group of associates, and Russell sees Happyland's customers giving the park a longer play with nourishment handy. Running all

year long, the park will not have its own formal spring opening but will tie in with the bow of the eatery.

Russell hopes to install soon a larger Roller Coaster than the park's present device, one of the outside rides. The one now in use will be sent to a Beach 94th Street location in the Rockaways area, operated by the widow of William Nunley, who mapped the park here before his death. The Coaster now in use accommodates both children and adults, but the new one will take more of both. The ride to be brought in is a Pint Bros' device which Nunley had for several years.

## New Artery To Benefit Riverside

AGAWAM, Mass., Feb. 9.—State approval of a new \$7,000,000 highway and bridge project here will greatly benefit Riverside Park when completed, according to Edward J. Carroll, owner-manager. It will be the largest road construction plan developed in Western Massachusetts in more than a decade.

According to plans a modern bridge will be erected to replace the former South End Bridge which connects Agawam to Springfield. Second major development will be the construction of a new super highway of four lanes which will connect the present Springfield-Holyoke-Pittsfield route with the current West side highway which leads to Hartford, Conn. Completion of this thruway will route all present north-south traffic between Connecticut and Massachusetts and points north and south by Riverside's main entrance.

Work will be started this summer on both projects and they are expected to be completed in 1953. Carroll has been among the many business and professional men of the area who campaigned for the new projects for the past few years.

## DANISH STATE CUTS IN ON COASTER \$\$

COPENHAGEN, Denmark, Feb. 9.—Thru a deal made in 1931 the Danish government recently found itself owner of the Roller Coaster at Dyrehavsbakken, large park in the suburbs of this city.

When the coaster was built by a syndicate a contract was signed with the government giving the latter possession of the ride after 20 years. Widow of the man who had controlling interest in the syndicate struck a new deal with the government under which the group will continue to operate the device for another 10 years. The Coaster is reported to be the largest in Europe.

Government and the syndicate will share the profits. The government, which controls radio, television and some Denmark theaters, has notified operators within the park that the spot will be taken over completely at the end of 20 years.

## Rock's Spot To Up Number Of Open Rides

NEW YORK, Feb. 9. — With Pretzel, goat and 12 kiddie rides in operation, Rockaways' Playland did decent business last week-end (2-3), and park management hopes to have all devices going by March 12.

Scooter ride and Davy Jones Locker were to be opened this week-end. Park pilots said that the March 12 deadline will include the spot's Roller Coaster.

Park is still waiting for the sponsor to ink a contract which will bring a half-hour weekly network television show to the midway. The National Broadcasting Company will carry the stanza. Matters still to be ironed out include the site of the show should rain strike.

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The Billboard, 154 Broadway, N. Y. C.

## NAAPPB Group To Set Rates For Insurance

CHICAGO, Feb. 9.—Annual session of National Association of Amusement Parks, Pools and Beaches Insurance committee will be February 28 at Hotel New Yorker, New York. Committee will meet with officials of the Associated Indemnity Corporation of St. Louis.

Purpose of the meeting is to review the loss experience of parks holding policies under the association's insurance plan. Rating discounts allowed each park for the coming year are to be figured on the basis of the park's past record.

Edward J. Carroll, president of NAAPPB, is the new insurance committee chairman, a post previously held by the late Norman S. Alexander. Other committee members are Edward L. Schott, Coney Island, Cincinnati; H. F. Schmeck, Philadelphia Tuboggan Company, Philadelphia; E. E. Strunk, Woodside Park, Philadelphia; and Paul H. Huedephol, NAAPPB secretary.

Insurance company representatives include Harry Lees, vice-president, and Lucian Roy, engineer.

## Ocean Beach Re-Signs Cook's Miniature Golf

NEW LONDON, Conn., Feb. 9.—Ocean Beach Park Board, operator of the municipally owned beach and amusement area here, has renewed for five years the contract with Holmes Cook for a miniature golf course, reports Augustus B. Menghi, beach superintendent.

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## Kelly-Miller Adds Animals, Trucks; New Canvas Coming

### Cage Line-Up to Be Split Among Kid Show, Menagerie Pits for '52

HUGO, Okla., Feb. 9.—A. G. Kelly & Miller Bros. Circus has added more animals to its collection and this season will divide the display between the menagerie and Side Show, it was reported this week by Art Miller, general rep.

He said the new animals include polar bears, seals, jaguars, gazelle, antelope, manilla and hyena. Five new trucks are in quarters and are being built into cages and additional elephant vans. Miller said the show also would increase its elephant herd. Last year the show carried 16 head and there are now 22 in quarters, including some new additions and four used by Cole & Waters Circus.

New canvas will be used. The big top, slightly larger than last year's, will be a 110 with five 40's and two 30's using eight poles and covering five rings and two stages. Menagerie top will be a 60 with five 30's and the Side Show will have a 60 with four 20's and a new double decked banner line. Cookhouse will be 40 by 80 and will use mosquito netting side walls which were tested successfully last year. Pit shows also will have new canvas.

Heretofore, Kelly-Miller has spotted all cages in the Side Show, while elephants and horses were in the menagerie. Miller said the 32 aggregation will show part of the cages, some lead stock and the bulls and horses in the menagerie.

## April 19 Set For Mills Bros. Bow, Banquet

GREENVILLE, O., Feb. 9.—Mills Bros. Circus will open at its winter quarters here April 19 under police auspices which sponsored its 1951 start here. Jack Mills disclosed, Chamber of Commerce, city officials and merchants are taking part in plans for opening day.

Mills said the traditional banquet marking the opening of his show will be given at the Fairgrounds Coliseum.

Numerous other police auspices have been lined up for early dates by General Agent H. W. Ahrens, Jr., who said firemen, luncheon clubs, Chambers of Commerce and Shrine clubs are among auspices signed for April and May. An upswing in the number of Grotto auspices contracted also was reported.

Show again will make a 30-week season, according to plans, but the route has not yet been entirely mapped.

### NO SHINGLE

## It's Attorney Burkhardt Now; Stays on R-B

MACON, Ga., Feb. 9.—Noyelles D. Burkhardt, assistant legal adjuster of Ringling Bros. and Barnum & Bailey, has been admitted to the bar in Georgia and will take part in formal court ceremonies here next week.

It was understood that he will remain with the circus legal department. Burkhardt formerly was assistant manager of Cole Bros. Circus and moved to Ringling several years ago. He has been studying law while with circuses, reading in office wagons and aboard the show train while on the road. He took his bar examination in December and was admitted in Atlanta two weeks ago.

while the Side Show will have other cages, they camels and zebras and the platform acts.

The staff line-up will show many of the Kelly-Miller regulars. It will include:

Robert Miller, general manager; D. R. Miller and Kelly Miller, owners; Arthur W. Miller, general representative; Albert C. Lindenmann, advertising director; Ira Watts, assistant manager and general superintendent; Pete Lindemann, equestrian director; Dave and Deacon McIntosh, superintendents of transportation; Mel Lewis, legal adjuster; Richard O. Scatterday, national advertising manager; Jone Stevens, concessioner; Frank Francois, steward; Charles Cuthbert, bandmaster; E. J. (Red) Rumble, privileges; Freddie Logan, superintendent of elephants; John (Camel Dutch) Narfski, menagerie superintendent; Tommy Thompson, purchasing agent; Pete Smith, big top superintendent; Whitey Thom, electrical superintendent; Mary Enos, wardrobe; John (Red) Farrar, ring stock; Larry Carlton, painter; Ed Wright, utilities superintendent; and Joe Lewis, pit show.

Art Miller has been conferring with printers about new paper designs and Harry Anderson, of Enquirer Show Print, was here recently. Pete Smith has a crew of 37 readying poles, seats and other equipment. Wayne Sanguin again is in charge of construction and repair of steel equipment. Willard (Blue) Lundy has the winter quarters cookhouse. Whitey Thorn is working on the generators.

## Hagan-Wallace Inks Mrs. Mix, Buys Bears

DE LAND, Fla., Feb. 9.—Dub Duggan's Hagan-Wallace Circus will feature Mrs. Tom Mix with a Wild West line-up and a black bear act purchased recently from Terrell Jacobs. The show will open March 1 under Kiwanis auspices and will play all dates with sponsors and U.P.C. ticket deals.

Hank Carlisle is general agent. He joined in mid-season last year when the show switched to auspices operation. Charlie Campbell will succeed Al Porter as business manager. Campbell was agent for the first half of last year.

Bill Oliver, veteran bill car manager who recently was with Cole Bros. and Dailey Bros., will have the brigade with six men and three vehicles.

Mrs. Duggan will again be secretary-treasurer and handle big show tickets. Bill Hill will return as concession manager while Cy Murray will be back as steward. Eddie Mellon will repeat as boss canvasser, and John Young will be back with his air callopie played by Louis Grebb.

### Johnson Works Animals

Swede Johnson is breaking the elephant to new routines and will have the former Jacobs bear act. He and his son are working Liberty horses and pony drills. Mrs. Johnson will have a Snake Show and with it on the midway will be a Monkey Show for which eight more monkeys recently were purchased from Henry Trefflich, New York. Mrs. Eddie Mullins will have the tax box. Wingie Saunders is to be in charge of the Side Show canvas and will have an assistant and six men. Roselle is in charge of horses.

Lloyd (Hoot) Black, Side Show manager, expects to have a hefty line-up of acts behind his new 100-foot banner line.

Following its opening in DeLand, the show will make 17 Florida towns, some of them for two days. Last year the route in-

## Kelly-Morris Opens March 1; Picks Up Bulls

CHICAGO, Feb. 9.—Bill Morris, co-owner and manager of Kelly-Morris Circus, said here this week the show will open March 1 in North Miami, Fla., and will move rapidly across the South to Pascagoula, Miss., Baton Rouge, La., and other cities in those States.

Morris said he would return to the show's Punta Gorda, Fla., quarters this week with the two elephants, Blanche and Trilby, which he has purchased from Cole Bros. Circus. He said it had taken him two weeks to locate a semi-trailer capable of carrying the larger elephant, Blanche.

It was also learned that earlier plans for R. M. Harvey to be with the show had been changed. Morris and Harvey conferred in Chicago this week, and Harvey will not be with the show.

Morris said that his show played two Florida fair dates recently, getting fair business at one and good returns at the other.

## Moore to Work Midway Between Wallace, Beatty

GONZALES, Tex., Feb. 9.—Bill Moore, who plans to hold down posts as general agent on both the Clyde Beatty Circus and the new Wallace Bros. Circus this season, will operate from a series of key points located close to routes of both shows, it was said here this week.

The two circuses will be near each other several times during the season, it is expected. Both shows, it was stated, expect to benefit from the arrangement, which will protect their routes.

cluded only nine spots in the State. Some additional trucks will be used this season, and Whitey Usher is letting them. Acts returned Sunday (3) from a date at Jacksonville January 31-February 2.

Mrs. Mix formerly was with the Clyde Beatty-Wallace Bros. Circus of about 10 years ago.

Charlie Campbell said his plans for framing a Spartan-Campbell Circus for this season dissolved before he joined Hagan-Wallace.

## Both Detroit Week-Ends Strong for Davenport

DETROIT, Feb. 9.—Both week-ends are proving strong for the Orrin Davenport Shrine Circus. Acts at the State Fair Coliseum Sunday night (10). Capacity houses were reported from Thursday night (31) thru last Sunday (3) with turnarounds nightly, except Sunday when rain hurt, and the Saturday and Sunday matinees. The Sunday afternoon turnaway was estimated at 1,500.

Attendance dropped to two-third houses for matinees and evenings early this week, with matinees reported consistently the best in several years. With a capacity of a little under 12,000 including standees, attendance thru Wednesday was estimated at about 160,000. No actual gate count of attendance is made until the close of the show.

Tunis (Eddie) Stinson, show manager, estimated attendance to date at 10 per cent over 1951. Other revenue was consistently ahead, with advertising in the program up from 104 to 128 pages at an average of \$200 per page, while banners sold were \$3,000 ahead.

Tuffy Genders of the Ringling

## WALLACE SHOW BUYS A PLANE

### Guilfoyle Helps Singh With Lion Act; Gregory Signed as Side Show Mgr.

GONZALES, Tex., Feb. 9.—Purchase of an airplane for advertising purposes and arrival of additional staff personnel were reported this week from winter quarters of Wallace Bros. Circus.

The new Ben Davenport enterprise will use the plane with a public address system and tail banner, it was announced. His 1951 show, Campa Bros., used rented airplanes occasionally.

Chubby Guilfoyle, veteran animal man, arrived to assist Singh with the lion act. Mrs. Eva Davenport arrived at quarters Monday (4) and will work with Charles Barry, equestrian director, in lining up the remainder of the show's program. Chester Gregory, has been signed as Side Show manager, and Lawrence Fowler will come on as master mechanic. Barry is working ring stock and the Riding Martins are practicing. It was reported.

### Canvas, Animals Arrive

New canvas has arrived from Central Canvas Company. A new chain arena for the animal acts is being built here. Tiger Bill Snyder and Heavy Holifield, two 30-men in the building department, and Willie Rowls has the six-man paint crew.

Frank Fizzell has returned from Trenton, N. J., and Washington, D. C., where he picked up a young

## Diano Returns With Animals; More to Come

CANTON, O., Feb. 9.—Tom Diano has returned to his ranch here with part of the animals purchased recently in Africa for use on King Bros. Circus. Additional animals, including a rhinoceros, are expected here soon.

Diano accompanied Mr. and Mrs. Lucio Cristiani, of the King show, on a recent European trip and went to Africa for menagerie features. Now at his ranch are four zebras, three cheetahs, three mountain lions, two lions and a cub, a tiger, jaguar, leopard, black panther and giraffe. The list includes the new stock as well as some animals owned earlier by Diano. Also at the ranch are three types of cattle and a number of circus horses and mules.

The shipment still to come from East Africa include: more large animals.

personnel was here Monday night to supervise a motion picture shot of the Artony flying act, for Cecil B. DeMille, understood to be for a separate project. Diano, already released film "The Greatest Show on Earth."

Shrine circus committees from Toledo, Saginaw, Rochester, N. Y.; Cleveland, St. Paul, Dayton, and Houston were visitors at various shows.

Among show people visiting were Kris Krenkel, the entire Zeppe and Dobritch troupes, and band leader, Henry Kyes, from the Polack Eastern unit. Clyde Beatty, here for three days, who rode in the spec at each show, and Roland Teibor, seal act producer.

Mara, trapeze artist who was injured in a fall at the end of her act last week, proved to be less seriously injured than was feared, and is expected to be able to rejoin the line-up during the Cleveland run.

It was reported erroneously last week that Pinto Del Oro was injured. She was not injured and continues with her trapeze act on the show.

elephant, a camel and a hippo which had been out on loan to Howard Y. Barry's short-lived British Africa Zoo. The steam callopie which the Wallace show will use formerly was on the Parker & Watts Circus and was obtained by Davenport several years ago. One pipe had to be repaired and the boiler was replaced. The instrument has been mounted in a semi-trailer.

Bob (Boniam) Stevens reported to quarters the six phone crews were at work and that four more were being added this week. Auspices have been signed for 80 of the first 90 towns contracted by the show.

## Beatty Readies For Bow, Tabs Press Breaks

EL MONTE, Calif., Feb. 9.—Preparations for opening of the Clyde Beatty Circus here March 27 and the 17-day stand in Los Angeles starting the next day are moving ahead. Vander Barlette, who will direct production numbers, has arrived on the lot and is now making out routines. Also in view of the debut, a concerted effort is being directed at the metropolitan press.

In recent issues of the Los Angeles papers, Beatty has scored well on space. One concerned his selection of the 10 Hollywood "animals," with celebrities being named. A picture spread along with several columns of text appeared on Beatty's pre-opening work in The Los Angeles Times. A 25-minute fight among the lions that followed the addition of two new animals to the arena hit practically all of the papers, being given good position and two-column heads. Press publicity is being handled by Bill Pierce, Hollywood flack for Commodore Productions, which is filming Beatty's television pictures. Shirley and Norman Carroll are again in charge of radio and television show publicity.

The Hanel Troupe, comedy boxing and casting act, has been added to the roster. Clare Reiner, wardrobe mistress, has arrived here to work on the all-new costume set up.

## Admirer Describes School Unit Making 15 Stands Weekly

HARRIMAN, Tenn., Feb. 9.—How the school unit operated by the Kriel Family and J.C. Admirer makes 15 dates a week was described here this week by Admirer, veteran circus and ball show agent.

The show plays schools under auspices of civic organizations, making 15 dates in 15 days in Circulars are mailed in advance and some contracts result from this. Jack Vigo contracts 14 days ahead and Admirer follows a week later to fill the gaps, he said. The unit works five days, rests on the fifth and jumps on Sundays.

Admirer says the show uses a larger low base for one week, makes available schools in that town on one day and troupes to schools in near by towns during the remainder of the week. Usually, three schools are made each day. The program runs one hour and the schools are usually about 15 miles apart.

Both agents carry tack cards, tickets and heralds which are left with the schools for circulation. No concessions are carried since schools usually have their own facilities.

Admirer said he believed that truck circuses could frame school units for winter work under similar plans.

# Rocket Car Tops Hamid-Morton Bill

Continued from page 48

swing parts and heightens the thrill of her closing dive. Three Sidneys have the center spot with their high unicycles and they cap the turn on a bicycle perch trimmed like a palm tree. Working at the same time are the Two Karolis, back again with head balancing, and neck-swivel spin, and the Donwallys, ladder perch duo.

**Seals Get Movie Plug**  
Roland Tieber and his two seals produce the same act which they do in the movie, "The Greatest Show on Earth," and announcer Charles Basile says as much. A one-fin stand, a forefin walk and a neat dance bit highlight the act, and the seals prove "America" is still a hit. Text of the movie plug is to be changed so that emphasis is on Hamid-Morton rather than the movie.

This is the first American appearance of Allan and Company, who played England recently and came here from France. They have a motorcycle inside a cylindrical treadmill, and twin trapeze riggings extend from the treadmill. Initially, the stationary motorcycle revolves the traps in Ferris Wheel fashion while a girl works on each of the traps. Then the cycle makes loops in the treadmill while the trapezes revolve in the opposite direction and the girls do neck suspensions. It brings variation to the series of similar mechanized trapeze riggings, and, like most of the others, depends almost entirely on the rigging for its effect.

**Helen Haag's Chimps** are a favorite this year. The one added to last season's trio is a little fellow sure to win the interest of onlookers. The larger chimps run thru a series of stunts with bikes, musical instruments, globe and motorcycle. Not the least important part of this act is the "circus" "off-stage" clowning by the chimps not then working. They have a supply of brooms to play

with and they earn some good laughs.

**Winifred Collesno** performs her skillful heel catches in fine style and has the arena to herself for a twisting half somersault to a heel catch. The Leontines work for part of the same time. This is a second act by Rasini, and the duo performs on ladders atop a high pole.

A three-act display includes **Senior Ferdinand**, tight wire; **Linda and Constant**, perch and head balancing, and the **Three Sevillas**, all new to the show. Among them, the Sevillas, juggling tennis rackets, Indian clubs and hoops, have the most to offer.

**Malikova** has a blackout and spotlight for her entry and earns it with her high wire act. The single and double back rolls on the wire are good, and she sells her balancing atop a tall device with small wheels. A few mistakes are not particularly convincing but the act is a high point.

**Claudia Valois** rides high school hoops with distinction. She was hampered here by the temporary loss of one horse which was injured in a truck accident. Evelyn Torrelli works the six black Liberty horses here. Presence of a girl in a fluffy costume with a Liberty act gives this one a different twist, and Evelyn carries off a touch of comedy adequately. The Florida Sky Rockets repeat their aerial ballet number on twin multi-level riggings.

**Teeterboarders Please**  
The Six Tokayers, teeterboard, offer tandem and hand-to-hand flips, a double somersault to the chair and the catapulting of three boys in one chair. This youthful group possesses a friendly collective personality and is well received.

A clown car turn utilizes the roominess of new auto design to pack in 23 Shriners and clowns. The alley also appears for a clown band number that is routine and several walk-arounds using almost no props. Producers Dime Wilson and Sa-Se have additional numbers which were crowded out of the line-up. Other clowns are Gabby DeKoe, Jimmie Wilson, Billy Rice, Ray Benson, Cosmo, Slim Collins, Connie Wilson, Margo DeKoe, Al Florenzo and Chapman and Company. Davis and Gabby have a side ring for their comedy pantomime, and the Two Bartons repeat their pantomime, "The Lady and the Big Cat."

**Novelty Pig Act**  
In the center ring at that time is Bob Nelson's trained pig act. This one worked last year at Hamid's Steel Pier, Atlantic City, but it is new to the circus and a novelty not seen with American shows for some time. The performers waddle thru long mount, teeterboard, slide and barrel routines with purposeful speed. One does a leg weave better than most of those seen in dog acts, and all six pigs leaptrog over the trainer's back. Nelson, son of Adelle Nelson, of elephant fame, uses farmer's wardrobe and keeps himself and his charges moving rapidly.

Three of the five Hamid-Morton baby elephants are worked by Joe Hanson and his son and daughter. These bulls have picked up much speed and ability in the past year. The Eight Ariolas, making their first American appearance, generate neat twisting somersaults and capable casting. Their comedy carries a European accent, but their three-high on the trampoline followed immediately by the topmunn's twisting rebound in the understanding, while the third person fades out, is a clincher.

The Flying Otaris (4) present both a standard and a three-people passing leap for good results. The auto looper closes the show.

**Merlon Kenyon on Hand**  
Bob Morton is on hand as director and supervises activity in the arena. Omer Kenyon holds down the general representative's post for the 13th consecutive year at Milwaukee, and working with him is Roy J. Bauer, long-term circus chairman for the Shrine.

Joe Basile is bandmaster and, as last year, will fly each week to Camden, N. J., to make "Big Top" television shows. Mike Malos is properties boss, with Andy (Fingers) Castle assisting. This is the first time since

Syd A. Stevenson advises from Memphis that he will return to Mow's Famous Hippodrome Circus in 1952 as press and radio agent and will not handle the press on Wallace & Clark Circus as was reported in last week's issue.

**Billy Winters** and **Danny Styram**, clowns, have signed with Royal Bros. Circus for 1952. Circus played Springfield, Tenn., recently, the Kriels renewed acquaintances with John Wolin, circus fan; Mr. and Mrs. Page and personnel of Page Bros. Shows.

**Parley Baer**, who has handled the radio and television promotion for the Polack Bros. Shrine Circus when it played Los Angeles, has been signed to play the part of a German animal trainer in the Metro-Goldwyn-Mayer picture, "Fearless Furry Bear." The story is built around the lion owned by a G. I. Baer will be on the MGM lot five weeks.

**Charley Dryden**, clown and circus sign writer, is ill at his home, 335 North St. Francis Street, Wichita, Kan., and would like to read letters from friends. Leo M. McKenzie reports from his Wichita, Kan., headquarters that J. Earl Schaefer, former showman, is vice-president and general manager of the Wichita plant of the Boeing Airplane Company.

**Frank L. Van Epps** letters from Perth, Scotland, that he caught the Grand International Circus at Kelvin Hall, Glasgow, June 25. In the line-up, Van Epps says, are Knie's tiger horses, ponies, elephants and French horses; Clowm Charivari Recco and May, clowns; Ghezal Brothers, comedy; Victor Julian and His Pet; Marx Troupe, perch and ladder; Three Hous, jugglers; Arrigonis, Danish aerialists; Pablo, high school horse presented by Windsor Douglas Kosamayer, and the Kovacs, acro and trampoline. Musical director is William Rose.

with Frank Ginnett as ringmaster and equestrian director. Clown alley includes the Two Andersons, Clown Teddy, Clown Ray, Two Moxons and Clown Bobby. Van Epps, whose home is in Portage, Wis., is in Scotland as a member of the U. S. Curling Team. Karlo the Clown, and Ernie Burch, who have roles in Cecil B. DeMille's "The Greatest Show on Earth," clown in "Circus Varieties" presented at Riverside, Calif., recently and will appear at the Los Angeles Elks Circus February 13.

**Mrs. Oscar Haas**, formerly Idah Delno, her husband and Walter Kant, his partner in the Haas Brothers' vaude act for over 40 years, are living in Sedalia, Mo.

The Harold Voise flying act is working at MGM studios, Culver City, Calif., and will move later to the Clyde Beatty quarters at El Monte to prepare for the season. Ringling ticket wagon was used to sell tickets to the premiere in Sarasota of "The Greatest Show on Earth." An invitational showing was staged Thursday (31) for circus personnel and the show opened for the public Friday (1).

Visitors on Polack Bros.' Eastern Unit during the Huntington, W. Va., engagement included Mr. and Mrs. Jack LaPearl, of Mills Bros. Circus; George D. Charles, Dr. H. F. Troutman and family, J. C. Arter, R. F. Hastings, Chuck Sweater, R. Hartley Lewis and Doc Ellis, circus fans. Ethel Robinson, Viola MacLeod and Mickey Blue visited the org in Lansing, Mich.

**Frank Braden**, working out of New York, has made Buffalo, Philadelphia and Boston for "The Greatest Show on Earth." He was with Mr. and Mrs. Floyd Bell in New York recently and was expecting to see Bob Hickey, now with "Ice Follies."

## Dressing Room Gossip

### Polack Western

Hammond, Ind., under direction of Joe O'Donnell and crew, proved successful. Jack Joyce and camelis returned from a visit to the Eastern unit. Rusty Benson staged a one-man fire house gag in clowns' dressing room. Director Bee Carsey, with Wally Newbury, organist, and Rex Rostrom, drummer, peg up the show's music. Karlis Peterson has a new semi. Richard Sidney visited clown alley to find out what's cooking.

The Ward-Bell girls added new outfits. Announcer Art Springer does well on the new opening. The Myrons' chrome and plastic groups are eye-catchers. Francis Peterson, son of Adelle Nelson, of elephant fame, uses farmer's wardrobe and keeps himself and his charges moving rapidly.

Three of the five Hamid-Morton baby elephants are worked by Joe Hanson and his son and daughter. These bulls have picked up much speed and ability in the past year. The Eight Ariolas, making their first American appearance, generate neat twisting somersaults and capable casting. Their comedy carries a European accent, but their three-high on the trampoline followed immediately by the topmunn's twisting rebound in the understanding, while the third person fades out, is a clincher.

The Flying Otaris (4) present both a standard and a three-people passing leap for good results. The auto looper closes the show.

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and Mayor W. W. Payne the key to the city. George Dutschall was tendered a surprise dinner on his birthday. Rosie Harrison was chef of the week.

Emil Goetschl and Herta Klausner celebrated birthdays, and Eddie and Doryse Moore, of the Western Unit's promotion staff, were entertained by Harriet and Nate Lewis, Clarksburg, W. Va., committee caught the final show in Huntington. Zoppe Troupe has new wardrobe.

Pea and Alex Dobritsch have a new house trailer. Henry Kyes, Bob Lorraine, Red Carter, Harold Conn, Sam Wardino, Kris Krenkel and Zoppe Troupe caught the opening matinee of Orrin Davenport's Detroit circus. Ed Raymond went to Cleveland for a few days to visit his family. Jo Madisny made new wardrobe during the winter. The Lewises took delivery on a new car.

George D. Charles visited the writer. He is with the International Harvester Show. Clowns entertained at Veterans' Hospital, Huntington, W. Va.—BOB LORRAINE.

### Polack Eastern

In Huntington, W. Va., show, was sponsored by police department for its recreation center to Women's Club hosted clowns Ed Raymond, Harold Conn, Red Carter, Georgeitto Brothers and Bob Lorraine at luncheon in Hotel Frederick. Lou Whitten, chief of police, gave them courtesy cards.

Hamid-Morton's initial Milwaukee date that the show opened its season there, a switch forced by upcoming bowling events at the Arena. Dale closes Sidney (10), and Memphis is to follow. Attendance was about half of the big building's capacity Tuesday night, but the matinee was big and sellouts were assured for Friday night, Saturday shows and Sunday (10) afternoon. No show was scheduled for Sunday night.

**NOTICE TO CIRCUSES AT LIBERTY**  
Two Young Performing East India Elephants  
8 1/2 ft. tall (gentle) with or without transportation  
Contact  
**Franco Richards**  
Rt. 2, Box 1  
Pensacola, Fla.  
P.S.—Parties who can furnish cash deposit only used apply.

**REQUIRE 2 MEN**  
With pleasing telephone voices who are willing to take instructions. Want Men who can stand prosperity to the extent of \$150.00 weekly. No outside work. Apply  
**R. TRENT**  
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For the big cities. Jayces and Shrine Circus dates. Steady work. Parks, get touch with us.  
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Room 422, 614 1/2 W. Capital St., Jackson, Miss.  
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Selling top product. Advertising for an established newspaper. Pay every day. We have the leads. You sell it. Get it in ten days. Call or write at once:  
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**CAPELL BROS.' CIRCUS WANT**  
School and Prep Arena, Lithographers, Billposters, Strip in all Departments. Cookhouse now open. Show opens early in March.  
ADDRESS: Doc Caell, Leesville, La.

**AT LIBERTY**  
Experienced in all departments. Advance. Promoters and Auditors. Prefer Circus or any Amusement. Attraction with world wide reputation. Railroad or motorist, and territory. Member of Shrine, Amusement, Leaman, M.S., Eagles, etc.  
**HARRY CHIPMAN**  
Box 3184 Hollywood 10, Calif.

**WANT**  
Billposters, Lithographers, Big Show Performers, Animal Acts, Circus Cooks, Clowns, Catered, Busy Show Bands, Side Show Acts, Workmen in all departments. Come on in.  
**Stevens Bros. Circus**  
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**PROMOTERS**  
Need two reliable, sober Promoters who can produce. Contact  
**MRS. JULIEN WEST**  
General Delivery, Calverton, Tex.  
Wire case Western Union, Phone 73479.

**3 PHONEMEN**  
25% paid daily. Tickets, Banners, Books  
Circus Act for April 10 and 11  
**R. W. COULS**  
100 Eagle Theater Bldg., Pontiac, Mich.  
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**LAST CALL LAST CALL**  
**KELLY-MORRIS CIRCUS**  
Opening Last of February  
All People contracted report not later than February 27. CAN USE FEW MORE ACTS—TRAMPOLINE—AERIAL—TEETERBOARD—ANY OTHER ACTS OF VALUE ANSWER  
Want Cowboys for Concert. Side Show People, Electrician and Mechanic. Seat Butcher. Working Men, come on. (30 weeks last season.)  
**KELLY-MORRIS CIRCUS**  
Winter Quarters—Punta Gorda, Florida

**AUTO THRILL DRIVERS WANTED**  
For Season and for Movie to be made here 10th of March. '52 Model Cars. Dive Bomber Men wanted. Clowns, Phoneman. Advance Agents wanted. Wire now.  
**AUTO THRILL CIRCUS**  
132 WEST WASHINGTON PHOENIX, ARIZ.

**RUDY BROS.' MAGIC CIRCUS WANTS PROMOTERS, PHONEMEN GOOD TOWNS, STRONG AUDIENCES**  
Jack Elvin, please contact, Gladys Karen Egan. Want to hear from all kinds of people. We really show using the old magic. Clowns, and thing suitable for municipalities and stadiums. All address:  
221 North Building **RUDY JACOBI** Arcadia, California

**Promotional Directors**  
Large cities, best supplies.  
**POLICE—SHRINE—FIRE DEPT.—LIONS—JAYCES—ETC.**  
No limbers, please. Wire where I can call you.  
**Bill Morris**  
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**FLAP SHOES**  
Made of finest quality hand-sewing material.  
SEND FOR FREE CIRCULAR  
**LESTER, LTD.** Chicago 7, Ill.

**PHONEMEN**  
Want above mentioned and experienced Phonemen for Year Book and Show Exhibits. 25¢ an act. Send in on tickets. Long hours. Work. Offer good leads to follow. Write or wire.  
**TOM HASSON**  
Case blood metal. New Point, N. C.

**3 PHONE MEN**  
25% PAID DAILY  
TICKETS—BANNERS—BOOK  
CIRCUS ACTS FOR APRIL 10-11  
**H. W. COULS**  
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**PHONEMEN WANTED**  
Better contract deal. Tickets and program. 25%. Veterans of Foreign Wars membership. Write or phone 33002. No collect calls.  
**C. SIGNORELLI**  
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**CALLIOPE WANTED**  
New or used; steam or compressed air. State full particulars.  
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105 W. Third Sweetwater, Texas

**WANTED**  
Help wanted for FRED BRAD, Frankie and Archie, get in touch with me, also Shell, George Bro. & the Tigers, if you are at liberty. Show opens on or about the 17th of March. Address:  
**FRED BRAD**  
c/o Capell Bros.' Circus, Leesville, La.

## N. Y. Group Studies New Tax Structure

List Potential Savings Up to \$30,000; Elect Prexy Ray Converse to Second Term

By JIM McRUGR  
ALBANY, N. Y., Feb. 9.—Important savings as the result of the elimination of the federal gate admissions tax were outlined by Bligh A. Dodds at the eighth annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel here Monday and Tuesday (4-5).  
Dodds estimated that the savings would approximate \$3,000 at his own fair in Gouverneur and about \$30,000 for the State Fair at Syracuse. The New Jersey State

Fair will save \$29,000, George A. Hamid estimated.  
Dodds, a key figure in the passage of the bill, was asked many questions involving the interpretation of the law. On several recent occasions fairmen have heard divergent opinions from representatives of the Department of Internal Revenue and they are naturally anxious for clarification.  
Other Cuts Likely  
It was indicated that there is a good possibility that the federal tax on grandstand admissions may also be deleted for fairs that come under the required non-profit status.  
No hope was advanced for possible increases in State aid, the elimination of Sunday "blue laws" which affected the operation of many annuals last year, or the sanctioning of pari-mutuel racing at fairs.  
All officers were re-elected. They are W. Ray Converse, Palmyra, president; J. Victor Busceti, Bath, first vice-president; Edward L. Hardeman, Elmira, second vice-president; Clayton C. Taylor, Lawton, secretary; James A. Carey, Albany, executive secretary; William A. Dardess, Chatham, treasurer; George W. Harris. (Continued on page 61)

## Aid Emerges For A-Display At Morristown

MORRISTOWN, N. J., Feb. 9.—Bell Laboratories at Whippany and Murray Hill, N. J., have accepted the invitation of Morris County Fair officials in presenting the United States Atomic Energy Commission's exhibit at this year's annual, August 19-23.  
Fair management secured an option on the exhibit but felt it was too risky to underwrite over \$5,000 of the \$13,000 needed to present the display. It was not revealed how much of the necessary \$8,000 the Bell firm guaranteed. Fair officials still are seeking aid from other New Jersey corporations.  
Fair pilots hold that the exhibit would mean a 25 per cent jump in attendance and with an 85-cent admission fee the increase would make up the \$8,000. The fair has agreed that all receipts in excess of normal will be applied against sums put up by assisting corporations.

## Texas Events Set '52 Dates

DALLAS, Feb. 9.—Dates for Texas '52 fairs were announced here this week at the annual convention of the Texas Association of Fairs and Expositions in the Baker Hotel Sunday thru Tuesday (8-9).  
Dates announced included: Paris, August 25-30; Richardson, August 27-30; Gainesville, September 1-6; Tyler, September 6-13; Texarkana, September 12-20; Marshall, September 15-20 or 22-27; Levelland, September 18-20; Iowa Park, September 22-27; Amarillo, September 22-27; Wharton, September 23-27; McKinney, September 24-27; Crockett, September 22-27 (tentative); Lubbock, September 29-October 4.  
Also Rosenberg, October 2-5; Huntsville, October 2-6; Longview, October 6-11; Center, October 7-10; Giddings, October 8-10; Angleton, October 14-18 and Harlingen, November 22-28. Montgomery County Historiade, Conroe, has been canceled, and the Rio Grande Valley Dairy Show, San Benito, has been discontinued.

## Boonville, N. Y., Re-Elects Vaughn

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A contract for a revue, band and acts has been signed with the Al Martin Agency, Boston. Coleman Bros. Shows will be on the midway. Dates are July 28 thru August 2.

## '51 ESE Sets Marks; 89G Net Under '50

WEST SPRINGFIELD, Mass., Feb. 9.—The 1951 edition of the Eastern States Exposition ranked up record attendance and sales of concession and exhibit space, net revenue of \$89,437 was below that of 1950 due to higher labor, material and operating costs.  
These facts were revealed during the annual meeting of the event's board of trustees here Monday (4). Retiring general manager Charles A. Nash reported that off-season rentals of exhibition property exceeded any previous year, and attendance for the fair last year was 423,155 persons.  
However, Nash estimated costs at 15 to 20 per cent ahead of 1950. As always, the net balance was set aside for plant maintenance,

## NO CHARGE

Horse Racing Revival Set At Danbury  
ALBANY, N. Y., Feb. 9.—The Danbury (Conn.) Fair will revive harness racing this year after a lapse of several years. John W. Leahy, general manager, and his assistant, Irving Jarvis, announced this week at the meeting of the New York fairs here.  
Leahy said that the races would be presented as one of the fair's 75 or more free attractions. Present plan calls for the staging of four one-mile dashes on the new track which was constructed last year by filling in the water race course with which the annual experimented for several years.  
Other new features set for the Connecticut event includes a bandstand and mall in the center of the Big Top. This will necessitate pushing the midway back. A new paved area leads from the main entrance directly to the grandstand. New coaches have been purchased for the transportation of exhibitors and special exhibits by the Boy Scouts and Girl Scouts are planned.  
The O. C. Buck Shows will again be on the midway. The B. Ward Beam Auto Thrill Show will appear on opening Saturday and Sunday. Dates are September 27 thru October 3.

## W. Va., Va. Assns. May Meet Jointly

Idea Muled at W. Va. Meeting—Floods Cut Crowds  
CHARLESTON, W. Va., Feb. 9.—West Virginia Association of Fairs, which held its annual meeting at the Ruffner Hotel here Tuesday (5), muled a proposal made by T. C. Sydenstricker, secretary of the West Virginia State Fair, that Virginia and West Virginia consolidate their conventions alternating them between Richmond, Va., and Charleston, S. C. Fred A. Allen, president of the West Virginia association, appointed a committee to further discuss the idea and to report its findings at a later meeting.  
Attendance at the Tuesday convale was seriously hampered by flood waters, which prevented many fair delegates, showmen and suppliers from making it in here. Following the reading of the secretary's report at the opening session Tuesday, discussion centered on the free pass situation.  
It was decided that each fair association in the State receive five passes good for free admission to all other fairs in the State.  
The following officers were elected for the coming year: Sen. Fred C. Allen, president; Earl Morrison, vice-president, and J. O. Knapp, secretary-treasurer. The 1953 convale is slated to be held at the Ruffner Hotel here February 10. The State Legislature will be in session at the same time.

## Batesville, Ark., Names New Directors

BATESVILLE, Ark., Feb. 9.—Independence County Fair and Livestock Association of which Jim Adams is president, has named five new directors.  
They are R. C. Brown, F. L. Shaw and Roy Maxwell, of Batesville; Mrs. G. H. Seidenburg, Jamestown, and Mrs. Howard Hightower, Batesville. Deway Rowe Jr., is secretary.

## NOTHING LIKE PLANNING FOR THE FUTURE

ALBANY, N. Y., Feb. 9.—Farsighted George Sipprell, treasurer of the Erie County Fair, Hamburg, N. Y., advised interested parties attending the New York fair meeting that the annual's dates had been set for the next 2,000 years. George employed a perpetual calendar in between his chores of baling money after last year's event.  
Financial report is most encouraging, he says, with many debts paid off and plenty of cash left over. The fair will open August 18 this year.

## TAF NAMES TURNER AS 1952 PRESIDENT

Joe Mock Lauds Midway Attractions, Predicts Increased Use of Acts, Pyro  
DALLAS, Feb. 9.—Maurice Turner, manager of Walker County Fair, Huntsville, was elected president of the Texas Association of Fairs and Expositions for 1952 here Tuesday (5) as the group wound up its 28th annual meeting.  
Other officers elected were: Vice-president, William T. (Tommie) Randolph, Gladewater Round-Up Rodeo; secretary-treasurer, Ted Overby, Texas-Oklahoma Fair, Iowa Park; directors, James H. Stewart of State Fair of Texas at Dallas; Nelson McElroy of Baytown Fair; William M. Petmecky of Gillespie County Fair at Fredericksburg, and Jim Roberts of Hale County Fair, Plainview.  
Attendance at the convention was spotty with only about 70 fair execs and showmen registered. About 45 represented fairs. Convention conflicted with fat stock shows and rodeos at Fort Worth, San Antonio and Houston, which might have been partly responsible for somewhat disappointing attendance. At the final business session, the group discussed dates for next year's meeting, calculated to prevent conflicts with other shows and meetings.  
Matter was referred to incoming board of directors for study. Site of next year's meeting will again be Dallas.  
Most fair managers at the meeting agreed that one of the most useful things to come out of convention was a paper prepared by Joe Mock, manager of the Central East Texas Fair and Livestock Exposition, Marshall. Mock listed more than 50 special attractions and education exhibits available to fairs either at no cost or at a nominal charge from companies and organizations of governmental agencies. He also told who to contact in regard to lining up the exhibits.  
The list underscored the great changes that have taken place in types of fair exhibits, he said.  
"Many of the old-time fair exhibits . . . agriculture products, canned goods, textiles and the like . . . shown in abundance at fairs a decade ago, are slowly but surely disappearing from the scene," he said.  
"Today one of the greatest of the fair manager's many problems is that of developing worthwhile educational exhibits with public interest and appeal to replace those we have lost and are losing constantly."  
Exhibits listed by Mock ranged (Continued on page 61)

## Westchester Fair Revival Seen Likely

ALBANY, N. Y., Feb. 9.—The revival of the Westchester County (N. Y.) Fair appeared likely this week as Ed Kelmans, Indian Point Park operator, held several meetings with Commissioner DuMont of the Department of Markets and Agriculture and others interested in the event.  
Kelmans said he hoped to be able to stage the event this year at Indian Point, a combination scenic and amusement park area consisting of several hundred acres and located on the banks of the Hudson River near Peekskill, N. Y.  
It was emphasized that the fair was not contemplated as a promotional endeavor to aid the park, but solely as a bona fide agricultural event officially sanctioned and eligible for State aid.  
The grounds are ideal since they already contain permanent sanitary accommodations, restaurants, and other units that are difficult and expensive to build at this time.

## Toronto Show Plans Nearing Completion

TORONTO, Feb. 9.—Final details of the entertainment program, including midway and grandstand, at the 1952 Canadian National Exhibition (CNE) are expected to be completed early next week.  
The signing of contracts and the announcement of definite plans this year have been delayed beyond the usual time as the result of criticisms launched by Mayor Allan Lamont.  
General Manager Elwood A. Hughes, members of the board of control and other executives met yesterday. Purpose of the meeting was to examine the financial structure of the CNE. Critics claim that the annual exhibition is a losing proposition while fair execs say that apparent losses are the result of unfair accounting in that the event is regarded as a 12-month endeavor while actually it operates for only two weeks and needs only a like period for preparation.  
All policy matters in regard to the 1952 event are expected to be settled next week.

## Nash Exits ESE Annual

WEST SPRINGFIELD, Mass., Feb. 9.—Charles A. Nash, associated with the Eastern States Exposition here for over 30 years (formally relinquished his managerial post Monday (4) to Jack Reynolds, former general manager of Wisconsin State Fair. Announcement of the change was made some time ago.  
James G. Watson, trustee and superintendent of the exposition's livestock show, said Nash had made the event one of the leading fairs in New England. Trustees adopted a resolution recording their appreciation of his efforts.  
Nash said that he had no plans for the future other than "to be lazy."

## Harrisburg Revival Set

HARRISBURG, Pa., Feb. 9.—The Harrisburg Fair is slated for revival under the auspices of the Lions Club. Dates are July 22 thru August 2.  
Also no permanent site has yet been chosen, there is a possibility that the old fairgrounds may be utilized.  
The attractions are being booked thru Cooke & Rose, Lancaster, Pa.

## Martin Signs 9 Annuals In New York

ALBANY, Feb. 9.—Al Martin, head of the Boston talent agency bearing his name, signed nine annuals during the New York fair meeting here this week.  
Five of the events, Schaghticoke, Afton, Boonville, Ballston Spa and Sandy Creek will use revue units. Others, including Ailtmont, Brookfield and Fonda, will use acts.  
Martin reported that annuals served by him had upped their total spending about 20 per cent. Several events are still pending, he said, and others may be added to his books. Over all bookings to date are ahead of last year for his office, he said.

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LONG-RANGE PLANS

Tulsa Expo Maps 688G Plant Building Program

TULSA, Okla., Feb. 9.—Tulsa State Fair and Livestock Exposition here has outlined a \$688,000 long-range plant improvement program that will include construction of an agricultural building to cost \$350,000, Clarence C. Lester, manager, announced. Actual construction is held up pending a bond issue.

The ag building, major point in the program, could be used to house agricultural agencies and would also provide an auditorium where all types of meetings could be held.

Another project proposed is construction of a new youth building to include dormitories, showers and dressing rooms, at an estimated cost of \$200,000.

A total of \$4,500 is proposed to be spent in modernizing the Women's Building; \$5,800 on the Poultry Building; \$8,200 on the Horse Show Building; \$12,000 on restrooms; painting and repairing of buildings, \$18,000, and construction of a new climb-proof fence, \$14,000.

Other proposals include a sewer disposal system, \$22,000; rerouting of electric and telephone wires, \$15,000; painting, repairing and general remodeling of other buildings, \$18,000, and construction of a new climb-proof fence, \$14,000.

Lester announced that major attractions for this year have been contracted. Midway will be held down by 20th Century Shows.

Music Corporation of America will stage the night grandstand show, and the Jole Chitwood auto thrill show has been signed as an afternoon attraction. In addition, running and harness races are skedded.

Western N. Y. Group Names Slade Head

BUFFALO, Feb. 9.—Frank A. Slade, Hamburg, was named president of the Western New York Fair Managers Association at the annual meeting held here last Saturday (2). J. O. Sanders, Cattaraugus, was elected vice-president and Carlton Larson, Dunkirk, secretary-treasurer.

A resolution was adopted asking for an increase in State funds to augment the increasing costs of operation. The association contends that the cost of premiums and prizes given at fairs is greater than the \$10,000 maximum aid received from the State.

Fredericksburg, Tex., Elects Schroeder Prez

FREDRICKSBURG, Tex., Feb. 9.—William (Red) Schroeder is the new president of Gillespie County Fair Association, succeeding Elgin E. Heinmann. Schroeder served as vice-president in 1951. Other new officers and Walter Ottmers, vice-president; Patrick, recording secretary; Edgar Klett, treasurer. Bill Patmeyer was re-elected secretary-manager.

N. Y. Group Studies Taxes

son, Albany, and Clyde E. Shulls, Hornell, honorary secretaries. Members of the executive committee include Bligh A. Dodds, president emeritus and permanent member; Alan C. Madden, Middletown; Philip B. Caird, Schablick; Gilbert T. Selye, Burnt Hills; Clayton Mussen, Elmville; William M. Miller, Oswego; John D. Meyers, Newark, and H. K. Leworthy, Dunkirk. Ex-officio members are John F. Williams, John Greenman and J. Alfred Valentine.

Clayton Du Mond, commissioner, Department of Agriculture and Markets, traced the growth in State aid from 1845 when \$8,000 was appropriated to the present when \$800,000 is distributed annually, including the allotment for the State Fair. He cautioned delegates to spend the premium money honestly and judiciously.

George A. Hamid outlined his differences with the American Guild of Variety Artists (AGVA) at the request of association officers. He said that the enforcement of some union proposals would badly hurt fairs and the flesh shows they presented.

Carl Ferris, of the Ferris Shows, asked fairmen to be considerate in timing their grandstand presentations so that patrons would still have the opportunity to patronize midway attractions. He also urged a very liberal gate policy on children's days.

Tight Gate Described Many of the novel innovations and presentations of the Danbury (Conn.) Fair were outlined by John W. Leahy, general manager.

Vinton, Ia., Event Sets Attractions

VINTON, Ia., Feb. 9.—Benton County Fair to be held here August 4-7 has completed its attraction program, Dr. D. H. Hibbs, president, announces. Greater Dixie-Land Exposition will provide the midway.

Jole Chitwood thrill show will perform the first two days, with the 105 Ranch Rodco due in the final afternoon.

Meetings of Fair Assns.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 14. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel Fredrick, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Wolterboro, S. C., Granted Charter

WALTERBORO, S. C., Feb. 9.—Colleton County Fair Association, Inc. here has obtained a charter from the Secretary of State.

Concern is capitalized at \$1,000 with Bruce Hiers, as president; T. D. Hiers, vice-president; James L. Schwab, secretary, and Mrs. J. W. Gillespie, treasurer.

Ontario '51 Exhibitions Tab Record Gate Receipts

TORONTO, Feb. 9.—Ontario fairs had a record '51 season with favorable economic and weather conditions resulting in higher gate receipts and an increase in exhibitors. F. A. Lashley, secretary of the Ontario Association of Agricultural Societies, told the membership at its annual meeting here Wednesday thru Friday (6-8) in the King Edward Hotel.

Only 16 fairs suffered losses due to weather, compared with 27 in 1949 and 35 in 1950, he pointed out. Apart from the Canadian National Exhibition, Toronto, and the Western Fair, London, the Canadian Lakehead Exhibition at Fort William, continues to lead in gate receipts for those fairs with more than two pay days, Lashley said. Ottawa broke all previous records and topped the list of fairs having not more than two pay days while in the one pay day group, Teeswater

PNE Nets \$132,882 On '51 Operations

August Exposition Earns \$145,403 On Aggregate \$561,603 Revenue

VANCOUVER, B. C., Feb. 9.—Pacific National Exhibition wound up its '51 operations with a net profit of \$132,882.61 compared with \$91,209.07 the previous year. W. J. Borrie, honorary treasurer, announced in his annual financial report. Surplus account—after providing for new construction amounting to \$90,821.82—was \$533,451.43, an increase of \$40,149.38 over a year ago.

Net revenue in all departments was up over the previous year. High Borrie attributed to increased volume. While the general public is hungry for entertainment, he said, the high cost of living and resultant shortage of

spending money for amusement, makes it essential that we keep our attractions well within the public's reach.

Profit realized from the fair alone, amounted to \$145,403.29, derived from \$561,603.90 in revenue and total expenditures of \$416,200.61. Of this revenue \$245,273.35 came from admissions, \$90,983 from general sales, \$153,117.35 for advance sales and \$1,475 from exhibitors and concessionaires. Other income sources included auto parking \$4,847.75; general concessions, \$92,518.92; rides and shows, \$23,046.60; Pacific Coast Amusement Company, \$10,869.43 and sundry items, \$2,527.96.

Among attractions, Polack Bros. Shrine Circus, which played during the entire run of the fair, netted \$35,651.61 for the exhibition with the circus program and concessions paying off \$6,855.14. Income from dog, cat and mink shows totaled \$5,701.93 with the Hobby Show bringing in \$21,632.77. Other income items included \$17,492.64 from racing rental and \$25,000 in Provincial Government grants.

Expenditures by the fair aggregated \$561,603.90. Livestock show cost \$42,827.88; Junior Farmer's Show, \$15,407.37; Horticultural and Honey Show, \$11,114.22; Poultry and Pet Stock Show, \$5,808.25; Home Arts, \$4,128.27; Dog, Cat and Mink show, \$6,633.47; Hobby Show, \$14,719.84. Free attractions and the free stage shows cost \$12,732.48.

A total of \$46,120.61 was spent on plant improvements during the year, including \$15,321.88 on buildings and grounds, \$8,983.75 on the swine building, \$12,858.98 on the concession area and \$8,856 for new roofs and ventilators.

was again out in front.

More than 700 delegates attended the sessions which were highlighted by representation of nearly all major ride and entertainment firms in Canada, as well as displays of handicraft and pictures of shows throughout the province.

The Class "B" Fairs section of the association were advised by several speakers that junior farmers should be given more opening at fall fairs. Others, including J. A. Garner, director of Ontario's agricultural department, said that something should be done to make fairs more comfortable for old folks.

J. W. (Patty) Conklin, of Conklin Shows, told the fairmen that many annuals concentrated too much on one day and advised that they spread out their program to avoid too much damage from weather.

Attraction reps on hand included Jack Kochman, Kochman's Auto Thrill Show; Hale and Bill and Elmer Fireworks; Bill Garden, Garden Bros.' Shows; Gus Mauro; George Stanger, Stanger's Show; J. W. Patty and Frank Conklin, Conklin Shows; Joe Hughes, George Hamid & Son; Len Humphries, Hamid-Morton Circus; Sam Arrigo, Carro Shows; Chris Olroyd, Associated Entertainment Service; J. P. (Jimmy) Sullivan, Wallace Bros.' Shows; Lucky Lott, Lucky Lott Thrill Show; Peter March, March Shows; Irish Horan, Horan Thrill Show; Fred Norman, Congress of Hollywood Daredevils; Buck Steele and H. W. Simpson

COLUMBIA, S. C., Feb. 9.—Richmond W. Cox, well-known outdoor show business publicist, has announced the formation of a new company to aid fairs in their exploitation and publicity. Cox is prepared to inaugurate special events to be sponsored by local merchants and involving the distribution of thousands of tickets.

TAF Names Turner as Prexy

from the Texas State Prison Band to a style show available from the National Cotton Council.

Mock said he thought the carnival was the fair's most important entertainment attraction and he would not undertake to promote a fair without one. He predicted an increase in the use of fireworks and free acts by small fairs to promote attendance.

Texas Commissioner of Agriculture John C. White spoke at the opening session of the convention Monday (9). It was the first time a State commissioner of agriculture had ever appeared on a fair convention program and possibly presaged increased co-operation between Texas fairs and this department of the State government. No Texas fair receives any State aid.

White emphasized that the local fair is a showcase for private property for free competition and for individual initiative. He pointed out that it is the local fair which contributes to the success of the larger fairs such as the State Fair of Texas, the nation's largest annual.

"I hope the time will never come when there is no longer any county fair to go to," he said. "If the local fair should ever dis-

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## Malone, N. Y., Signs King Reid Fun Pact

Attendance of Show Reps Is Largest In Years But Competition Stays Keen

ALBANY, N. Y., Feb. 9.—Malone exco awarded their 1952 midway contract to the King Reid Shows at the annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel here Monday and Tuesday (4-5).

Interest in the sale and speculation on awards had been a principal topic through the string of Eastern fair meetings as the result of a changeover in administration. The O. C. Buck Shows, which held the date for a number of years, filled the gap by signing Sandy Creek.

## ACA Appoints Pierson P. A.

BIRMINGHAM, Feb. 9.—Virgil E. Pierson, veteran newsmen and press agent, has been named publicity director for the Amusement Company of America. J. C. McCaffery and Paul Olson, org's co-owners, announced here this week.

Pierson directed press relations for the 51 Alabama State Fair here and has been connected with several Miami night clubs. In addition, he did publicity for many indoor and outdoor attractions.

## Kansas City Fems Install Officers

KANSAS CITY, Mo., Feb. 9.—Ruth Martone was installed as president of the Ladies' Auxiliary, Heart of American Showman's Club, at recent ceremonies here in the President Hotel.

Ruth Ann Levin was inaugurated as first vice-president; Margaret Ansher, second vice-president; Harriet Calhoun, third vice-president; Lorretta Ryan, secretary; Trixie Clark, social secretary; and Pearl Strong, warden. Mrs. Levin was installing officer and doubled as emcee at the dinner. Congratulatory wires were read from Claire Sopenar, Mable Welshman and Aylene Moroney, along with numerous letters.

## Ferris Set With 13 Annuals in 3 States

ALBANY, N. Y., Feb. 9.—A total of 13 fairs have been inked for the Carl Ferris Shows. It was announced here this week by Marty Smith, general agent, and Carl Ferris, owner-manager.

Eight New York fairs will start the show off on what excess predict will be the most successful route they have ever undertaken. Dates are Watertown, Batavia, Lowville, Ithaca, Little Valley, Dunkirk, Rochester and Owego. Other annuals contracted are Washington, Reidsville and Rox-

## C. Crittenden, Merryland Owner, Dies in Michigan

MIDLAND, Mich., Feb. 9.—C. Crittenden, 50, owner of Merryland Shows, died January 31 in his home here following a year's illness.

While a youth, he had traveled with circé stock companies but left the road in 1925 to enter the real estate and insurance business here. In 1948, Crittenden purchased the K. G. Barkoot Shows and operated it under the Merryland title until he became ill in 1951. His son, Bruce (Red) Crittenden, managed the show last year and will continue in its helm.

He is survived by his widow; a second son, Jack, who is in the United States Air Force.

has his usual strong route with the exception of Malone. His dates are Gouverneur, Ellettsville, Sandy Creek, Rhinebeck and Bath, N. Y.; Bridgeton and Camden, N. J.; Great Barrington, Mass.; and Danbury, Conn.

Strates' Route Unchanged  
The James E. Strates Shows, only rail unit holding fair contracts in the State, will repeat at Cortland, Hamburg and the State Fair at Syracuse. Dick Coleman, Coleman Bros' Shows, signed Boonville, Norwich, Middletown, Altamont, Ballston Spa and Ponda. New York dates signed for the Carl Ferris Shows are Watertown, Batavia, Lowville, Ithaca, Little Valley, Dunkirk, Rochester and Owego.

The competition for dates was fierce despite the fact that fewer shows were represented at the meeting than in any other recent year. Falling off in interest could be attributed to the fact that several organizations which previously were able to put together only meager routes in the State have concentrated their efforts in other areas, principally in the South, and also because of tighter restrictions on operations. Bingo, vital to many units, was outlawed in most communities last year.

Considerable switching of dates was done by annuals in order to secure desired midway contracts. While there were more than enough shows represented to care for all of the 50-odd fairs in attendance, some annuals reportedly were without midway commitments at the end of the meeting. Date conflicts were responsible for the gaps. Several show representatives decided to pass up the State when they were unable to ink more than one or two events.

Herb Schive, general agent of the Cavalcade of Amusements, said that the Al Wagner organization was ready to route thru the State if the necessary minimum of three promising events could be signed. The quota, however, was not forthcoming.

Apparently no effort was made to fill in the route of the Strates Model Shows here, contrary to pre-meeting predictions. Strates and his general agent, Curtis Dockus, were active here, but Dave Eddy, manager, and R. C. McCarter, general agent of the Model unit, did not attend.

born, N. C.; Chester and Manning, S. C.

Celebrations Set  
Firemen's celebrations have been set for Wellsville, N. Y.; Coudersport, Pa., for the Fourth of July; Elkland, Pa.; Salamanca, N. Y.; Warren and Smethport, Pa.

This is only the second season that Southern dates have been carded. Unit headed into Dixie last year for fairs and remained there to winter. Opening will take place in Dixie territory with early dates almost certain to center around defense areas and military installations.

Ferris announced that 14 major rides will be carried with 10 already available. They are a Merry-Go-Round, Twin Ferris Wheels, Rocket, Fly-o-Plane, Tilt-a-Whirl, two Roll-o-Planes, Chair-plane and Little Dipper. A separate Kiddieland installation is planned with auto, airplane and pony rides already set. Forty-foot fronts are now being constructed for each of these units.

Rides owned by Kay Leeworthy are included in the line-up. He will also operate the bingo. Six shows are planned, Ferris said. Besides Ferris and Smith, the staff includes Mrs. Ferris, secretary-treasurer; DeWitt Hudson, special representative and Leslie Trendel, electrician.

With booking details virtually set, Ferris and Smith returned to Savannah, Ga., quarters to supervise preparation for an early opening.

## JUST A BIG HAPPY FAMILY

SAVANNAH, Ga., Feb. 9.—Three shows, Strates Model, Carl Ferris and Wallace & Brown, are wintering at Traverser's Field here. All have planned extensive renovation programs while a large-scale rebuilding program is under way at Model quarters.

Word among quarters personnel is that the first unit to get away in the spring will undoubtedly be the best equipped.

## Coleman Route Complete With 10 Annuals

ALBANY, N. Y., Feb. 9.—A route of 10 annuals was announced by Dick Coleman, owner-operator of Coleman Bros' Shows at the New York fair meeting here this week.

Dates include Oneida, Boonville, Norwich, Middletown, Altamont, Ballston Spa and Ponda, N. Y.; Greenfield, Mass.; Rochester, N. H., and Stafford Springs, Conn. Coleman said that he would probably have one or two more annuals to announce before he departs for Florida next week. His New York dates were virtually set in advance of the meeting here and his time was spent largely in aiding units to schedule dates.

While here Coleman purchased a Ferris Wheel from William Wakely, area operator. Added unit makes for a total of three Ferris Wheels. Coleman operates 32 rides in all, including units stationed at Ocean Beach, New London Conn. He said he expected to add additional units to his park operation this spring.

## Prell Show Opens Strong At Ft. Myers

FORT MYERS, Fla., Feb. 9.—Prell's Broadway Shows opened to good business here Monday (4) at the Southwest Florida Fair, after jumping here from Riviera Beach, where over-all business was good despite losing Saturday night to rain and cold.

Opening day here was kids' day and with a front-gate count of over 8,000 fair-goers, midway rides and shows kept busy thru-out the day. Org has been out since January 21, when it opened at Sarasota to a good week's gross.

Staff here included Sam Prell, owner-manager; Joe Prell, general agent; Abe Prell, transportation and ride superintendent; Bennet Prell, secretary-treasurer; Charles M. Powell, special agent; Patty Finnerty, business manager; Charles Guterbusch, assistant transportation superintendent; James Sabriskie, electrician; John Hoffman, lot superintendent; Judson Schiefer, billposter; Sam Caruso, carpenter; Red Barrett, mailman and sales agent for The Billboard; Earl Brown, watchman.

Rides and foremen include Ferris Wheels, Al Resinger; Caterpillar, Harold Stombach; Little Dipper, Johnny Miller; pony ride, J. Hoffman, and dark ride, Charlie Goss. Jack Korle has the gal show; Johnny Barro, Motordrome; Ray Brumley, Funhouse, and St. Louis Blarkey, Monkey Speedway. Along concession row are Dorothy Finnerty with four; Paul Prell, 4; Joe Ross, 5, and Newell Taylor, 7.

## Virginia Greater Adds Two Fairs

SUFFOLK, Va., Feb. 9.—Virginia Greater Shows recently added two more Southeast fairs to its '52 route. William C. Murray, general agent, announced here in winter quarters.

Additions are Mash County Fair, Spring Hope, N. C., and Franklin County Fair, Louisburg, N. C.

## RAS Boosts Tampa Gross First 4 Days

TAMPA, Feb. 9.—Ride and show business for the Royal American Shows thru Friday (8), fourth day of the 11-day Florida State Fair here, was reported slightly higher than last year even tho the first four days were given anything but favorable weather.

As last year, those days were hit by a combination of rain and chilly to cold weather. Game concessionaires, as a result, suffered.

Customarily, however, the first four days are the lightest of the fair, with four of the fair's big attendance days falling the last seven days of the run. The first of the big four is today, and clear, warm weather moved in, with forecasters predicting continued clear weather and high temperature for the remainder of the run.

The current stand marks the 22d year Royal American has played the fair. Following the pattern of the past, RAS opened with its attractions of 1951. Following the fair's close, work will be pushed on new attractions for its '52 tour which opens in May. Normally, quite a few new rides are unveiled on the midway here, but this year only a few are included in the Royal American spread. The fact that there have been few new rides developed recently accounts for the small showing of such devices.

Normally, too, by the first Friday of the fair, a large number of show owners, carnival representatives and concessionaires are on hand to see and hear what's new, transact business, participate in social activities or merely cut up jackpots. But, as of Friday night, the number of arrivals was smaller than in the past.

However, a big influx is ex-

pected today and tomorrow, with peak attendance of visiting fairmen expected Monday, Gasparilla Day, biggest day of the fair.

Among early arrivals were Floyd Gooding, Buckley Allen Speers, Groscurth, Bob Parker, John Gulligan, Ray Marsh Brydon, Joe J. Fontana, Ida Cohen and Bernie Mendelson.

## PCSA '52 Ball Set for Statler

LOS ANGELES, Feb. 9.—The 1952 Pacific Coast Showmen's Association banquet and ball will be held December 10 in the Golden State Room of the New Hotel Statler, which will be completed the latter part of July. The banquet is the first to be booked by the new \$38,000,000 hostelry.

Sam Dolman, chairman of the committee, has appointed Joe Gleason as toastmaster. The chairman plans to feature top names as attractions at the annual show. The banquet and ball, of which the one this year will be the 32d, has been held in the Gold Room of the Biltmore Hotel for many years. In 1941 and 1949 it was switched to the Biltmore Bowl of the hotel to accommodate the membership of the Western Fairs Association. In 1950 the Grand Ballroom of the Elks Club was used. However, with that exception the event has always been at the Biltmore.

## Crafts Expo Opens Season At Holtville

HOLTVILLE, Calif., Feb. 9.—Crafts Exposition Shows, owned by Orville N. Crafts and managed by Roger Warren, opened its first 1952 date here Friday (8) at the annual three-day Carrot Festival. Concessions are committee operated.

Closing tomorrow (10), the show moves into Calexico for a six-day run ending Sunday (17). Concessionaires will join the show there to start the season. Yuma, Ariz., and Brawley, Calif., follow with the carnival closing in the latter named spot March 2. Exposition moves then to the National Orange Show in San Bernardino, where its equipment will be augmented by that of Crafts 20 Big Shows and Fiesta Shows.

Dates in the Imperial Valley were set by Tom Wyckoff, general agent for the Crafts' organization in Southern California. Northern California spots are to be handled by W. Lee Brandon.

For the opening dates and those following, the show is using 5 major and 5 kiddie rides, and 3 shows. In Calexico and following there will be about 30 concessions.

## Brown-Wallace Org Sets Southern Fairs

ST. LOUIS, Feb. 9.—Brown & Wallace Shows have completed their Southern fair route, which will include 10 annuals in Tennessee, Alabama and Mississippi. Bobby Kline, agent, announced.

Alabama fairs include those at Athens, Moulton, Selma, Montgomery, Ozark and Boaz. Mississippi annuals are at Corinth, Aberdeen and Columbus, while the one Tennessee event is at Brownsville.

## Belleville, Ill., Inks Royal Crown

BELLEVILLE, Ill., Feb. 9.—Royal Crown Shows will play the fun zone at the St. Clair County Fair here, July 28 August 2. Paul Wagner, president, announced. Show was represented here by R. L. Mack, general agent.

Fair a new date for Royal Crown, has also signed Jack Koekman's thrill show as a grandstand attraction.

## PROBLEM IS ACUTE

## Ops Forecast; Worry Over Help Shortage

Continued from page 1

units. Apparently drivers who can handle the big jobs can get all the work they want with trucking concerns and earn more money than they can wheeling show units only once a week and then mostly for short distances.

### Work Not Appealing

Handling pig iron and operating the erected amusement rides holds small appeal when work is plentiful. The complicated, heavy units require sturdy manpower that can stay with it in all kinds of weather. The turnover of ride personnel is especially high.

Lucky is the owner who has a nucleus of capable foremen. The units will then get into operation, however long it takes. It makes

possible the use of extra help hired in each town but this supply has been noticeably scarce for the past few years.

## Freeman Succumbs To Heart Attack

FOREST, Miss., Feb. 9.—B. G. (Alabama) Freeman, novelty concessionaire with various carnivals for the past 44 years, died of a heart attack while en route to his home here from New Orleans, January 31. Freeman, who was 61, had his stands on Moore's Southwestern and J. A. Gentsch shows for the past several years. His widow, Eva Freeman, and a daughter, Betty, survive.

# Midway Confab

Noble C. and Viola Fairly are visiting relatives in Monigomery, Ala. . . . Billie Hunter is reported to be seriously ill at her home, 2400 Silver Springs Avenue, Ocala, Fla., and would like to read letters from friends. . . . Johnny Gorman is wintering at his home in Owosso, Mich., following a successful season with Fox Ranger's Hollywood Revue. Johnny assisted in the shooting act. . . . Chester I. and Ruth Ann Levin are expected to return to Kansas City, Mo., soon following an extended tour of the West and South.

EJ Binder, who was known as Smeka, the Human Volcano, when he toured with shows prior to 1937, is making his home in Fayetteville, N. C.

Alice Hill is reported to be seriously ill at her home, 2206 Roscoe Avenue, Chicago.

Jerzy and Betty Shea are wintering in Florida. . . . Mr. and Mrs. W. H. Bonta, of Schaefer's Just for Fun Shows, worked the Fort Worth Fut Stock Show January 25-February 3. . . . Jerrie Jackson writes from 337 24th Street, Nashville: "I'm confined to my home here and would like to read letters from friends I'll be able to make my opening with the Cetlin & Wilson Shows. My theater unit is still on the road and will remain there until Cetlin & Wilson opens the season." . . . Swazette, annex attraction, was tendered a birthday party by friends in Buffalo last week. . . . Mr. and Mrs. Archie Nelson and sons, Duayne and Arzono, Delano, Minn., have returned to Tucson, Ariz., from San Diego, Calif. They plan to leave soon for winter quarters in Bemidjia, Minn., where the shows open their season May 15 and play Minnesota, the Dakotas, Texas, New Mexico and Arizona. Delano Nelson is in Germany with the Air Force. Their daughter, June Nelson DeCarlo, is with her husband, William DeCarlo, who is a Navy medic stationed in Washington.

W. L. (Doc) Wallace reports from his Indianapolis headquarters that he recently completed his new scale model knife throwing concession and that trademarks, patents and copyrights are being applied for. . . . John D. Kuntz, son of Mr. and Mrs. Wendel Kuntz of Hampton, N. H., former Side Show operators, was inducted into the Army January 3 and is receiving his basic training at Indiantown Gap, Pa. One daughter, Corp. Marie S. Kuntz,

is stationed at the Army General Hospital, Tokyo, while their other daughter, Lisa, Donna M. Kuntz, is at the Army Hospital, Reno, Nev.

F. C. Landrus, magician, writes that he visited the Glenn Porter Side Show at the Houston Fat Stock Show where he renewed acquaintances with Red Friend, magician, on the unit. Show's line-up also included Great Waldo; Peterson, giant; Barbara, leopard girl, and Olga, headless girl, as the annex attraction. . . . L. M. Nelson's General American Shows has been out all winter, playing spots in Louisiana and Mississippi. . . . Shows, 3 shows and 15 concessions.

Mr. and Mrs. Carl J. Lauther, Side Show operators last year with Gooding Amusement Company, and Mr. and Mrs. Johnny Ganole, Altoona, Pa., auto dealers, are spending three weeks in Florida, combining business with pleasure. They expect to take in Florida State Fair, Tampa. . . . Frank Bly is managing a novelty shop on Bourbon Street, New Orleans, which is becoming a gathering place for showmen. Recent visitors were Kenny Raveling, of Royal American Shows; Johnny Abergast and Bill Tucker, Scotty McNeil is at the Club Slipper there for the third season, doing magic and vent.

E. L. (Al) Beard is in Veterans' Administration Hospital, Little Rock, and would like to hear from friends. . . . Tex and Josephine Conroy, emcee-magician and annex attraction, respectively, on Carl J. Lauther's Side Show, arrived at Lauther quarters in Millers Tavern, Va., following a holiday engagement in a Philadelphia department store where Conroy worked as a clown and Mrs. Conroy was on the sales force. Conroy will have charge of the toyland production for the 1952 holiday season. In Millers Tavern they took delivery on a new house trailer which replaces one destroyed in a highway crash last year. They will again be with the Lauther show.

Great Nahala, magician, infers that he has closed with Frank Bergen to take out his illusion unit with the World of Mirth Shows this year. A sit-down show with a staff of 14 will be framed for the outdoor trek, Nahala said. Gerald Snellen, general representative of the World of Mirth Shows, left for Tampa Friday (8). Before leaving he was showing friends a two-page layout of his outfit in the "Armstrong Tire News." . . . Dick Best, Side Show operator, is slated to present unit at the new amusement park in Havana. . . . Ted Williams, cookhouse operator, is contracted to tour with the James E. States Shows this season.

Ben Morrison is opening an office in Grand Rapids, Mich., to promote plans for the national convention of a veterans' organization to be held there in August. . . . Robert Templeton, manager of Walled Lake Park, Detroit, will represent the Michigan Showmen's Association at the banquet of the Greater Tampa Showmen's Association. . . . Bob Morrison, Bernhard Robbins and Louis Malin returned to Detroit recently following Miami vacations.

Chester Hepp and Norman Krumbacker have booked their cookhouse with Pioneer Shows for 1952. C. Lovejoy reports from org's Waverly, N. Y., quarters. Recent visitors there, says Lovejoy, included Bill Taylor, Joe Webb, Bill Bauman and Ray Weston. . . . Jimmie and Helen Watts, Side Show operators who were off the road last season, are at their home in Hinesville, Ga., celebrating the arrival of a daughter.

Max Gruber, who will operate bazaar units around Philadelphia this season, recently was made chairman of the entertainment committee of the Long Beach, Long Island, Chamber of Commerce. Max operates a Boardwalk kiddie park at that resort.

Joe Frederick, owner of Motor State Shows, has bought a new Ferris Wheel and six used rides from Eastwood Park, Detroit. Four of the rides are being shipped to Havana, Cuba, for park operation there. Frederick will bring out the show with one royal blue canvas this season.



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**ATTENTION, ALL SHOWMEN**  
 We can place a limited amount of Grand Shows of merit for 1952. Especially want Motordrome, Large Snakes, Illusion, Monkey Show, etc.  
**RIDES:** Can use a few more major and Kid Rides with own transportation. Can place another Dark Ride, Fly-o-Plane, Auto Scooter, Spitfire, Looper, etc.  
 Our route is proven by 35 years of experience, and all still dates are first in. Always free gates, plenty of advertising and promotion, solid auspices, big Kids' Day matinees and no grill on the midway.  
 We play more than 120 fairs and celebrations in 1952, including Ohio State Fair, Saginaw (Mich.) Fair, Kentucky State Fair, Mississippi State Fair, Huntsville (Ala.) Fair, Dothan (Ala.) Fair and Columbus (Ga.) Fair, etc. All shows and rides must furnish own transportation. Contact F. E. GOODING at Tampa Fair or Tampa Terrace Hotel until Feb. 15.  
**GOODING AMUSEMENT CO.**  
 1300 Morton Ave., Columbus 8, Ohio  
 Phone: UUniversity 1193

# INTERSTATE Shows

**NOW BOOKING FOR 1952 SEASON**  
 37 Week Season—14 Bona Fide Fairs Already Booked—14, With One of the Best Fourth of July Celebrations. Opening March 1st—Two Saturdays.

Shows: Want two Girl Shows with or without own equipment. Will book Fun House, Glass House or any Grand Show not conflicting with what we have.  
 Help: Show Pictorial Artist to join on wire, Man capable of taking care of front marquee and selling tickets on same, Foremen and Second Men on Twin Ferris Wheels, Merry-Go-Round, Rollplane, Tilt-a-Whirl, Octopus, Spitfire and set of four Kiddie Rides; Useful Help in all departments.  
 Concessions: Will book for the 52 season large Hinky Bingo, All legitimate 10¢ Concessions open. Good opening for Penny Arcade, Ball Games, Short Range, Long Range, Ace and Scales, High Striker, Novelties, Frozen Custard, French Fries. Will sell on two Milt Camps. No Flats wanted. Will give Percentage Tables if you have Handy Pads.  
 Winterquarters: now open, come on, pay day daily for winterquarters help. Plenty parking space, lights, water. Any concessionary joining the show who has some building to do is welcome here, we have plenty of space for building.

Replies to H. B. Rosen, Interstate Shows, Ozark, Ala. (winter quarters)

# WEST COAST SHOWS WANT

OWING TO DISAPPOINTMENT  
**SIDE SHOW MANAGER**  
 FOR NO. 1 SHOW

**MUST HAVE STRONG ATTRACTION TO FEATURE**

We have top and complete banner line, and transportation for same.

**HAVE STRONG ROUTE OF FAIRS AND CELEBRATIONS**

The best on the Pacific Coast. Wire, write or phone

**WEST COAST SHOWS, HARRY MYERS, Mgr.**  
 MADERA COUNTY FAIRGROUNDS, MADERA, CALIFORNIA

# NORTHERN EXPOSITION SHOWS

**MONTANA 40 FAIRS and CELEBRATIONS DAKOTAS**  
 Northwest's New People Every Day 10 Rides  
 Most Popular Two Spots a Week 5 Shows  
 Midway 8th Consecutive Year on Montana "B" Circuit 25 Concessions

**WANT**—4 good, clean Shows with good transportation and equipment. Ten-in-One. Wild West Hilarity, Fun House, high-class Girl Show, Midget-Freak-Crime, live or any good Show in keeping with our standards.

**WANT**—Concessions: Derby, Corn Game, Hinky Panks and Stock Concessions of all kinds. Everything open now but Floss and Mug. Want good, clean Cookhouse.

**WANT**—Will book complete Kiddieland of 4 rides, Kid Car, Rockets, Train, Ponies or any good, clean Kiddie Rides, also Dipper or Coaster.

Will open May 19. Winter quarters open April 1.

All people previously contacted, please get in touch now. Write or wire—don't call.

**MIKE SMITH, Owner** Northern Exposition Shows, Worthing, South Dakota

America's finest Show Canvas  
**TENTS—SIDESHOW BANNERS**  
**CONCESSION TENTS**  
**IMMEDIATE DELIVERY**  
 Mr. Mendelson will be in Tampa, Fla., until February 16. Can be reached 4020 San Luis Avenue. Phone number 61-6375

**O. Henry Tent & Awning Co.**  
 4863 N. Clark St. CHICAGO 40

**WANTED**  
 For Fremont, Pa.  
 Rides and Concessions, Old Home Week, July 14, '52. Jim Murphy, operator, contact me, Pine Acta, need literature.  
**CHARLES McHUGH**  
 246 Alvin Street, Freehold, Pa.

**FESTIVAL OF FUN SHOWS**  
 Can place for the coming season  
 Opening in April in Tennessee  
**RIDES:** Good opportunity for factory made set of Kiddie Rides.  
**SHOWS:** Can use one or two Shows with own transportation. Harry Harris or Lee Huston, contact.  
**RIDE HELP:** Octopus Foreman, Second Man on Wheel and Merry-Go-Round. Other useful Help who can drive serve.  
**CONCESSIONS:** Can use several Merchandise Concessions. No Flats or Cymbals. This Show will go south and stay out for 30 weeks. Will carry 8 Rides, 4 Shows and 30 Concessions. All reply  
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 2002 BIRD ST., TAMPA 4, FLA. PHONE 37-2762

**SOUTHERN VALLEY SHOWS**  
 OPENING FEB. 25, DELHI, LOUISIANA, LIVESTOCK SHOW  
 Want Concessions of all kinds except Popcorn, Bingo, Fish and Duck Ponds, 5¢ Grill, Glass Pitch, all others open. Will book shows with own outfits (no Girl Shows). Want Ride Help, Foremen and Second Men on all rides. (Eaton, come on.) Winterquarters now open. Wire  
**EDDIE MORAN, MGR., MONROE, LA. TILL FEB. 25) THEN DELHI, LA.**

**PUNKS and CATS**  
 Beautiful Assortment of Colors  
 2 tone BIG SIX CATS.  
 Heavy soil canvas packed with half maple base.  
**THIS IS IT! SLUM SPINDLE BUMPER.** Chrome pegs, this is a skull bumper made by the largest manufacturer of hunky punks.  
 Write for New Catalog  
**RAY OAKES & SONS**  
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**CARNIVAL STRING PENNANTS**  
 Small Colors—Fast Colors Cloth  
 9" x 12" pennants on 27 ft. 1.50 String  
 12" x 15" pennants on 27 ft. 1.50 String  
 10" x 15" pennants on 27 ft. 1.50 String  
 10" x 15" pennants on 27 ft. 1.50 String  
 Terms: C.O.D. Cash advance, C.O.D.  
**H. A. WALES**  
 Cold Springs, N. Y.

**KITTY KELLY**  
 Can play for season International Washington's Birthday Celebration, Laredo, Texas, 1952. Swallower, magician, working acts as capable Side Show People. Salary no object if you can. Contact: Francis Jablonowski, 21 C. Heinz, Marky and Rex, Check and Title, 1000 East 1st St. Joan Niz wants for Barbie Theory Show. More info send reply to Moore's Advertising Agency, Laredo, Texas. Opening February 15.

**CRIME SHOW FOR SALE OR LEASE**  
 FOR SALE OR LEASE  
 Several Units available for lease in 1952  
**CHAS. STANLEY**  
 1473 Sulton Ave., Cincinnati 30, Ohio

**EVANS' HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Fleas, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser. 2x4 braces.

**SEND FOR CATALOG**

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**VIVONA BROS.' SHOWS**

**WILL BOOK FOR THE 1952 SEASON**

CONCESSIONS: Want French Fries, Long and Short Range Galleries, Hi-Striker, Photo Gallery, Ball Games and Hunky Punks of all kinds.

RIDES: Will place Caterpillar, Tito-Whirl, Live Pony Track ("Pony Bud." contact), Fly-o-Plane or any Flat Ride not conflicting.

SHOWS: Can use Motorhome, Umbra, Wild Life, Arcades of any good Grand Show. What have you?

HELP: Want reliable Billposters. Have openings for two Side Foremen and good Second Men on several rides. Send drivers preferred. Write us now. Address

**JOHN VIVONA, Manager**  
Newberry, South Carolina

**NEW ENGLAND AMUSEMENT CO. WANTS**

**For 1952 Season**

Ride Help for seven rides. Good Jenny and Wheel Foremen. Top wages and bonus. One of two Grand Shows. Will guarantee you a big season until Labor Day. Legitimate Concessions of all kinds. Short Range, Photos, etc. Agents for one Wheel, Rattles and Glass Pitch. Can place Free Act. This Show plays Industrial cities of New England in proven territory.

Want to buy Office Trailer and 30 (Thirty) foot Semi-Trailer; also French Fry Trailer. Can use Men to assist in the operation of Show. Must be able to do some booking. Have Miniature G 12 Train for sale. Priced right. All replies to

**HARRY J. KAHN, Mgr.**  
60 Parkside St. Springfield, Mass.

**GROVES GREATER SHOWS, INC.**

"AMERICA'S CLEANEST MIDWAY"

Opening during March, Lake Charles, La., the ideal center of Louisiana followed by the Blue Spots in Louisiana and Arkansas, with twice as many concessions. Want to book October, Fire Plains, Little Dixie or some other non-conflicting Midway Ride for entire season. Usual good ride route. Monkey Show, Motorhome, Punhouse, Mechanical Show, Circus Side Show, Athletic show or any show of merit with own equipment, except Girl, Illusion and Snake Show. Good show route with attractive presentation. Ward Hall and Mr. Leonard, let us hear from you. Cashhouse that refers to show people, rings, games, Kiosk, Aluminum Signs, Hi Striker, Ice and Weight, Novelties, Whiskop Batters, Ball Games, Mr. Demillo, use your Big Cats, etc. Mr. Sirell, let us hear from you. Major Ward Haber, reliable and experienced. This Foreman who drives semi, also place Second Men on all rides. Men who cleaned with us set in touch. Want Whiskop Permanent Melvin Miller, get in touch. For Sale—Cockhouse completely equipped and ready to open. Shows complete, ready to open. Foremen and Show Trailer, several Yards in first class condition. P19 International Motor, completely equipped. 25 Halls, 1000 sq. ft. building, 1000 sq. ft. building. Can be contacted in Miss. Fair Meeting, Robert E. Lee Hotel, Jackson, Feb. 11 & 14 or Winter Quarters, Route 3, Box 648, Phone 9956, Lake Charles, La.

**MOTOR STATE SHOWS**

**10 Rides—3 Shows—Giant Searchlight—Diesel Light Plant**

**Playing Michigan, Ohio, Indiana**

Want few more Hunky Punks. No gypsies, no racket. Help for Monkey Circus. Man to operate Snake Show. Few more Ride Foremen. Want to buy 75 or 100-kw. Transformer.

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AMERICA'S SMARTEST RAILROAD SHOW

WANT LEGITIMATE CONCESSIONS ONLY. HONEY PUNKS ALL OPPS. BALL GAMES. Good opportunity for real Cookhouse and Deli on this railroad show. American Fairplay, Place Arcades, Glass House, PLACE RIDERS, Tilt and Groupus. Weapons for same. Allm Digger, SHOWS, Place Umbra or War Show, Monkey Circus. HELP: Foremen for all Rides. Slots rooms for all Help. Address

**DAVID B. ENDS, General Manager**  
Street Model Shows, Savannah, Ga. (Intersecting Municipal Airport)

**HARRY SCHREIBER WANTS**

Agents for Count Store and Pin Store. Players wanted for two exclusive Wheels. Also P. C. Operators. Can use Help for all concessions. Joe Serratt. Larry Benn, get in touch with me. Care Miami Showmen's Association, 236 West Flagler St. P. S. Peggy Heiman wants two Lady Readers.

**ANCHOR TENTS**

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORHOMES, SHOW TENTS

**ANYTHING IN CANVAS**

California Approved Manufacturer of Canvas and Local Collaborations. NO CHANGES IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS SHIPMENT ON MOST SIZES.

**ANCHOR SUPPLY CO., INC.** WANSVILLE, INDIANA

N. Y. MEETING NOTES:

Redistribution of State \$\$ Is Altamont Goal

Continued from page 52

Joe's daughter Jane, who recently concluded training courses with the highest honors, is now teaching in Presque Isle, Me., site of a fair where Joe has presented shows for many years.

**Sleepheads Take Note**  
Talent agent Harry Cooke has an enormous thermos jug filled with hot coffee before retiring each night. In the morning, with early appointments the usual thing, Harry sips himself awake and has enough brew left for any friends who care to drop in for an eye-opener.

**No Mistakes Yet**  
Louis Rosenberg, of the Triangle Poster Printing Company, has tack cards ready for display in clients' rooms which herald new show papers. The company is times ready for posting simultaneously with the signing of contracts. Dave is usually among the first arrivals and busy posting cards for clients wherever the hotel will allow, and like a good lithographer who is typed for year with many units including the Johnny J. Jones Exhibition, in more than a few spots that don't have official sanction.

**Adding Machines Needed**  
Carnival agent Marty Smith had his charming frau counting New York dates as contract signings became too fast for the numbing agent to keep track of them. In all, the Perry Singers reported eight fairs signed in the State. Show's route will again extend into the Deep South, in keeping with a policy that was tried last year for the first time.

**The Irish Way**  
Lorraine (Junior) Horan was another gal joining her hubby, thrill show impresario Irish, a helping hand. Junior, ex-Camp Shows star, warbled a medley of songs during the banquet. Intro was ably handled by Horan agent Bob Conto. To while away the dull hours, Junior is crocheting a lace tablecloth, the size of which will shortly necessitate leaving at least one place of luggage home when traveling. Irish and Conto have appointed themselves managers to enter the finished product in competitions at the fairs they play hopeful, no doubt, that the premiums earned will help to defray the nut.

**The King Holds Court**  
While the New York meeting is noted for the number of sumptuous entertaining rooms, King Reid leads the way with a cordial open-house policy that frequently finds a goodly share of the top-ranking delegates on hand enjoying good fellowship. The King's suite is among the last to close with a spot-mortar of scrambled eggs cafeteria style, a nightly ritual. More fortunate than most, King has a son and daughter-in-law to help.

**One for the Books**  
Vic Hyde, one-man band, received a standing ovation after completing his turn at the banquet. The veteran showman will make his first appearance in the East next year under the George A. Hamid banner. He was slated to leave for England Thursday (7) on the Queen Mary but will return in time for his outdoor dates.

**All in the Family**  
George Handy, operator of the sound service bearing his name, has his sons, Bill and Bob, to aid him in rounding up committees and signing dates. Bob had to be excused from school to make the meeting. Both boys handle sound units along with their father. George went on to Canada for the Ontario meeting and his first bid at Canadian dates.

**10 Places at Once**  
Supplier Bob Mallett was busy as a Rover Boy thruout the meeting peddling equipment and aiding a big percentage of the usually large number of stranded guests to secure hotel accommodations.

**Rides Herd on Fair Execs**  
Ranger Joe, TV star, was as busy as an ambulatory rustler although the pictures for a fair he expects to take home to their off-springs. Joe is scheduled to make personal appearances at a number of outdoor dates, including fairs, for the Cooke & Rose agency.

**Weaver Weaves a Route**  
M. J. Weaver, head of the tent service bearing his name, reported signing four new dates in addition to eight repeat engagements. Firm supplies exhibit tents to fairs and other events principally in New York and Pennsylvania.

**Man of Distinction**  
Genial Jim Carey, executive secretary of the New York group, was the busiest man at the gathering, as usual, but not so busy that he didn't get to shake everyone's hand at least once, while some delegates were favored with two or more handshakes. Rumor has it that many a show owner and attractions booker would like to have Jim as a representative. However, the exec member of the Department of Markets and Agriculture, who is also one of the comparatively few certified public accountants in the State, is doing very nicely where he is.

**Same Rates for All**  
Jim Donovan, assistant general freight agent of the New York Central System, showed up daily at the confab, despite the risk of hearing railroad show personnel gripe about advancing transportation costs. Jim remembers back when the rail units were dominant in outdoor show business and the truck orgs were an experimental novelty. He has aided practically every rail unit in the nation in making moves.

**The Outlook Is Blue, Too**  
Max Cohen, general counsel of the American Carnivals Association, held little hope that the badgering State "blue laws," which were strictly enforced last year for the first time, would be repealed or modernized by the current Legislature. After checking his bag for the Albany meeting, Max's first move is to get up on "The Hill" and to get his ear close to the legislators' desk tops.

**Too Close to His Work**  
Agent Bob Conto, of the Irish Horan Hell Drivers, tried to ease a station wagon between two trees on his way to his Malone (N. Y.) home after attending the Reading meeting. Net result was an \$800 repair bill and a thrill act that Irish refuses to program.

**Happy Birthday to George**  
A group of friends headed by Commissioner DuMont partied George A. Hamid Sr. Monday night (4) in honor of his birthday. The party, preceding the first night's business session, has turned into an annual affair. No mention of age is made.

**Reflecting a Trend**  
J. Alfred Valentine, Minnea, past president of the New York group, delegated at a closed session not to deplete the association treasury without good reason. Most of the topics taken up would have made good program material for the open meetings and stimulated interest.

**Kochman Has an Idea**  
Jack Kochman, thrill show operator who has luckily, or astutely, hopped on or off money winning show business endeavors with clairvoyant insight for many years, is quietly querying fair execs on a new grandstand truck attraction that he may launch before the season is over. Conensus is that something new will win a lot of money.

**No Politizing Here**  
Foster Potter, director of publicity for the State Department of Agriculture and a member of the board of the Altamont Fair, did his usual excellent job in publicizing the meeting thruout the State. Foster annually has mimeographed excerpts from all scheduled talks ready for distribution to wire services, newspapers, radio stations and other interested parties.

**On the Beam**  
B. Ward Beam, operator of the thrill show bearing his name, is usually successful in adding a new twist to all of his endeavors. He gets away from the usual scrapping of cold cuts by offering prospective clients smoked turkey, a delicacy that fair execs everywhere have come to associate with Ward.

**FOR SALE**

1 1921 National Durr, \$100.00; 1 1924 Coke Bottle Outfit, \$100.00; 1 1924 Sham Flower, no side wall. These Carnivals are in fair condition, complete and ready to operate. 3 Evans Square 566 Outfits, good condition. 1 1921 25' Pump Truck Rollaways with golf balls, \$10.00 each or \$25.00 for all. 1 1921 Pumpy Truck with board, \$10.00 around \$100.00 worth of Stock and Shum of all kinds. 1 1941 Chevrolet Van Body Truck, \$300.00, also 2 large Stock Trucks, \$125.00 each, and other items too many to mention. I will take the best offer over \$500.00 for all above. Also have 1 1921 Pumpy Truck \$3 Mike, 2 University 25 Watt Sumpers and Drivers. Also about 200.00 worth of Wardrobe for Girl Shows. This equipment is brand new, only used about 3 weeks due to fair season. why I am sacrificing all the above. If interested in any of the above send me half deposit. Will bill separately or as a unit.

**FRANK "WHITE" YASKILKA**  
Care B & J Trailer Park  
Miles & Richmond Aves., Bedford, Ohio

**WANTED**

**2 TICKET SELLERS**

Who can drive large Truck. Also Lady to work in Illusions. Top salaries paid every week. Long season. No drinking, chasing or short change tolerated. Open India Fair February 19, close in November.

**A. W. McASKILL**  
General Delivery Indio, California

**W.G. WADE SHOWS**

**WILL SEE YOU AT THE TAMPA FAIR**

**FEB. 8-16**

Can also be reached at the Tampa Terrace Hotel

**C. P. O. Box 1488**  
Detroit 31, Michigan

**COUNTY FAIR SHOWS**

**OPINING MAY 1, 1952**

Have 30 Fairs and Celebrations. Want Hunky Punks of all kinds. No gift need apply. Also want some or Speedway, Ten-in-One, Diggers, Snake, Girl Show (have equipment and Billiard, Athletic Bill and Alice Kelly, contact. Want Wheel and Otis Men (no drunk). Want 25' Pumpy Truck. Extension Light Towers, Mini-Bo, complete (include Outfit, tennis net). Contact

**EARL D. JOHNSON**  
County Fair Shows Chemest, Mich.

**FOR SALE**

**TENT**

Fifty feet long with four 10 foot middle, bale ring style. A real bargain. Can be seen up at winter quarters.

**JOHN R. DAVIS**  
Mgr., Southern States Shows  
Route 3, Box 1136 Tampa, Fla.

**CONTRACT WANTED**

Finest Motorcyclist show in world—Globe of Death and Motorhome combined making two shows in one—Five Motor cycles working simultaneously. Want 6 months (not less than 4 months) contract for fair with good bookings for coming season. Will feature insurance companies if interested. Write immediately. Will send photo of show upon request.

**GARRETT BURTRICK**, Attn: Eric Dru B, Avenue, Lexington, San Martin, Buenos Aires, Argentina

**LESLEY'S TRAILER PARTS AND ACCESSORIES**

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog.

1920 Stewart Ave., S.W., on Highway 4 going south, Atlanta, Georgia  
Phone 2626

**Tivoli Exposition Shows**

**NOW BOOKING**

RIDES—SHOWS—CONCESSIONS FOR 1952 SEASON

**H. V. PETERSEN, Mgr.**  
P.O. Box 792 Indio, Cal.

**L. J. HETH SHOWS**

**NOW BOOKING FOR SEASON 1952**

Shows, Rides, Concessions, Can also Ride Kite, mvt drive.

Address: North Birmingham, Ala.

Producing America's Best Carnival and Circus Side Show

**BANNERS**

**SNAP WYATT STUDIOS**  
RT. 1, BOX 1180 TAMPA, FLA.  
Phone, Write or Wire.



**THE GREAT NAHALA**  
**MAGICIAN**  
 Gorgeous Girls—Spectacular Illusions.  
 The most sensational and outstanding Mystery Show of All Times.  
 Want several more attractive Girl Assistants. Previous experience essential, but must have good figure. Answer fully, enclosing photo, to: **NAHALA**, c/o Mrs. L. A. Varns, contact, 6000 S. Main, St. Paul, Minn. Contact, Mrs. L. A. Varns, contact, 6000 S. Main, St. Paul, Minn. Contact, 1204 West Gray, Houston, Texas

**D. S. DUDLEY SHOW**  
**FOR SALE**  
 Two G.M. Diesel Light Plants, 26 hp. special built trailer, built in 500-gallon diesel storage tank, power belts for cable 2000 ft., 40 leading cable and tapping hoses, two big 2 1/2 Ferris wheels, 7-ft. 7-in. wheels, steel tube, 24-in. Smith & Smith wheels, two vans specially equipped for show business. Vans specially equipped for Ferris wheels, racks for seats, 7-ft. Show, tops, front and back, 20 Concessions, novelty 15' Concession and Blister Cabinet, Coach Popcorn Trailer, Novelty Show, Travelling House Trailer, one Columbia 20 Horse Trailer, one 20-horse trailer, 27' x 4' P.A. sets, one Panel house car. Contact  
**D. S. DUDLEY**  
 2015 S. 10th St.  
 Phone: 977-23

**Walker Osbourn Wants**  
**AGENTS FOR THE FOLLOWING**  
 Balloon Darts, Cig. Gallery, Whiskey Bottles, Pin Stone Agent (Sam Tucker, contact), Bludge, Nuts, comic, on, Magnet, one Nail Agent. Opening Feb. 18. Tucson, Ariz. Address: c/o  
**Wilson Greater Shows**  
 Tucson, Ariz.

**THE NEW ROMAN TARGET**  
 One of the greatest street shows ever built. Now with the new Target. Fully protected by U.S. Patent. Patents pending. Write for literature and prices.  
**C. A. WOODIN**  
 Rt. 1, P.O. Box 108  
 Phone: 278-4

**WANTED**  
 Man and wife to operate shooting gallery. Must have experience operating short and long range. Location in Northville, Pa. Permanently located. Must be capable only. No girls will accept \$200 per month for both man and wife to operate gallery. To get in touch with Mrs. B. G. Gullett, write for literature and prices.  
**MRS. B. G. GULLETT**  
 Carlisle, Pa.

**FLY-O-PLANE**  
**FOR SALE**  
 In first class condition equipped with safety device, with or without transportation. By far the best. Performed every 30 feet trailer. Can be used in operation with Royal Exhibition Shows in any trailer.  
**SPEDDY MERRILL**

**BLUE GRASS SHOWS**  
**NOW CONTRACTING FOR 1952**  
**SHOWS—RIDES—CONCESSIONS**  
 P. O. Box 421 Owensboro, Ky.  
 Phone 353-21

**WANTED**  
 CONCESSIONS—RIDES—SHOWS  
 Can place useful people who want to do Celebrations in Illinois and Iowa. Get in touch.  
**MANAGER, UNITED EXPOSITION SHOWS**  
 Liberty, Texas

**KIDDIE RIDES WANTED**  
 To lease with action to buy or sell book for 1952 season. Permanent location. Cleveland area.  
**HELLER ENTERPRISES, INC.**  
 517 Magnolia Ave. Chicago 40, Ill.  
 Phone: 3/Univ. 4-8881

**FOR SALE**  
 No. 5 101 Wheel and Smith & Smith Chaperone. Both in fine condition. Also are stored in Jacksonville, North Carolina. Will also lease to reliable party. Address all mail or wires to:  
**J. J. STEBLAR**  
 40 Calender Rd. Stamford, Conn.

**FOR SALE**  
**USED FLAT RIDE**  
 C-Crate Amusement ride capacity 30 passengers—all loaded at once. 8 seats and 12 wheels. 12 ft. diameter. 12 ft. diameter. All cars mounted on solid rubber wheels with ball bearings. 12 ft. diameter. For immediate shipment. \$450.00.  
**C-Crate Corporation**  
 27th & Westpark Ave. Salem, Oregon

**St. Paul Winter Event Clicks**  
 • Continued from page 52

said that never before in history had so many persons visited the city in the winter time.  
 The Dionne quintts, their parents and young brother were brought to St. Paul from their home in Callander, Ont., by the Brown & Bigelow Company, which has had the picture franchise on the five famous sisters for calendar purposes almost since birth.  
 The quintts rode in a resplendent float built like a huge sleigh pulled by reindeers during the carnival grand parade January 26 opening the festival. The float, sponsored by Brown & Bigelow, won the sweetstakes award for the four-mile long march. An estimated 300,000 spectators watched the parade.  
 A torchlight parade attracting 200,000 viewers was conducted on Saturday night (2). During the week the National Motion Picture Association conducted its national drum majorette contest and senior and junior winners were picked. National speed skating artists were determined. An ice fishing derby at White Bear Lake attracted nearly 6,000 participants and spectators.  
 But one of the largest surprises of Winter Carnival was the sports car races conducted at Lake Phalen Sunday (3), attracting 45,000 on-lookers, the largest audience of any St. Paul festival attraction aside from the two parades. Run for the first time, this promises to be a regular carnival feature hereafter.  
 Ruler of the 1952 Winter Carnival was A. Lee Runyon as King Boreas XVI. The Queen of the Snows, selected this year, was Beverly Przek, a 19-year-old filing clerk in the city water department. For each carnival button bought the purchaser got 100 votes in the queen contest.  
 Boreas' traditional enemy, Vulcan the Fire King, made his successful assault on the Royal Ice Court in Rice Park and forced the abdication of Boreas and the Queen of the Snows Sunday night (3).  
 A fireworks display from Harriet Island and a musical jamboree in the auditorium followed. After his victory, Vulcan and his minions unmasked for the first time during

carnival week. The fire king was Larry Hodgson.  
 St. Paul has had winter carnivals intermittently since 1886 when the first ice palace in the United States was erected. It was abandoned after 1888, revived during 1916 and 1917, abandoned because of World War I, and renewed again in 1937. World War II brought a halt from 1943 thru 1945. Since its resumption in 1946, it has continued regularly each year, often in 20-below zero weather.

**Chicago Fair Prospects Dim**

CHICAGO, Feb. 9.—Prospects for a '52 fair on Chicago's lake front appeared slim this week following an announcement by officials that thus far only \$50,000 of a needed \$1,500,000 has been pledged.  
 In addition to this apparent lack of enthusiasm on the part of financial backers, opposition to the proposed fair was voiced this week by the Metropolitan Housing and Planning Council. In a letter to Chicago's Mayor Martin Kennedy, the council said that time is too short to do the amount of fund raising, planning, construction and administration required.  
 Final word on the project's future is expected to come out of a Monday (11) meeting between the mayor and city big wigs including Kent Chandler, president of the Chicago Fair Commission.

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**B. V. Nessler Org Inks 3 Ark. Fairs**

SANDOVAL, Ill., Feb. 9.—Nessler's Greater Shows will provide midway attractions at three Arkansas fairs as the result of contracts signed at the recent fair meeting in Little Rock, J. J. Smith, special agent, announced.  
 Annuals signed include those at Star City, September 8-13; Magnolia, September 15-20, and Newport, September 22-28. Org also will play the Tri-City Oil Show at Grayville, Ill., which has been extended one day for a total of four.

**Bakersfield Fair Inks Krekos Org**

BAKERSFIELD, Calif., Feb. 9.—Midway contract for 1952 Kern County Fair here September 22-28, has been awarded to the West Coast Shows, headed by Mike Krekos. In signing of the deal, Krekos, in the city, big wigs including Bobby Cohn, general agent.  
 The contract is on a percentage basis. Bidding for the annual event, in addition to West Coast, Crafts 20 Big Shows, Foley & Burk and Wyatt Shepherd's Superior Shows.  
 With the Krekos organization to play the event in the fall, the show is to appear this year on both the old and new fairgrounds.  
 A date early in the carnival's season is to be played on the old fairgrounds and at the new site during the fair's run.

**PCSA Sets Piano Recital Benefit**

LOS ANGELES, Feb. 9.—The Pacific Coast Showmen's Association Hospital fund, now well over \$5,000, is expected to be swelled by that much more in November when a piano recital is presented in the Embassy Auditorium here. Kenneth Bidwell is to perform at the recital with the proceeds going to the fund. Buster Odle, his manager, said. Tickets soon will go on sale and be first offered to PCSA members, later being given to mutual ticket agencies. Tariff starts at \$1.20.

**Chitwood Inks**  
 • Continued from page 52

Mandaville, Pa.; Lancaster, N. H.; Lewiston, Me.; Flemington, N. J.; Blue Hill, Me.; Leighton, Pa.; Rutland, Vt.; Brockton, Mass.; Great Barrington, Mass.; South Fort, Me.; York, Pa.; Reading, Pa.; Henderson, N. C.; Springfield, Mass.; Farmington, Me.; Shelby, New Bern and Clinton, N. C.; Fryeburg, Me.; Newberry, S. C.; Charlotte, Henderson and Raleigh, N. C., and Chester, S. C.  
 Chitwood said that he would have five units this year instead of the six employed last season. While there are enough dates to fill out a route for an additional unit, the handling of six shows is apt to prove unmanageable, he said.  
 Al Martin, of the Boston talent agency bearing his name, represented Chitwood at the New York and New England fair meetings.

**RIDES FOR SALE**

26 Howe Crown Merry-Go-Round, beautifully painted and overhauled, 1936, two for 1952 season. Excellent condition. Excellent location. 11300, Appleton Ave. Speedway, 2400, night car, rebuilt, excellent plans, no need. This ride will not grow and out badly any ride ever built. \$4000, ready to go. Terms on all above to reasonableness.

**ROLLA-WHIRL CO.**

St. James, Missouri

**FIRST CALL CAVALADE OF FUN SHOWS**

Want for Season of 1952  
 RIDE HELP. Wheel, Jony, This and other 2 or 4 wheel drivers if married have Concessions for your wives. Shows. Shows at Fun House. CONCESSIONS. Non-completing Concessions of all kinds for entire season. Attention: NORTHERN ILLINOIS COMMITTEE. Write a week open. The above equipment is in A-1 condition, up to the minute and ready for operation. Address all communications to:  
**CLARE BIGGERS, 1208 Highland Ave., York, Pa. Ill. April 15, 1952**

**FIRST CALL**

Write for Season of 1952  
 RIDE HELP. Wheel, Jony, This and other 2 or 4 wheel drivers if married have Concessions for your wives. Shows. Shows at Fun House. CONCESSIONS. Non-completing Concessions of all kinds for entire season. Attention: NORTHERN ILLINOIS COMMITTEE. Write a week open. The above equipment is in A-1 condition, up to the minute and ready for operation. Address all communications to:  
**CLARE BIGGERS, 1208 Highland Ave., York, Pa. Ill. April 15, 1952**

**FOR SALE OR TRADE**

Interested in Rides. What have you? Sherry super Roll-a-Plane, with transportation if desired, one Electric Freeze Cooled Drive, little model, large recalls, mounted on factory built trailer. Excellent lighting. Great one hour Range Shooting Gallery, 6 guns, 10 rows of gallery. Ice ammunition, gallery is portable. \$1,000.00. Call or write for info. or to see. The above equipment is in A-1 condition, up to the minute and ready for operation. Address all communications to:  
**DE LUXE SHOWS, Rockville, Conn.**

**WANTED—SHOW PAINTER**

CAPABLE OF DOING GOOD BANNER AND SIGN WORK, MAKE CUT-OUTS, STEADY YEAR ROUND WORK FOR RIGHT MAN.

CAN USE AT ONCE, STEADY, SOBER RIDE HELP, NO FLOATERS.

**PARK OPENS MARCH 17**  
**PLAYLAND PARK**  
 2222 NORTH ALAMO, SAN ANTONIO, TEXAS

**JOHNNY'S UNITED SHOWS**  
 "HONESTY IS OUR POLICY"  
 Opening Middle of April in Alabama  
 First in Still Dates and All Proven Shows  
 CONCESSIONS WANTED: Penny Arcade, Short Range, Long Range, Basketball, Milk Bottle, Hit and Miss, Sumpner, Cook Gallery, High Striker, Nocturnal, Hoop-La, String Game, Watch-La, Heart Fish, Cat Back or what have you?  
 SHOWS WANTED: Snake, Monkey, Wild Life, Hula-Ho, Fun House, Class House, Drome, Have Top, Pit, Banner Line for Snake or Cook Show.  
 HELP WANTED: Tail Foreman and Second Man, Octopus Foreman, Wheel Foreman, must drive. Top salaries and "rockin' chair" money in winter. Shiffel contact.  
 FOR SALE: Rotoplane or will trade. Will buy Giant Tuffie for show.  
 All apply: JOHN PORTMONT, Athens, Alabama

"THE SHOW THAT MOVES—AND GETS UP ON SUNDAY!"  
**WOLFE Amusement**  
 OPENING EARLY IN MARCH  
 Playing North and South Carolina, Virginia and Maryland.  
 RIDES—A SHOWS—We own them all.  
 CONCESSIONS, All Concessions open except Concession and Popcorn. Want well finished Ringo, Age and Smith, Conard, French Press, Candy Apple, Flare, Ball Game, Water Game, Novelty, Jersey, Bill Game and all Handy Pans. Few chairs, Wheels and Grand Shows open. Some F.C. open. Want Sound Car with Concessions. RIDE: Want Foreman and Jersey. Will book any Major Ride not conflicting with what we have. Want Music, contact. Special proposition to Kiddie Rides for our Kiddie Land. Ringo Lane, contact. WOLFE Want People for Side Show and Girl Show. We have all equipment for these Shows. Will book Wild Life, Snake Show, Cash Show and Girl Show with own equipment. We carry two Girl Shows, one Helly to Harry, contact. Real Show People always welcome. All replies to: **BOLAND RACE OR MAKE HOUSE, 365 Bryson St., Atlanta, Ga.** Phone 712 P.M.: Ed Swerney, Slim Barry, Robert Salsbury, John Corbis, Contact. No. Allen, call Nick.

**LUCKY STRIKE SHOWS**  
 Downs, Gardens, Attr. open, March 17, then New Orleans, open locations. Chase Still Dates and Celebrations in Kentucky, Ohio, Pennsylvania, then six Fairs in Virginia, North Carolina and South Carolina, with four openings.  
 CONCESSIONS, All Concessions open except Concession and Popcorn. Want well finished Ringo, Age and Smith, Conard, French Press, Candy Apple, Flare, Ball Game, Water Game, Novelty, Jersey, Bill Game and all Handy Pans. Few chairs, Wheels and Grand Shows open. Some F.C. open. Want Sound Car with Concessions. RIDE: Want Foreman and Jersey. Will book any Major Ride not conflicting with what we have. Want Music, contact. Special proposition to Kiddie Rides for our Kiddie Land. Ringo Lane, contact. WOLFE Want People for Side Show and Girl Show. We have all equipment for these Shows. Will book Wild Life, Snake Show, Cash Show and Girl Show with own equipment. We carry two Girl Shows, one Helly to Harry, contact. Real Show People always welcome. All replies to: **BOLAND RACE OR MAKE HOUSE, 365 Bryson St., Atlanta, Ga.** Phone 712 P.M.: Ed Swerney, Slim Barry, Robert Salsbury, John Corbis, Contact. No. Allen, call Nick.

**FREAKS—SIDE SHOW ACTS—TALKERS**  
 For Summer Season 1952  
**Palace of Wonders—Coney Island, N. Y.**  
 TOP SALARY TO OUTSTANDING FEATURE FREAK  
 Talent must be of unquestionable ability.  
 Write: **DAVID ROSEN**  
 4016 Atlantic, New York, N. Y. Set City, Brooklyn 24, N. Y.  
 Phone: Epland 2-2178

**GREEN MOUNTAIN SPORTSMEN SHOW**  
 BOX 421  
 WHITE RIVER JUNCTION, VT.  
 WANTS  
 Any type Fish or Game Exhibits, all types of Model Exhibits. Also interested in small Circus. WHAT HAVE YOU TO OFFER? "Playing to thousands!" It's the largest outdoor sport show in New England. Show Dates: May 29 thru June 1.

**BAZUKA-STRATO GUN CONCESSION**  
 Complete outfit mounted on 46 Chev-Fordback Van has tracks 5 Guns, 2 air comp motor driven traveling Target, Frame, Mtn. Pipe Framing, cost over \$5,000. Any reasonable offer will be accepted. Illinois forces sale.  
**D. M. PARKER**  
 42 S. W. 7th Ave Miami, Fla.

**SMITH AMUSEMENT CO.**  
 WANTS FOR OPENING AT LAWTON, OKLA., DOLORO PARK, ILL. 28 CONCESSIONS: Penny Arcade, Short Range, Long Range, Basketball, Milk Bottle, Hit and Miss, Sumpner, Cook Gallery, High Striker, Nocturnal, Hoop-La, String Game, Watch-La, Heart Fish, Cat Back or what have you?  
 SHOWS WANTED: Snake, Monkey, Wild Life, Hula-Ho, Fun House, Class House, Drome, Have Top, Pit, Banner Line for Snake or Cook Show.  
 HELP WANTED: Tail Foreman and Second Man, Octopus Foreman, Wheel Foreman, must drive. Top salaries and "rockin' chair" money in winter. Shiffel contact.  
 FOR SALE: Rotoplane or will trade. Will buy Giant Tuffie for show.  
 All apply: JOHN PORTMONT, Athens, Alabama

**For Sale—Complete Carnival**  
 Booked solid for entire season, including 7 Fairs, for some of the best spots in New England. Show property consists of Merry-Go-Round, Ferris Wheel, Rotoplane, Concessions, Kiddie Land, Ringo Lane, contact. WOLFE Want People for Side Show and Girl Show. We have all equipment for these Shows. Will book Wild Life, Snake Show, Cash Show and Girl Show with own equipment. We carry two Girl Shows, one Helly to Harry, contact. Real Show People always welcome. All replies to: **BOLAND RACE OR MAKE HOUSE, 365 Bryson St., Atlanta, Ga.** Phone 712 P.M.: Ed Swerney, Slim Barry, Robert Salsbury, John Corbis, Contact. No. Allen, call Nick.



National Showmen's Association

1564 Broadway, New York
NEW YORK, Feb. 9.—At a recent meeting of the eligibility committee the following applicants were approved for membership: E. D. Keimans, sponsored by Maek Kassar; Norman Y. Chambliss, sponsored by George A. Hamid, Sr.; Robert J. Conio, Charles Wagner, T. B. Holloway and Jacob E. Fickes, all sponsored by Sam S. Levy.

Max Arnold has been discharged from the hospital after surgery. Charles Lawrence, who was laid up at home, is back at the clubrooms again. Still on the sick list are Jack Lichter, Kingsbridge, Veterans Home, Bronx, N. Y.; Sam Weisser, Veterans Hospital, Montrose, N. Y.; and Jeff Harris, mending at home from his recent illness.

President Emeritus and his wife will take a month's cruise to South America. Mr. and Mrs. Ben Rosenberg returned from a two-week vacation in Toronto, and Sam Miller, relaxing at Miami Beach, letters were received from Edward Goldman, Frank Silverman and Benjamin Ajin.

Those who dropped by recently included Leonard Traube, Charles Wertheimer, Michael Wynn, Morris Batafsky, John Weisman, Clarence Pool, Ross Manning, Harry Stevens, L. James Quinn, Edward Cohen, Louis Reschandler, John Shumsky, C. A. Le Bachmann, George Rector, Murray Spitzer, Johnny Kline, Andrew Styker, Louis Light, Aaron Hynes, Julius Roth, Harry Fein, Charles Saffer, Arthur Campbell and James Burdison.

Caravans, Inc.

P. O. Box 1502, Chicago
CHICAGO, Feb. 9.—Twenty-four members attended the February 5 meeting. President Claire Soponar presided. Also on the rostrum were: Mae Oakes, first vice-president pro tem; Veronica Potenza, second vice-president; Helen Wetton, third vice-president; Wanda Derpa, financial secretary, and Opal Rossi, treasurer. Invocation was given by Isabel Brantman chaplain. Letters from Billie Bilkien, who also sent a gift from Houston; Bess Hamid, Miss Dee, Agnes Lavate and Missouri Show Women's Club were read.

On the sick list are Frances Berger and Marge Fries. Mac Taylor thanked members for remembering her mother while hospitalized. Claire Soponar and Wanda Derpa will be hostesses at the February 12 social. Sympathy was extended Bill Washburn in the death of his sister, Pearl, a former club member. Members mourned the loss of Katie Owens, who was buried in Showmen's Rest, Woodlawn Cemetery, February 4. Walter Driver, Jimmie Campbell, Ray Oakes and Joe Streibich were pallbearers.

WANT FOR E. I. CASEY SHOWS
WINNEPEG, CANADA
Also want 1st show with Halfand-Half. Also 2 or 3 other Live Pigs. Would prefer Glass Shows. White Austin, get in touch. Halfand-Half was on Gen. 1789 shows last year, contact. Time got. Line short. Tel. 221-8000.
C. LUTZ, E. J. Springdale, Ark.

FOR SALE
Our 10 Car Altam (Lerschell) Auto Ride Out 10-Plane Airplane Ride. Both feet, with special built Semper in the rear both. Over Merry to Bound. Wholesale.
M. U. P. Chicago
C. A. GORFE
ALL TEXAS (Phone: 472)

GOLD BOND SHOWS
NOW CONTRACTING FOR 1952
RIDES—SHOWS—CONCESSIONS
MICKY STARK, Owner
P. O. Box 219
St. Sterling, Ill
Phone: 228
Winter Quarters at Fairgrounds

FOR SALE
2 Giant Searchlights
60" Reflector. Perfect operating condition, complete with Generators. Plans. Remote Control. Spare Parts and large supply Carbons.
P. O. BOX 486, COLUMBIA, S. C.

FOR SALE
Concession Trailer, 10 feet, equipped. Grab can use for Apples, etc. New grill, new electric blower, etc. See ad. Progress ready to use. \$750. See at Fair Ground, Columbia, S. C. Contact
BEN BRANDON
124 Santa Fe, Memphis, Mo. & C. Phone: 3098

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas
DALLAS, Feb. 9.—President Maie Oblock called the regular meeting to order, assisted by Cleo Saied, secretary, Pearl Vaught, treasurer, and Alyne Morency, chaplain.

Clubrooms are being renovated and new drapes have been hung by Francis Palmer. Helping with the decorations are Ida Smith, Francis Palmer, Billy Wyatt, Grace Oblock, Margaret Pugh, Maie Oblock and Corene Greer.

Plans were outlined for the open house, memorial services and tea skedded to be held during the Texas association of fairs convention.

Mr. and Mrs. Chuck Moss and Mr. and Mrs. Bob Harris are sunning themselves in Florida. Jack Knowles is confined to Baylor Hospital. Paul Jullian is recuperating from a recent operation in Lubbock, Tex. Tex Chambers entered Baylor Hospital recently for minor surgery. Percy Morency is up and around again after a prolonged illness.

Hattie Longheart and Grace Tender served as hostesses at the Monday (28) social and served a chili supper. Helen Rees took the door prize.

Previous social, held Thursday (24), was attended by 68 guests. Dinner was prepared by Edna Hacker, assisted by Corene Greer, Billy Wyatt, Francis Palmer and Madlyn Chambers. Margaret Pugh and Grace Tender supervised the liquid refreshments.

Show Folks of America, Inc.

145 Turk Street, San Francisco
SAN FRANCISCO, Feb. 9.—Regular meeting was called to order by Doris Monette, president. Assisting were Charlotte Porter, first vice-president; Patty Treanor, treasurer, Edna Raiford, financial secretary, and Albert Roche, corresponding secretary. Louise Albright filled in for missing officers with guests called to the rostrum including Mrs. Brownie Rosenthal and Virginia and Bob Weidman.

Mike Krekos, chairman of the March 3 Hi-Jinks and revue, reported receipts of \$750 from tickets sold and before he was finished with his talk had another \$100.

President Monette announced a new membership drive would get under way at once and continue until July 1. The initiation fee would be reduced to \$3.

Meeting closed with a hot lunch served by Mrs. Frances Seber and the ladies.

COMING EVENTS

- ALABAMA: Mobile—Mardi Gras Feb. 20-26; Bethune, Battle Hours, Mobile.
ARIZONA: Flagstaff—Thunderbolt Ski Meet Feb. 10-11; M. G. Glasmann. Tucson—Carnival Feb. 21-24, Don D. Bell, Des. 991. Yuma—Silver Spur Rodeo, Feb. 16-17.
CALIFORNIA: Cleveland—Circus Fair Feb. 21-24, Harry Tenney.
COLORADO: Steamboat Springs—Ski Carnival Feb. 16-17.
FLORIDA: Fort Myers—Edison Parade of Light Feb. 14-17, John Guady, Box 2008. Miami—Variety Circus in Orange Bowl, Spring Feb. 22, Frank Wirth. Sarasota—Fun Fest of State de Sota, Feb. 20-23, Wm D. Howard, 212 Main St. Tampa—Tampa Horse Show, Feb. 28-March 2, Virginia Robinson, Box 10244.
INDIANA: Evansville—Fire Fighters' Assn. Circus in Coliseum, Week of Feb. 18, Harold Berges.
LOUISIANA: DeRid—N. E. E. Livestock Show, Feb. 24-28, W. B. Farmer. New Orleans—Mardi Gras, latter part of Feb.
MINNESOTA: Minneapolis—Shrine Circus, Feb. 28-March 8, Noel Van, 1001 Hennepin Ave. S.
MISSISSIPPI: Fort Otho—W. W. Miss. Fair Stock Show, Feb. 28-March 1, E. C. Newman, Box 306. Quitman—Clarke Co. Livestock Show, Feb. 27-March 1, J. A. Gibbs.
NEW YORK: New York—Carnival Feb. 25-29, William E. Little, 300 Fifth Ave. New York—Bronx—Am. Legion Rodeo, Kiltation, Circus, Feb. 22-March 1, Gordon Kibbler. New York—Paris Sportswomen's Show, Grand Central, Feb. 24-28, Shadwin C. Banks. Rochester—Rochester Circus, Week of Feb. 23, Emerl Daube, 124 East Ave.
OHIO: Cleveland—Orpico Circus, Feb. 11-24, Wm. C. Schmidt, 216 E. Erie St.
OREGON: Portland—Glen Show, Feb. 24-27, Kay Leber, 1331 Madison St., Astoria.
PENNSYLVANIA: Philadelphia—Home Show, Feb. 11-16, Wm. E. Johnson, 1177 Robinson Bldg.
TENNESSEE: Memphis—Spring Circus, Feb. 15-22, Herbert Waterbury, Box 144.
TEXAS: Brownsville—Carnival Days Fiesta, Feb. 21-24, K. C. Appleton.

Winter Quarters

Vivona Bros.

NEWBERRY, S. C., Feb. 9.—Manager John Vivona, who recently returned from fair meetings and a visit at his home in Newark, N. J., is prepping the org. He reports that brother Babe is the father of a daughter. Construction of new fronts and remodeling of equipment is progressing under direction of Art Riley. Diesel power plants are in Memphis for an overhaul job. Several new light towers have been added. Paint department is under supervision of F. O. (Tarrant) Banks, and Herbie Rogers, artist. Assisting in repairing equipment are Eddie Schnepf and Ernest Sidwell.

Mr. and Mrs. Dee Purdin again will have their Circus Side Show for the third season. Banks again will present his Helts Half Acre. Carl Mantley, merchant seaman, left with his family and will handle the Funhouse for the fourth year. Jack Chicairell will return with his Dolores show and also will have the Girl Revue. Professor Vidalia visited and will have his Harlem Show. Red and Edna Osteen will have a new cookhouse. Mr. and Mrs. E. H. Hawkins are vacationing in Miami.

Virginia Greoter

SUFFOLK, Va., Feb. 9.—Recent arrivals in quarters included Bob Milliken, Red Underwood and Paul Cross. Milliken will have charge of the crew putting rides in shape. Manager Rocco Masucci spent a few days at the New Jersey home last week. Buddy Monroe, advised from Miami that he, his wife and son will arrive here with their ball game in time for opening. Five new senis have been ordered, and Bill Sanders, of International Tent & Awning Company, Norfolk, again will handle shows at quarters.

Len Matina is quarters' chef, with Albert (Dimmy) Rivers taking care of food supplies. Joe Corey, who was a guest of Manager Masucci for a few weeks, left for Richmond, Va.

Pioneer

WAVERLY, N. Y., Feb. 9.—Crew is busy rebuilding the front gate in preparation for the opening and will leave by South Waverly. A big shipment of paint recently arrived along with new ground cable, two light towers and a television set for the crew. Niles Finck, Harold Roberts and Albert Wagner are recent arrivals here. Paul Merrick is on a booking tour and will take charge of quarters when he returns. Meanwhile, Mrs. Mickey Percell is supervising the work. Chester Fepp and Norman Krumbacker have booked their rig for the season and will cookhouse for the season and will haul it on a new truck. Jack Martinus, Ray Weston and Pete Weller joined the bingo crew. Streich Rice, org's business manager, will get Fred Sheffut's concessions ready until Fred is able to get away from his winter position. Recent visitors included Bill Taylor, Joe Walsh, Charles Smith and Ray Fraker.

Schafer's

DALLAS, Feb. 9.—Two 10HP have been purchased from Ray Marsh Bryndon and five new tractors were added. C. A. Hensley attended the Louisiana fair meeting, while Mr. and Mrs. W. A. Schafer took in the Arkansas meeting. Org plans to open in Tyler, Tex., the last week in March and then go to Longview, Tex., and into Arkansas for still spots before fair dates.—W. H. BONTA.

- Dallas—Gift Show, Feb. 13-22, Fred Knuts, 2108 S. Joplin St., Tulsa, Okla. San Angelo—Fair Stock Show & Rodeo, Feb. 10-17, W. Wilson, 310 San Francisco St. Georgetown—Livestock Show, Feb. 26-28, Guy C. McKee, Box 312. Laredo—Washington Birthday Celebration, Feb. 18-March 1. McAllen—Home Show, Feb. 20-24, Paul Waters, 311 Main St. San Angelo—Fair Stock Show & Rodeo, Feb. 26-March 2, Ralph Trolinger, Box 712. San Antonio—Livestock Expo. & Rodeo, Feb. 15-17, W. W. Jones, Box 1744.
WASHINGTON: Seattle—Pacific W. W. Gift Show, Feb. 21-23, Kay Leber, 1331 Madison St., Astoria.
WISCONSIN: Milwaukee—Milwaukee General Sports & Vacation Show, Feb. 16-24, Chm. D. Collins.

Floyd O. Kile

LIVINGSTON, La., Feb. 9.—Quarters' activity has been stepped up since Mr. and Mrs. Kile have returned. Shows have been signed to play seven fairs in Arkansas, and six in Louisiana. Kile will supply rides for the second year at the St. Francisville, La., Fair, February 14-16. Mrs. Kile will open her new service station soon.—J. P. SCHOTZELL.

Tivoli Expo

JOPLIN, Mo., Feb. 9.—Manager H. W. Petersen recently returned from the rounds of fair meetings with contracts for events in Illinois, Indiana and Arkansas. Plans are to open sometime in April and route the show into defense areas.

A new quarter-mile dog track will be opened here soon at Tivoli Park, under supervision of Axel Bendtsen, former owner of the Tivoli org. Oval skedded to be ready by mid-March, will be used as a greyhound training spot.

Yuba City, Calif., Has 83G Surplus

YUBA CITY, Calif., Feb. 9.—The Yuba-Sutter Fair Association is approximately \$83,000 ahead. Roy Welch, secretary-manager, declined. The account had a surplus of \$18,000 in cash with the remainder to be made up in the expected \$65,000 allocation. The board voted to set aside \$30,000 as a surplus reserve. Bids on the construction of the \$125,000 veterans' building on the fairgrounds are to be opened soon. Welch declared.

Ft. Williams Expo Inks Big Car Races

CHICAGO, Feb. 9.—IMCA bigger auto racing will this year return to Canadian Lakehead Exhibition, Fort Williams, Ont., as the result of a two-day contract signed with National Speedways, Inc. (Al Sweeney-Gaylord White). Dates set for the expo are August 4, a government holiday, and August 5, according to Sweeney.

Plymouth, Calif., Re-Elects Coburn

PLYMOUTH, Calif., Feb. 9.—Herold E. Coburn was re-elected president of the 26th District Agricultural Association here. He has held the post since it was formed in 1937. Wentworth Lynch was reappointed secretary-manager of the event to be held August 23-24.

In making his report Lynch said that \$14,000 in premiums was paid out at the last annual. He outlined proposed improvements as including the enlargement of the present exhibit building or construction of a smaller one to house feature displays; construction of another barn and a livestock judging ring, moving of improperly located restrooms and the construction of a restaurant. All construction is to be based upon approval of the department of public works and the availability of water.

The board voted to erect a memorial to the late W. F. Detert, who donated the original eight-acre site. A special treasurer is to be named to hire only local help.

Chattanooga Fair Sets Attractions

CHATTANOOGA, Feb. 9.—Hamilton County Chattanooga International Fair, September 15-20, has completed its major attraction bookings for this year. Mrs. A. T. Atwood, executive secretary, announced.

Amusement Company of America will again hold down the midway, while grandstand seats will again be furnished by George A. Hamid & Son. In addition a number of 51 concessions have been rebokked.

Lenoir, N. C., Names Blackwelder Prexy

LENOIR, N. C., Feb. 9.—Dr. Verne H. Blackwelder, surgeon and hospital owner, has been re-elected president of Caldwell County Agricultural Fair Association.

Other officers are James A. Marshall, Lenoir, executive vice-president; Fred G. Bowman, Granite Falls, vice-president; Lee W. Briddle, Lenoir, vice-president; Ted R. Sechorn, re-elected secretary, and L. A. Dysart, re-elected treasurer.

NATIONAL ORANGE SHOW SAN BERNARDINO, CALIFORNIA, MARCH 6 TO 16. NOW BOOKING CONCESSIONS. 20 BIG SHOWS, INC.

SUNSHINE SHOWS PLAYING LARGO, FLA. FAIR, ONE OF THE STATE'S LARGEST AND BEST. Want outstanding Shows, Rides, Concessions, Motor Drums, Eat/Drink Stands, Custard, Novelty, Jewelry, what have you? No X, but only limited amount space left.

AMERICAN BEAUTY SHOWS NOW BOOKING FOR 1952—FAIRS STARTING IN JULY. Jefferson City, Mo., Kahoka, Mo., Okla., Ia., Eldon, Mo., Coffeyville, Ark., Sallis, Ark., Lamar, Mo., Adams, Mo., Neosho, Mo., Booneville, Ark., Perryville, Ark., and three more states not set.

FOR SALE LOCK STOCK AND BARREL 10 RIDE SHOW including transportation for everything, tents, wire and light plants. Address: THE BILLBOARD, BOX D 145, CINCINNATI 22, OHIO.

SLUM JEWELRY SPINDLES These were the big money and damn. Get with it, order now. New deluxe model, 30 inches square, 42 inches long, beautiful 12 inch arrow rod, feel cover, battery flash and clock work for 10, 15¢ per set. Price complete, shipped in carrying case, only \$49.50. Cash with order or \$20.00 deposit, balance C.O.D. Shipped via Railway or Air Express only. K. MAX SMITH ENTERPRISES, BOX 297, RUSSELL POINT, OHIO. Address of orders before March 1 to K. M. Smith, Silver Star Court, 10,999 Flamingo Ave., Tampa, Fla.

**CASH IN ON THE FIGHT OF THE CENTURY**  
**DEMOCRAT VS. REPUBLICAN**

THEY'LL GRAB 'EM OFF FAST... these new design ANIMATED VICTORY PINS... with the BIG "EYES" that LIGHTS UP for special attraction. A Hicck of the button does it! Bright flashlight bulb. Long lasting pen light size battery. Popular safety pin type fastener. Made of durable plastic. Brown donkey head on white background with red letters. Elephant head is gray, with white background and red letters. 12 G.O.P. or DEMO pins to each tent-style display card (six pins mounted on each side). Be the early bird... display 'em now to sell 'em now. Be-order to keep good supply on hand. Quick profits for you.



**\$5.40** per doz. mounted on beautiful display card

Jobbers, write for quantity discounts and exclusive territories.

**KEY CHAIN—FLASH LITE MODEL IN SAME DESIGN**

Go the first in your State, County or City to get this new deal into your local cigar store, tavern, restaurant, newsstand, variety store, drug store or gas station. Red hot and timely for all trade outlets. Push card, board and premium operators. Be the first to get on the market. Write or wire today. 1/3 cash or money order with order, balance C. O. D.

Be ready for your local and state political conventions. Any slogan or candidate name not stamped by special order.

**VICTORY SALES CO.**

3126 ELLIOTT AVE. SEATTLE, WASH.

**CLASSIFIED ADVERTISEMENTS**

A Market Place for Buyers and Sellers  
**RATE: 15¢ A WORD—MINIMUM \$3**  
All Classified Advertisements must be accompanied by remittance in full.  
**FORMS CLOSE THURSDAY NOON IN CINCINNATI**

FOR THE FOLLOWING WEEKS ISSUE  
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Petterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

COMEDY LAKE FISH SHOW... THE NEW NOVELTY... LAUREL LINKS... "EMCEE" MAGAZINE... "EMCEE" MAGAZINE—CONTAINING Hand Novelty, Parodies, Monologues, Comedies, Jokes, subscriptions: \$2.00 for four copies and 12 issues. Enclose P. O. Box 881, Chicago 30.

LAUREL LINKS... THE NEW NOVELTY... LAUREL LINKS... THE NEW NOVELTY... LAUREL LINKS... THE NEW NOVELTY...

KINGS AND MUSICIANS—PLANO... AGENTS & DISTRIBUTORS

AGENTS, FITCHMEN—READ THIS... AGENTS, FITCHMEN—READ THIS... AGENTS, FITCHMEN—READ THIS...

AGENTS, DISTRIBUTORS... AGENTS, DISTRIBUTORS... AGENTS, DISTRIBUTORS...

AGENTS, DISTRIBUTORS... AGENTS, DISTRIBUTORS... AGENTS, DISTRIBUTORS...

AMAZING WALKER OFFER... AMAZING WALKER OFFER... AMAZING WALKER OFFER...

BARGAINING RAPE TO \$96... BARGAINING RAPE TO \$96... BARGAINING RAPE TO \$96...

BIGGER PROFITS... BIGGER PROFITS... BIGGER PROFITS...

BILLFOLDS FOR MEN, WOMEN... BILLFOLDS FOR MEN, WOMEN... BILLFOLDS FOR MEN, WOMEN...

BUSINESS OPPORTUNITIES... BUSINESS OPPORTUNITIES... BUSINESS OPPORTUNITIES...

DECALOMANIA TRANSFERS... DECALOMANIA TRANSFERS... DECALOMANIA TRANSFERS...

DO YOU NEED MONEY... DO YOU NEED MONEY... DO YOU NEED MONEY...

ENTERTAINMENT ARTISTS... ENTERTAINMENT ARTISTS... ENTERTAINMENT ARTISTS...

FREE WHOLESALE CATALOG... FREE WHOLESALE CATALOG... FREE WHOLESALE CATALOG...

ILLUSTRATED COMIC BOOKS... ILLUSTRATED COMIC BOOKS... ILLUSTRATED COMIC BOOKS...

LADIES' FASHIONED... LADIES' FASHIONED... LADIES' FASHIONED...

LATEST LUCKY GADGETS... LATEST LUCKY GADGETS... LATEST LUCKY GADGETS...

MAKE \$200 FIRST WEEK... MAKE \$200 FIRST WEEK... MAKE \$200 FIRST WEEK...

MAKE PROFITS AT HOME... MAKE PROFITS AT HOME... MAKE PROFITS AT HOME...

MEXICAN BIRD PICTURES... MEXICAN BIRD PICTURES... MEXICAN BIRD PICTURES...

NYLONS—GUARANTEED AGAINST... NYLONS—GUARANTEED AGAINST... NYLONS—GUARANTEED AGAINST...

PITCHMEN, DISTRIBUTORS... PITCHMEN, DISTRIBUTORS... PITCHMEN, DISTRIBUTORS...

PROMOTION BUSINESS... PROMOTION BUSINESS... PROMOTION BUSINESS...

SALESMEN DISTRIBUTORS... SALESMEN DISTRIBUTORS... SALESMEN DISTRIBUTORS...

**SOUVENIR JOBBERS, NOVELTY ADVERTISING**

Using Salesmen sell souvenir-advertising trade... Souvenir Jobbers, Novelty Advertising... Souvenir Jobbers, Novelty Advertising...

**ANIMALS, BIRDS, PETS**

ALL KINDS OF MONKEYS—AFRICAN... ALL KINDS OF MONKEYS—AFRICAN... ALL KINDS OF MONKEYS—AFRICAN...

ATTENTION, SHOWMEN—WE ARE NOW... ATTENTION, SHOWMEN—WE ARE NOW... ATTENTION, SHOWMEN—WE ARE NOW...

FOR SALE—1 BIRD... FOR SALE—1 BIRD... FOR SALE—1 BIRD...

SENSATIONAL PRIZE IDEAS... SENSATIONAL PRIZE IDEAS... SENSATIONAL PRIZE IDEAS...

TAMP CENTRAL AMERICA... TAMP CENTRAL AMERICA... TAMP CENTRAL AMERICA...

**BUSINESS OPPORTUNITIES**

ALUMINUM AWNINGS—BIG PROFITS... ALUMINUM AWNINGS—BIG PROFITS... ALUMINUM AWNINGS—BIG PROFITS...

ARCADE, ONLY WHITNEY ONE IN CITY... ARCADE, ONLY WHITNEY ONE IN CITY... ARCADE, ONLY WHITNEY ONE IN CITY...

BIG PROFITS WITH COMIC DECALS... BIG PROFITS WITH COMIC DECALS... BIG PROFITS WITH COMIC DECALS...

COMPLETE VITAMIN BUSINESS... COMPLETE VITAMIN BUSINESS... COMPLETE VITAMIN BUSINESS...

GET INTO SILK-SCREEN PRINTING... GET INTO SILK-SCREEN PRINTING... GET INTO SILK-SCREEN PRINTING...

LOCKER CLUBS NAVY TRAFALGAR... LOCKER CLUBS NAVY TRAFALGAR... LOCKER CLUBS NAVY TRAFALGAR...

LONG COASTERS... LONG COASTERS... LONG COASTERS...

MAKE MONEY WITH YOUR CAMERA... MAKE MONEY WITH YOUR CAMERA... MAKE MONEY WITH YOUR CAMERA...

MAIL-ORDER SELLING FIVE OFF... MAIL-ORDER SELLING FIVE OFF... MAIL-ORDER SELLING FIVE OFF...

SHAKE MONEY AT HOME... SHAKE MONEY AT HOME... SHAKE MONEY AT HOME...

SMALL TOWN PROMOTION... SMALL TOWN PROMOTION... SMALL TOWN PROMOTION...

START YOUR OWN COSTUME JEWELRY... START YOUR OWN COSTUME JEWELRY... START YOUR OWN COSTUME JEWELRY...

START A VENEZIAN BOND LAUNDRY... START A VENEZIAN BOND LAUNDRY... START A VENEZIAN BOND LAUNDRY...

TRAILER—8 FEET BY 15 FEET... TRAILER—8 FEET BY 15 FEET... TRAILER—8 FEET BY 15 FEET...

WAGS YOUR INTEREST... WAGS YOUR INTEREST... WAGS YOUR INTEREST...

WHERE TO BUY WHOLESALE... WHERE TO BUY WHOLESALE... WHERE TO BUY WHOLESALE...

815 INVENTED IN 25 NEW TYPE... 815 INVENTED IN 25 NEW TYPE... 815 INVENTED IN 25 NEW TYPE...

**12 Pc. Imperial FLASH CAMERA SET**



**\$70.20** per doz. SAMPLES \$6.50 EACH  
The perfect premium Complete with Camera, Flash Gun, Batteries, Flash Bulbs, Film and Leatherette Shoulder Cudget Bag.  
25% Deposit, Balance C.O.D.  
Phone ORcon 3-6330

**CUTLER & COMPANY, INC.**

528 Broadway—New York 10, N.Y.

**DIRECT FROM MANUFACTURER**

Beautiful 12pc. solid plated bracelets, many assorted styles on Link Bands, Stretch Bands and Wire Snap Bracelets. Each assortment includes a variety of genuine minerals and colored stones.  
**SPECIAL INTRODUCTORY OFFER \$8.00 per dozen OTHER SENSATIONAL VALUES**

1pc. bracelet, bracelet, earrings, necklace, ring, watch, etc. \$1.00 per set. 12pc. bracelet, bracelet, earrings, necklace, ring, watch, etc. \$1.00 per set. 12pc. bracelet, bracelet, earrings, necklace, ring, watch, etc. \$1.00 per set.

15% deposit on all C.O.D. orders. SEND FOR NEW 1951 JEWELRY BY CATALOGUE  
128 Fifth Avenue New York, N.Y.

**NEWEST SALES SENSATIO**



Cute little darlings—they hug each other—easy to hold, perfect for gifts, great for parties, wedding presents, etc. Price of \$1.00 per dozen. \$1.00 per dozen. \$1.00 per dozen.

**Muggie Hug**

15% deposit on all C.O.D. orders. SEND FOR NEW 1951 JEWELRY BY CATALOGUE

**BERKELEY MFG. CO.**

**CONFEDERATE HATS**



Write for quantity prices  
Heavy crepe with durable black vinyl strap. Cold colored inside. Confed. Gray and Yankee Blue just. Min. order, 4 doz. 25% disc. Bal. C.O.D. Min. \$10.00.

**\$1.80** Doz. **\$20.40** Cr.

**GORDON MFG. CO.**

110 East 32 St., New York 10, N.Y.

**ATTENTION, JOBBERS WRITE FOR INFORMATION ON THE**

**BEAUTIFUL SPINNING CLOCK IN COLORS**

Playing Fields in Numbers and Colors  
Over 10,000 Sold in 1951  
Big Money Maker for Clubs and Lodges

**WE SELL AT MANUFACTURERS' PRICES**

Leading brands of Watches, Clocks, Lighters, Leather Goods, Costume Jewelry, Appliances, Cutlery, Sun Glasses, Carded Watches and many other carded items too numerous to mention. Immediate delivery on the above mentioned items.

**T&C SALES COMPANY**

811 Hardin Ave., Jacksonville, Illinois. Phone 2404-2405  
Manufacturers & Manufacturers Representatives

**NOVELTY SCARFS**

for GIFTS! SOUVENIRS! SPORT! DRESS!

SPORTS	STATE & REGIONAL	RODOS & WESTERNS	U.S. ARMED FORCES
Colorful designs of novelty uniform material	Colorful designs of novelty uniform material	Colorful designs of novelty uniform material	Colorful designs of novelty uniform material
Retail \$1 to \$2	Retail \$1 to \$2	Retail \$1 to \$2	Retail \$1 to \$2

Write your jobber or write  
**Rivoli SCARF & NOVELTY CO.**  
48 W. 37th Street, N.Y.C. LO 4-5670

**GIVE TO DAMON 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 show piece... good salary... also need tenor sax...

ADVERTISING REPRESENTATIVE wanted, full or part time, exclusive franchise in many areas...

A TENOR SAX FOR SOCIETY COMBO... Good reader and fake, Martin tone...

GOOD FAMILY ON TEAM STATE WHAT you can and will do... playing new music for tent vaude and picture show...

NATIONAL 8-YEAR-OLD COMPANY—immediate opening... in executive position... containing electric waders...

HOTEL STYLE TENOR BAND OPENINGS—Good tenor, excellent player... also write...

MUSICIANS—NEW TENOR BALLROOM band... traveling Midwest in automobiles...

TALL MAN WANTS SHOT OR MEDIUM sized man for comedy act...

WANTED FOR MIDGET CITY—SEAM Drives... middle aged, single, no beard...

WANTED—MUSICIANS: ALL ELTON Morris for dance band... now organizing in Central Illinois...

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

AT LIBERTY FOR CIRCUS, CARNIVAL, top or top show... experienced novelty team, magician and ventriloquist...

PAINT DESIRES WORK—GORGEOUS, enchantingly beautiful, world psychic manner...

PUNCH MAN WHO REALLY KNOWS HOW... fine music... Benne Bernard, Box 788...

MISCELLANEOUS

COWBOY VAGABOND—MC EXPERIENCED, dependable... will travel... consider everything with or without assistance...

HYPODISES JOB—NIGHT clubs, private parties... part time... Don Deon, 1229 30th St...

BETTERED POLICE SERGEANT, WIFE, RE possible, honest, trustworthy... want summer work...

MUSICIANS

EXPERIENCED DRUMMER—JOIN IMMEDIATELY any proposition... considered dance or show...

GIRL, BASS-EXPERIENCED, GOOD TONE and play in tone... vocal, combo preferred...

HOTEL PIANIST—READ, FAKE, LIGHT classical, show... location only...

ORGANIST-PIANIST—ARRANGER, COM-mercial... Savannah Ga...

ORGANIST—EXPERIENCED METROPOLITAN clubs and night clubs... large library...

PIANIST—READ, FAKE, LATIN, LIGHT classical... double accordions highly experienced...

PIANO MAN—18 YRS. EXPERIENCE... read, fake, unit or tenor band...

SOCIETY DRUMMER—NEW EQUIPMENT... immediate opening... World center...

TRUMPET—LEAD OR JAZZ BERT... Chevrolet, 748 Ashland Ave...

TRUMPET PLAYER, FEATURED SINGER... consistent range... tone, southern location...

PARKS & FAIRS

PANAMA'S SOCIETY CIRCUS—DOGS, Poodles, Shih Tzus, Boston Terriers...

WRITE CHARLES LA CROIX, HIGH-class Trapper Act... Available for indoor and outdoor events...

VAUDEVILLE ARTISTS

AM LOOKING FOR SUMMER CIRCUIT—Do comedy magic act... five years' experience...

COMEDY MAGIC MASTER CEREMONIAL... Puppets, Bottle Trick, etc... work clean...

SHOW BUSINESS MAN WANTS POSITION as partner to lady to play part of comedienne...

VENTRILQUIST—OUTSTANDING, young, appeared on network TV... at liberty...

WANDA AND SEVERIN ACTS—MAN music position as partner to lady to play part of Severin in Venus in Furs...

VOCALISTS

AT LIBERTY—COWBOY SINGER AND Guitars... good records... available for radio, vaudeville clubs...

GIRL, FOLK SINGER, GUITARIST—13 years radio, stage experience... radio or television...

SELL The STYLE GUILD LINE The Fastest Pitch In Jewelry ALL SETS... COMPLETE WITH EXPANSION BRACELETS GREATEST VALUE EVER IN STERLING HISTORY Profits Guaranteed!

FAST SALES ORDER No. 5203 OLD WORLD GLAMOUR 5 PCS. 24 KT. GOLD-PLATED OPAL center with highlight antique finish...

Style-Guild jewelry creations sparkle with glamour! Your jewelry sales will expand like magic! Space does not permit us to show 3 other styles...

ANY SET ON THIS PAGE Complete with \$29.95 price tags, Packed 12 assort. boxes to the carton. YOUR CHOICE \$3.00 IN DOZEN LOTS

ORDER No. 5204 IMPORTED STONES 24 KT. GOLD-PLATED 5 pieces matched set. Delicately fashioned with rich, full modeling adds glamour to this set...

ORDER No. 5201 The Tear Drop PARIS-INSPIRED 24 Kt. GOLD PLATED 5 piece beautifully matched combination of sparkling stones and gleaming gold finish...

1 EACH SAMPLE OF THE 3 CREATIONS SHOWN \$10 Post Paid SEND FOR CATALOG Write, Wire, 44 East Long Street, Columbus 15, Ohio. Phone: ADams 4621

JOBBERS — DISTRIBUTORS ORDER EASTER STUFFED TOYS NOW! 150—Brand new 19" smartly dressed character bunny...

SEND FOR Free COPY TODAY! Our general catalog illustrates the most complete line of novelty and home items...

OUR CATALOG IS BRIMMING! From cover to cover with elaborately illustrated real money-making merchandise items for Sears Roebuck, Carnaby and Fair Wares...

# Yes! IT'S A GENUINE DIAMOND



Exquisite three piece sim. cameo set with a GENUINE DIAMOND HAND-PRONGED in the necklace. The simulated onyx black and white cameo jewel has classic appeal and is a widespread popularity item. Plated with lustrous 24 carat gold-finish. A sure-fire jewelry sparkler on your sales parade!

Made to Retail for **19.95**

## 22.50

PER DOZ. SETS BOXED

Really a fast-selling item from coast to coast. Attractively packaged in satin-lined gift box. Four samples supplied for only \$10.00 postpaid. (If not for resale, add 20% Fed. excise tax.) 25% dep. with order, Bal. C.O.D.

Send for catalog

### STERLING JEWELERS

44 E. LONG STREET  
COLUMBUS, OHIO

### CONFEDERATE FLAG

\$6.60 Per Doz. Sons

Soft G. Pepper Set

Another first for Parkcraft. Take advantage of the terrific demand for Confederate flag souvenirs. Made of finest high grade ceramic. A "must" for the better men of the South. Sample dozen prepaid if check in amount of 50¢. 25% deposit on C.O.D. orders. Please state your business.

#### JOBBER WANTED

for complete line of S & P's. Send your order in today.

### PARKCRAFT

BURLINGTON, IOWA

### SENSATIONAL PROFIT MAKER!

COPY OF \$150 RETAILER

Only **\$6.90**



Brand new, nationally advertised DUNHAM LECOSMA WATCH. Handomely styled 14K Gold Pl. Case, stainless back. Extra fine model. Geneva Black Suede Leather Strap. Swiss Jeweled Movement. Written 1 Year Service Guarantee. Flush Lined Deluxe OIR Box. Add 9¢. Matching Gold Plated Expansion Band. Add \$1.00.

Wholesale only. 6 watches minimum \$1.00 additional for samples. 25% with order. Balance C.O.D.

### BROOKS Products

92 Liberty Street New York 6, N. Y.

### WASTELAND

Brand new, nationally advertised DUNHAM LECOSMA WATCH. Handomely styled 14K Gold Pl. Case, stainless back. Extra fine model. Geneva Black Suede Leather Strap. Swiss Jeweled Movement. Written 1 Year Service Guarantee. Flush Lined Deluxe OIR Box. Add 9¢. Matching Gold Plated Expansion Band. Add \$1.00.

Wholesale only. 6 watches minimum \$1.00 additional for samples. 25% with order. Balance C.O.D.

### BROOKS Products

92 Liberty Street New York 6, N. Y.

### TOWEL WORKERS

Buy the package THAT SELLS!

10% with order, bal. C.O.D.

### STANMAR SALES CO., INC.

225 Lafayette St., N. Y. C. 12

### KWIK-MAID

THE ALL-PURPOSE TOWEL

4 1/2" x 20" pastel colored in heat sealed 4 1/2" x 20" packages. **\$4.20** per gross. SAMPLE PACKAGE \$1.00 PPD. N.Y.

10% with order, bal. C.O.D.

### STANMAR SALES CO., INC.

225 Lafayette St., N. Y. C. 12

### OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT! Workers Available See your jobber

The OAK RUBBER CO. Patented

### Shamrock Specials

Plain Lapel Shamrock	\$1.00
Clay Pipe, Gr. 1.75	
Shamrock With Clay	
Miniature Irish Flag, Gr. 1.25	
Green Collapsing Car-nations, Per 100	4.50
St. Pat. Crope Party Hat, Gr. 1.50	
Green Flag Hat, Gr. 1.50	
St. Patrick's Day Balloons, Gr. 1.50	
St. Pat. Clay Pipes, Gr. 1.75	
Irish Hat Net Cup, Gr. 1.25	
St. Pat. Napkins, 100, Gr. 1.50	
Jointed Green Wiggle Snakes, Gr. 1.50	

State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

### No. 195 CRYSTAL HURRICANE LAMP

\$1.30 ea. \$15.00 per doz.

WRITE TODAY FOR OUR NEW GENERAL MERCHANDISE CATALOG.

Please include sufficient money to cover postage on sample orders. 25% deposit required with order. Balance C.O.D.

### M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. O. Phone: Monroo 6-9320 In Business in Chicago for 25 Years

### KIPP BROTHERS

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

### SENSATIONALLY PRICED PRECISION MADE ELECTRIC SHAVERS

\$1.95 ea.

individually packed in beautiful self-rolling counter box with \$1.50 price tag. Each wrapped with simulated pig skin pouch.

Terms: 25% Down, Balance C.O.D. Sample \$1.00 extra.

### NATIONAL DIST. CO.

222 Columbus Ave. Miami, Fla.

### "ROYAL" The King of Them All



- Precision
- Flash
- Quality

2920L TACT 23 2720 25

2920L - All metal silver Blume Lighter & Ball Pen Comb. \$42.00 ea.

240Y - Two color all metal shaker & Ball Pen. \$2.00 ea.

23 - Translucent Penlike 8 1/2" Post. \$1.50 ea.

2720 - Standard 8 1/2" Pen. \$2.50 ea.

25 - All metal shiny brass Penlike Ball Pen. \$2.00 ea.

Send \$2.00 for an assortment of samples. Three P. C. Sample Box \$42.00 ea.

### MODERN PEN MFG. CO., INC.

295 Broadway, N. Y. 13. CAMEL 6-9076

### \$7 Brings Back \$55.00

78.5% PROFIT ON ULTRA-BLUE STOCK SIGNS!

100 SIGNS, 7" x 11" - \$7 (Cash With Order)

2 x 2 1/2" in. order for these full-color "Royal Catcher" Display Signs from every kind of small-size sign - small to big town or small city. More than 700 different designs - 100 different backgrounds - full or spare time money-maker.

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!

15 Samples Ultra-Blue Store Signs, 7 1/2" x 11" \$1.00  
15 Samples Ultra-Blue Candy Signs, 7 1/2" x 11" \$1.00  
Above samples mailed Postpaid.

### L. LOWY

872 Broadway, Dept. 454 New York 6, N. Y.

### bingo SUPPLIES and EQUIPMENT


7 & 10 Color Specials 4-5 & 7 up

Midsize 3,000 series - 7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils - Crayons - Clips 5 x 7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order

### JOHN A. ROBERTS CO.

817 Broadway, Newark, N. J.

### MEN'S IDENTITS \$18.00 OR LADIES' IDENTITS \$13.50 OR.



200 - Ladies' adjustable ring set with 3 sparkling diamonds, gold or imitation rhodium finish. Price \$14.00 gross.

200 - Men's adjustable ring set with a fine brilliant stone; look like the real gold or imitation rhodium finish. Price \$14.00 gross.

Deposited with order.

### A. LEONARD CO.

51 Bennett St. Providence, R. I.

### "LITTLE ATOM" ACTUAL SIZE



World's SMALLEST PISTOL

Shots Bank Durrigan-Terrill Band Dealers Export Terrill Profit/Full Retailer Model (shown above) retails at \$1.00

2 x 2 1/2" in. order for these full-color "Royal Catcher" Display Signs from every kind of small-size sign - small to big town or small city. More than 700 different designs - 100 different backgrounds - full or spare time money-maker.

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!

15 Samples Ultra-Blue Store Signs, 7 1/2" x 11" \$1.00  
15 Samples Ultra-Blue Candy Signs, 7 1/2" x 11" \$1.00  
Above samples mailed Postpaid.

### L. LOWY

872 Broadway, Dept. 454 New York 6, N. Y.

### TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prices as delivered. Minimum order 4 doz. Ask for prices, full number needed.

### ADIRONDACK CHAIR CO.

3740 Broadway, N. Y. 17 Dept. 6, MU 3-1285

### Pipes for Pitchmen

By BILL BAKER

WILLIAM G. BARNARD owner-operator of the Natural Foods Institute, is still purveying his mixers out of Olmsted Falls, Ohio.

AFTER WINDING UP a good season on the paper and in the Arcade business, Louie and Billie Browning are spending a few weeks in Gilman Hot Springs, Calif., taking the baths and soaking up the sunshine. They spent a few days in Phoenix, Ariz., recently with Bill and Dorothy Shinnors, Bill Houghs and Ken Drake.

AMONG SHEETIES... working the Stock Show in Denver to fair results were Bill and Lester Roberts, Bob Langford, Louie Browning, Bill Shinnors, Jimmy Phelps, Duggin Rasche, and Tommy Thompson.

BOB POSEY blasts from Guthrie, Okla., that the weather has been good and sales not too bad in that sector. He adds that he hasn't seen a pitchman of any type at any of the sales barns he has been making.

"I NOTICED a recent pipe from Mrs Robert Noell, which pertained to her becoming a grandmother," letters Jack Roach from Faison, N. C., after a lengthy silence in this corner. "That same young one makes me a great granddaddy. I've been getting out on week-ends with my med. while the remainder of the week is devoted to working my ape and other animals in school. I frequently visit my old friend, L. F. West, who teamed with me over 35 years ago

### MARVEL WHOLESALE WATCH CO.

211 N. 7th St. - St. Louis 8, Mo.

### AUTOMATIC LOADING ACTION!

### SLING-O-MATIC

THE RAPID-FIRE SLINGSHOT

Slingshot Shoots Over 500 Times With One Magazine Loading Fast, accurate, powerful, fully automatic. Shoots 3 times faster. Hits pellets, small game, target like 22. Viable ammo supply in clear plastic handle.

Completes with free shooting load

### \$1.95

SAMPLE \$2.00

\$14.40 Doz. - Postpaid - Prepaid, C.O.D. or Dan D. Bradford only.

Present Specialty Co. 212 Essex St. Boston, Mass. "THE KNIFE MAN" Send for Knife Catalog 911.

### PANORAM OPERATORS and ARCADE OWNERS

### NEW RELEASES made especially to INCREASE your PROFITS!

- \* FREE notching, loop-ing and waxing... if desired.
- \* FREE title cards.
- \* FREE display stills.
- \* NEW subjects every week.
- \* FAST delivery, courteous service.

### SPECIAL INTRODUCTORY OFFER...

16mm., 600 ft. Loop in 6 parts, silent, ready to install. \$30.

\* WRITE today for our NEW PLAN... for greater profits from your panorams

### ROY ROSS

4100 Goodland Ave. North Hollywood, Calif.

### FREE DELIVERY ANYWHERE

8-15 - Economy Line Key Chains ONLY \$2.00 net per 100 - minimum orders 500. Send cash or check with order.

### HOPKINS NOVELTY CO., INC.

394 Branch Ave. - Providence 4, R. I.

### Brand New Watch Specials!

### WRIST WATCHES

Juwelized Shock Resistant Watch, complete with band, only \$3.25 Each

- \* Best buy anywhere
- \* Valium letter
- \* Radium dial
- \* Sweep second hand
- \* Removable pins
- \* Written guarantee
- \* Quantity limited

14 K. Gold-Plated

### JEWELLED WATCHES

Complete with 14K Gold-Plated Case, Matching Expanding Band

Special \$4.25

- \* Brand new
- \* Jeweled movement
- \* Radium dial
- \* Sweep second hand
- \* Unbreakable crystal
- \* Removable pins
- \* Written guarantee

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780 W. Euclid St. Louis, Mo.

### LADIES' FULL FASHIONED 31 GAUGE, 15 DENIER, DUPOIN NYLON HOSE, \$6.50 Doz.

Packed by dozen of a size and 3 shade to a box. Latest shades. Terms: C.O.D. or Immediate Delivery.

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814 Transportation Bldg., Detroit 26, Mich.

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8-15 - Economy Line Key Chains ONLY \$2.00 net per 100 - minimum orders 500. Send cash or check with order.

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**THE MAGIC DRUNK!**  
**SENSATIONAL FALL GUY!!**

The fastest selling novelty that is sweeping the Nation shipped with Complete Display Cards including Window Sign!

RETAINS \$9.89 DOZ.

OUR PRICE \$6.50 PER DOZ.

**"THE ORIGINAL FALL GUY"**

Only YOU can make him stand! Bar the everywhere! A trial order will prove to you that this is A HOT novelty and a sure-fire seller.

Mail Check or Money Order with Order or 20% dep'n, bal. C.O.D.

**Globe Distributing Co.**  
1149 Broadway, N.Y.C. 1

and for a number of years operated big med oprys. He's now settled in South Erwin, N. C., where he operates a grocery store and market. His parking lot next door always has either a show or showman camping on it. I'm planning to join Kelley's Mighty Minstrels with an animal show as a Side Show attraction the coming season. Main drag pitches and circus parades are not altogether a thing of the past era. There are many good North Carolina sales market spots but only a few workers are playing them. I'm going out to cross my muddy lot to the animal truck to see if my pet groundhog is viewing his shadow.

**STILL WORKING**  
spots around Babylon, N. Y., are Jim and Mary Stutz, Jersey Ed, Buffalo Bradley and Gyp Downey.

**PHILIP CULLIVAN**  
is reported to be chalking up good scores with Aunt Mary's Home-made Fudge in Newberry's Cincinnati store.

**BOB SMITH**  
"The Old Globetrotter," is still in a Dublin, Ga., hospital recovering from a recent illness.

**MR. AND MRS. AL STOFEL**... are working North Carolina towns to reported good business.

**MR. AND MRS. CLARKE** of med note, are reported to be getting the long green working North Carolina locations.

**ARLENE SIDENBERG** daughter of the late Sid Sidenberg, ace whitestone worker for many years, is employed in a civil service post in St. Louis, the Sidenbergs' home town. Sid's widow, Teres Sidenberg, is publicity director for the Ladies Auxiliary of the International Association of Showmen there.

**EMIL SEIBOLD** is making his headquarters in Boston, where he has operated the Jack and Jill Fun Shop for the past two years. Emil still makes a few shows and fairs each year, because his feet still itch a little when fair time comes around. He's still making the plastic mouse and still supplies a number of the boys with them, he says.

**5 in 1 SCREWDRIVER KIT!**

**EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one - WANTS one - BUYS one!**

*Sells On Sight!*  
BREAKING SALES RECORDS FROM COAST-TO-COAST!

Precision made from hardened tool steel.

Comes complete with plastic pouch.

Has 5 blades for every size and type of screw.

Wise-grip chuck locks blades securely in place.

**CASH IN NOW!**

Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous 5 in 1 housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" Type screwdrivers. Handle made of wood with fine grip. Tremendous recorders from dealers prove this the most sensational tool value ever offered.

**25% Deposit with order.**  
Bal. C.O.D., F.O.B. Detroit.

Write For Our Big Wholesale FREE CATALOG!

**\$7.20 PER DOZ.**

**GEM Sales Co.** 533 Woodward Detroit 26, Mich.

**ST. PATRICK'S DAY ITEMS**

Shamrock with Pipe, Gro. .... \$1.75  
Shamrock with Hat, Gro. .... 1.75  
Plain Shamrock, Gro. .... 1.00  
Green Cross Hats, Gro. .... 1.00  
Green Top Hats, Box of 24, 40c  
Large Green L&O, Doz. .... 5.00  
Green Whisk Topping, Plastic wrap, 40 yard bundle, 55  
Decorated Nelsman's, Box of 60  
Spec. corking Cheese on orders for less than \$25.00. 5% deposit required on C.O.D. orders. All of above plus postage.

**LEVIN BROTHERS**  
Established 1889  
TERRE HAUTE, INDIANA

**BEAUTIFUL SELECTIONS EARRINGS**

\$1 and \$2 Retailers

**\$30.00 per gross**

Sample doz. \$3.00  
25% with order, bal. C.O.D.

Assn. Ladies' Brace, with Plaque for \$4.00  
Charm Brace, Per doz. .... 3.50  
Gent's Heavy Studs, Per doz. .... 3.50  
Assn. 10 Yellow Diamonds for Neck, Pins & etc. Doz. .... 5.00  
Worth \$2.00 each  
Assn. white Jewelry Boxes, Per 100 \$5.00  
We handle only the best! If we're interested in jewelry job lots, we're the best!

**GRAND JEWELRY CO.**  
De Dorrance St. Providence 2, R. I.  
Phone: BRIDGE 1-9511

**GENUINE RACCOON SKIN HATS**

THESE DANIEL BOONE HATS ARE BIGGEST ITEM OF THE YEAR

Available in Small, Medium, Large to Fit Every Head

Warm, Wind Proof, Quilted Lining, Heavy Fur Top

Names can be sewed on band

**\$12.00 per doz., plus postage.**

**SAMPLES \$1.50**

Other styles at \$8.00, and \$18.00 doz.  
25% Deposit on C.O.D. Orders.

**Victor Novelty Mfg. Co.**  
761 Sixth Avenue, New York 10, N. Y.

**\$1 DZ. ANY ITEM \$1 DZ.**

1000 Pearl Necklaces  
500 Fine Graduated Pearl Necklaces  
250 Buck W. Needles & Threader  
250 Carded Key Chains, 18"  
400 Adv. Brand Disinfectant, giant size  
250 Lenses, Medicine, 3 1/2"  
500 Sun Glasses - Ladies', Men's  
500 S&S Gasoline, Leather Band  
500 Gold Plastic Bottle Pins  
500 Imported Dutch Paintings, 4 1/2"  
250 Silk Performed Satchel Pillows  
500 Toilet Water, Fancy Bottles  
500 25 Needles with Automatic Dispenser  
250 Pen Knives on Key Chain  
500 Cellophane Wax Paper  
250 Leather Watch Bands  
500 Marriot Ayer Make-Up Puffs  
250 Famous Blue Medicines, Liniment  
500 Ball Point Pens, Full Size  
400 Armfelt Starburst Portfolios, Comete  
500 Smoking Pipes on Display Cards  
250 Gold Case Perfume Atomizers  
250 Leather Watch Bands

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**ZERAH BROS. Special**

**\$73.95** (100% of \$100.00) SAMPLE \$4.00 RETURN

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Brilliantly styled square and Bogueite cover... Rhodite dial

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Quarantee Certificate extra

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SELLING ONLY 24 RELIGIOUS NECKLACES

with on sight. No returns. Sacred Heart and other medals engraved in EVERLASTING Plastic. 18" gold plated chain with lock. C.M. logo. Sample package \$1.90. Retail \$3.36. Sample must first class mail for fast delivery. Money-back guarantee. FREE CATALOG of proven best sellers. Write now. Get started at once making big money. Send \$1.90 for sample and retail.

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**Attention Demonstrators and Engravers!**

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The world's most beautiful gem for men and women in 18K gold mounting. Many styles, also mountings and straps, sold separately.

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Send \$10.00 for complete sample assortment.

We sell wholesale only for resale. Prices do not include postage. Full payment with order under \$10.00 unless 1/3 Dep. Bal. C.O.D.

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**PUNCHBOARDS PREMIUMS**

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SOUTH BEND 24, IND.

**BRONZE WESTERN SADDLE HORSES**

Height and Distan Price

10 1/4" 8 1/4" 5 1/4" 4 1/4" 2 1/4"

\$21.00 \$16.00 \$6.50 \$4.00 \$1.80

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F.O.B. Chicago. Wholesale Only.

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**SPECIAL! HORSE CLOCK**

Full Size, 17 1/2" x 11 1/2"

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Sample, \$6.25

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**BIG PROFITS—FAST SELLING**

Luminous Owl in Bottle, owl glows in the dark ..... \$ 6.00 Dz.  
Bottle Lundy Penny Horse Show, gold plated ..... 12.00 Dz.  
Beaver pen and ..... Prof. 20.00 ..... 25  
Gold Good Luck Horse Show—24 K. Gold Plated ..... 6.00 Dz.  
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Counter Cards, Hats 24 Key Chains ..... 40.00 Dz.

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Just Received—fresh Stock

414 Kol Mottled Ballons, Red Box ..... \$11.00 Gr.  
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Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE

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Chippewa Falls, Wis.

**SALESBOARDS**

1000 5c Double Flip ..... Prof. 125.00 ..... 35  
1000 25c Charley Board ..... Prof. 50.00 ..... 25  
1000 5c 5c Board ..... Prof. 15.00 ..... 10  
1000 10c 10c Board ..... Prof. 24.00 ..... 15  
1000 Blank Board ..... Prof. 10.00 ..... 10  
1000 25c Charley H. T. Prof. 100.00 ..... 15  
1000 10c J.P. Money ..... Prof. 30.00 ..... 10  
1000 5c 5c Board ..... Prof. 15.00 ..... 10  
1000 10c J.P. Dingle Board ..... Prof. 25.00 ..... 15  
1000 5c 5c Board ..... Prof. 15.00 ..... 10  
1000 10c 10c Board ..... Prof. 25.00 ..... 15

DELUXE SALES CO., BLUE EARTH, MINN.

**SALESBOARD SPECIALS**

1000 Male Plain ..... 1.00  
1000 Male Plain ..... 1.00  
1000 Male Plain ..... 1.00  
2000 Airton Trade Board ..... 1.50  
2500 Cotton Trade Board ..... 1.50  
1000 St. J.P. Dingle Boards ..... Prof. 150.00 ..... 175  
1000 25c Charley ..... Prof. 55.00 ..... 25

**SERIAL BOARDS**

Darby Darts, 5c play, 10c inserts, one master board, det. prof. \$45.00 price \$75.00  
1000 Liberty, 25c play, 50c boards, one master card, det. prof. \$75.00 price \$100.00  
25% Deposit—Balance C.O.D.

**J. & M. SALES**  
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**NOW AVAILABLE New Line of Pens and Pencils**

Send for Price List

**STAR PEN CO.**  
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**WATCHES**

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81, 84 and 90 gauge, all colors, price \$1.30 to \$9.90 per dozen, men's and boy's blouses, nylons, dresses and slacks, all sizes and grades, \$1.00 to \$9.90 per dozen children's and women's nylons, all sizes to 12, \$1.00 to \$9.90 per dozen. (trial orders solicited; satisfaction guaranteed or money refunded.)

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ELECTRIC SHOCK BOOKS, DZ., \$18.00

PEE WEE SQUIRTS

1 1/2 lbs Little Squirts and ST. PATRICK DAY ITEMS

Send for our complete 104-page catalogue showing thousands of new Tricks, Novelties! We sell wholesale only! Please state your business!

**GORDON NOVELTY CO.**  
622 Broadway New York 10, N. Y.



## Sandler Shows New American Board at CMI

CHICAGO, Feb. 9.—The American Shuffleboard Company thru its Iowa distributor held a first national showing of its Bank-Shot game and introduced a new type coin-operated scoreboard especially designed for it. The display was presented in the booth of the Sandler Distributing Company, Des Moines, at the CMI Convention here.

Bank-Shot is 9 feet long by 33 inches wide and weighs 270 pounds. Legs or the game fold under for easy transportation. As its name indicates all play on the unit is made by banking a puck on either side of the table before making the regular shuffleboard shot. It can be played by either two or four players and scoring zone is marked with sections indicating from one to five points.

The Bank-Shot scoreboard is attached to one side bank, measures the length of the bank and is a low-boy model. It registers up to 15 points for singles play and 21 points for doubles. During play each person deposits a dime.

The Sandler display was under the direction of Irv Sandler, firm head, while field representatives working at the show for American were John Weiss and Tom Kraan.

## Denver Firm Debuts Golf Shot Scorer

CHICAGO, Feb. 9.—After more than 10 years of development by several engineers and at least two companies, a coin-operated electronic golf driver has been placed on the market by Golf Unlimited, Inc., Denver. It was given its first trade showing at the CMI convention here this week.

The complete unit comes in three parts—the machine which records the distance of the shot up to 400 yards as well as golfer's hitting errors, the tee complete with attached ball and the platform for the player to stand on while addressing the ball.

High point of the golf machine is its ability to accurately record hook, slice, ground loft and perfect shots. This is also the feature which held up the perfection of the electronic driver for several years.

A dime sets up the unit for operation and offers patron approximately five shots with a regulation driver. After that, the number of shots permitted is up to the operator as the machine has an adjustable electronic recorder.

Gerry Allen, firm president, stated distributors for the machine are now being appointed and production is under way. The initial distributors appointed were Luke Gomolak, Golfomatic Sales, Dearborn, Mich., for Michigan; Page Wingate, St. Petersburg, Fla., for Florida, and James English, San Francisco, for Northern California.

The golf machine, which lists for \$695, is especially suitable for country clubs, driving ranges, athletic clubs and gyms, schools and universities. Arcades, amusement parks, sporting goods stores, department stores, hotels, resorts and Army and Navy installations.

## Convention Notes

A Wisconsin delegation of some 15 music operators and distributors toured the convention. They included Donald Casper and Red Jacobson of West Allis; Mike Young of Soldiers Grove; A. Boettcher and John Bookmeier of Green Bay; Earl Williams of Marinette; Elmer Darkow, of Cedarburg; Johnny Jassak, of Sheboygan; and Clyde Nelson, Sam Hastings, Walter Telling, Arnold Jost, Pete Stolz and Douglas Opitz, all of Milwaukee.

Al Rodstein, of the Banner Specialty Company, Philadelphia, left for home early Wednesday in order to beat the weather.

## HORSE NEEDS OP, DISTRIB

CHICAGO, Feb. 9.—One of the key developments of the mechanical horse craze that has been the insistence by manufacturers that their products be channeled to operators thru distributor organizations.

While this method has been followed by the older factories for a number of years, operators calling on horse exhibitors at the CMI show were gratified that the comparatively new horse manufacturers were emphatic on this policy. Firms displaying horses pointed out that because of the nature of the mechanical horse—size, initial investment and insurance—it is a natural for the operator. They also pointed out that the horse requires the type of specialized program that only distributors can offer.

## Edelco Intros New Roll Down

CHICAGO, Feb. 9.—Edelco Manufacturing & Sales Company, Detroit, held a first trade showing of its new roll-down novelty game, Cross-a-Line, at the CMI Exposition in Hotel Sherman here this week.

Using wooden balls, about four inches in diameter, as the center of activity, Cross-a-Line has 24 numbered holes, plus a center hole lined up in rows of five on its playfield. Player must roll balls in such a way so that they finally drop in holes in an X or cross formation. As each ball drops in a hole, the number of the hole registers on the back-glass. After the first ball has dropped, the game's automatic scoreboard adds up the hole numbers.

I. Edelman, Edelco president, stated that deliveries on Cross-a-Line have started. Firm also exhibited its line of Formica replacement playfields available for any of the shuffle games made without Formica fields and Star Bowler, a two player bowling game with lite up pins which uses balls. It is made in varying lengths.

## OUTPUT ? DEMAND HEAVY

## Coin Horses Set Pace At CMI '52 Exposition

CHICAGO, Feb. 9.—Mechanical horses, the one piece of coin-operated amusement equipment to capture the interest of all trade levels in late 1951, dominated the exhibits at the International Coin Machine Exposition at the Hotel Sherman here Monday thru Wednesday (4-6). In all 10 manufacturers and five distributors showed horses.

The trend in production has been to accent the use of aluminum for horse bodies, tho a couple of companies demonstrated good results with fiber glass and wood. Most of the firms, building horses with aluminum, pointed out they plan to stay with this product as long as possible but were also set up to shift to other materials without interrupting output.

Fred B. Wittick and Leo L. Moore, of Wittick-Moore, Inc., Detroit, distributors of coin-operated radios and televisions, were on hand to talk business with Restaurat officials and representatives of the Philtan Coin-Operated Radio Company of Fort Wayne, Ind.

Carmino Decapoli, of the Sun Glo Shuffleboard Supplies Company, Belleville, N. J., was on hand for the entire three days of the convention and reported he met a number of old friends and made quite a few new ones. He said his trip was also successful.

## 67 FIRMS EXHIBIT

## Coin Horses Key Interest As 2,100 Attend CMI Show

Continued from page 1

participate. Most of the operator visitors were present on opening day only. As a result, the banquet held Wednesday (6) night attracted only slightly over 400 persons.

### Business Varied

Business actually consummated at the convention was variable.

## SIMULTANEOUS SHOWS NEAR?

CHICAGO, Feb. 9.—The possibility that all branches of the industry will hold future national conventions concurrently in the same cities at different hotels appeared one step closer this week. Dave Gottlieb, chairman of the 1952 International Coin Machine Exposition, announced at the banquet Wednesday (6) night that CMI officers and board of directors have made plans for such simultaneous conventions which may be in effect by 1953. The announcement received a spontaneous ovation.

with some firms reporting steady business each of the three days, while others disclosed they had many operators visiting their dis-

tributors but if anything were to come of the contact it would be on a follow-up basis. A typical example was three of the 12 companies showing premium merchandise. They wrote heavy orders, principally on the new-type fishing sets, while the others had little to show for three days on the convention floor.

Possibly one of the things which added confusion to the CMI show was the number of mechanical horses on display. Ten manufacturers and five distributors exhibited their products. Operators had to look over the field carefully to study the merits of each horse and be convinced that deliveries would be on a regular basis. In the past when many manufacturers jumped into a new item like the horse, which needs replacement only on a long-time basis, and supply approached demand, price cutting became the pattern and the market lost much of its stability.

### New Products

Altho the number of equipment exhibitors at the show was off from previous years, a veral new products were premiered at the Sherman. These included five games, a photo machine, a phonograph, five horses, a shuffleboard and a new slug rejector. In addition, there was a whole list of amuse-

ment machines which were new to most of the operators. These were products announced within the past few weeks and on which volume delivery is just getting under way.

Uppermost in the minds of visiting operators, obviously, was to recheck production outlook for amusement machines for the months ahead. Most of them apparently were convinced that less equipment would be available by

(Continued on page 86)

## Appoint Hunn Sales Manager Of Philly Firm

PHILADELPHIA, Feb. 9.—Abe Wiltsen, whose International Amusement Company recently purchased the Scott-Crosse Company (The Billboard, February 7), has appointed Harry Hunn, sales manager of the expanded organization. Hunn has been active in the coin machine industry for some 20 years and has been associated with Scott-Crosse since its formation.

Wiltsen also announced that his company has been named distributor for Capitol Projector's Midget Movies in Pennsylvania. He said he expects to link new distributor pacts soon. The firm already represents Williams, Rock-Ola, Bally and Keeney in Eastern Pennsylvania and Southern New Jersey.

## A.B.T. Resumes Midget Output

CHICAGO, Feb. 9.—A.B.T. Manufacturing Corporation, exhibiting at the CMI convention here this week, announced that it has resumed production on its midget slug rejectors.

Unit measures 3 1/2 by 3 1/2 by 1 1/2 inches and has neither cradle nor balance gate. The midget handles pennies, nickels, dimes and quarters.

Representing A.B.T. on the convention floor were Walter Tratsch, William Patzer, Leo Gnblet and George Kozy.

## Chicago Coin Unveils New Game at Show

CHICAGO, Feb. 9.—After several weeks of testing on a variety of locations, Chicago Coin Machine Company introduced a new-type amusement game, called 4-Player Derby, which can handle from one to four players.

The game has a radically different type of playfield, measuring 70 inches high by 66 inches wide by 32 inches deep. The unit is a four-horse race in which players by skillfully guiding a small red ball thru one of four scoring channels advance the horse from one to three times and also record points up to 300 points.

Play starts by dropping one to four coins. After the number of players in game lights up on back-glass, a button on the left front of the cabinet is actuated and it releases the balls for play. All are put into play by four individual plungers. In the event only one player participates, he uses the left playfield only. Three other horses advance automatically and he must beat them to the finish line.

Chicago Coin is in production also on its 6-Player Bowling Alley and King Pin, both of which were in firm's booths at the convention. On hand to greet visiting distributors and operators were owners Sam Wolberg and Sam Gensburg, Ed Levin, Sam Lewis and Avron Gensburg.

## NCMDA Elects Ash Prez at Chi Meet

CHICAGO, Feb. 9.—Joe Ash, Active Amusements, Philadelphia, was elected president of the National Coin Machine Distributors' Association at its winter meeting in the Bismarck Hotel here this week. He succeeds Lou Weicher, Advance Automatic Sales, San Francisco.

The new NCMDA vice-president is Harold N. Lieberman, Lieberman Music Company, Minneapolis. The other two executive officers were

re-elected. They are Irv Blumenfeld, General Vending Sales, Baltimore, secretary, and Sy Lazar, B. D. Lazar Company, Pittsburgh, treasurer. All four will be at office for one year and will be eligible for re-election.

Other key elections held by the distributor group concerned three new directors who will serve for three years. Those chosen were Leo Weinberger, Southern Automatic Music Company, Louisville; Louis Morris, Morris Novelty Company, St. Louis, and Iymie Zorinsky, H. Z. Vending & Sales Company, Omaha.

Another development of the winter session was the resignation of S. I. Neiman as NCMDA public relations director to take a similar post with a radar electronics group. Since the association has used Neiman's office as headquarters, it will announce a new Chicago address when headquarters are established here.

## CONVENTION ON TV NEWS

CHICAGO, Feb. 9.—The amusement segment of the industry was featured on "Chicagoand Newsreel," WGN-TV sizer, Thursday (7). The movie shots were taken at the International Coin Machine Exposition in the Hotel Sherman the previous day.

Displays seen on the program included World Wide Distributors (featuring Williams' Music Mite and the Vocatron); First Distributors (camera showed Keeney's Deluxe Bowler); Exhibit Supply Company (Big Bronco); and D. Gottlieb & Company (All Star Basketball).

## World Wide Bows Vocatron System

CHICAGO, Feb. 9.—One of the surprise items at the CMI convention this week was the Vocatron, an intercom system for locations, offices and the home. It was exhibited by World Wide Distributors, Chicago, recently appointed national distributor of the product in the coin machine industry.

The compact unit is the size of a small radio and plugs into any 110 circuit. Two are enough to complete the system. The Vocatrons list for \$79.50 a pair.

## Sirup Makers Strengthen Suppliers Role to Cup Ops

Employ Four Vender Promotion Aids; Cite Per Gallon Prices

CHICAGO, Feb. 9.—The 26,021,250 soft drink sales weekly by 32,125 cup venders over the country in 1951 (Census of the Industry, January Vend, sister publication of The Billboard) have been a contributing factor in the wider variety and price of sirups now being offered operators. And with the favorable supply picture, a second advantage—that of supplier promotion has become more predominant over the past year.

### GLOBE COLOR

## Eppy Urges Show Window Treatment

CHICAGO, Feb. 9.—Samuel Eppy, head of Samuel Eppy & Company, Inc., in introducing new charm series at the Morrison Hotel this week (see separate story in this section), stated new theories on merchandise display should be evolved by bulk operators to stimulate sales.

Treating the bulk vender globe as a merchant does his store window will pay dividends, Eppy pointed out. He said that proper use of color, in merchandise and in charms, can materially boost sales. Decals also play an important role in point-of-sale aid.

Two examples given by Eppy were the use of only two ball-gum colors at a time with a contrasting-color charm, and only two types of charms with each filling. "Red and blue gum with a white, or pearlized charm, and white and yellow gum with a black or other dark colored charm offer good eye-catching combinations," he said.

## Minute Maid Maps Expansion Program

NEW YORK, Feb. 9.—Altho Minute Maid has been forced to delay expansion of its vending program until spring, the company has mapped a program of growth that should at least double its present strength in the field before summer's end.

There are now some 250 single-flavor units dispensing orange juice from Minute Maid's frozen concentrate. An additional 300 to 500 two-flavor machines will be ordered from Mills Industries in April for delivery by mid-June, if the present company timetable is adhered to. Other commitments

## Sign 9 Vender Producers for NATD Confab

NEW YORK, Feb. 9.—With two months to go before the next annual convention of the National Association of Tobacco Distributors opens in Chicago at the Palmer House, nine vending machine manufacturers have already reserved exhibit space, it became known this week.

On hand at the show, April 21-24, will be Cigaromat Corporation of America, Arthur D. Grenier, Eastern Electric, J. H. Keeney & Company, Lehigh Foundries (Vender Division), National Vendors, Rowe Manufacturing, Stoner Manufacturing and Superior Manufacturing.

Generally, there are four phases of vender promotion currently being employed by sirup producers. They are: (1) point-of-sale aids; (2) the offering of one top selling cola sirup at lowest wholesale price by competing manufacturers; (3) special processing of regular fountain sirups for better vender performance, and (4) encouraging operator growth thru promoting the sale of venders.

This is the second in a series of articles on sirup and sirup concentrate supply, prices and usage. In the next issue, concentrates will be discussed.

Starting with the simpler point of sale material, such as brand name and flavor cards for vender panels, to electric signs, etc., supplier product promotion and operator-tailored sales programs range to realistic adoption of points three and four. Orange-Crush, as an example, has developed a special vending sirup which, while containing the same orange pulp content as its fountain line, had a smaller pulp particle size. This was accomplished by an added process to facilitate sirup flow thru vender mechanisms.

To increase the sale of their own brand, and at the same time offer operators a one-source supply point, other companies during the past year have stocked Coca-Cola sirup for resale at base wholesale cost (\$1.55 per gallon).

Examples here are Cole Equipment & Supply Company, Chicago, which has a national wholesale franchise to sell Coke sirup to operators. The firm, which supplies operators of Cole Products equipment, also has formulated its own Cole-Spa sirup line.

Sun Spot Company of America, Baltimore, also offered Coke sirup late last year but as part of a tie-in deal with sale of its Tropical Brands Company sirups. Latter stipulated that a minimum order of 48 gallons of its own product be placed to ob-

tain a like amount of Coke sirup at \$1.55 a gallon.

Eppy-Cola, recognizing cup venders as a medium for hiking its sirup sales, is reported to have moved some 3,500 cup machines into the field over the last few weeks. (Continued on page 83)

## National Ships First of 9-ML Cig Machines

ST. LOUIS, Feb. 9.—National Vendors, Inc.'s, announcement of first deliveries on the nine-column 9-ML cigarette vender, introduced during the National Automatic Merchandising Association convention last November, was made this week.

The 9-ML, a cut-down version of the 9-M which it supersedes, was shown at the Cleveland meeting to test operator reaction. Found favorable, it was scheduled for production. Retaining all of the 9-M's mechanical features, the new model answers the demand of operators for a more compact unit with ample capacity and brand distribution according to A. R. Diederich, vice-president and general manager.

Model 9-ML is 6 1/4 inches high, same as National's 7-M. It has five shift-columns, with total capacity of 384 packs distributed in five double columns of 52 packs each and four single columns of 31 packs each.

Back panels of the cabinet and stand are finished for away-from-the-wall or back to window installation.

After February 1, it was announced, all unshipped orders for model 9-M will be filled with the 9-ML.

## Ball Gum Cost Seen as Stable

CHICAGO, Feb. 9.—Ball gum prices will remain stable unless cost of sugar increases, was the consensus of supplier exhibitors at the bulk operators' meeting here this week.

Availabilitywise, ball gum also is on the plus side, it was noted. With ingredients in ample supply, gum makers expect to find no hindrance to production this year.

Present per pound cost of ball gum averages from 21 3/4 cents for the 210 count to 25 1/4 cents for 15 1/8-inch and 27 cents for 7 7/8-inch sizes.

## Regional Meets, 1952 Convention Program Set by NABV Directors

Appoint Confab-Exhibit, Membership, Publicity Committees; Cite Progress

CHICAGO, Feb. 9.—National Association of Bulk Vendors, during the first meeting of its 15-man board of directors here Tuesday (5), outlined its 1952 convention program, appointed a convention committee, a special membership and publicity committee and evolved a program of regional meetings to be held during the year.

It was decided to hold the second annual NABV convention and first exhibit at the Morrison Hotel September 14-16. All exhibits and arrangements with the hotel, would be held in suites on a single floor.

It was agreed to hold an association luncheon during the convention, tickets to be available to members and non-members alike.

Arrangements are to be made for a leading figure in the bulk vending industry to appear as a guest speaker and the awarding of door prizes, latter donated by manufacturer and supplier members.

A series of panel discussions are to be scheduled during the three-day meeting, with subjects to cover various industry issues.

### Committees

Chairman of the convention committee, Phil Sparacino, Chicago, will head a five-man group consisting of Nathan Rake, Philadelphia; Rolfe Lobell, Chicago; Charles Buckman, Leonard Quinn and Sterling Douglas.

Appointed to the membership and publicity committee were Samuel Eppy, chairman; Bernard

## Jersey Route Seg Sold by Spacarb

Manufacturer Easing Out of Op Pic To Push Production and Sales; Set New Rep

STAMFORD, Conn., Feb. 9.—Spacarb, Inc., which has gradually been withdrawing from the operating picture to concentrate on manufacturing and distributing, has sold its interest in a major New Jersey drink operation. It was announced this week by I. H. Houston, president. Company figured in two similar transactions in the past year.

Houston said the company's 50 per cent interest in Spacarb ceased and asset order of the Federal field, owner of the remaining half of the New Jersey operating firm, in a deal consummated within the past two weeks. Spacarb Essex, serving several counties in Northern New Jersey, was formed about 12 years ago. It operates some 150 soft drink and coffee

machines out of headquarters in Maplewood, N. J.

Meanwhile, H. J. Foster, Spacarb sales manager, announced the appointment of a new sales representative for New York State, bringing to 14 the number of company representatives and distributors handling Spacarb venders and allied equipment.

### Necessary Move

Houston explained that the latest sale is another step in his company's plan to relinquish all operating holdings. He expressed the view that manufacturers who also operate venders must, on occasion, compete with their own customers, thus creating basic policy conflicts. "We (Continued on page 79)

## FTC's Canteen Order Stands, Court Rules

CHICAGO, Feb. 9.—U. S. Court of Appeals here in a unanimous decision last week affirmed the cease and desist order of the Federal Trade Commission against Automatic Canteen Company of America. Canteen was ordered by FTC June 15, 1950, to stop receiving allegedly discriminatory prices from gum and candy manufacturers. The order was the culmination of a case dating from 1943, in which FTC issued a complaint against Canteen charging violation of the Robinson-Patman Act.

In November, 1951, Canteen petitioned to have the cease and desist order set aside. The action was opposed by the National Candy Wholesalers' Association, which subsequently appeared "as a friend of the court" to present its views.

### End 9-Year Case

The Court of Appeals' decision, forbidding Canteen from accepting any discriminatory price concessions from candy manufacturers, may write the end to the nine-year-old case. The price allowances in question, according to records in the case, ranged up to 33 per cent below those paid by wholesalers.

The order presents the first court test of a buyers' liability

under Section 2 of the Robinson-Patman Act, the Court of Appeals pointed out. Canteen had contended that the act, which allowed price differentials based on cost differences, required FTC to show absence of cost justification when it proceeds against a buyer.

### Court Decision

The court, however, declared it could "see no escape from the conclusion that this Section 2 places precisely the same burden of proving cost justification upon the buyer as on the seller." Canteen, the court stated, laid no foundation for its assertion that cost justification was impossible of proof.

"It is no doubt true that it is more difficult for a buyer to establish his seller's cost justification than it is for the seller from whom he bought," the court declared, "but we cannot say that it is receiving prices substantially lower than his competitors to make some good faith effort to ascertain that prices are justified by lower costs in the sales to him."

It was announced by Edward Howrey, Canteen attorney, that the Circuit Court of Appeals' decision will be appealed to the Supreme Court.

## New Charms, Candy, Ball Gum Keynote Nat'l Bulk Op Show

CHICAGO, Feb. 9.—An entire new series of charms designed to attract the teen-ager, a new jumbo ball gum line, new bulk candy nickel packs and a new cookie package were introduced by the seven firms showing at the Na-

tional Association of Bulk Vendors meeting at the Morrison Hotel here this week (4-6).

Nine new lines of charms were announced by two companies, Samuel Eppy & Company, Inc., featured miniature record charms, bearing popular labels with current song hits and artists (see separate story this section). Also new to the Eppy line were a series of 32 black and white cameo charms, 16 different color combinations of different color on color charms, a 57 assortment of plated miniature product packages with detailed labels, pearlized charms. (Continued on page 79)

## Buy Out Partner Of Uneeda Vending

NEW YORK, Feb. 9.—Nat Hockman and Harry Ebbin this week announced buying out the interest of their former partner, Jack Katz, in Uneeda Vending Service, Inc., specializing in vender conversions and the jobbing of reconditioned merchandising equipment. Katz is no longer associated with the enterprise, they stated.

They also reported that all reconditioned venders sold by Uneeda now go thru a new paint process called "venderizing," which is said to insure against peeling and flaking. There is no additional cost for the new service, they said.

## N. E. Candyman Sees Venders as Top Sales Aid

BOSTON, Feb. 9.—In a forecast of the candy industry in New England, Walter R. Guild, managing director of the New England Manufacturing Confectioners' Association, said that the outlook for the candy vending machine business looked good. He warned, however, that greater competition will be faced in 1952 from ice cream, soft drinks, cookies, corn snacks and special baking products.

The candy industry in New England closed 1951 with dollar sales approximately 9 per cent greater than in 1950, Guild pointed out. He added the candy industry would face continued government controls.

Profits per dollar sale were much lower than in 1950, poundage sales were slightly lower, and the cost of labor and most ingredients increased during 1951. However, Guild said that 1951 also saw increased recognition by the Armed Forces of candy as a food and the possibility of new developments from pooling of technical and research knowledge.

### Tax Warning

Guild warned legislators in Massachusetts not to consider a discriminatory sales tax on candy when looking for additional revenue to balance the next State budget.

"Candy is one of the leading manufactured products in this area. A discriminatory tax on candy would cause great hardships on the 10,000 employees in Massachusetts," he said.

"The production potential of the candy industry in the next year will be substantial, but all evidence indicates that the price of candy will not drop. Guild cited four factors as exerting restrictions on the industry during 1951: Government price controls, agricultural price supports, higher cost of living and higher taxes, and publicity against school children eating candy."

## Fla. Citrus Group Pushes Juicer Unit

LAKELAND, Fla., Feb. 9.—Florida Citrus Commission is pushing placement of an initial 13 automatic juicing machines in Northern markets. The machines, retailing at \$860 to supermarkets, are used to squeeze juice from fresh oranges for sale to the consumer in pint, quart or half-gallon jars.

Ralph M. Henry, FCC's advertising manager, said the program for the rest of this fresh-fruit season calls for 10 machine demonstrations a week for 20 weeks in the larger stores in important primary markets. Demonstrations of the machines' juice-selling power to store owners and managers are expected to result in latter's purchase and permanent installation of the units.

The machines are not computerized, are special-purpose juicers for on-the-spot extraction of citrus juice, Henry pointed out.

## Firm Offers Gum Wrapper Ad Piece

CHICAGO, Feb. 9.—Advergum, a newly formed firm offering promotional ad pieces in using chewing gum as an advertising medium. Outer wrapper on each stick of gum carries a company's name, product, service or sales message, or a combination of each, at a fraction of a cent more per stick than the cost of regular gum.

The stick gum, available in peppermint, spearmint and chlorophyll flavors, is wrapped in aluminum foil with an outer wrapper carrying the special ad label. Five sticks may be packaged in cellophane with an opening zip tape.

The firm states new developments in packaging machinery permits filling of as little as 1,000 pack orders imprinted with a firm's name and sales message.

## Supplies In Brief

WASHINGTON, Feb. 9.—Sales by tobacco wholesalers in December totaled \$222 million, a drop from the \$227 million sold the previous December, but a climb above November's sales of \$205 million, Department of Commerce reported this week. Wholesalers' inventories in December aggregated \$141 million, compared to the \$132 million in December 1950, and the \$154 million in November.

Container Shipments  
WASHINGTON, Feb. 9.—Shipments of glass beverage containers during December was 532,364 units gross, compared to 633,504 units in December the year before and the 519,171 units in November, Department of Commerce reported this week.

## Elect Sharenow Head of Mass. Cig Operators

BOSTON, Feb. 9.—Alfred I. Sharenow, Cigarette Service Company, Inc., Cambridge, was elected president of the Cigarette Merchandisers Association of Massachusetts during the group's annual meeting.

Other officers elected were William J. Moran, Moran Bros., Somerville, vice-president, and Charles Murphy, D. Garbarino Company, Framington, treasurer. The association's executive committee now includes Sharenow, Moran and Murphy, in addition to Nathan M. Fields, Quincy Vending Machine Company; Samuel Coran, Metro Automatic Sales Company; James E. Nourse, Nourse Cigarette Service; Louis Risman, Mystic Automatic Sales Company, and Sam Baxter, American Automatic Sales Company.

## Belvend Names Schleppy V-P

CHICAGO, Feb. 9.—Bel E. Hall, president of Belvend Manufacturing Company, Inc., announced the board of directors this week elected Sales Manager Ronald Schleppy vice-president. Belvend, supplying its lines of live cream, candy and bulk venders, is readying a new gum unit.

## Rule Against PM Ad Claims

WASHINGTON, Feb. 9.—An initial decision on use of certain advertising terms by Philip Morris & Company was filed against the firm this week by the Federal Trade Commission.

Hearings on the case have been going on since 1941, but FTC's action was the first ruling to be handed down. E. J. Kolb, a commission examiner, ruled out any representation that Philip Morris cigarettes are recognized as superior by medical authorities. Specific ad claims in question are the statements that the firm's cigarettes are "non-irritating or less irritating than other brands."

Philip Morris announced that the decision will be appealed immediately to the FTC. Advertising probably will not be affected at once, a company spokesman said, since final decision on the appeal may take as long as a year.

## Penny King Sets New Charm Plant

CHICAGO, Feb. 9.—Penny King Company announced during the National Association of Bulk Operators meeting this week it would move into a new plant within 30 days. L. O. Hardman, president, said the facilities, embracing 8,000 square feet, would be devoted entirely to charm production.

The firm's first Pittsburgh plant will continue to produce bulk candies, Hardman stated.

## Interest High In Photo Mchs. At CMI Confab

CHICAGO, Feb. 9.—The two leading manufacturers of coin-operated photo machines exhibited their newest units at the CMI Show here this week and proved once again that the device is one of the most popular in the service vending field.

The International Microscope Corporation, Long Island City, New York, held its first national trade showing of its new model, Photomat. Designed with comfortable seating arrangement and new type lighting, the Photomat offers two pictures for a quarter and delivers the finished product in 50 seconds. It measures 7 1/2 inches high by 28 inches wide by 52 inches long.

The other photograph vender was displayed by the Auto-Photo Company, Los Angeles, with J. B. Herron, firm head, explaining the high points. Known as Auto-Photo, it offers four bust pictures for a quarter and the entire process takes two minutes. It features synchronization of lens selection, depth of focus, lighting and exposure.

Both companies attracted steady operator interest during the show and reported several firm orders.

## OPS Clarifies Cig Price Pic

WASHINGTON, Feb. 9.—Some clarification in the cigarette pricing situation has come with the Office of Price Stabilization announcement that it is turning down requests by a number of States that it authorize cigarette wholesalers and retailers to increase ceiling prices in order to comply with State minimum mark-up laws.

OPS simultaneously issued an order, effective March 1, revoking its regulation which permitted such increases under Arkansas State law.

OPS officials said that if the practice heretofore authorized in Arkansas was extended to other States, "it would affect a large number of users and raise prices substantially." Certain State laws, they added, would even have meant that price increases of 2 cents a package could be passed on to consumers. Per pack hikes of 1 cent were authorized after the 1 cent pack excise increase was imposed last fall.

## Coan Sells KC Operation to Bonanza Co.

MADISON, Wis., Feb. 9.—J. W. Coan, president of Coan Manufacturing Company, announced its self-operated Missouri U-Select-It Company of Kansas City has been sold to the Bonanza Vending Company of the same city.

Altho a company owned operation, Coan stressed that the Kansas City firm was set up solely as a training route for Coan sales and servicemen. Now that the route has served its purpose, he declared, it has been sold intact to an independent operator.

Under Bonanza, the U-Select-It operation has Bud Chapman as general manager; O. J. Cheyley, sales production manager; Paul Leathers, service manager; Bud Carter, production manager, and Francis Johnson as assistant sales manager.

Route is comprised of 300 Coan candy and cigarette machines and close to 100 SuperVend cup venders. The first of 15 U-Select-It coffee machines has been added. Under the new management, it is planned to increase the Kansas City operation to at least 2,000 machines, according to Coan.

## Leverone Neb. Admiral

CHICAGO, Feb. 9.—Nathaniel Leverone, chairman of the board of Automatic Canteen Company, was appointed an admiral in the Great Navy of the State of Nebraska. The commission was granted by Gov. Val Peterson.

## MAKE BIG PROFITS with the Sensational

NEW for '52

NON-ELECTRICAL

Perfumatic

• UNLIMITED LOCATIONS • HIGH PROFITS

Makes Possible 75%-25% SPLIT

THERE'S A LOCATION... WHEREVER THERE'S A WOMAN



PERFUMATIC vends perfume automatically—brings tremendous profits—FAST! Models 4 leading brands giving approximately 4,000 sprays per refill. Simple selection—individual 5 cent and 10 cent coin slots. Attractively colored cabinet—all steel construction with high-leave chrome fittings. Convenient size, 18" x 12" x 6". Weight less than 20 lbs.—simple installation. Easy servicing and high profit makes PERFUMATIC tops in popularity with operators.

CONTACT DISTRIBUTOR: COLMA, INC. 237 PARK AVENUE, WORCESTER, MASS. PERFUMATIC OF CANADA, Ltd. 541 EGLINTON AVENUE WEST TORONTO, CANADA

There's a SMALL FORTUNE in it... for You!

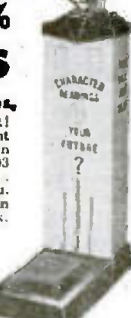
## PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms. All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortune and Weight

★ Fully Automatic & Patented

★ No Knobs, No Handles, No Trouble



Yours for Only \$25 DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$8.

AMERICAN SCALE MFG. CO. 3206 Gross St., N. W., Washington 7, D. C.

Check one of the following:

After had had check for \$25 payment on one model 403 model. Ship at once.

Please send further details immediately.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

CIGARETTE MACHINES

Uneda Model 100, 12 Cds., 425 Pack Cap., Ring Size Included... \$95.00

Uneda Model 8, 9 Cds., 375 Pack Cap. \$85.00

Uneda Model E, 9 Cds., 375 Pack Cap. \$85.00

Dugrener Cigarette, 9 Cds., 350 Pack Cap., Ring Size Included... \$75.00

Dugrener Model W, 9 Cds., 350 Pack Cap. \$75.00

Wave Imperial, 8 Cds., 350 Pack Cap. \$75.00

Royal Regal, 8 Cds., 350 Pack Cap. \$75.00

\$5.00 LESS for 20c VENDING \$7.50 ADDITIONAL for 10c VENDING

SPECIAL! \$97.50

Uneda Model 500 9 Cds., 350 Pack Cap., Silver Quarter and Ring Size Included

Our Points Are New VENDERIZED

Parts and repairs available for all makes and models.

Estimated cost in 1952 of model is \$25 to \$30.

Ring size columns inoperative in all machines.

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED! TRADE PRICES 1/3 DEP. WITH ORDERS, BAL. C.O.D.

SPECIAL! \$92.50

Uneda Model A 9 Cds., 350 Pack Cap., Ring Size and Silver Quarter Included

UNEEDA 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



Morrison Appoints Hanlon Sales Mgr.

BUFFALO, Feb. 9.—Morrison Steel Products, Inc., announced the appointment of John W. Hanlon as sales manager of its Carry-All Division.

Hanlon was previously with Morrison as Eastern sales manager, also for the firm's truck body division. Prior to his joining Morrison, he resigned as sales manager of Dermates, Inc., New York.

Op Sells 19-Year Old Cig Operation

LACONIA, N. H., Feb. 9.—William S. Rudzinski Jr., operator of an arcade at the Weirs during the summer and distributor of novelty machines, has purchased the cigarette vending machine business of Leo C. Langlois. The route was operated for 19 years by Langlois.

Langlois, a member of the board of assessors and a former State representative, has no immediate plans.

New Calif. Bev Firm

SACRAMENTO, Feb. 9.—All Beverages Company has been granted a State charter as a wholesale dealer in syrups, paper cups and dispensing machines in San Francisco.

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. Where quantity discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns: Issue of, Price, Issue of, Price, Issue of, Price, Issue of, Price. Lists various machine models and their prices across different issues.

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. Big capacity holds over 500 pieces.

THE NORTHWESTERN CORPORATION 829 S. ARMSTRONG STREET MORRIS, ILLINOIS

30 DAY MONEY BACK TRIAL

Northwestern Sensational Model 49. Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight back way. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES DELUXE 12 and 24 Combination, \$12.95 MODEL 22 BALL, 12 or 24, \$12.95 MODEL 24 BALL, 12 or 24, \$12.95

MERCHANDISE AND SUPPLIES ZENOBIA PISTACHIO 40 Jumbo Green, 40 ZENOBIA PISTACHIO 40 PISTACHIO 40 PISTACHIO 40 PISTACHIO 40

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 428 WEST 42nd STREET, NEW YORK 18, N. Y. Chickering 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. GEdney 8-3600

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 ball, candy, gum, both, candy, charms. Polished, easy-to-clean merchandise chute. Tempered-glass held by top lock and body clamp only. Completed mechanically—weighs less than 7 lb.

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 and the regular dealers. The machines are: A small, compact, inexpensive coffee machine, and a gum ball machine which plays a fun game as a gum ball is dispensed. Besides these two new machines, we have our regular line of special vendors for promotional sales distributors.

Just released RECORD CHARMS. Miniature Plastic Records, with RCA Victor, Columbia, Decca, Mercury, Capitol and M-G-M LABELS, with song titles and record hit artists. \$12.50 per 1,000. F.O.B. Jamaica, N. Y. Vends perfectly. If you want a BIG PLAY at your machines, put in plenty of these song-and-dance RECORD CHARMS. Another EPXY Charm that empties your machines in RECORD TIME. SAMUEL EPPY & COMPANY, INC. 91-15 144th Place, Jamaica 2, N. Y.

GET NEWER CHARMS. Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lowest! Send 35c for complete samples. PENNY KING CO. 915 Neptune Street Pittsburgh 20, Pa.

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY! VEEDCO SALES CO. 2124 Market St. Philadelphia 8, Pa. Phone: LOcan 7-1448

Sweets Tele Program HOBOKEN, N. J., Feb. 9.—Sweets Company of America, Inc., last week began sponsorship of a new Sunday television show to promote its Tootsie Rolls. Originating from New York, the network telecast will feature a circus format and be called "Tootsie Hippodrome."

Hires Elects Gorski PHILADELPHIA, Feb. 9.—The Charles E. Hires Company elected John F. Gorski Jr. vice-president in charge of sales at its annual stockholders meeting. Gorski will guide the firm's stepped-up advertising and promotion programs during 1952, concentrating on local markets.

VICTOR'S BABY GRAND \$13.00 ea. 100 or more \$12.00 ea. CHICLE TREE VENDOR VENOS 2 FOR 1S Something NEW!—GOOD! BIG PROFITS. Oper. cost 45c lb., vend for \$1.50 lb. (200 count) We carry the entire Victor line of machines and parts. Lowest prices on gum, charms and stands. Write today. H. B. HUTCHINSON JR. 860 NORTH AVE., N. E. ATLANTA 6, GA. Tel: BEmoron 4300

Vend "The Magazine of Automatic Merchandising". "I certainly don't want to miss any issues of VEND. In my opinion VEND is like a college course on vending machines." SYDNEY EISENBERG JACKSONVILLE, FLA.

Now DELIVERING! Victor's New BABY GRAND CHICLE MACHINE. Holds 1/2 lb. of Chicle Treats. Vends 2 for 1s. Case of 4... \$32.00 — Single... \$13.45 NEW VICTOR JUMBO 100 MACHINE. Case of 4... \$38.00 — Single... \$14.95 1/2 Doz. Bal. C.O.D. F.O.B. Boston. Complete Victor Line in Stock. CHAMPION NUT & CHOC. CO. 1194 Tremont St. Boston, Mass.

VEND 866 3160 Patterson St. Cincinnati 22, O. Please enter my subscription to VEND Magazine for One Year for which I enclose \$3. Name: Address: City: Zone: State:

**SMOKESHOP**  
**"612"**  
PACK CAPACITY

The **NATION'S FINEST CIGARETTE VENDOR**

Your Out and Mail This Ad For Details

**AUTOMATIC PRODUCTS CO.**  
230 E. West 57th St., New York 19, N.Y.  
PLaza 7-3123

**BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan**

**ROY TORR** LANSDOWNE PENNA.  
Serving and Financing Operators Since 1910

**ROY TORR** LANSDOWNE PENNA.  
Serving and Financing Operators Since 1910

**Northwestern TAB GUM VENDERS**

Single \$25.95  
25 to 100 \$25.45  
100 or More \$24.95

30-Day Money Back Guarantee

Write for Charms and Merchandise List

**NORTHWESTERN SALES & SERVICE**  
114 TRINITY ST. BOYTON, MASS.

**VICTOR'S TOPPER**

100 or More \$12.70  
1 to 25 13.20

Plastic Globes  
UNEQUALLED FOR VENDING BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

**BERNARD K. BITTERMAN**  
3022 Truman Rd., Kansas City 1, Mo.

**CIGARETTE MACHINES**

Ducanoy Model 5  
Rover Imperial  
U-Need-A-Pak  
E.O.A.  
6 & 8 Cms.

**\$99.50 EA.**

25¢ Operation  
Equipped with King Size  
Beautifully maintained  
in top 100% job  
**COMPLETELY OVERHAULED**  
By Dep. of C.O.D.

**DAVE LOWY & CO.**  
194 10th Ave., New York 11  
Phone: CHArington 9-5100

**READY FOR DELIVERY NOW!**

1c or 5c  
**ACORN**  
ALL-PURPOSE  
BULK MERCHANDISER

Featuring the new **WHITE FLASH** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave., Chicago 27, Ill.

**Minute Maid Maps**  
Continued from page 76

advertising and mass-sampling medium to stimulate home consumption of frozen orange juice. It has learned since that each machine moves an average of 100 cases of juice a year. Once enough equipment is located, their cumulative volume is seen as comprising an important segment of total sales.

Meanwhile, the company last week cut the price of its concentrate from \$10.50 a case (12 32-ounce cans) to \$9.25 bringing the ingredient cost factor down to about 30 per cent for the processor. While the price of concentrate is reflected in general market conditions, the \$10.50 price will in no case be exceeded, declared Burke. Minute Maid has pegged its promotion on the guarantee that the ingredient cost factor shall at no time top 35 per cent.

The dual unit to be ordered from Mills will sell to franchise operators for about \$1,200, Burke said. The second flavor, during the summer at least, will almost certainly be lemonade. Location tests in Chicago last summer have shown it a strong demand item and the profit potential is considered excellent. Lemonade concentrate sells for less than orange and the reconstitution formula is five to one, as compared to three to one for orange juice. Burke estimated the ingredient cost for lemonade to be about 22 per cent.

Minute Maid now packs frozen grapefruit juice and a grapefruit-orange blend in 32-ounce cans, and these too will be offered operators as "second" flavors. While the company also markets other fruit flavors at present, they are packed in small, take-home cans.

Experience so far has shown military and office locations to be the most profitable placement, Burke asserted. Units in "good" locations average 125 sales a day each, although some spots are said to be considerably more productive. In Camp Kilmer, N. J., for instance, machines often pump out as many as 1,500 servings on Sundays. Minimum volume for profitable operation is 75 drinks a day, said Burke.

Due to high operating costs (special handling and equipment), operators can not normally afford to pay locations more than 15 per cent in commissions, Burke stated. This so far has worked against placement in "commercial" locations, where management has been "reluctant" to export anywhere up to a 50 per cent kick-back on dime beverages. Average commission paid out on orange is now about 12 per cent, according to Burke.

When the new machines are offered for sale in the spring they will be made available under a finance plan now being worked out. The 250 single-drink vendors, which sold for \$700, had no such plan to stimulate distribution.

Burke noted that Minute Maid has no exclusive arrangement with Mills. The frozen-juice machines manufactured by the Chicago firm may be sold thru other than Minute Maid auspices. It is known for instance, that Snow-Crop has recently revived its interest in vending and has been testing Mills units.

**CIGARETTE MACHINES**

6 Col. Rover Imperial ..... \$ 85.00  
8 Col. Rover Imperial ..... 95.00  
8 Col. Rover Royals ..... 110.00  
10 Col. Rover Royals ..... 140.00  
10 Col. Rover Presidents ..... 135.00

The above machines completely overhauled and re-finished in two-tone bakelite-on-ename. One column king sized and latest type quarter mechanism employing a nationally known vital rejector.

**SPECIALS!**  
U-Need-A-Pak 7 & 9 500' - just off location - Quarter Operation - \$50.00

All Types of Overhauled and Reconditioned Cigarette Machines Reasonably Priced. Send for Catalog.

**CENTRAL VENDING MACHINE SERVICE CO.**  
5907 Parrish St., Philadelphia 4, Pa.  
Phone: EV 6-4244

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75**

Lot of 2 19.50 Ea.  
Lot of 5 48.25 Ea.  
Each Model Lot of 25 12 or 32 19.50 Ea.

Hot and Charm Vendors  
Note 3 lbs. Hot, Ball Gum Vendors, 100 Ball Gum Fully Guaranteed.

113 Deposit, Balance C.O.D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**LUCKY BOY VENDORS**

**\$9.75**

Lot of 2 19.50 Ea.  
Lot of 5 48.25 Ea.  
Each Model Lot of 25 12 or 32 19.50 Ea.

Hot and Charm Vendors  
Note 3 lbs. Hot, Ball Gum Vendors, 100 Ball Gum Fully Guaranteed.

113 Deposit, Balance C.O.D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**Spacarb Sells Jersey Route**  
Continued from page 76

do not believe we can do an effective job in both," he said.

Spacarb got into active operation shortly after World War II, when it discontinued royalty arrangements with franchise operators and began buying routes in whole or in part. At one time it had interests in as many as nine large routes. Following the most recent sale, the company retains varying degrees of control in only three. Houston disclosed the manufacturer currently owns 50 per cent of a route in Washington, 70 per cent of another in Long Island, N. Y., and owns a Detroit operation, outright.

These two will also be sold, he said, although timetable for their disposition has been set.

Houston also declared that Spacarb will add new equipment to the line it now distributes. In addition to its own cup vendor, the company and its representatives now sell the Bert Mills Coffee Bar and American National Dispensing's coffee machine. The firm will limit its expansion saleswise to beverage and other refrigerated equipment, he said.

**New Rep**  
The newly appointed sales representative for New York is Walter Strauss, of 7 Ardsley Place, Huntington, L. I. He comes to Spacarb after associations with the Automatic Beverage Corporation, American Coin Changer.

**Regional Meets**  
Continued from page 78

sion will be held in mid-March in St. Louis, with the second scheduled for early April in Pittsburgh.

The advisability of offering product liability insurance coverage for NABV members as a group, also was discussed. Definite action on this was to be delayed for a later meeting, the directors voted.

A concerted move to gain new membership among candy and gum manufacturers will be undertaken this year, it was decided. Also, special attention to acquiring new operator members is to be a prime goal during each regional meeting.

A report by Raynor, summing up activity since the November meeting in Cleveland, indicated general satisfaction with association progress. The goal of mutual co-operation between operator, supplier, distributor and manufacturer members was much nearer realization than three months ago when the association broadened its coverage from one of straight ball gum to over-all bulk vending, Raynor declared.

**Hedeman Tubing Cited In B. F. Goodrich Ads**

**GREAT NECK, N. Y., Feb. 9-** Hedeman Products, Inc., manufacturer of Koroseal flexible beverage tubing for cup vendors and dispensers, was cited by B. F. Goodrich Company in recent national advertising.

Stressing advantages of the braided tubing, Goodrich copy appeared in issues of Time magazine and Business Week. A full-page ad in each illustrated the tubing in use.

**WHAT ARE YOU VENDING?**

Stick Gum? Ball Gum? Tea? Candy? Bulk Merchandise? Mint? Stamp? Postage? Comb. Sanitary Products? or other Merchandise?

**ADVANCE**  
Is the Vendor for You

Want more information? Write today!

**J. SCHOENBACH**  
Factory Distributor Of  
Advance Vending Machines  
1645 Bedford Ave., B'klyn 75, N.Y.  
President 2-2800

**New NORTHWESTERN**

MODEL	ORDER NOW	10 Cents
49	Acorns or Kings All Factors 100 count	GUM
10 to 100	100 or Kings All Factors 100 count	VENDOR
\$17.35 ea.	25 to 100 Acorns All Factors 100 count	\$25.95 ea.
25 to 100	25 to 100 Acorns All Factors 100 count	\$25.45 ea.
\$17.15 ea.	100 or more Acorns All Factors 100 count	\$24.95 ea.
100 or more	100 or more Acorns All Factors 100 count	\$24.95 ea.

**RAKE 24 PAY PLAN ON BOTH MACHINES**

**WE WANT SILVER KINGS - ACORNS VICTOR TOPPERS & MODEL V - CIGARETTE MACHINES**

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET, LOMBARD 8-2676, PHILADELPHIA 13, PA.

**CHARMS—Proven Sales Boosters**  
Karl Guggenheim inc.  
33 UNION SQUARE, NEW YORK 3, N. Y.



**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

9450 W. Fulton St., Chicago 64, Ill.  
Est 1889—Telephone: Columbus 1-2773  
Cable Address: WATLINGITE Chicago

**Charms**

**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

**New NORTHWESTERN**

Table with models and prices as above.

**RAKE 24 PAY PLAN ON BOTH MACHINES**

**WE WANT SILVER KINGS - ACORNS VICTOR TOPPERS & MODEL V - CIGARETTE MACHINES**

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET, LOMBARD 8-2676, PHILADELPHIA 13, PA.

**CHARMS—Proven Sales Boosters**  
Karl Guggenheim inc.  
33 UNION SQUARE, NEW YORK 3, N. Y.

# MUSIC MACHINES

## Juke Royalty Battle Heated As Both Sides Meet Head-On

"Monopoly," "Gangsterism" Among Charges Vs. ASCAP and the Jukes

• Continued from page 17

side at testimony advanced earlier in the week that juke boxes were responsible for creating hit tunes. He said that when the 1940 radio "shut-out" of ASCAP's tunes was launched, 14 of the nation's 15 top tunes were ASCAP productions. Five months later, he said, only one of the top 15 tunes was an ASCAP melody. Yet, said Wattenberg, these tunes had been played on juke boxes while denied to radio.

Oscar Cox, ASCAP legalist, urged the subcommittee to ignore pleas from juke operators that the bill was a financial threat. Cox charged that the Price, Waterhouse & Company survey of juke box operators' income (The Billboard, February 9) cannot be taken seriously because the certified public accounting firm had not examined income tax returns of the operators. Rep. Willis in-

terrupted at this point, declaring that the auditing firm could not have been expected to take on investigatory functions, and he asked Cox if he had specific figures showing other than those given in the firm's report. Cox said he did not have specific figures, but cited the Kefauver crime investigating committee's report which, he said, implied that gangsterism had infiltrated the juke box industry "and consequently we can't take their statements at face value."

### Discounts Charged

Congressman Willis said the "gangsterism charge" was "not germane to the issue," and he added: "I am sure you do not want to impose a burden upon people who cannot afford it. I am trying to get a solution, and up to now, I would judge that the burden of proof would be upon the proponents of this bill to justify the economics of that bill."

Willis went on later to declare that he was not convinced by testimony from juke box industry foes of the bill that ASCAP was "rolling in wealth," and he said he wasn't convinced by "unsubstantiated" ASCAP statements that the low profit figures presented by juke box operators were inaccurate.

"I am going to stop all this criticism," he said, "and I ask you again, do you (Cox) have any kind of figures reducible to a typical operator of 35 or 50 machines, or have you got it boiled

down to per machine? I do not care whether you make it 14 cents. "Have you got any figures? Can you give me an approximate figure of how much you think the cost per machine would be?"

Cox replied that he had no such figures. But he said he questions the figures presented by the operators. Rep. Crumpacker interposed a short time later to declare: "As proponents of the bill, the burden of proof is on you. It seems to me that it is your business to get this figure to refute that, if you want to establish a case."

Cox asserted that one could not trust the operators' reports because of the Kefauver committee charges. Crumpacker noted that, if this were true, the bill would tend to drive honest, marginal operators out of business, leaving only the gangsters in operation. "It looks to me," said Crumpacker, "like your argument, if there is any basis to it, can be turned against you much more strongly than it can be turned for you."

### Caller Is Pro

Rep. Emanuel Celler (D. N. Y.), chairman of the House Judiciary Committee, sat in with the subcommittee earlier in the week and voiced criticism much along the lines advanced by Cox. Celler attacked the financial report of Price, Waterhouse & Company, terming the questionnaire as "self-serving" and of "little value." He said he could not take seriously

(Continued on page 82)

## Levine of MOA Also Attacks

WASHINGTON, Feb. 9.—Sidney H. Levine, attorney for the Music Operators' of America, attacked the Bryson Bill here this week as unworkable and confiscatory, and said it would destroy the juke box business without aiding songwriters.

Levine, testifying before the House judiciary subcommittee on copyright and patents, described the measure as one which would give its proponents, ASCAP, unlimited power over whom they would or would not allow to remain in business. He cited previous testimony by supporters which, he said, showed the bill was unworkable within its own requirements.

Levine said the bill is so complex in its requirements pertaining to operators—charting how long each record is kept on a machine and who and where the individual copyright owners are—that sponsors have suggested a blanket licensing power.

He said the bill as written does not contain the power for such blanket licensing and that if such licensing was allowed it possibly would bring in more money than the bill itself would legally allow.

Levine said the operator must attempt to fulfill all the bill's requirements at the peril of paying as much as \$5,000, plus attorney fees, if he even unwittingly fails to comply with some of the most minor rules.

Altho the bill was designed to benefit the average songwriter, Levine stated that by driving many operators out of business it actually would cause songwriters to lose one of their principal sources of income.

He cited The Billboard to show (Continued on page 82)

## Here's the Pro & Con On Bryson-Kefauver

• Continued from page 17

**For the Bill**  
To juke box performances. He said publishers have the greatest impetus to songs. Juke box interests now were in a favored position, he said, as compared with other music users. Carmichael outlined the hardships of songwriters, praised ASCAP as a protector of writers' interests and properties. He added that, just because writers enjoy incomes from other than public performances for profit (as disks), does not justify a free ride for juke box operators.

Chiefly Sylvia Dee stated the coin machine industry is one of the largest commercial users of copyrighted music. The exemption for juke box operators is unfair to radio and other music (Continued on page 82)

**Against the Bill**  
Opponents also noted the government's anti-trust cases against the Society.

Testimony pictured the juke box industry as "small business," with small profits and big operating costs. Passage of the bill would leave the industry in a mess, it was stated. Hammond E. Chaffetz, attorney representing four juke box manufacturers. This week, music machine manufacturers' membership received only 17 per cent of the ASCAP income. He claimed composers received greater royalties from disks used on juke boxes than from ASCAP.

This week, music machine manufacturers and distributors claimed (Continued on page 82)

## Top Composers Vigorous, Hit Free Juke Play

arranges for the recording and is naturally interested, as is the publisher, in making a profit on the investment," said Carmichael. He declared that publishers and recording companies "make substantial investments in our works in order to make profits" and "for this privilege they pay us a royalty." He asserted that juke box operators do not suffer the same risks, generally do not buy a record until there is some de-

(Continued on page 88)

### DEFINITION

## Rockola Calls Jukes "Poor Man's Opera"

group is not fairly compensated for its contributions."

Rockola emphasized that he believed all groups contributing to music "are presently fairly compensated for their respective contributions."

### Claims Congress New

In a detailed attack on the position of proponents of the Bryson-Kefauver Bill that the 1909 Copyright Act did not mean to exempt what is now known as the juke box industry, Rockola maintained that juke operated music machine industry was born some time before 1890, and stressed that "facts show that Congress in 1909 knew exactly what it meant when it used the inclusive term 'coin-operated machines' in the Copyright Act."

Rockola said it has "never been clear to me why the proponents of the pending bill or their predecessors single out Penny Arcade phonographs as the only 'coin-operated machine' that Congress had in mind when it adopted the 1909 copyright law."

He continued: "Surely they must know that the coin-operated pianos and other coin-operated music machines were about as commonly known and used then as juke boxes are today. Do those gentlemen mean to contend that the 1909 Congress did not intend to exempt the coin-operated piano? Suppose the coin-operated piano industry, instead of the juke box industry, had persisted and grown. Would they be any better off or in any different (Continued on page 88)

## OPS' HAM RADIO AIDS MAROONED COAST TOWN

BISHOP, Calif., Feb. 9.—A father and son music operator team aided citizens here during recent rainstorms that claimed lives and did millions of dollars worth of damage in California.

Ernest Shelton and his son, Bob, who operate music machines under the name of Shelton Radio, maintained ham radio contact with the outside world when Bishop was cut off by the storms.

The Sheltons' radio was the town's only outside communication contact thru the storms except for police radios.

## I. B. Ackerman Assails Bill

WASHINGTON, Feb. 9.—Irving B. Ackerman, speaking for the Michigan Automatic Phonograph Owners' Association, assailed the Bryson-Kefauver Bill as a threat not only to the juke box industry but also to several related businesses.

"This bill, if passed," he said, "would make it necessary for an operator to incur a great deal of expense in retaining a bookkeeper to make numerous reports, ascertain the proprietors of copyrights covering records which are being played in their respective machines, and impose upon them a severe hardship in order to comply with the law, and it would necessarily follow that the small operator would, as a result, be entirely wiped out because of this added ex- (Continued on page 82)

## Tunesmiths Sound Off On Own Key

• Continued from page 17

activity (The Billboard, October 20, 1951).

Young argued that the Bryson-Kefauver Bill is "against the best interests of ASCAP and the entire radio, publishing and music industry, and particularly against the best interests of the average songwriter." "The bill," he continued, "is confiscatory, if administered and enforced according to its language, and could conceivably result in a possible tax to the juke boxes upward of \$12,480,000 annually, and if copyrights owned by different firms are accounted for monthly, an additional annual amount of \$1,000,000 for postage stamps, envelopes and mailing. This would make for a combined tax of \$13,480,000, which is practically equal to the revenue derived by ASCAP from all its present sources (\$500,000 annually from motion pictures, and about \$12,000,000 from the radio and television industries).

### "Prohibitive"

"This bill is so prohibitive that juke box operators will only have three alternatives: (1) To go out (Continued on page 87)

## Denver Voices MOA Viewpoint

• Continued from page 17

week, and faces severe competition which requires him to invest in the latest model machines, with every new machine costing about \$1,100. Because of lack of funds, said Denver, the purchaser is generally made under a conditional bill of sale running two years to pay with interest. Prices of machines, he said, are more than two and a half times what they were before World War II. Prices of records have doubled, he said, and the average salary of maintenance men has leaped at least twice its prewar figure. Costs of operation, including repairs, parts, trucks and gasoline, have risen 100 per cent, he said.

Television, said Denver, has reduced the operator's income at least 35 per cent. In addition, the operator faces such other additional costs as Social Security, bonuses, gift, phones, entertainment, association dues, auditing, and so forth. Over the years, said Denver, the small operator does not earn enough to cover himself and his family. Yet, said Denver, the automatic phonograph industry "has made the juke box the show window of the music industry" and has been responsible for hit tunes. (Continued on page 87)

## Inn Ops Want Out From Under

• Continued from page 17

this purpose," but "provides for the payment of a specific royalty by owners or operators of two or more such machines subject to the general last paragraph of Subsection (E) of Section 11 makes all persons using copyrighted compositions on record machines liable for copyright royalties."

The statement continued: "Having provided a specific formula for computing the royalties in those cases where there are two or more machines owned or operated by a single individual, it presumably leaves the owner or operator of a single machine subject to the general law with no formula for computing royalties."

"In the case of a hotel," the statement added, "it might be required to pay \$60 a year to ASCAP and \$40 a year to BMI (Broadcast Music, Inc.), altho he might use only one record controlled by each of these associations during an entire year."

The survey explained that a recent station revealed that 45 per cent (Continued on page 82)

## Measure Would Be Unfair Tax, Miller Insists

copyrights and patents this week to defeat the measure.

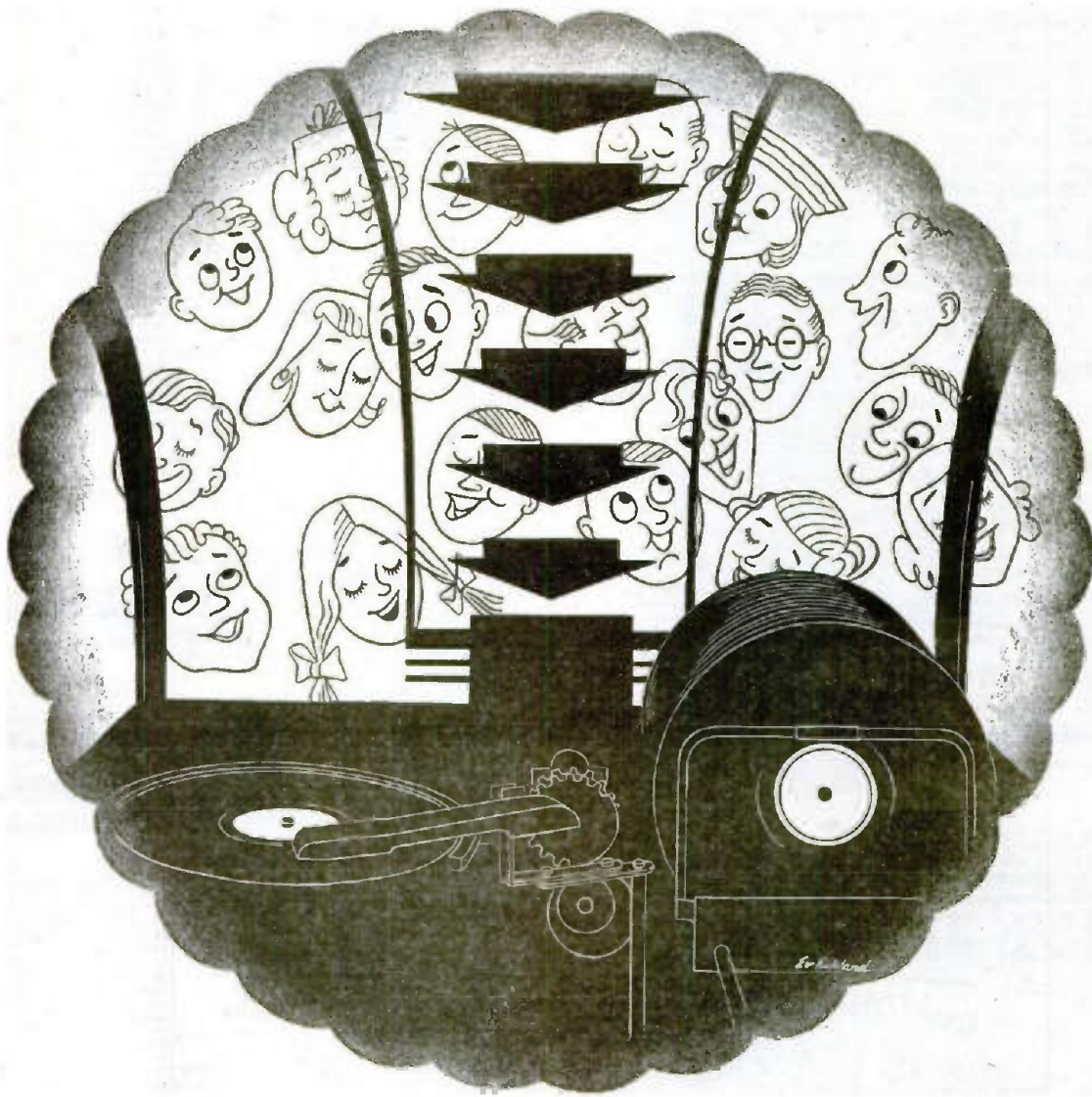
"In my position as national president," said Miller, "I am able to learn of the problems of the operators all over the country. I know that high prices for all commodities—records, needles, labor and everything else—have almost completely eaten up the profits of juke box operators. The advent of television has been a serious blow to our business. People do not watch a television program in a restaurant or tavern and also listen to a juke box. One very striking example of increased cost is that a juke box of five or six years ago cost \$285 to \$450. Today, prices for juke boxes range from \$850 to \$1,100 each.

"Operators and distributors are already being heavily taxed and licensed by Federal, State, county, and municipal agencies in keeping with the current abnormal demands for revenue.

### Can't Hike Prices

"On the other hand, almost all of the operators are receiving the same 5 cents per play. It is impossible to pass on any increased cost of operation to the general public. In recent months, I have endeavored on behalf of our California association to obtain Office of Price Stabilization permission to operate juke boxes on a 10-cent play, or a 3-for-20-cent basis. This has been denied. Even if the OPS does relent in the future, I know from past experience this will, at best, be no solution to our financial problem. Not as many people play a machine for a higher price and for that reason many operators, I (Continued on page 82)





**looking from the *inside*** (of the "D")  
**out on a world of happy people**

**AMi** *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

# Measure Would Be Unfair Tax

Continued from page 80

am sure, would refuse to change to the 10-cent basis even if permitted to do so.

The publishers and composers are already receiving 4 cents per record at the time of purchase of the record. The 2 cents a record per week proposed in H.R. 5473 adds more tax under the guise of performance rights. The history of taxation in the United States has

many precedents to the effect that no tax measure is to be discriminatory or prohibitive. This levy which would result from the bill is, in effect, a violation of this precedent.

"It should be further pointed out that most records have hit tunes on only one side of the disk and are never played at all on the other side. In fact, only 20 per cent of the machines in operation are mechanically designed to play more than one side. Yet the operators are forced to pay for the unused side of the disk. Likewise, unpopular tunes which are only infrequently played would require a payment of 2 cents per record per week. I know of no other tax on property similar to the one proposed in this bill.

**People's Pleasure**

"Not many people can afford the luxury of attending places where live music is employed, and therefore their diversion is in neighborhood restaurants, lounges and taverns. These neighborhood locations,

like the operators, are in no financial position to pay any license or tax on recorded music.

"In the past few months I have had occasion to visit many of our local associations. I can say frankly to the members of this committee that I have never seen such grave concern—I can call it fear—on the part of juke box operators everywhere. They all know that the \$1,500 a year which an average-sized juke box operator would be required to pay under this bill would be the final blow for many of them, and would threaten the financial stability of all of them.

"Not only the dollars and cents in royalties worries them, altho that is sufficient, they realize that many of them will have to hire a book-keeper to handle the many hundreds of monthly copyright reports demanded of them. Many of them have seen how ASCAP has treated taverns who have live music. They know what they are up against in dealing with this powerful organization.

"Many juke box operators have gone out of business this year. If this bill passes, many more would be forced out of business.

**Last Chance**

"It is for these reasons that operators have come here today from all over the country; they want to tell this committee just what their situation is. It is their last chance. Some of them are paying their own way here; some of them are being helped financially by the association in their travel expenses. I feel that the most important fact to be presented here today will be by the individual operators. I will leave it to our national legal counsel, Sidney Levine, to discuss in detail the legal aspects of the bill.

"I offer my testimony as a man who has been in this field for many years and has had a chance to see the national picture of the music operator. I can assure you that the outlook for the automatic phonograph operator is anything but good. This bill, which I consider grossly unfair for the reasons which I have presented here, will result in a mortal blow to the juke box operators, which will in turn affect the manufacturers of phonographs, and all others associated with this industry.

"If H.R. 5473 became law, the price of phonograph records would increase approximately 50 per cent to the operator. This would force the operator to reduce his purchase of records, which would hurt the record companies and certainly the composer and publisher—as far as revenue is concerned."

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, together with which the price occurred is indicated in parentheses. Where monthly discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb 9	Issue of Feb 2	Issue of Jan 26	Issue of Jan 19
<b>AIRCON</b>				
Comcast 400	\$60.00	79.00	\$79.00	\$79.00
Comcast 500	159.00	159.00	159.00	159.00
DeJure	49.00	49.00	49.00	49.00
Flitza		69.00		
<b>AMI</b>				
Highway		395.00	375.00	395.00
Model A	295.00	375.00	295.00(2)	295.00(2)
Model B	429.50	445.00	445.00	445.00
Model C	499.00	545.00	495.00	499.00
Rollway		549.00	549.00	549.00
Simplex Tower	49.50	49.50	49.50	49.50
<b>CHICAGO COIN</b>				
Hill Parade 45	150.00			
<b>EVANS</b>				
Constellation				350.00
<b>MILLS</b>				
Constellation				150.00
Empress	39.00	69.50	39.00	69.50
Tower	69.50	69.50	69.50	69.50
<b>PACKARD</b>				
Minuteman	100.00	119.50	99.00	100.00
Plancher No. 7	149.00	150.00	119.50	119.50
<b>ROCK-OLA</b>				
Commander	39.00	39.00	39.00	39.00
Deluxe	60.00			
Wayne Glow		299.50	299.50	
Master	69.50	69.50	69.50	69.50
Playmaster	69.00	79.50	69.00	79.50
Premier	69.50	69.50	69.50	69.50
Rocket 50-51	69.50	69.50	69.50	69.50
Stardust	99.00(2)	99.00(2)	99.00(2)	99.00(2)
1427	100.00	119.50	109.50	110.00
	125.00	150.00	119.50	145.50
		150.00		
1428	159.00(2)	159.00(2)	159.00(2)	159.00(2)
1428	175.00			
1432-1951 Model		595.00		
<b>SEEBURG</b>				
Classic	29.50	49.00	29.50	49.00
Colonel	29.50	49.00	29.50	49.00
Evoy	29.50	39.50	29.50	39.50
Gen	29.50	34.50	34.50	49.00
H. H. M. Highway	159.00	179.00	149.50	159.00
		159.00	179.00	179.00
		179.00(2)		
H. H. M. Highway	219.00	249.00	219.00	249.00
H. H. M. Highway	219.00	249.00	219.00	249.00
H. H. M. Highway	179.00	219.00	179.00	219.00
Nightmare	29.50	59.00	29.50	59.00
Op-Fone	79.50	79.50	79.50	79.50
Op-100-A	499.50	499.50	499.50	499.50
Op-100-B	49.00	49.00	49.00	49.00
Plaza	34.50	34.50	34.50	34.50
Royal	39.50	49.00	39.50	49.00
Top	24.50	34.50	24.50	34.50
Wedge	39.50	39.50	39.50	39.50
46	149.50			
46 Highway	129.50			
48	249.50	275.00		
146	139.00	139.00	139.00	139.00
	159.00	150.00	159.00	159.00
		169.00	179.50	179.50
145 S	139.00	139.00	139.00	139.00
147 B	169.00	185.00	169.00	175.00
	189.00	179.50	189.00	189.00
		199.00	215.00	215.00
147 S	149.00	149.00	149.00	149.00
148 M	295.00	300.00	285.00	375.00
148 M		299.00(2)	299.00(2)	299.00
		325.00(2)		325.00
148S		59.00	59.00	59.00
1483 RC Special	59.00	59.00	59.00	59.00
1497M		179.50		
1498 100 Records		79.00		
8200		65.00		
8800		65.00		
<b>WILLIAMS</b>				
Music Mate	139.50	149.50	149.50	

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 and  
**EVANS' JUBILEE 40 Selection Models**

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 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**Levine of MOA**  
 Continued from page 80

that operators buy 50 million of the some 250 million records purchased annually and that depletion of the number of operators would force many small record companies out of business.

Levine further cited figures to show that of the some \$10 million netted by ASCAP last year, only half of this amount went to song-

writers and that the majority of this half went to more favored songwriters with seniority in ASCAP and regardless of whether they had written any hits.

He stated operators perform a great but intangible service for songwriters by boosting the success of a song and declared the operator "creates a widespread public demand for... records which appear in... juke boxes because he is the greatest single medium for the exploitation of a song, and the creation of a hit tune."

# Music Ops, Disk Distributors Blast Juke Royalty Bill

Continued from page 17

music men of Texas and the Southwest, termed the royalty reports required under the Bryson-Kefauver bill as "ridiculous and unworkable." He said operators have no way of determining the copyright owner since it does not appear on the disk label, and added that "it would be a tremendous task to go thru catalog listing all composers and publishers each month to find this information."

Brown predicted that this chore would cost him about \$100 per month on his route of 25 juke boxes. He explained to the committee that his route presently earns about \$1.25 per man hour, but that the royalty fees proposed, plus the cost of monthly reports, would take up 45 cents of this, "leaving us about 80 cents per man hour of work."

Several operators told the committee that their businesses were already overburdened with excessive cost and competition from TV, and that additional payments and expenses under the bill would cost them anywhere from \$600 to \$2,000 a year.

D. K. Carter, Minneapolis, head of one of the largest operator businesses in Minnesota, said his weekly average revenue per machine had risen only 66 cents in two years, while costs had climbed beyond that. He added he "can see no way of assuming this added financial burden" imposed under the bill. C. S. Pierce, Broadhead, Wis., president of the Wisconsin Phonograph Operators' Association, said: "Television has hurt the play of juke boxes and is a factor in the final loss in the gross income."

Hal Shinn, Gaffney, S. C., said the bill would "require my partner and me to go out of business." Leo Jones, Portland, Ore., and president of the Oregon Music Association, reminded the committee that "indirectly the federal government will suffer greatly due to a loss of income taxes from all those who supply us with our records, parts and machines, as well as the taxes we pay as small businessmen."

3,600 Checks. Samuel Penner, Brooklyn, said the bill would force him to pay \$1,501.23 each year in royalties, and that "this represents more than half my annual earnings of my entire operation." He also pointed out that "if it is possible that all of my records are owned by different copyright owners, I would have to write 3,600 checks, each and every month, and no check would be in excess of 4 cents."

Wesley H. Elster, Fresno, Calif., told the committee that the cost of keeping the royalty records would equal the royalty payments. Edward Van Atta, Los Angeles, told the committee that their committee "has shown amazement at how the operator can stay in business on such low incomes." The answer, Van Atta said, is he can stay in business for five years because of the depreciation allowed on income tax returns.

Other facts on the music machine industry were placed before the committee by Jack H. Hall, Jasper, Ala., who said that under the bill he would give ASCAP \$823.88 a year as an "absolute free gift" because all his equipment

plays only one side of a record. "Now this division of profits," Hall added, "makes ASCAP a fourth partner, of which arrangement I don't approve, because I don't think they put forth the effort to justify this."

Retailers-Ops Testify. Several operators who also have disk distributing businesses, appeared to testify. Amos Heilicher, Minneapolis, head of one of the largest operating firms in Minnesota, declared: "I am thoroughly convinced that passage of this bill would do as much harm to the publishers and the composers as it would the juke box industry." Heilicher explained that 25 per cent of his distributing business was to juke boxes.

Flournoy P. Carter, Los Angeles, said that "during the three to seven years that I have been a distributor, we have taken substantial losses caused by the inability of operators to earn sufficient profits to meet their obligations."

Harry Lee Murphy, Hartville, S. C., testified that he can offer a selection of 1468 tunes on the 948 discs in his 40 juke boxes, and that under the terms of the bill he would pay ASCAP \$18.96 a week, which includes payment on 428 tunes on reverse sides of disks which cannot be played on certain machines.

Maximum Take. The committee was told by J. V. Stone, operator in Dallas, that "it may not be known, but if you stop to calculate the matter, you will see that the maximum a machine can take in, even if played continuously without any break, is \$1 an hour under a 5-litronic play." Stone emphasized that "a machine is rarely played at this rate."

Sidney H. Bowden, Athens, Ga., testified that "it is hard for me to understand why the publishers and writers are asking for this type of bill when writers and artists are always appealing to us to play their records." He asked, "If they thought they were being mistreated by us, why do they sometimes give us records free of charge, and ask us to play them?"

## Dave Rockola Voices Opinion

WASHINGTON, Feb. 9.—In opposing the Bryson-Kefauver Bill, David C. Rockola, president of Rock-Ola Manufacturing Corporation, told the House Judiciary subcommittee on copyrights and patents: "Perhaps we juke box manufacturers, inventors and patent owners have overlooked a bet. Maybe we should take a tip from these proceedings and ask Congress to amend the law so that we, too, could get extra compensation for such use of our patented juke boxes. Certainly the same arguments, which have been presented in behalf of the bill now pending to amend the copyright law, would likewise support such a request."

## For the Bill

Continued from page 80

users, and unfair to the copyright owner, she said.

Composer Leroy Anderson said that juke box interests were the "statutory beneficiaries" at the composers' expense.

Fred Ahlert, Herman Finkelstein and Sidney Wattenberg also presented testimony. Ahlert rebutted charge that ASCAP was a monopoly. Finkelstein said Congress in 1909 could not have foreseen the rise of the juke box industry. Wattenberg argued the boxes did not create hits.

Congressman Emanuel Celler (D., N. Y.) attacked the financial report of Price, Waterhouse and Company. This report had indicated the juke box interests could not afford to pay the royalties called for in the bill.

## Against the Bill

Continued from page 80

passage of the bill would be inimical to John Q. Public; that it would attack music for the masses. Testimony pointed out that Congress, when passing the Copyright Act of 1909, knew what it was doing when it exempted the juke box industry. It was claimed that copyright owners derived two million dollars annually from the juke box industry. Passage of the bill would materially lessen composers' income, it was stated.

Music-machine operators claimed the bill was unworkable, that the monthly reports required would cost them as much as the royalties. A parade of operators stressed the claim that additional burdens imposed by the bill would put them out of business. Ironically, it was pointed out, artists and composers ask operators to play their disks, and give them free disks.

Television, it was stated, has reduced operator's income as much as 35 per cent—this in the face of rising operating costs. It was argued by Albert S. Denver, Operations Association, Inc. He called the juke box industry a big factor in the making of hit tunes. He placed the gross income from all boxes at \$200,000,000 annually at

## Juke Royalty Battle

Continued from page 80

the questionnaire purported to give income and expense figures of juke box operators to demonstrate that they could not afford to pay record royalties provided for in the Bryson-Kefauver Bill.

Sen Kefauver, testifying for his bill earlier in the week, described the current copyright situation as "an anachronism that can no longer be justified in commercial practice." Said Kefauver: "Radio, television, cabarets, restaurants, dance halls, hotels and every public place of entertainment that plays music for profit is obligated to pay royalties to the copyright owners for the use of their music. That one exception is the juke box industry."

He said that when he was head of the Senate Crime Investigating Committee, "we found convincing evidence that organized criminal gangs are infiltrating into many legitimate businesses, including a large number of juke box operating companies." Asked by Rep. Rogers whether the Bryson-Kefauver Bill would wipe out this gangsterism, Kefauver said: "Not directly."

Manufacturers, distributors and operators of music machines for more than three days poured thousands of words of testimony onto the record in opposition to the bill. They said the royalty taxes would cripple the industry. Manufacturers' spokesmen included David Rockola, president of Rock-Ola Manufacturing Corporation; Carl T. McKelvy, vice-president of the J. P. Seeburg Corporation; and R. C. Roloff, president of the Rudolph Wurlitzer Company.

Distributor spokesmen included best, as against claims of \$500,000,000. Additional 2 cents per disk per week would put most operators out of business, he said.

Hotels, taverns and restaurants opposed the bill, pointing out that proprietors would be responsible for royalties if they were not paid by owners of the machines. A number of "discrepancies" were pointed out. Music Operators of America, via its president, George A. Miller, said: "I know of no other tax on property similar to the one proposed." The 2 cents per record per week he termed discriminatory and prohibitive. Pointing to inroads of TV, 5-cent play, increased costs, etc., he said passage would be a "final blow."

Fletcher A. Blalock, president of F.A.B. Distributing Company, Inc., and Arthur J. La Beau, distributor of Rock-Ola phonographs. More than two score operators and disk distributors submitted testimony against the bill. Writer-publisher Barney Young and songwriter Gloria Parker, both of them members of ASCAP, voiced opposition for the bill. But three prominent ASCAP tunesmiths—Hoagy Carmichael, Silvia Dee and Leroy Anderson—presented lengthy briefs in support of the bill.

## Inn Ops Want Out

Continued from page 80

cent of all hotels make recorded music available to patrons.

Donovan emphasized that "the bill in its present form is a further threat to the establishment owner in that it does not protect him from the danger of infringement suits." The suits, he explained, could result if an operator refused to enter into "licensing agreements" with copyright owners. Donovan urged the committee to add to the bill language "to protect establishment owners from infringement suits."

Adams protested against the Bryson-Kefauver Bill on the grounds that "the tavern owners have been dealing for many years with ASCAP and would not be in favor of them coming into control of the juke box business." He added that "we have concluded that neither the tavern owners nor the juke box operators are making enough money from juke box music to justify paying more money to ASCAP," and pointed out that "this is especially true since the advent of television."

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147S	\$149
146S-M	\$139

HIDEAWAYS

H148M	\$249
H146M	\$219
H146M	\$179

ROCK-OLA

1426	\$159
1422	\$99

WURLITZER

1080	\$179
1100	\$369
1015	\$179
10 750E's	\$ 69.50

AMI

Model C	\$549
Model A	\$295

PACKARD

Manhattan	\$149
Model 7	\$ 99

WALL BOXES

3W7-156	\$41.50
15-10-25—3 wire	
3W2-156	\$17.50
(5c—3 wire)	
W1-156	\$10.00
(5c—wireless)	

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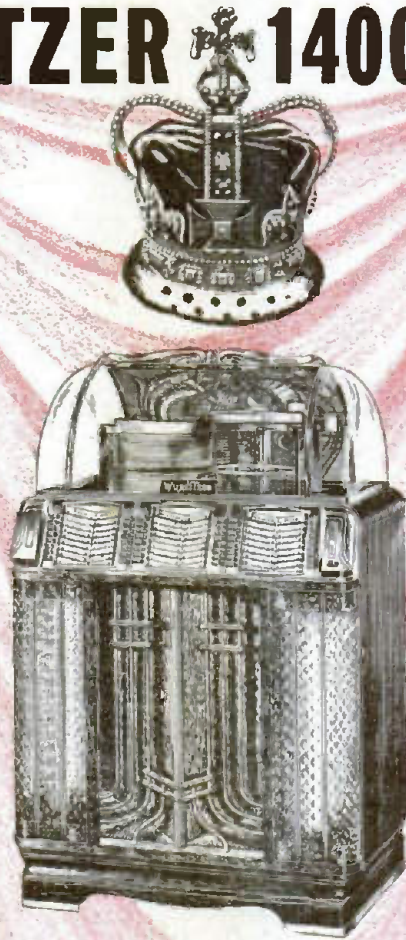


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WURLITZER	Issue of Feb. 9	Issue of Feb. 26	Issue of Mar. 26	Issue of Jan. 19
28-41	24.50	24.50	24.50	24.50
28-61	24.50	24.50	24.50	24.50
28-71	49.00	49.00	49.00	49.00
300	59.50	59.50	59.50	59.50
300K	49.00 69.50	49.00 69.50	49.00 69.50	49.00 69.50
300R	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
312	34.50	34.50	34.50	34.50
320	89.50(2)	89.50(2)	89.50 89.50	89.00 99.50
350	89.00 99.50(2)	89.00 99.50(2)	89.00 99.50(2)	89.00 99.50
350E	99.50 109.50	109.00 109.50	99.50	79.00
380	79.00	79.00	79.00	79.00
380E	79.50(2)	65.50 79.50(2)	79.50(2)	79.50
380R	44.50 59.00	44.50 59.00	59.00 69.50	59.50 69.50
380S	69.50	69.50	69.50	69.50
390	150.00 175.00	169.50	119.00 175.00	169.50 179.00
390S	179.00 179.50	175.00(2)	179.00	179.50
390R	185.00 189.00	179.00	179.50(2)	195.00(2)
390S	189.50	179.50(2)	195.00	199.00(2)
390R	199.00(2)	189.00 195.00	199.00(2)	230.00
390S	250.00	199.00 199.50	199.50 250.00	
390R	230.00	250.00	250.00	279.50 250.00
400	179.00 189.00	159.00 179.00	175.00 199.00	159.50 199.00
400R	195.00 199.50	189.00	199.50	
400S	310.00 327.50	325.00 358.00	325.00	319.50 325.00
400R	369.00 375.00	369.00 375.00	369.00(2)	369.00(2)
400S	379.50 395.00	395.00	369.00(2)	395.00
400R		355.00	355.00	449.50
400S		450.00	450.00	495.00
4250	475.00 495.00	449.50 495.00	495.00(2)	495.00(2)
4250R	39.00	39.00	39.00	39.00

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Since Wurlitzer's introduction of the Models 1400 and 1450 as the Crowning Achievement in phonograph value, they have never been matched in style, tone, beauty or returns per dollar invested.

Today they are still the only phonographs that provide all these top features—the perfect size for every location...high speed cycling...single button selection...48 tunes from 24 records.

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**DEMAND IS FAST OVERTAKING  
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Continued profitable operation of your route calls for decision now regarding current equipment needs.

Check your route, then see your Wurlitzer Distributor without delay.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

**Your best all-around investment**

**ALL-SPEED WURLITZERS**

# Sirup Makers Strengthen Role

Continued from page 76

years. Equipment was placed with both its own franchise bottlers and independent operators. This equipment, mainly Hipp venders supplemented by both Lyons and a specially produced Spacecarb unit for its own use (meaning resale to operators at manufacturing cost plus distribution), was further location promoted by Pepsi-Cola on a large scale to industrial management.

Operators using a minimum of 2,000 gallons annually are quoted a per gallon price of \$1.25 by Pepsi-Cola.

Charles E. Hires Company, which reports moving 8 per cent of its total sirup production to vender outlets in 1948, increased this to at least 12 per cent in 1951. Hires' sirup, at \$1.45 a gallon, is said to average 145 finished drinks per gallon.

Dad's Root Beer Company, which offered sirup to operators from \$1.45 to \$1.53 a gallon as late as March, 1950, the exact price based on quantity purchased, is now pricing its product at \$1.25 per gallon in minimum shipments of 20 gallons. William H. Russell,

national sales manager, fountain division, stated 35 processing plants over the country ship direct to operators.

Canada Dry Ginger Ale, Inc., which quoted a \$1.30 per gallon price on its sirup in 1950, did not specify current cost in The Billboard survey (The Billboard, February 9). J. R. Lyons, national sales manager, stated the sirups delivered by its 35 plants in the U. S. and Canada vary in price depending upon area, freight differentials and sales volume of respective plants.

Tropical Brands Company, division of Sun Spot Company, offers an eight flavor sirup line thru its vender division. Cost is \$1.15 per gallon, delivered, thru Eastern States. Firm charges extra for freight to other areas.

Cole Equipment & Supply introduced a new sirup line with non-crystallizing inverted sugar, at \$1.15 per gallon, in March, 1951. The sirup, perfected by Cole, is being produced under contract by a supplier specializing in beverages for cup venders.

At \$1 per gallon, Lab. Sero Syrup Corporation, Brooklyn, is making available a line of sirups specially processed for vender use.

Mission Dry Corporation, Los Angeles, manufactures its orange sirup also in special form for venders at \$1.90 per gallon, delivered in shipments of 10 or more gallons.

tour of duty, Ted's father is running the routes up in Huron. Imig is still the country's leading baseball fan and expects to have another strong semi-pro team representing Yankton this year.

Mr. and Mrs. Lou Casola, Rockford, Ill., met a lot of friends on the convention floor and later hobnobbed with friends in United Manufacturing's suite. . . . Clayton Nemert, Chicago, Peoria, Monarch Coin, took turns visiting the convention floor, while the other handled business back at the office. . . . John Frantz, scale man from Blue Island, Ill., spent much time in the Sparks Specialty booth. Firm has headquarters in Superior, Wis., and handled the Frantz line and also coin-operated pool tables.

Detroit also was well represented at the convention. Among those in attendance were Mr. and Mrs. Fred Chopan, Dale Sveve and Fred Lemke, Fred Chopan was in an address representative of the Detroit Shuffleboard Association. He is DSA executive secretary. . . . Over at Exhibit Supply's booth there was plenty of interest each day. The Big Bronco Horse and Jet Gun were the main items of attraction, but their cowgirl, Joanne Jones, also had plenty of eye appeal.

Among the many distributors at the show were Lou Wolcher, San Francisco; Leo Weinberger, Louisville; Al Stern, World Wide, Chicago; Sam Taran, Miami; Vince Shay and Gil Kitt, who recently got the Evans line in Illinois and Indiana; Wally Finke and Joe Kline, First Distributors, Chicago; Si Lazar, Pittsburgh; Al Rodstein, Philadelphia; Irv Blumenthal, Baltimore, and Mike Spagnola, Automatic Distributors, Chicago.

Johnny Casola, Herb Oettinger, Billy De Selm and Joe Cuss were on the welcoming committee at the United suite. . . . Howard Preisel, whose firm makes the Buckingham fountain drink machine, was busy passing out orange juice from morning till night. Another was Helmeo, Inc., which gave away beef and barbecue sandwiches to all conventioners. Among those on duty in this booth was Ben Friedman, who has a lot of experience in the market hot sandwich field. The Helmeo unit makes a pocket for the barbecued meat while toasting to a desired temperature. It was one of the units to receive high praise from visiting operators.

Mr. and Mrs. Henry C. Lemke, Lemke Coin Machine Company, Detroit, made the convention the occasion for their 33d honeymoon. Moving pictures were taken of Lemke astride a coin-operated horse and later were shown on a WGN-TV newsreel program.

MONTREAL, Feb. 9.—Continental Can Company of Canada, Ltd., has named J. S. Snelham chairman of its executive committee.

Snelham had been vice-president in charge of tin cans for parent firm, Continental Can Company in New York, until his retirement January 1.

# Convention Notes

Continued from page 75

from a business standpoint.

Music men seen at the Coin Machine Institute Convention: Gil Kitt and Victor, newly appointed H. C. Evans' distributors for Illinois and Indiana, at the Empire Coin Machine Exchange exhibit. Kitt has been sole owner of Empire Coin since last April.

Empire's exhibit included a working model of the new Evans 45 rpm. selection Jubilee which Kitt and Shay will distribute.

Harold Klein, manager of Mayflower Distributing Company, Omaha, and Irving Goff, operator of Goff Music Company, Madison, Wis. Goff reported getting lost in last week-end's Midwest fog while fishing on Lake Mendota near his home.

Norman Ceske, of Sioux Falls, and Mike Imig, of Yankton, representing the South Dakota Phonograph Operators' Association, looked over some of the premium exhibits and reported going thru considerable hazardous ice and fog on their drive to Chicago.

Eugene C. Smith of the Automatic Phonograph Company, Ottawa, Ill., a field representative for AMI, Smith, in for one day, reported the music business good in his area.

Harold Saul and Carl Christianson of Cowen Distributing Company, Chicago, Wurlitzer distributors, making the rounds with Gary Sincisz, field representative for Wurlitzer.

Johnnie Hammond, Midwest division manager for Permo, Inc., reported that a trend toward replacement needs was very strong.

Tod Barutio, of Todd Music Company, St. Louis, and his associate La Vaughn Guill, Barutio is one of the largest music and games operators in St. Louis County. He reported considerable concern over rising costs and the necessity for conversion to dime play.

Enjoying the hospitality of United Manufacturing Company, of Chicago, were a New England contingent of Charles M. Suesens, Redd Distributing Company, Allston, Mass.; Paul Farnham, of Poole Company, and treasurer of Connecticut State Coin Association, and Paul Rechtschafer, of Reliable Coin Machine Company, Hartford, Conn. Redd is the newly appointed New England distributor for AMI. All were full of conversation on the problems of dealing with location owners.

Others viewing exhibitors were Otto Flamma, of the Blackhawk Music Company, Starling, Ill.; Harold Lieberman, Lieberman Music Company, Minneapolis; Mr. and Mrs. E. W. Gilbert, Bloomington, Ill.; Earl Fiedler, Rantoul, Ill.; and Ev Rainey, Macomb, Ill.

Atlas Music Company, Chicago distributors for Seeburg, was represented by Harold Schwarz, sales manager; Phil Moss, Des Moines manager; and Ed H. Hirschberg, owners of Atlas, and Lou Hoffman, sales representative from Pittsburgh.

Hoffman reported that the music business was going smoothly in Pittsburgh, and Schwarz and Moss were full of plans for Atlas' service school for Iowa operators.

Harold Moherway, operator of the Marquette Music Company, Chicago, described what he called the drop-off in tavern trade and corresponding loss of revenue for operators because of rising costs. He said that business had fallen off so much several large West Side night clubs are closing on Sundays.

Ray Stephenson, of Atlas Vendors Company, music and games concern in Peoria, Ill., chatting with Atlas' Chicago company officials while resting from the tiring pace of the convention.

George Oxley, of Oxley Novelty

Company, Marion, Ia., and George Alberts, of the Alberts Music Company, Cedar Rapids, Ia., said operators in the Corn State are caught between rising costs and nickel play and stressed the necessity for conversion to dime play.

Alberts' partner, Gene Haddy, was unable to attend the convention and stayed home to keep the business going.

Other operators at the convention: Mr. and Mrs. Junior Kramer, Ottumwa, Ia.; C. R. McKee, Grand Island, Neb., owner of Macks Music Service and a director of the Nebraska Operators Association; Charles E. Novak, Cedar Rapids, Ia., owner of the Novak Amusement Company and president and treasurer of the Iowa Operators Association; Al Evans and Carl Zimmer, of the Zinc Corporation, South Bend, Ind.

Chicago operators included Gob Gazzo, of ABC Music Service Company; Andy Comens; Bob Linsford, newly elected director of the Chicago Operators Association, and Andy Hesch.

Other out-of-town operators were Al Cooms, Evansville, Ind.; Bill Jensen, Princeton, Ill., and Mr. and Mrs. Harold Johnson, Rock Island, Ill.

The number of horse gags pulled on the exhibition floor and at company suites in the Hotel Sherman had everybody hopping for three days.

Henry Miele, manager of the Williamsport Amusement Company, Williamsport, Pa., is completing his 18th year in the trade. Like many another coinman, Miele started out as a part-time operator of pins in cramped quarters and eventually, after expanding his routes several times, became a jobber and a distributor.

Two companies, which nobody would have believed would be important to a coin machine show a year ago, were Bona Allen, Inc., Buford, Ga., and Sims Collar & Leather Company, Inc., Chattanooga, both are saddle makers. Bona Allen, represented by Bona and Stanley Allen, had an exhibit on the floor. The Sims Company was represented by Fletcher Sims.

Robert J. Parr, Wonder Horse Company, Pascagoula, Miss., got into the act at the closing banquet. Emcee Joe Wallace got Parr and three other conventioners to help in an "Amey" and "Andy" routine, which drew a big hand. . . . Ed Heath, Macon, Ga., seemed to be transacting a lot of business with Herb Perkins, Purveyor Shuffleboard Company. The Purveyor booth had an automatic bubble machine which drew a lot of special attention. Tom McNeill got Perkins in a good mood one hour after the show opened by selling a big order of shuffleboards and premiums.

Among the Minnesota arrivals Monday (4) night were Bob Wendland and Irv Lindholm, Automatic Games, St. Paul-Minneapolis, and Tom Crosby, Faribault, Minn. Crosby, who looked much recovered from his illness of last year, still has to take it easy for awhile. All three dropped in for a first look at the new Evans line at the Morrison and were optimistic about the appearance and tune of the new boxes.

Gerald D. Allen, Golf Unlimited, Denver, was gratified by the response at the show to his electric golf machine despite the lack of space to demonstrate it. Among the South Dakota operators attending the show were Mike Imig, Yankton; Norman Gefke, Harold Scott, Moberge, and Ted Salvesson, Huron. Salvesson is in the Army, stationed at Fort Carson, Colo., but was in town on a special mission and took a fast look at the convention exhibits. While he completes his

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VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vends two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab 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 3 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

# Output? Demand Heavy

Continued from page 75

Fred Rafanello and Hubert Giopen.  
 Buccaroo Manufacturing Company, Los Angeles; Jack Simon and Abe Chapman.  
 Capitol Projector Corporation, New York; Sam Goldsmith, Leo Willens.  
 Conat Sales Company, New York; Nat Cohen.  
 Exhibit Supply Company, Chicago; Ford Sebastian and Earl Palmer.  
 King Amusement Company, Mount Clemens, Mich.; W. O. King and William Barkoot.  
 Memphis Metal Manufacturing Company, Memphis; Clarence Camp, W. B. Mason and C. T.

Small.  
 Merry-Go-Round Sales, Inc., Philadelphia; Dave Goldstein, Sam Kohn, Sam Rabinowitz, James Parker and R. A. Smith.  
 Royal Engineering Company, Inglewood, Calif.; Al Skluth.  
 Wonder Horse Company, Pascagoula, Miss.; J. H. Terresson.  
 W. Gautier and Robert J. Parr.  
 Other firms showing mechanical horses in their booths were Mike Muvves Corporation, New York; Atlas Music Company, Empire Coin Machine Exchange, World Wide Distributors and First Distributors, all Chicago. Each of these companies displayed Exhibit Supply's Big Bronco.

# 67 Firms Exhibit

Continued from page 75

spring. Hence the operators, especially those far removed from Chicago factories, were anxious to discover when the diminished output program would cut into their regular purchases.  
 As usual in such a short time everything they learned at the convention on this score was not conclusive. However, operators did find their own hesitant buying program of the past few months had had a profound effect on production schedules. Whereas before distributors could automatically order a large quantity of a game from the major plants after viewing the merits of a new model, now the distributor is forced to wait until the operators have made their final orders and then project their own game requirements.

## Some Get Left

This turnabout has forced some manufacturers to have two and three games on the assembly line simultaneously on limited runs so that production workers can be steadily busy. Thus it is becoming fairly common for operators to miss out on a re-order of a hot game because the new unit goes out of production so quickly. There have been even a few recent instances, operators stated, where they missed out on a new game entirely because the new model was out but a couple of weeks.

The banquet officially closing the convention Wednesday (8) night featured a floorshow booked by L. N. Fleckles & Associates. On the program were the Four Wades, Pinky Tracy, Five White Gals, Yonell, and Aaron and Broderick. Joe Wallace emceed. Hal Munroe and his band accompanied the acts and also provided dancing music afterward.

## Conn. Cig Tax Returns

BRIDGEPORT, Conn. Feb. 9.—State Tax Commissioner William F. Connelly this week released cigarette tax figures which showed stamp sales for the past seven months ended January 31 at \$5,167,522, a rise of \$241,895 or about 5 per cent over comparative months of the previous year. January cigarette revenue dropped off some \$21,000 from the same month in 1951.

## New Candy Group Exec

CHICAGO, Feb. 9.—Paul A. Snyder, traffic manager of The Cracker Jack Company, was elected chairman of the Manufacturing Confectioners' Traffic Conference of the United States at its annual meeting. He succeeds Ray V. Harron of General Foods Corporation.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of both waxes, only the single machine price is listed. Any price obviously dependent on condition of the equipment, age, line or location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 9	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19
ABC (United).....	\$295.00(2)	\$295.00(2)	\$295.00	\$295.00
Admiral Bait (Greek)	39.50 69.50	39.50 69.50	39.50 69.50	39.50(2) 69.50
All Bait (Gottlieb)	49.50	49.50	49.50	49.50
Alize in Wonderland (Gottlieb)	39.50	39.50	39.50	39.50
Alize (United)	49.50 69.00	49.50 69.00	49.50 69.00	49.50 79.00
Alize (United)	89.50	89.50	89.50	89.50
Arizona (United).....	89.50 109.00	89.50 109.00	89.50 109.00	50.00 89.50
Arizona (United)	49.50	49.50	49.50	99.50 135.00
Ballerina (Bally).....	49.50	27.50 49.50	27.50 49.50	27.50 40.00
Ball (Exhibit)	24.50 39.00	18.00 24.50	21.50 39.00	40.00 49.50
Ball (Exhibit)	49.50	39.00 49.50	49.50	49.50
Ban-a-Ball (Gottlieb)	89.50 119.50	89.50 119.50	89.50 119.50	65.00 89.50
Ban-a-Ball (Gottlieb)				119.50
Barracuda Bill (Gottlieb)	49.00	49.00	49.00	49.00
Basketball (Gottlieb)	134.50	134.50	134.50	70.00 134.50
Basketball Champ (Gottlieb)	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00
Big Boy (Exhibit)	114.50	114.50	114.50	114.50
Big Boy (Exhibit)	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00
Big Top (Gottlieb)	42.50 65.00	42.50 65.00	42.50 79.50	30.00 44.50
Big Top (Gottlieb)	79.50	79.50	79.50	60.00 79.50
Black Bull (Gottlieb)	69.50	69.50	69.50	69.50
Black Bull (Gottlieb)	69.50	69.50	69.50	69.50
Black Bull (Gottlieb)	51.50	51.50	51.50	28.00 54.50
Black Bull (Gottlieb)	124.50	124.50	124.50	120.00 124.50
Black Bull (Gottlieb)	34.50	34.50	34.50	34.50
Black Bull (Gottlieb)	69.50 79.50	79.50 89.50	79.50 89.50	79.50
Black Bull (Gottlieb)	89.50	89.50	89.50	79.50
Black Bull (Gottlieb)	365.00 395.00	375.00 375.00	325.00 355.00	355.00 365.00
Black Bull (Gottlieb)				375.00
Bright Spot (Bally).....	44.50			35.00 69.50
Buccaroo (Gottlieb)				45.00
Buffalo Bill (Gottlieb)	79.50	79.50(2)	79.50	79.50
Bull (Exhibit)	69.50(2)	69.50 85.00	69.50 85.00	69.50 75.00
Bull (Exhibit)				85.00
Campana (Exhibit)	114.50	114.50	114.50	114.50
Campana (Exhibit)	99.00 139.50	99.00 139.50	99.00 139.50	95.00 114.50
Campana (Exhibit)				114.50
Carnival (Bally)	42.50 48.50	42.50 49.50	42.50 49.50	42.50 49.50
Caroline (United)	55.00	55.00	55.00	55.00
Carnival (Bally)	29.50(2)	29.50 39.50	29.50 39.50	29.50 39.50
Catalina (Chicago Coin)	60.00 69.50(2)	69.50(2) 85.00	60.00 69.50(2)	69.50 79.50
Champion (Bally)	85.00 99.50	85.00 99.50	85.00 99.50	85.00 99.50
Champion (Bally)	99.50(3) 159.50	159.50	99.50(2) 159.50	159.50
Champion (Chicago Coin)	72.50	39.00 39.50	39.50 45.00	39.50 40.00
Champion (Gottlieb)	49.50	45.00 49.50	49.50	45.00 49.50
Champion (Gottlieb)	40.00(2) 50.00	40.00 52.00	40.00 49.50(2)	49.50 69.00
Champion (Gottlieb)	74.50(2) 85.00	64.50 74.50(2)	50.00 64.50	65.00 74.50
Champion (Gottlieb)	95.50 134.50	95.00 134.50	74.50(2) 85.00	85.00 134.50
Champion (Gottlieb)				134.50
College Daze (Gottlieb).....	89.50 109.50	89.50 109.50	89.50 109.50	109.50
College Daze (Gottlieb)				45.00
College Daze (Gottlieb)	175.00	175.00	175.00	325.00
College Daze (Gottlieb)	45.00	24.50 45.00	24.50 45.00	24.50 50.00
College Daze (Gottlieb)	29.50	45.00	29.50 45.00	29.50 50.00
College Daze (Gottlieb)	175.00	175.00	175.00	175.00
College Daze (Gottlieb)	39.00	19.50 64.00	49.50 69.00	40.00 69.50
College Daze (Gottlieb)	69.50	79.50	79.50	79.50
College Daze (Gottlieb)	119.50	99.50 119.50	119.50	119.50
College Daze (Gottlieb)	39.50 45.00	39.50 45.00	39.50 45.00	39.50
College Daze (Gottlieb)	110.00 164.50	164.50	164.50	164.50
College Daze (Gottlieb)	89.00 94.50	89.00 94.50	89.00 94.50	89.00 94.50
College Daze (Gottlieb)	100.00	100.00	100.00	100.00
College Daze (Gottlieb)	124.50	99.50 124.50	124.50	124.50
College Daze (Gottlieb)	49.50 74.50	49.50 74.50	49.50 74.50	49.50 65.00
College Daze (Gottlieb)	89.50 139.50	89.50 139.50	89.50 139.50	85.00 115.00
College Daze (Gottlieb)	175.00 195.00	175.00 265.00	160.00	175.00 265.00
College Daze (Gottlieb)	225.00 279.00	279.00 295.00	279.00	279.00
College Daze (Gottlieb)				250.00 265.00
College Daze (Gottlieb)				265.00 279.00
College Daze (Gottlieb)	49.50	49.50(2)	49.50(2)	25.00 49.50(2)
College Daze (Gottlieb)				54.50 60.00
College Daze (Gottlieb)	129.00	100.00 129.00	129.00 129.50	129.00 129.50
College Daze (Gottlieb)	129.50(2)	129.50	129.50	129.50
College Daze (Gottlieb)	59.50 64.50	64.50 75.00	64.50 75.00	40.00 64.50
College Daze (Gottlieb)				75.00(2)
College Daze (Gottlieb)	100.00	100.00	100.00	100.00
College Daze (Gottlieb)	114.50	114.50	114.50	114.50
College Daze (Gottlieb)	144.50	99.50 144.50	144.50	144.50
College Daze (Gottlieb)	119.50	79.50 119.50	79.50 119.50	79.50
College Daze (Gottlieb)	39.50 45.00	39.50 45.00	39.50 45.00	39.50
College Daze (Gottlieb)	35.00 39.50	39.50 44.50	39.50(2) 50.00	65.00 64.50
College Daze (Gottlieb)	44.50 64.50	64.50 65.00	64.50 65.00	64.50
College Daze (Gottlieb)	65.00 84.50	84.50	84.50	84.50
College Daze (Gottlieb)				40.00
College Daze (Gottlieb)	69.50	39.00	69.50	55.00
College Daze (Gottlieb)	90.00 115.00	115.00 129.50	115.00 129.50	69.50 129.50
College Daze (Gottlieb)				129.50
College Daze (Gottlieb)	20.00	20.00	20.00	20.00
College Daze (Gottlieb)	275.00	275.00	275.00	275.00
College Daze (Gottlieb)	129.50 135.00	129.50 135.00	129.50 135.00	129.50
College Daze (Gottlieb)	29.50	29.50	29.50	29.50
College Daze (Gottlieb)	42.50 69.50	42.50 69.50	42.50	42.50
College Daze (Gottlieb)	129.50	58.00 124.50	129.50	129.50
College Daze (Gottlieb)	29.50	29.50	29.50	29.50 50.00
College Daze (Gottlieb)	34.50	34.50	34.50	34.50
College Daze (Gottlieb)	49.50	49.50	49.50	49.50
College Daze (Gottlieb)	295.00	295.00	295.00 325.00	255.00 325.00
College Daze (Gottlieb)	30.00 35.00	35.00 39.50	35.00 39.50	39.50 50.00
College Daze (Gottlieb)	50.00 54.50	58.00 64.50	50.00(2) 54.50	54.50 64.50
College Daze (Gottlieb)				64.50
College Daze (Gottlieb)	145.00	145.00	145.00	139.00
College Daze (Gottlieb)	119.50	119.50	119.50	119.50
College Daze (Gottlieb)				44.50
College Daze (Gottlieb)	35.00 39.50	35.00 49.00	35.00 44.50	39.50 54.50
College Daze (Gottlieb)	49.50 54.50	54.50 65.00	54.50 65.00	54.50
College Daze (Gottlieb)	79.50	79.50	79.50	79.50
College Daze (Gottlieb)	75.00	89.50 110.00	89.50 110.00	60.00 75.00
College Daze (Gottlieb)				89.50 110.00

### MAKE YOUR SELECTION FROM DAVIS GUARANTEED RELIABLE PHONOGRAPHS

**THE FAMOUS DAVIS 6 POINT GUARANTEE**

- Mechanism Overhauled
- Warm Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed Professionally
- Cabinet Refinished

**SEEBURG**

148-ML .....\$289

147-M .....159

146-M .....159

H148M Midway .....219

H246M Midway .....179

H146M Midway .....159

**WURLITZER**

1080 .....\$189

1015 .....189

**AIREON**

500 Coronet With Tenor .....\$159

**ROCK-OLA**

1424 .....\$159

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

<b>SEEBURG</b>	<b>WURLITZER</b>	<b>ROCK-OLA</b>
1941 R.C. Special .....\$59	750 .....\$89	1422 .....\$99
Envy .....59	780 .....79	Playmaster .....60
Highnote .....59	850 .....79	Commander .....\$39
Colonel .....49	500 .....49	Empress .....39
Major .....49	600K .....49	<b>AIREON</b>
Classic .....49	600B .....49	Deluxe '46 .....\$49
Regal .....49	Victor .....39	400 Coronet .....79
Gem .....49		<b>PACKARD</b>
		Manhattan 76 .....\$89

**SOLO-TONE UNIT, 18 BOXES, BARGAIN WRITE**

### WALL BOX SPECIALS

Seeburg W1-156, Sr. Wireless, Refinished .....\$12.50
Seeburg SW2-156, Sr. 2 Wire, Refinished .....15.00
Seeburg W4-158, Sr. 10r, 25g. Wireless, Refinished .....17.00
Seeburg BWS-156, Sr. 10r, 25g. 2 Wire, Refinished .....39.50
Wurlitzer 3020, Sr. 10r, 25g. Reconditioned .....37.50
Packard Pla-Max, Sr. Reconditioned .....9.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

## DAVIS DISTRIBUTING CORP.

SEEBURG Factory Distributors

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BRANCHES IN BUFFALO • ROCHESTER • ALBANY

# ... your best deal for Shuffleboards and Supplies

You make no mistake when you deal direct with AMERICAN for ALL your needs in the shuffleboard line. Whether it be brand-new 1952 American Shuffleboards, or waxes, weights and accessories, American products are now, as always, "The World's Finest." Inquire about our special volume-order plan.

**MAGIC GLAZE**

Three-minute wax job! Eliminates 50% of surface friction. Prolongs life of playing field, keeps use of powdered waxes to a minimum.

**SPARKLER WEIGHTS**

Revolutionary improvement over old weights—in durability, speed, visibility and permanent attractiveness. Packed in sets of eight.



**AMERICAN POWDERED WAXES**

Either American Shuffleboard Wax or American Speed Powder are ideal for operator use. Made to exclusive formulas, they are the most popular waxes now on the market. Longest lasting and smoothest of all!



Brand new American, fresh from factory, available in 18, 20, 22 ft. lengths. Immediate delivery also on 12 ft. Cushion model. Inquire about our special plan for operators.

**SEND FOR FREE CATALOGUE**



**AMERICAN SHUFFLEBOARD COMPANY**

210 PATERSON PLANK ROAD, UNION CITY, NEW JERSEY

Tunesmiths Sound

Continued from page 80

of business; (2) remain in business, but just as was the case with the radio industry, be compelled to organize their own publishing set-up, which would be tax-free to the juke boxes; (3) do business with ASCAP and other performing rights organizations on the blanket license basis.

"1. If the juke box operators were to go out of business, this would most certainly work to the disadvantage of ASCAP, radio, the songwriter, the publisher and the music industry in general.

"2. If the juke box industry created its own publishing tax-free organization, similar to the one that the radio industry formed when ASCAP's demands became prohibitive against radio, this would be detrimental to both ASCAP and the radio industry, as well as to songwriters.

"3. If the practical effects of this bill would be that juke box operators entered into a blanket license agreement with ASCAP or other performing rights organizations, this would be most detrimental to the average songwriter.

"As a publisher member of ASCAP I have found it impossible to obtain any itemized statement as to the amount of monies paid

to associate members and, in my particular case, I have written as recently as January 2, 1952, demanding this information, and have received a reply dated January 4, 1952, from ASCAP's general counsel, Herman Finkelstein, denying this information to me.

"The passage of this proposed legislation would result in a few wealthy publishers receiving the bulk of the money received and would not benefit the average publisher member or writer-member of ASCAP to any appreciable extent whatsoever."

Gloria Parker, testifying against the bill, said it would "destroy the juke box industry as we know it today."

"The juke box," she said, "is, in my considered judgment, the strongest single medium for the creation of a hit song. It is more important than the disk jockey, radio, television or the playing of a song by the various name bands thruout the country. The juke box, therefore, is available to any young songwriter who publishes a song that has merit, and the returns received by the songwriter when a song is recorded and played in a juke box, which a songwriter is entitled to under his mechanical royalty of 2 cents for each composition, is a far larger sum than he could receive from his distributive share from a collecting agency like ASCAP."

All Denver Voices

Continued from page 80

and record sales, and increased royalties and other revenue to authors, composers and publishers.

"Juke boxes" he said, "play a great role in our musical life, bringing music to the people where they want it. For America is a singing and dancing land and the coin machine helps us spread our own vast musical culture."

"From comments made by record companies, we are told that the automatic phonographs are the most impressive means of record exploitation, for composers, artists and performers requested my assistance in placing their records in the juke boxes, realizing the great importance and value of the juke box. Quite often a number of records are distributed free of charge to the operators by the artists in order to popularize their recordings."

WANTED TO BUY MUTOSCOPE VOICE-O-GRAPH METAL CABINET BEST CONDITION and Lowest Price. Playland Amusement 129 W. 125th St. New York 27, N. Y. MONUMENT 3-7758

Table with 4 columns: Issue of Feb. 9, Issue of Feb. 16, Issue of Feb. 23, Issue of Feb. 30. Lists various artists and their earnings.

THUNDERBOLT WINS CONVENTION RACE!



This HORSE FACTORY RECONDITIONED Absolutely FREE Once Every Year for 5 Years

CHICAGO, Feb. 6.—Thunderbolt, with hard-driving Sam Kohn in the saddle, won "going away" the three-day race for "business done" staged at the Hotel Sherman Convention Hall here during the course of the Coin Machine Industries Convention. In an 11-horse field, Kohn's Thunderbolt was ahead from the opening gun to the windup. Crowds that gathered at the booth saw Kohn prove why this sensational mechanical pony is sought for steady action and steadier profits. Attired fittingly in a striking blue and cream cowboy outfit, complete with 10 gallon Stetson, Kohn demonstrated the ruggedness of Thunderbolt by picking the horse up one foot in the air and dropping it while still in operation and by putting it thru its other paces every hour the convention hall was open. Demonstration after demonstration proved the quality of the product that has made Merry-Go-Round Sales products synonymous with trouble-free operation. Kohn's order book filled, with signatures of coinmen, was proof of the victory Thunderbolt won. Also vying with Thunderbolt for honors at the Roc-A-Ride Sales Booth was the sensational Lun-A-Ride "Rocket Patrol" space ship. The realistic dashboard, the miniature radar screen, turn and bank indicators, oil pressure and fuel gauges... the plexiglas nose that lights up when the death-dealing "ray" shoots out when the trigger of the space gun is pressed... the realistic rocket tubes that light up to simulate actual rockets being fired... all these features convinced veteran coin machine distributors and operators that this is the perfect companion piece for the Thunderbolt... a ride that's a red-hot dime-snatcher that will fire kids' imagination like Captain Video and Space Cadet. Sam Kohn urges coinmen who haven't yet got full details on Thunderbolt and Lun-A-Ride to write today to Roc-A-Ride Sales, the exclusive factory distributors for these products, at 1507 N. 33rd St., Philadelphia 21, Pa.

GIVE TO DAMON RUNYON CANCER FUND

## Jukes "Poor Man's Opera"

Continued from page 80

position today? Or would they have any better right to tax the use of that coin-operated machine?"

### Increased Costs

Pointing out that authors and composers are now receiving revenue, "in excess of \$2,000,000 per year from our industry," McKelvey

stressed the increased costs burdening the industry, altho the public "still buys its music for 5 cents per selection—the same price paid 10 years ago." "It is obvious," he added, "that the coin-operated phonograph industry is not contributing to the deadly inflation which prevails today in almost all

phases of our lives."

McKelvey reminded the committee that "the coin-operated phonograph provides entertainment and recreation for the 'masses' thru the media of restaurants, drugstores, taverns, drive-ins, hamburger stands, diners, bus stations, candy shops and air terminals." He added that "it is the operator against whom this proposed legislation is directed that must supply all these services."

This same theme was emphasized by Roloff in his testimony. He said that "without the creative genius of our inventors and engineers, and without the initiative and energies of our organizations, without investment and risk of our capital, the artists and composers would not be receiving the substantial royalties they now receive for the sale of recordings of their works, nor would they receive the collateral benefits which result from their popularization by the juke box."

Roloff estimated that the operators' share in the amounts deposited in juke boxes totals about \$128 million a year. This represents the gross receipts from about 10,000 businessmen operating about 400,000 phonographs, and who buy about 50 million disks a year, he said.

In opposing the bill, Blalock emphasized to the committee that he believed "the coin-operated music machine operator pays more, in the way of licenses, personal property tax, royalties on the records he is presently buying, and various other taxes, per dollar income, than any other business I know of."

Blalock also pointed out that "operators in the South have special problems of their own." He explained that "usually their machines are more widely scattered and they have to travel greater distances to service them." In addition, he said, "their machines deteriorate more rapidly in many cases because the buildings in which the machines are located do not properly protect them from moisture and dampness."

La Beau told the committee that the Bryson-Kefauver Bill "has already hurt my business." He said: "Operators throughout my area are holding back in purchasing music machines."

## Ackerman Raps

Continued from page 80

penditure made necessary by the passage of this bill.

"The neighborhood restaurants, taverns and ice cream parlors, the medium thru which the middle class hear grand opera and hit tunes, would be the primary business affected by the passage of the Bryson Bill. I am sure that this committee is cognizant of the fact that a great segment of the popula-

## Top Composers Vigorous

Continued from page 80

mand for it and "naturally operate for purposes of profit." He declared that juke box operators should not be put "in a favored class."

### Writers Small Too

In answer to an argument by juke box operators that they are small businessmen, Carmichael said: "Most songwriters are small writers, too." He said the writer starts from scratch, does not know whether his work will succeed or fail, and is "an eager beaver running his legs off contacting publishers, artists and record companies." As to juke box operators' arguments that the necessary accounting records would impose a hardship, Carmichael said:

"Have they ever considered the hardship to an author who is charged with the necessity of investigating the public performances for profit of his works in the many thousands of places where such performances take place simultaneously thruout the United States?"

He lauded ASCAP for performing this service, and that part of the royalties are therefore earmarked to support that service, which, he said, serves as a convenience to everybody.

"We must use our own resources at all times to protect our copyrights and, for all practical purposes, have only a civil remedy against those who would wrongfully use our properties."

Carmichael said that merely because songwriters have income from sources other than the public performance for profit does not justify juke operators getting a free ride.

In answer to juke box industry arguments that its members contribute to the present 2-cent mechanical royalty, Carmichael said: "The best proof that this is not so is that when the juke box operator is thru with the record he sells it for an amount ranging from 15 to 20 cents. We do not receive any additional royalty when that record is resold, nor do we ask for any."

Miss Dee recounted to the subcommittee the ordeal of writing a song and nursing it thru to hit-tune proportions. She said she relies on the federal copyright law to protect her works, altho "limiting her performing rights as a songwriter to public performances which are given for profit. She said the juke box exemption

tion of this country depends upon music boxes for its sole source of entertainment. Not everyone is able to witness symphonies at the source. Consequently, if they have this taste for music, their only opportunity to hear these great artists is thru the medium of a music box. The little man, the ordinary worker, will be the one most affected by the passage of the Bryson Bill.

"Further, I should like to point out to this committee that the statistics of the police departments of various communities will attest to the fact that wherever sufficient music boxes are located there is less juvenile delinquency and less drinking of alcoholic beverages by juveniles. I should also like to point out that in small towns thruout Michigan, our operators place a great many boxes in community, veteran, church and charitable institutions and locations. The effect of this has been to provide a healthy recreational atmosphere for the young people and which keeps them away from places where liquor is served."

"Just recently, individual members of the Michigan Automatic Phonograph Owners' Association, Inc., contributed music boxes to the Percy Jones General Hospital, and in addition, contributed the records and are servicing the machines and delivering records for the benefit and pleasure of the wounded veterans at the hospital. The automatic music industry, thru its members, has contributed constructively thruout the United States by the presentation of music machines in several communities to combat juvenile delinquency and aid in the rehabilitation of wounded veterans."

"I do not wish to burden this committee with a long statement, but do hope that you will examine this bill very closely and note the many defects and impossible conditions which are contained in it. It would be virtually impossible for operators to comply with the language of the law as it now stands or of any law of similar effect."

from royalty payments was written into the 1908 Copyright Act while the coin-operated juke box was still a novelty.

"The reason we are here," she said, "is because the coin-operated machine industry of the present day is one of the greatest commercial users of our musical works. The machine is no longer a novelty. In 1909, if anyone wanted to dance in public or have music with his food in public, the musical entertainment was furnished by living musicians, with rare exceptions. Today most music which is furnished for this purpose is by means of juke boxes or other means of reproducing music mechanically."

"If the means used do not include the insertion of a coin, the performance is one for which our conscience is necessarily aroused. Now that the juke box industry has assumed such large proportions and involves so many millions of dollars, I think it is only fair that it should be placed on a par with public performances which are given for profit by radio stations, by mechanical means other than juke boxes, and by living performers. All we ask is that Congress having given us the right of public performance for profit, that right should cover all performances that are in fact public and for profit, which would include performances by means of juke boxes."

"The exemption for juke box operators is given to them at the expense of the author. We readily acquiesce in an exemption for churches, schools, army camps and all other places which do not operate for profit, but we cannot see on what basis the juke box operators can ask to be put in that class."

### Anderson Hits Boxes

"The juke box industry is not a philanthropic enterprise. It is run solely for the private gain of the people engaged in it. There is no reason why those commercial interests should be the statutory beneficiaries at the composers' expense. The juke box operators can hardly be said to be charities, institutions such as churches, hospitals and schools, which should be entitled to exemption because they are not in reality publicly performing the music for profit."

"Had the Congress in 1909 been able to foresee that the coin-operated machine industry would benefit a business reaping hundreds of millions of dollars annually. It is reasonable to suppose that the law enacted at the time would not have given special treatment to the juke box operator at our expense."

"The juke box operators claim that they are entitled to an exemption because they popularize music. My compositions, which are primarily orchestral in nature, are essentially concert works and therefore are ordinarily considered good juke box material. Yet when even these works have been made popular thru live performances and on the radio so that their commercial success is assured, they finally make an appearance in juke boxes."

"For example, 'Tara Pizzicato' was first performed by the Boston Pops Orchestra in 1937 and, after being played frequently by them for two seasons, it was published in 1939. It then became a popular number on concert programs. It was not even recorded until 1943. It has since been placed in juke boxes and continues there because it earns nickels for the operators, and not because they wish to popularize it."

"My composition, 'The Synopated Clock' was first performed by the Boston Pops Orchestra in 1945. It was published in 1946 and recorded in 1951. It became a juke box favorite because of public demand created over a period of five years. I believe that its permanent success will be due to its gradual development at the outset. Actually, improper exploitation may destroy the value of a work. I may mention my latest work, 'Blue Tango,' which is already appearing in best selling record lists, but as far as I know, has not yet appeared in juke boxes."

"So it has been my experience that the juke boxes do not popularize my music. But even if juke boxes should help to popularize a work, that ought not to give them a license to use it for their profit without payment. My publisher helps to popularize a song and invests a substantial sum in its promotion, yet he pays a royalty. Often he even loses money on some of his ventures."

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### GENUINE FORMICA PLAYFIELD

Make your OLD Shuffle Game NEW! Increase Play! Eliminate expensive repairing—easy decision—bring home a Genuinely NEW GAME in MINUTES. Available for United States—Four—Five—Six Player—CPL. Coin and Universal Receivers. The greatest innovation in Shuffle Games!

8" SIZE \$29.50

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### ACE COIN COUNTER

BRAND NEW  
New precision operating machine with motor and tubes. Coin counting unit—99¢. Pays for itself in weeks. Counts to 50, 100, 125. Patent over built. Weighs less than 8 lbs.

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# • 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 advertises the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 9	Issue of Jan. 23	Issue of Jan. 26	Issue of Jan. 19
ABC Bowler (Keeney).....	\$49.50 60.00	\$49.50 60.00	\$60.00 69.50	\$60.00 69.50
Ace Bowler (Chicago Coin).....	125.00	145.00	145.00	69.50
Bank Ball (Amusement).....	48.50 89.50	49.50 89.50	69.50 89.50	69.50 89.50
Baseball (Bally).....	99.00 119.50	99.00	99.00 119.50	99.00 130.00
Baseball (Genco).....	49.50	49.50	49.50	159.50
Big League Bowler (Keeney).....	275.00 285.00	285.00(2)	285.00	285.00
Big League Bowler (Keeney).....				310.00
Big League (Williams).....		89.00		
Box-a-Min (Universal).....	24.50 35.00	24.50 35.00	24.50 35.00	425.00
Box-a-Min (Universal).....	48.00 69.50	45.00(2) 69.50	35.00 45.00(2)	45.00 69.50
Box-a-Min (Genco).....				69.50
Bowling Alley (Chicago Coin).....	45.00 49.00	45.00 49.00	45.00 49.50	34.50 35.00
Bowling Alley (Chicago Coin).....	49.00 49.50	55.00 69.50	55.00 79.50	45.00 69.50
Bowling Alley 2 Player (Chicago Coin).....	34.50	34.50	34.50	139.00
Bowling Champ (Keeney).....	135.00	135.00	135.00	135.00
Bowling Champ (Keeney).....				145.00
Bowling Classic (Chicago Coin).....	99.50 115.00	99.50 135.00	99.50 135.00	100.00 145.00
Bowling Classic (Chicago Coin).....	129.50 140.00	140.00	140.00	135.00 140.00
Bowling League (Genco).....	24.50 34.50	24.50 34.50	24.50 34.50	24.50 25.00
Bowling League (Genco).....	35.00 45.00	35.00 45.00	35.00 45.00	34.50 35.00
Box-a-Min (Keeney).....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Double Bowler (Keeney).....	75.00 115.00	75.00 115.00	75.00 99.50	75.00 110.00
Double Bowler (Keeney).....	129.00	135.00 145.00	115.00 135.00	125.00 130.00
Double Bowler (Keeney).....				149.50
Double Bowler (Keeney).....				135.00 169.50
Double Header (Williams).....	49.50 59.50	49.50 59.50	59.50 69.50	59.50(2) 69.50
Double Header (Williams).....	95.00(2)	75.00 95.00(2)	95.00 115.00	95.00(2)
Double Header (Williams).....	115.00 119.50	115.00 119.50	129.50	115.00 125.00
Double Shuffle Alley (United).....	74.50 75.00	75.00 79.50	74.50 75.00	50.00 75.00
Double Shuffle Alley Express (United).....	159.50	159.50	159.50	189.50
Double Shuffle Alley Express (United).....	135.00	135.00	135.00	135.00
Five Player Shuffle Alley (United).....	305.00 309.50	305.00 309.50	309.50 315.00	315.00(2)
Five Player Shuffle Alley (United).....	325.00	319.50 325.00	319.50 325.00	319.50 325.00
Five Player Shuffle Alley (United).....				335.00
Four Player Shuffle Alley (United).....	315.00	315.00	315.00	315.00
Four Player Shuffle Alley (United).....				315.00
Four Player Shuffle Alley (United).....	275.00(2)	275.00 285.00	275.00 285.00	275.00 285.00
Four Player Shuffle Alley (United).....	285.00 295.00	295.00	295.00	295.00
Four Player Shuffle Alley (United).....	29.00(2) 29.50	29.00(2) 29.50	29.00(2) 29.50	29.00 29.50
Four Player Shuffle Alley (United).....	30.00 39.50	30.00 39.50	30.00 39.50	30.00(2) 39.50
Hi Score Bowler (Universal).....	165.00 265.00	175.00 195.00	175.00	175.00
Hi Score Bowler (Universal).....	200.00 265.00	200.00 265.00	150.00 200.00	200.00 210.00
Hi Score Bowler (Universal).....	275.00	275.00	265.00 275.00	265.00 275.00
Hi Score Bowler (Universal).....	165.00 225.00	165.00 225.00	165.00 225.00	235.00(2)
Hi Score Bowler (Universal).....	229.50 235.00	235.00 245.00	235.00 245.00	245.00 255.00
Hi Score Bowler (Universal).....	245.00(2)	255.00(2)	255.00	255.00
Junior Bowler, 4 Player (Keeney).....	225.00 249.50	225.00(2)	225.00 249.50	225.00(2)
Junior Bowler, 4 Player (Keeney).....	250.00 269.50	249.50 250.00	250.00 275.00	249.50 250.00
Lucky Strike (Keeney).....	75.00	75.00	75.00	75.00
Lucky Strike (Keeney).....	24.50 35.00	24.50 35.00	24.50 35.00	24.50 35.00
Maple Leaf Bowler (Chicago Coin).....	159.50	159.50	179.00	179.50
Maple Leaf Bowler (Chicago Coin).....	24.50 25.00	24.50 25.00	24.50 25.00	24.50 25.00
Maple Leaf Bowler (Chicago Coin).....	29.00 29.50	29.00 29.50	29.00 29.50	29.00 29.50
Maple Leaf Bowler (Chicago Coin).....	34.50/p	34.50/p	34.50/p	34.50/p
Maple Leaf Bowler (Chicago Coin).....	39.00/p	39.00/p	39.50 55.00/p	39.00/p
Maple Leaf Bowler (Chicago Coin).....	39.50	39.50 55.00/p	59.50/p	39.50
Maple Leaf Bowler (Chicago Coin).....	55.00/p	59.50/p	59.50/p	59.50/p
Maple Leaf Bowler (Chicago Coin).....	59.50/p	59.50/p	59.50/p	59.50/p
Shuffle Alley Express, 2 Player (United).....	125.00	125.00	125.00	125.00
Shuffle Alley Express, 2 Player (United).....	169.00(2)	169.50(2)	169.50(2)	169.50(2)
Shuffle Alley Express, 2 Player (United).....	174.50	174.50	174.50	174.50
Shuffle Alley Express (United).....	45.00 49.80	45.00 49.50	45.00 49.50(2)	45.00 49.50
Shuffle Alley Express (United).....	49.50(2) 50.00	50.00 50.00	50.00 55.00	50.00(2) 55.00
Shuffle Alley Express (United).....	55.00 89.50	59.50 89.50	59.50 89.50	59.50 89.50
Shuffle Alley Express (United).....	69.50 129.50	69.50 129.50	74.50 129.50	74.50 129.50
Shuffle Alley 6 Player (Genco).....	350.00	350.00	350.00	350.00
Shuffle Baseball (Chicago Coin).....	65.00 95.00	65.00 95.00	65.00 95.00	65.00 95.00
Shuffle Bowl (Emale).....	24.50(2) 34.50	24.50(2) 34.50	24.50 39.50	24.50 39.50
Shuffle Bowl (Emale).....	35.00 45.00	35.00 45.00	34.50 35.00	34.50 35.00
Shuffle Bowl (Bally).....	49.50/p	49.50/p	45.00 49.50/p	45.00
Shuffle Champ (Bally).....	85.00(2)	85.00(2)	85.00(2) 89.50	85.00(2) 89.50
Shuffle Champ (Bally).....	59.50	59.50	59.50	59.50
Shuffle Lamp (Pack-Ola).....	30.00	30.00	30.00	30.00
Shuffle Lamp (Pack-Ola).....	34.50	34.50	34.50	34.50
Shuffle Lamp (Pack-Ola).....	169.50 229.00	169.50 229.00	229.00 229.50	229.00 229.50
Shuffle Slapper (United).....	99.50 108.00	99.50 100.00	75.00 99.50	100.00(2)
Shuffle Slapper (United).....	115.00	125.00	100.00 125.00	125.00
Shuffle Slapper (United).....	79.50	79.50	79.50	79.50
Shuffle Tee Stride (Genco).....	185.00 195.00	185.00 195.00	124.50 185.00	185.00 195.50
Shuffle Tee Stride (Genco).....	199.50(2)	199.50 215.00	199.50(2)	215.00 225.00
Shuffle Tee Stride (Genco).....	213.00	213.00	215.00 225.00	250.00
Shuffle Tee Stride (Genco).....				250.00
Shuffle Tee Stride (Genco).....	99.00 99.50	99.50 100.00	99.50 100.00	99.50 100.00
Shuffle Tee Stride (Genco).....	100.00	135.00	135.00	135.00
Shuffle Tee Stride (Genco).....	79.50 119.50	79.50 119.50	119.50 169.50	99.50 119.50
Shuffle Tee Stride (Genco).....	169.50	169.50	119.50 179.50	169.50
Shuffle Tee Stride (Genco).....	40.00 49.50(2)	69.50 85.00	49.50(2) 55.00	49.50(2) 50.00
Shuffle Tee Stride (Genco).....	55.00 59.00	59.00 69.00	59.00 69.00	55.00 69.00
Shuffle Tee Stride (Genco).....	69.50	69.50	69.50	69.50
Star Bowler (Genco).....	100.00	100.00	100.00	100.00
Star Bowler (Genco).....	65.00 100.00	65.00 100.00	65.00 100.00	65.00 100.00
Star Bowler (Genco).....	14.50 45.00	14.50 45.00	14.50 45.00	14.50 25.00
Star Bowler (Genco).....	49.50	49.50	49.50	49.50 69.50
Star Bowler (Genco).....	65.00/p	65.00/p	65.00/p	79.50/p
Star Bowler (Genco).....	79.50/p	79.50/p	79.50/p	89.50 99.50
Star Bowler (Genco).....	99.50 125.00(2)	99.50 125.00(2)	99.50 125.00(2)	100.00
Star Bowler (Genco).....	135.00	135.00	139.50 145.00	145.00
Tee Stride (Keeney).....	24.50 45.00	24.50 45.00	24.50 45.00	24.50 45.00
Tee Stride (Keeney).....	125.00 129.50	109.00 145.00	145.00 150.00	100.00(2)
Tee Stride (Keeney).....	150.00	150.00	145.00 150.00	145.00 150.00
Tee Stride (Keeney).....	34.50 49.50(2)	34.50 49.50(2)	34.50 49.50(2)	49.50 50.00
Tee Stride (Keeney).....	49.50(2) 64.50	65.00(2)	64.50 65.00(2)	50.00 65.00(2)
Tee Stride (Keeney).....	65.00	65.00	65.00	65.00
Tee Stride (Keeney).....	185.00	185.00	185.00	185.00
Tee Stride (Keeney).....				185.00
Tee Stride (Keeney).....	195.00 215.00	195.00 215.00	215.00 219.50	215.00 219.50
Tee Stride (Keeney).....	219.50 225.00	219.50 225.00	225.00	225.00
Tee Stride (Keeney).....	24.50(2) 25.00	24.50 25.00	24.50 25.00	24.50 25.00(2)
Tee Stride (Keeney).....	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
Tee Stride (Keeney).....	275.00	225.00 275.00	225.00 275.00	225.00 275.00

# Williams Bows 2-Player Game

CHICAGO, Feb. 9.—In addition to holding a first trade showing of two new games announced last week (The Billboard February 9), Williams Manufacturing Company introduced a third amusement game called Sweepstakes at the coin machine convention here Monday thru Wednesday (4-6).

A one or two-player game, Sweepstakes features stepped up action developed from a simulated six-horse race. It has a cabinet 5 feet wide and 2 3/4 feet deep. When one person plays, all selections other than those he is advancing by bumper hits automatically move and player must get his own selection across the finish line in correct order ahead of the horses which are moving automatically. Built for free-play action, Sweepstakes has a playfield with three sets of flippers, four kicker bumpers and several stretch rubber bumpers. All bumper hits move one or more selections along the race course. Play continues as long as selections come in order specified by scoreboard at the start of play. Other games exhibited by Williams were Horse Feathers, a straight novelty one or two-player game with a playfield similar to Sweepstakes, and 8-Ball, a novelty free-play game using pool as a theme.

# Show Armitage Fishing Sets

CHICAGO, Feb. 9.—Armitage Sales Company, dealers here in premium fishing tackle equipment, had its 1952 line, featuring two new kits, on display at the coin machine convention.

Dave Pastern, who heads the firm with his associate Midge Myers, described the new items as a 23-piece Goldenrod bait casting outfit and a 14-piece Sea-Lake outfit, both built around lightweight fiberglass rods. The latter set was designed for surf casting, which has proved popular on the West Coast.

The firm deals only in fishing tackle equipment, much of which is released thru coin machine distributors. All told it makes 12 sets, packaged in cardboard containers with cellophane windows for display purposes.

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CHICKEN SAM 75  
TWO STRIKE 75  
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NEW Bally SPOT LIGHT United BOLLER

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"Write It Up!" 125  
CANDY KING—New 25¢  
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DYNAMIC! Keeney's DELUXE LEAGUE BOWLER

NEW 6 PLAYERS Keeney LEAGUE BOWLER United DELUXE C.E. BOWLING ALLEY

RECONDITIONED Playing Fields Reurfaced

UNITED 3 PLAYER BOLLER 955  
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SHUFFLE EXPRESS 45  
SHUFFLE ALLEY 49

KEENEY BIG LEAGUE BOWLER 329  
LEAGUE BOWLER 245  
DOUBLE BOWLER 135  
BUCK BOWLER 125  
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SHUFFLE CHAMP 85  
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**BRAND NEW CLOSEOUTS!**  
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**SHUFFLE GAMES**  
 UNITED DELUXE 6-PLAYER SHUFFLE ALLEY  
 CHICAGO COIN & PLAYER BOWLING ALLEY  
 Formica Top, Installed on United and Chicago Shuffle Games—\$25.00 extra

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 NEW  
 United Bators  
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**BINGO TYPE**  
 Leader 1645.00  
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 Corner Islands, Bright Spots, Bright Lights, New Turf Kings, Late 5 Balls, 2 and 4 Player Shuffle Games, Bingo Ball

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 EXH. BIG BRONCHO  
 EXH. JET GUN  
 CHICAGO 4 PLAYER DERBY  
 WMS. HORSEFEATHERS

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 Double Feature 164.50  
 Spot Number 134.50  
 Med. Sn. Gdn. 199.50  
 21st Birthday 164.50  
 Georgia 164.50  
 Ship and Co. 134.50  
 Pin Bowling 139.50  
 Fighting Irish 119.50  
 Sweetheart 114.50  
 Basketball 124.50  
 King & Queen 129.50  
 Harriet's Time 119.50  
 Flying Saucers 129.50  
 Bomber 174.50

**CONVERSIONS**  
 Large Lighted Pin Conv. for Chi. & Univ. \$34.50  
 Keen Bowling Churn 168.00  
 United Flyaway Pin Conv. 29.50

**GENCO 6-PLAYER SHUFFLE TABLE**  
 Wms. 6-Player 225.00  
 United 6-Player 205.50  
 United 4-Player 79.50  
 UNITED TWIN REBOUND 225.00  
 United Twin Shuffle 275.00  
 U.S. Double 6-Player 225.00  
 4-Trap Scoring 175.50  
 United 6-Player 165.50  
 United 5-Player 165.50  
 2-Player 5-Player Express 249.50  
 United Single 5-Player 165.50  
 United S. A. Express 129.50  
 U.S. Double Shuffle Alley 79.50

**VENDERS**  
 SMOKE SHOP 612  
 CUSTOM 1349.00  
 Acorn Vender 12.00  
 New 89.50  
 Silver King 12.95  
 S.K. Hot Nut 29.95  
 N.W. 45.10  
 75.20  
 U-Check-It 49.50  
 Dr. Lows 1.50  
 N.W. Tab Gum 21.95  
 33 Ball Gum 7.50  
 18 Col. Unwads 7.50  
 8th. 55

**CIGARETTE VENDERS**  
 Factory Reb. 28¢, 1 King Size Col. Underpack, Med. 50¢, P. Col. 1128.00  
 Navy Royal, 6 Col. 75.00  
 National 928.9 Col. 120.00  
 Hudson's Crown, 11 Col. 100.00  
 Rose Pigeon, 8 Col. 145.00  
 Double Med. 95¢, 9 Col. 140.00

## These Machines Are Such Wonderful Buys They Are GOING FAST

NEW RECONDITIONED Ready for Location All Perfect REFUND IN 10 DAYS IF NOT SATISFIED

**ALLEYS**  
 CHI. COIN HORSE SHOE—NEW \$175.00  
 GENCO BASEBALL (Shuffle)—NEW 175.00  
 GENCO SHUFFLE TARGET—NEW 175.00  
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 C.C. Bowling Alley (7 Player) 614.50  
 Chi. Coin Classic 99.50  
 United Super Shuffle Alley 614.50  
 Beans Ten Strike (Shuffle Type) 79.50  
 Genco Bowling Alley (8 P., 16-17) 243.50  
 Genco Bowl-A-Lady, new 79.50  
 United Shuffle Alley (Old Type) 79.50  
 United Shoe Alley 114.50

**ARCADE and LOCATION**  
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 ADVANCE ROLL 49.50  
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 KENNY SUBMARINE 495.00  
 QUARTER BACK 51.50  
 CHI. COIN PLAY BALL—NEW \$49.50

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 MODEL A \$275.00  
 MODEL B 148.00  
 MODEL C 49.50  
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 GENVOY 539.50  
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 REE 34.50  
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 W. H. W. 149.50  
 56 Hiss-A-Way 129.50  
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 CMI-41-173 629.50  
 616 29.50  
 600 49.50  
 603K 49.50  
 604 29.50  
 750 29.50  
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Never Before in Pinball history, an engineering triumph like this!

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**ACTION** on the PLAYING FIELD

**EXTRA** Special Replays!

Replays Won on Back Rack as well as Playing Field!

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THE ONLY 5-BALL GAME WITH SIMULTANEOUS ACTION ON THE PLAYING FIELD & ON THE BACK RACK

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 We Carry All the Latest Games in Stock, including Genco, D.O.B.L.E., ACTION, CHI. COIN KING PIN, CHI. COIN SIX PLAYER SHUFFLE ALLEY (Formica Top).  
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3 1/2 x 7'

Patented features. Returns cue ball and scratch balls. Cue ball and other balls same size.

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### PHONOGRAPHS

Completely Reconditioned—Ready for Location

SEEBURG		WURLITZER	
148-M	\$325.00	1217 (48 Selection Nideaway)	Write
147-M	249.50	1250	\$449.50
147-M (Light)	259.50	1015	169.50
146-M	179.50	1080	159.50
N-146-M	159.50		
N-147-M	199.50	<b>AMI</b>	
N-148-M	229.50	Model "A"	\$299.50
		Model "C"	\$29.50
<b>ROCK-OLA</b>		Nideaway	395.00
1422	\$109.50		
<b>MILLS</b>		<b>PACKARD</b>	
Constellation	\$149.50	Manhattan	\$109.50

### BARGAINS IN WALL BOXES

SEEBURG		WURLITZER	
W4L56	\$35.00	3070	\$35.00
3W5L56	39.50	3025	9.95
W1L56	12.50	3045	9.95
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<b>AMI</b>			
5/10 Wall Box	\$32.50		
Steppers	35.00		

### EXTRA SPECIAL

SEEBURG SHOOT THE BEAR, \$299.50 (Like New)

Terms: 25% Certified Deposit, Balance C.O.D. All Items Subject to Prior Sale.

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COLUMBUS, OHIO      CINCINNATI, OHIO      INDIANAPOLIS, IND.  
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CORNER the big play—  
POCKET top earnings!

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PLAYFIELD AND BACKBOARD!

SEE—PLAY—BUY "8-Ball" AT  
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SHRIMP START ROUTE  
dipomatic collection, \$59.50  
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PROFIT STIMULATING  
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- NOT COIN OPERATED!
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Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregated  
Write for descriptive literature.

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SEE EVANS' CENTURY & JUBILEE AD ON PAGE 82

### PHONOGRAPHS

1422 Rock-Ola	9 97.50	Gottlieb Four Menemen	307.50
1426 Rock-Ola	129.50	EMMER Treasure Chest	19.50
1432 Rock-Ola	99.50	Bobby Sewanee	29.99
1437 Seeburg M	127.50	Garco Mrs. & Wain	29.50
1965 100 Record Seeburg, Late Mod.	299.00	Garco Rocket	79.50
Williams Music Mite (NEW)	129.50	Chicago Coin Play Ball	29.50
Chicago Coin (SRPM)	123.00	Williams Quarterback	35.00
		Williams Star Series	29.50
		Chicago Coin Two-Player Bowler	49.50

### PHONOGRAPH ACCESSORIES

40 Selection A. M. L. Boxes	9 42.50	<b>ONE BALLS</b>	
7W3-16 Seeburg Boxes, Wireless	13.50	Turf King	\$179.50
9W-16 Seeburg Boxes, Wireless	18.00	Clifton	49.50
		Champion	29.50
		Winner	150.00
Williams Lucky Innings	649.50	Photo Finish	30.00
Gottlieb Sharpshooter	79.50	Seeburg Jet Gun	375.00

WBI trade for Billy Bright Lines, Coney Island, Bright Spots.

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Save at Least Part of Each Week's Earnings—  
Buy U.-S. Savings Stamps and Bonds

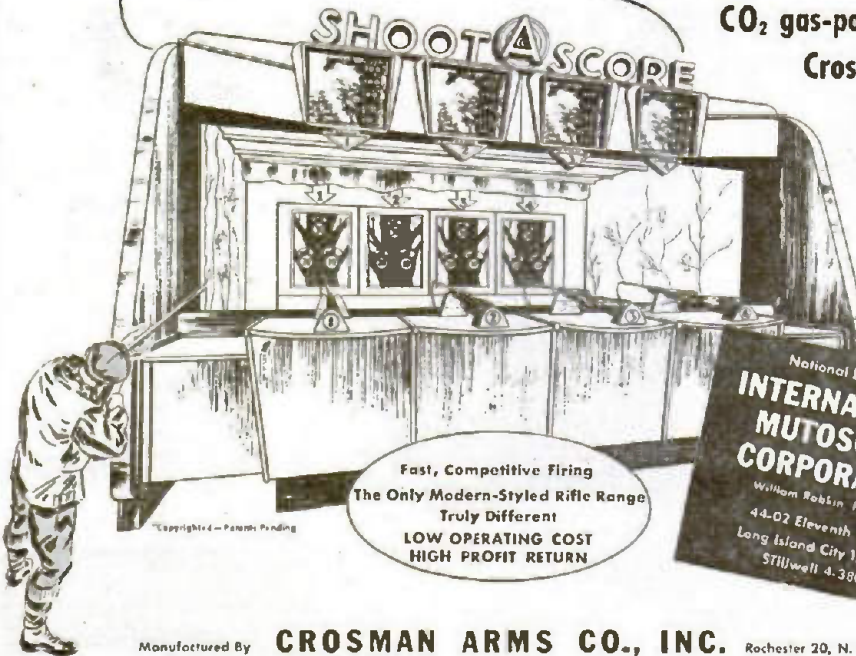
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sensational **SHOOT-A-SCORE\***

**THE WORLD'S ONLY  
ELECTRIC-SCORING  
SHOOTING RANGE**

with the accurate,  
amazingly hard-hitting

CO<sub>2</sub> gas-powered  
Crosman rifle



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Manufactured By **CROSMAN ARMS CO., INC.** Rochester 20, N. Y.  
World's Largest Manufacturer of Gas and Air Powered Rifles and Pistols

**27 YEARS AGO**

**Mo. Inventor  
Started Coin  
Horse Craze**

CHICAGO, Feb. 9—A tall, lean, keen-eyed man from Missouri took one stroll around the Exhibition Hall at the Hotel Sherman this week and decided he really had started something. He was Otto Hahs, who in 1931 invented the mechanical horse specifically as a big toy for his growing children. He curiously counted the number of firms showing their own versions—15, including 10 manufacturers.

Hahs, attending the convention as the guest of Exhibit Supply Company with which he has a working agreement, has dedicated most of his life to a machine tool company in his home town, the Hahs Machine Works, Sikeston, Mo. Now some of those for whom the original horse was made own the company and Hahs is free to do some research on new inventions.

Following the spontaneous approval of his youngsters and their playmates 2 years ago, Hahs decided if all kids were so crazy about horses which could be mechanically activated, they might make a good risk as a commercial venture. Next on the program was to set up the horse so that it could be placed into service by coin-operation. The tests proved successful and the Sikeston inventor was ready for bigger game.

**Initial Break**

His initial break came when he took his coin-operated horses to the 1932 convention of the National Association of Amusement Parks (now expanded and known as the National Association of Amusement Parks, Pools and Beaches) and captured an award for having the best new piece of equipment. As a result of that convention, Hahs sold several horses to some of the leading amusement parks, including Playland at Rye, N. Y. He also had considerable success after exhibiting at the Chicago World's Fair in 1933-'34 and the New York World's Fair 1939-'40.

Proof that Hahs did a good job in making horses, even a generation ago, is the fact that every horse he ever made and sold for commercial locations is still in operation and making a steady profit for its owner.

Hahs is convinced the current strong interest in horses will go on indefinitely. He claims he always thought they would become a really big item in the industry but until recently never had the promotion necessary to put them in current type locations—dime, department stores and supermarkets, arcades, amusement parks and resort areas.

Every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**

Write BOX 666  
2160 Patterson Street  
Cincinnati, Ohio



**YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT**

HARVEST TIME	100.00	COVER GIRL	125.00
CAMEL CARAVAN	49.50	HITS A BUM	109.50
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		CHAMPION (BALLY)	99.50

WE SHALL BE PLEASSED TO DEMONSTRATE THIS NEW EQUIPMENT  
KEENEY DELUXE 4-WAY BOWLER  
KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY TELEVISION  
ACROSS THE BOARD—SPOT LITE—RING PIN—  
DOUBLE ACTION—BASKETBALL

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**WE EXPORT TO CANADA and other foreign countries!**

Complete facilities for shipping all types of coin-operated machines anywhere you wish. New England's largest stock of machines, parts and records at prices that are right. Investigate this service now!

**FIVE BALLS**

HITS AND BUMS ..... \$135.00  
STOP AND GO ..... 125.00  
TRI-SCORE ..... 85.00

**ONE BALL SPECIALS**

UNIVERSAL WINNER \$135.00  
BALLY TURF KING .. 275.00

LARGE STOCK OF WURLITZER PARTS

WE'LL PAY CASH for AMI Models A & C, Bally Bright Seat, Conroy Award, Bright Light, Williams Hoopbummer, Bally Plus, Jolly.

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Jobbers for all type of used One Balls and Five Balls. Write for prices.

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**Console Dist. Co., Inc.**  
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**JUMBO PINS**  
Bally Futurity, New ..... Write  
Bally Turf King ..... 250.00  
Bally Champions ..... 99.50  
Bally Classics ..... 74.50  
• BALLY GOLD CUP ..... 44.50

**USED PHONOS**  
Wurl. 1015 ..... \$179.50  
Wurl. 750E ..... 109.50  
• WURL. 850 ..... 44.50  
• WURL. 1250, LIKE NEW \$25.00

**TAKE YOUR PICK!**  
Seeborg Classics, Coleco, Envyco, Cameo, Hi-Tone, etc.  
**\$29.50**

**SHUFFLE BOWLING GAMES**  
Bally Shuffle Line ..... \$169.50  
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• BALLY BASEBALL ..... 49.50  
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• BALLY HOOK BOWLER ..... 225.00

**Special Package Deal!**  
3 Packard Hideaways ..... \$350.00  
and 15 Wallboxes .....  
DELIVERING!  
BALLY SPOT-LITE

America's Finest One-Stop Service for **RECORDS—PARTS PREMIUMS**

**COVEN**

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Exclusive Distributors of the Finest Names in Coin Machines.  
Authorized Distributors For **BALLY PRODUCTS—WURLITZER PHONOGRAPHS SMOKE SHOP CIGARETTE VENDORS PERMO POINT NEEDLES**

**WANT TO BUY**

Used "Penny Express" Write or Wire  
**S. H. ROGAT CO.**  
356 So. Broadway, Los Angeles 13, Calif.

GO TO THE **RUNYON CANCER FUND**



**FOR SALE**  
 2 Music Routes complete. Doing good business. Located near permanent Marine Base of 50,000 men. Perfect set-up; trucks, good mechanics; 9 room modern home completely furnished. Average temperature 70 degrees. Take all for \$35,000; one-half cash, balance 2 years to responsible party. Don't answer unless you have the cash. Address **BOX D-131** s/o The Billboard Cincinnati 22, O.

**15 Firms Show New Premiums**

CHICAGO, Feb. 9. — A total of 15 leading premium houses displayed a wide variety of merchandise at the CMI convention in Hotel Sherman here this week with most of the firms reporting good business in the fishing set, small appliance, jewelry and novelty fields.

The list of premium exhibitors follows:  
 Ace Premium Sales Company, Allied Coin & Premium House, Armage Sales Company, W. D. Davis Company, Embassy Distributors, Inc.; First Distributors, Life-Time Manufacturing Company, National Coin Machine Exchange, Pioneer White Metal Casting Company, Purveyor Shuffeboard Company, Tucker Lowenthal Company and World Wide Distributors, all of Chicago; H & H Distributing Company, Cleveland; Greenglass Sales Company and West Side Distributing Corporation, New York; and Mitchell Company, Minneapolis.

**Ford Gum Shares \$33,500 in Bonus Credits With Ops**

LOCKPORT, N. Y., Feb. 9.—Ford Gum & Machine Company distributed \$33,500 in credit allowances among almost 100 operators of its equipment. Sales in 1951 qualified them for participation in the firm's profit-sharing plan. Inaugurated a year ago to stimulate ball gum sales, the Ford plan allows an accrued credit of 5 cents a box on annual gum pur-

chases exceeding 20 boxes per machine or 10,000 boxes per unit of 500 venders. The minimum represents monthly gross sales per machine of \$1.66, below which on a unit basis, Ford states the location ceases to be profitable. F. S. Mason, president, said the purpose of the rebate plan is to offer operators a discount on quantity gum purchases "even in the face of constantly increasing manufacturing costs." Individual credit rebates ranged from a few dollars per operator up to \$2,360 earned by E. A. Holliday, Sacramento, when latter increased gum sales by over 50,000 boxes over the previous year.

**'SURE' for YOU thru-out 1952**



EXHIBIT'S DALE **JET GUN**

**OPERATE ANYWHERE**

RAPID-FIRE MACHINE GUN ACTION... SPEEDY SKY TARGETS... STRAIGHT HIGH SCORE SKILL GAME... NO FREE PLAY... NO TICKETS... NO AWARDS

—at your Distributor NOW!!

**EXHIBIT SUPPLY CO.**  
 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

**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.S.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 insertion will gross about \$50.00 a week with some of the better spots going as high as \$150.00 per week.

The device is designed for both the children and the teenagers. The pony is made out of molded Fibreglass, which is stronger than wood and has the impact strength of steel. The saddles are made out of the finest leather and have a beta lock for the feet of the real small kids. It is powered by an A.C. 60 cycle, 1/4 h.p. electric motor. The width of the machine is 23" high 48" and height 54".

Will accommodate room up to 825 lbs.—Shipping weight listed 300 lbs.

TIME PAYMENT PLAN AVAILABLE

Manufactured by **KING AMUSEMENT COMPANY**  
 MOUNT CLEMENS, MICHIGAN

**Banner's Baby**

**MATCH-A-SCORE**

**MAKES A BIG HIT WITH THE PLAYERS**  
 The most convincing proof that Match-A-Score is exceptionally good.

descriptive literature upon request

**BANNER SPECIALTY COMPANY**  
 Established 1917  
 199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700  
 Branch: 1508 Fifth Avenue, Pittsburgh 19, Pa.

**Reconditioned Equipment at Giveaway Prices**

MUSIC	FIVE BALLS
Rock-Ola 1422 .....	Bally Bright Lights .....
Rock-Ola 1428 .....	Bally Bright Spot .....
Wurlitzer 1815 .....	Gottlieb Knockout .....
Wurlitzer 1108 .....	Gottlieb Bowling Champ .....
Seeburg 46 .....	Gottlieb Barnacle Bill .....
Seeburg 48 .....	United A.B.C. .....
Seeburg M180 .....	Bally Coney Island .....

**ONE BALLS**

Turf Kings (New) .....	National 6-24 .....
Turf Kings (Used) .....	National 6-30 .....
Billy Champions .....	Best President .....
	PX—with coin changer .....

Now delivering new Rock-Ola 95-98, 36 Selection Phonograph, and Rock-Ola 46-Selection Wall Box in Maryland, Delaware, Washington, D. C., and Northern Virginia. Terms: One-third down with order.

**EASTERN VENDING SALES CO., INC.**  
 76-72 LINDEN AVE. Phone: MULberry 7118 BALTIMORE 1, MD.

**NEW**  
 Simple Chase Spot Lyle, Jet Gun, 2 Ball, King Pin, All Star, Double ball, Double Action, Keeney Deluxe League Bowler, Harp, Poolern.

Wurlitzer 1818 .....

Packard Manhattan .....

Wurlitzer 1100 .....

A.M.I. Model C .....

Wurlitzer 1230 .....

A.M.I. Wall Boxes .....

Rock-Ola 1423 .....

Wurl. W.O.S. 120078 .....

Reconditioned, Refinished

**We Are Making Immediate Deliveries on All Machines Exhibited at the Show!**

**KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY. EXHIBIT BIG BRONCHO..... SENSATIONAL MONEY MAKER!**

COMPLETE STOCK OF ALL USED PHONOGRAPHS—RECONDITIONED

**ATLAS MUSIC COMPANY**  
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**PLUS Fascinating  
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**VISITOR'S SCORE** flashes on score board;  
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1 to 7 Bumpers in sequence light up Kickout Hole for 1 Replay. Hitting any Bumper advances Basketball Player across court on light box until point is made. Ball passing thru any Roll Over or Kickout awards 2 points. "A" and "B" Roll Overs light Roll Over Buttons for point scoring and advance value of Kickout Hole to score additional points.

- 3 "POP" BUMPERS • 2 CYCLONIC BUMPERS
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| Summertime | Caravan       | Knockout      |
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| Blue Skies | College Daze  | Jack and Jill |
| Serenade   | Mercury       | Barnacle Bill |
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File all multi-boards...



**9" JUMBO LITE-UP PIN CONVERSION**  
For Chicago Bowling Alley and Univ. Tens... **\$24.95**

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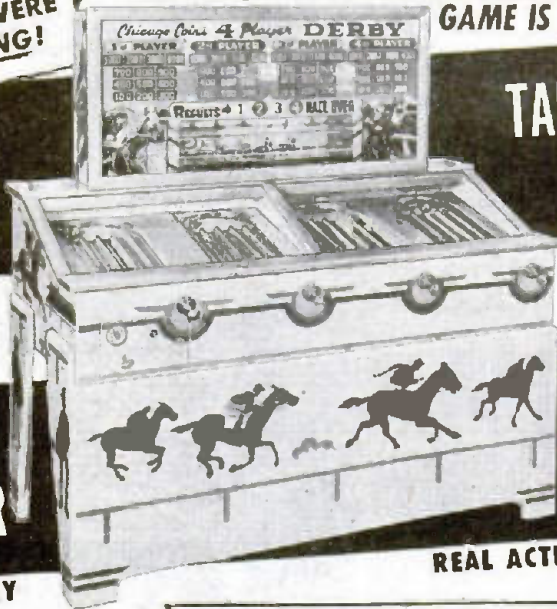
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**THRILLING COMPETITION**

**YOUR SKILL AGAINST OPPONENTS IN SAME GAME**

**4 TIMES THE EARNING POWER**

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**ANIMATED FOR PLAY-APPEAL**

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**THERE'S A *Chicago Coin* GAME FOR ANY LOCATION!**



**Today's No. 1 PIN GAME**

**KING PIN**

**with ANIMATED "FLY-AWAY" PINS**

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**COMPLETE GAME 10 FRAMES**

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**MAKES A DIFFERENCE IN YOUR LOCATION TRAFFIC**

**"BAND BOX" DOUBLES and TRIPLES LOCATION EARNINGS**

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 FORMICA PLAYFIELD  
 HIGH SCORE OF THE WEEK  
 SIZE 8 FT. x 2 FT.

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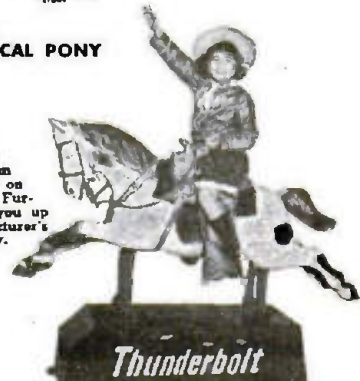
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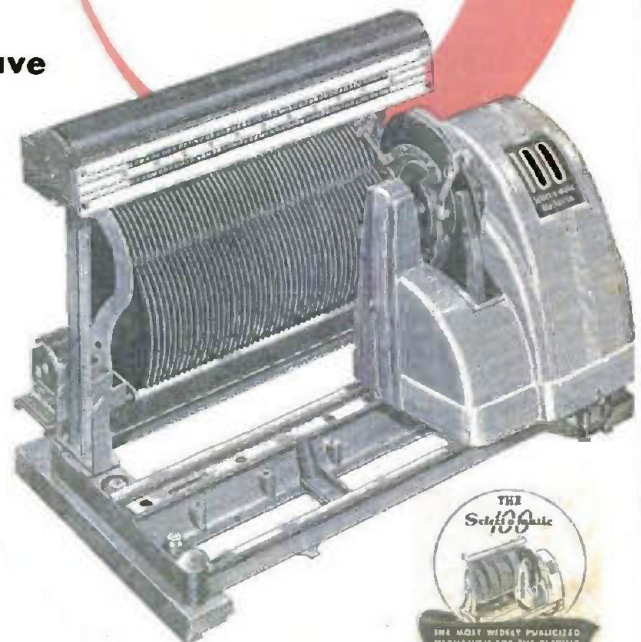


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