

# The Billboard

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## Day Rates for Nighttime Radio Is New Demand of Bankrollers

### TV TO EMPLOY 100,000 BY '62

WASHINGTON, Feb. 16.—Prediction that TV may employ 100,000 persons by 1962 was made in a survey prepared by the National Association of Radio and Television Broadcasters, released this week. Entitled "Station Management Takes a Look at Television Jobs," the study said "The road to the top in TV is thru successful specialization."

### New Front for Andrews Gals

HOLLYWOOD, Feb. 16.—The Andrews Sisters this week acquired a business manager, Bo C. Roos, of Beverly Management, the Beverly Hills firm which handles (film) luminaries. Problem posed by the Decca recording trio's acquisition is the future status of Lou Levy, who, up to now, has functioned as personal manager of the group. Roos said that he had been introduced to the trio by Frank Belcher, their attorney, and that he (Roos) would handle financial matters for the girls. He said he did not know the future status of Levy. Neither Belcher nor the girls could be reached for comment.

### Lots of Work Seen for Acts, Bands in Clubs

Managers' Confab Sees More Talent As Deficit Answer

CHICAGO, Feb. 16.—Rising costs of operation, the rapid approaching saturation point in increased dues, and the loss of revenue from some outside sources (such as affected by the Johnson Bill) may result in a pot of gold for acts and bands this summer in country and city clubs. This was learned from delegates to the silver anniversary convention of the Club Managers' Association of America Sunday thru Wednesday (10-13) at the Edgewater Beach Hotel here. While little official discussion was held on the convention floor during the four-day meet, there coverage of the many factors involved in the profitable operation of these clubs during the business sessions indicated that only thru the use of solid attractions could many of the orgs hope to rebuild their treasuries during the upcoming season by pulling large turnouts. (Continued on page 16)

### GOOSEFEATHERS SMOTHER D. J. BEAU GESTE

WASHINGTON, Feb. 16.—In a dull moment the other day, disk jockey Milton G. Ford at WWDC announced during his program that the station would give away two pounds of goosefeathers to the first two listeners who phoned in. Within seconds after the announcement, WWDC's switchboard was aglow with incoming calls from claimants. Ford took to the air with an apology. "It was a joke," he said sheepishly. "I didn't know that Uncle Sam's controls had taken goosefeathers out of circulation."

### Alfresco TV For Milwaukee

MILWAUKEE, Feb. 16.—The first outdoor studio in the television industry is already past the preliminary planning stages. The Milwaukee Journal WTMJ-TV general manager, Walter Damm, announced this week that the wooded area adjoining the studio is being converted into an outdoor studio of approximately four acres. Added outdoor space will enable WTMJ-TV to provide a great deal of flexibility in its programming and permit it to televise sports, outdoor concerts, variety shows, gardening demonstrations and other fresh-air events. The complete eight-acre tract of land was acquired by The Journal Company in 1940. It now houses the Radio City, and the projected outdoor studio would be the completion of a long-range project which may not be entirely developed for several years. Work up until this disclosure has been limited to hush-hush planning, experimental camera work and installation of utility lines. Big job of building the facilities will start this spring, with plans calling for huge electric observance of its completion. (Continued on page 5)

### Drive Aimed at Major Networks

Procter & Gamble Compares Coverage, Cites Reasons to Beat Down Prices

NEW YORK, Feb. 16.—The drive of major national advertisers to beat down network radio rates has now reached a pin-point basis with leading bankrollers concentrating their fire on the evening time periods. Procter & Gamble this week was in negotiations with the Columbia Broadcasting System on a P&G proposal that the soap maker be charged daytime rather than nighttime rates for the three strip shows it carries on CBS (Lowell Thomas, 6:45-7; "Beulah," 7-7:15; and the "Tide Show," 7:15-7:30). And another major (tho unidentified) advertiser has requested the Mutual Broadcasting System to consider cutting its 8 p.m. to 11 p.m. rates down to daytime figures for some lucrative billings bait. The National Broadcasting Company and the American Broadcasting Company are being made similar propositions by national sponsors and their agencies. P&G's case is based on the fact that its daytime programs are getting ratings equal to its nighttime shows. Thus in the 1 to 2 p.m. stretch on CBS, P&G's "Big

Sister" earns a 6.6; "Ma Perkins" a 7; "Young Dr. Malone" a 5.8 and "Guiding Light" a 7. At 2:15, "Perry Mason" comes in with a 7.2, and at 2:45, the "Brighter Day" show hits a 6.2. Ratings on the evening shows are: Thomas, 6.5; "Beulah," 8.4, and "Tide," 7.2. So far, CBS has stood pat against the cut. The web and other networks fear that if P&G is able to break the ice in this (Continued on page 4)

### Bob Hope Will Top Can. Expo

TORONTO, Feb. 16.—The executive board of the Canadian National Exhibition yesterday approved the suggestion of Elwood A. Hughes, general manager, that Bob Hope be featured in the 1952 night grandstand show. Hughes said that talks with the comedian's manager, Charley Yates, indicated that the star would be available after a (Continued on page 61)

### Tampa Fair Kicks Off Banner Season

By HERB DOTTEN  
TAMPA, Feb. 16.—Outdoor show business, particularly fairs and carnivals, are in for a banner year—considerably bigger than last year—judging by attendance, grosses and spending at Florida State Fair, the first major outdoor event of 1952. The 11-day expo, regarded by many as a true indicator of things to come for outdoor showmen, winds up tonight, with a new all-time paid attendance figure almost a certainty. Figures tabulated thru Wednesday night (13), after eight days of the run, showed the paid gate to that point to be more than 40 per cent higher than '51 for a new record. Grandstand receipts to the same point were 21.9 per cent

higher than last year. Ride and show grosses of the Royal American Shows were up a thumping 50 per cent, and concessionaires reported increases ranging from 10 to 100 per cent. Weather, except for four days, was ideal, with three of the traditional big days, Saturday (9), Gasparilla Day, Monday (11), and kids' day, Tuesday (12), registering mercury readings of 75 each of those days. The sharp upturn in business (Continued on page 54)

### "MINORITY" NETS

### WLIB, WOV Offer Special Programs

NEW YORK, Feb. 16.—Two segments of specialized market broadcasting may go "network in the near future if plans kicked off this week by WLIB and WOV, here, materialize. WLIB, which concentrates heavily on serving the Negro market, is offering three of its top shows on disks to 54 other stations around the country serving the same markets in their areas. If the plan is ac-

cepted by any substantial portion of these outlets, the result would obviously be the organization of a Negro market network. Similarly, but strictly on a single event coverage basis, WOV is inviting other foreign language stations around the country to share its proposed Italian language coverage of the political conventions in Chicago next summer.

The three WLIB shows being offered are "Poppy Cannon Reports" either as a 15-minute or half-hour, once a week stanza (Miss Cannon is Mrs. Walter White); "The Ruth Ellington James Show," 15 minutes, either once or five times weekly (Mrs. James is Duke Ellington's sister); (Continued on page 5)

### T. MARTIN HITS 50G IN DETROIT

DETROIT, Feb. 16.—Tony Martin, headlining at the 5,500-seat Fox Theater, grossed about \$50,000 for the week closing Thursday (14). Show played day and date with the opening of the "Hollywood Ice Revue" at Olympia, which rolled up a quarter million advance sale, as reported elsewhere (Arena Section), but had some fair breaks from the weather by contrast with recent attractions.

### Plush Disk-Shop Chain May Join Cut-Price LP Parade

By BOB ROLONTZ  
NEW YORK, Feb. 16.—Liberty Music Shops, one of the largest and most respected retail record outlets in the country, is expected to cut list prices on LP records in the immediate future. The cuts anticipated will average 30 per cent. Ben Kaye, Liberty topper, refused to comment on the plan to slash prices, but would not deny that the four-store chain intended to make the move. It is generally believed that the cuts will affect the London and Columbia lines, and may include other labels. The sudden action by the Liberty management

may be a surprise to many traders, it is known that the chain has been seriously mulling such a course for at least a month. Such a decision by the plush Madison Avenue disk shop chain to cut prices raises the following questions: 1. If Liberty cuts LP prices, how many more stores will follow suit? 2. Will the traditional price cutters hack away at prices still further, or will some of them lose enough patronage to be forced to close? 3. Will price cutting become standard practice throughout the country in the LP field? 4. Will LP manufacturers

now be pressured into finding a way to hold the price line at present tags, or will they be forced to drop the manufacturers' suggested list prices? A number of the plush record shops, when queried concerning the anticipated price cuts by Liberty, expressed considerable concern. As one well-known shop put it, "This is the worst thing of all. Now we can never expect to hold the price line." The LP price-cutting which started a few years ago with the Sam Goody type of store, was (Continued on page 19)

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# Billboard Backstage

By JOE CSIDA

Much of the broadcasting industry's public service effort goes unheralded, but it seems to me there are few developments meriting public service treatment which radio and television do not handle more than adequately. And when the occasion demands it, alert and responsible broadcasters will give free promotion to competitive media if it is necessary to do so to perform in the public interest.

Such an occasion was the publication recently by the Saturday Evening Post of the first in a series of articles by Whittaker Chambers. This series, as almost every one knows, consists of portions of a forthcoming Chambers book. The first installment impressed many readers, including broadcasters. On a small, local station level Manager Paul Martin of WCCC in Hartford, Conn., prepared and carried five times daily, the following spot announcement:

"There is an article of tremendous importance on the newsstands this week. It will make conversation, it will make discussion and it may even help make history. It is Whittaker Chambers' own story of the Alger Hiss case appearing in the current issue of the Saturday Evening Post. We urge you to get it. We urge you to read it. We make this announcement in the public interest without urging or request by the Saturday Evening Post. We make it because we believe in the article's importance, and that no matter how you think in the Chambers-Hiss controversy you should read the story. The story is in the February 9 issue of the Saturday Evening Post. . . . Whittaker Chambers' Own Story of the Alger Hiss Case."

### Network Level

And on a network level the National Broadcasting Company's Bud Barry cancelled the Jack Paar show, "The \$64 Question," out of its regular 9:30 to 10 Sunday night spot on February 10 to present Whittaker Chambers reading the "letter" to his children, which ran as the first of the series of articles in the Post.

I didn't catch the broadcast myself, but friends who did tell me it was a thrilling, thought-provoking half hour, with Chambers so emotionally carried away by his "letter" that he could hardly utter the words.

I did, however, read the piece in the Post, and I am in enthusiastic accord with Martin's and Barry's evaluation of it. I believe I have read and do read more than the average guy on the Communist issue, but never have I seen as deeply thought out, as well written, as soul searching a work of literature on this highly important and controversial subject.

### An Excerpt

In the hope of contributing in a small measure to a wider reading of the Chambers pieces in the Post, and the book, I would like to offer this tiny excerpt from the kick-off article:

"I see in Communism the focus of the concentrated evil of our time. You will ask: Why, then, do men become Communists? It would help more to ask: How did it happen that this movement, once a mere muttering of political outcasts, became this immense force that now contests the mastery of mankind? . . . It (Communism) is the vision of man's mind displacing God as the creative intelligence of the world. It is the vision of man's liberated mind, by the sole force of its rational intelligence, re-directing man's destiny and reorganizing man's life and the world. . . . The crisis of Communism exists to the degree in which it has failed to free the peoples that it rules from God. Nobody knows this better than the Communist Party of the Soviet Union. The crisis of the Western world exists to the degree in which the Western world actually shares Communist's materialist vision."

This is the merest kind of sample of this overwhelmingly interesting work. Please read the full book when you can.

# English Market Grows Alluring To U. S. Pubbers

## MGM Move Causes New Speculation, Pros and Cons Cited

NEW YORK, Feb. 16. — Trek of MGM pubbery chief Abe Olman to England, in company with attorney Julian Abeles, has cued a lot of speculation on the current British-American music picture. The Big Three contract with Francis, Day and Hunter has expanded and Olman is reportedly anxious to set up an American-owned and controlled pubbery. In the past six months, E. H. (Buddy) Morris, Lou Levy (via Pickwick), Mills Music and others have set up their own firms. Pubber Howie Richmond tried to do likewise, but decided to bide his time and is now parcelling out his tunes on five-year deals. Now Olman casts his eye over the British Isles.

The British market has developed to the extent that it is now regarded as a "fixed" market for American tunes to this extent: About 75 per cent of the hit tunes are regarded as American in origin. An American publisher, with a fair hit in England, can generally take between \$3,000 and \$5,000 out of the country in royalties from sheet music, disks and live performances—this amount to be split between pubber and writers. American firms with active British affiliations state a good hit over there will sell 150,000-200,000 copies, altho an outstanding hit, like "Goodnight Irene" will do 250,000 or over. Disks sales are much lower, with a hit getting between 50,000 and 100,000 sales generally. Active pubbers estimate that it is not too tough to take out of England about \$200,000 in five years, via a wholly owned firm.

The importance of the "owned-and-controlled" type of set-up for the American publisher is obvious, inasmuch as he then has control over what he feels should be exploited abroad.

### Some Doubters

Helping to "fix" the British market for Americans is the fact that American diskeries are releasing many American hits in England, with American artists and interpretations. That the picture is a completely happy one for American pubbers, however, is disputed by a number of pubbers. The latter admit that the British Isles constitute a market as lucrative as the Continent and other non-American markets put together. They admit the three-to-five thousand figure on royalties accruing from a hit; they admit the possibility of cashing in on an American tune like "Silver Dollar," "Beloved," "Faithful" or "With These Hands"—all of which never stirred too much excitement over here.

But the British market, these latter pubbers say, is not as lush as it used to be, and presents very (Continued on page 19)

# London Dispatch

By LEIGH VANCE

LONDON, Feb. 16. — Metro-Goldwyn-Mayer threw a bombshell here with a press release announcing the end of its cine variety shows at the Empire Leicester Square on March 1. The handout, issued by Sam Eckman Jr., chairman and managing director of Metro in London, declared "the policy of a big film and a big stage show represented an investment of many thousands of pounds. But the losses, with cost of stage equipment, a cast of 100, a big orchestra and immense numbers of costumes and properties, amounted to many more thousands of pounds. . . . We had a fine show and a fine company and in a short time under Nat Karson's direction, they had built up an international reputation. . . . The show was far more expensive to run than most shows of the kind in the West End, and despite some small tax concessions, we do not derive the same remissions as the 'live' theater."

Karson said the news "was a complete surprise. The tax business has been our difficulty all along, but I didn't expect the end to come out quite like that." Only part of the handout he would comment on was the statement that the "show was far more expensive to run than most of its kind in the West End." His answer: "It's not true. I had to keep to a budget, and a small one at that. It certainly couldn't be called more expensive than a show which pays Danny Kaye \$20,000 a week, could it?"

Now, after doing what he can for his team and considering the offers he himself has had, Karson plans to do a show of his own in the West End. His personal contract with Metro runs to the end of the year.

### London Critics Vs.

#### Broadway Bulchers . . .

Beverly Baxter, member of Parliament and dramatic critic of (Continued on page 53)

# Paris Peek

By ANNE MICHAELS

PARIS, Feb. 16.—Television this week is very much in the news. The French TV network is a little tired of being a stepchild to the radio and is going ahead with plans of enlargement. July 24 is tentatively set as the day when the English and French will begin their cross-channel exchange system. Paris and Lyon are now swarming with English technicians setting up the relay points for this venture.

France is also buying up the weekly Columbia Broadcasting System-TV feature of "See It Now," to be used with French subtitles, with the commercials cut out. . . . In fact, Paris is becoming far more TV-minded than ever before. Name stars are now fishing for program engagements and Luis Mariano, star Mexican singer, offered his services free for a weekly TV program. They were happily accepted. . . . Even the cafe restaurants are getting in the swing. Gian-Carlo Menotti; TV opera "Amahl and the Night Visitors" will be presented shortly. He is working on four new works.

### Theatrical Troupes Plan

#### World-Wide Tours . . .

A lot of the theatrical groups of Paris are beginning this year with world-wide tours, playing old and new shows. The Barrault Company definitely had to cancel its Egypt dates and will take off to Italy, Switzerland, Lyon and Brussels. . . . A young group of actors, led by Lucienne Real and armed with a repertoire of modern plays directed by some name actors in Paris, intend to set up a center in the Antilles Islands and then play in out-of-the-way places like Haiti, Cuba and Venezuela. . . . The Jean Viljar troupe is back from Germany and doing its theater week-ends around the Parisian suburbs before going back into the Palais de Chaillot Theater. Georges Herbert starts his 1952 season in Switzerland, then Italy, Holland, (Continued on page 53)

# Washington Once-Over

By ILEN ATLAS

WASHINGTON, Feb. 16.—During an off-the-record pause at the American Broadcasting Company-United Paramount Theaters merger hearing this week, examiner Leo Resnick of the Federal Communications Commission drew a laugh when he quipped that the hearing is turning him into an authority on anti-trust problems. The hearing has been revolving heavily around the history of the Justice Department's anti-trust case against Paramount Pictures, Inc. Legal talent in the ABC-UPT merger includes an array of former government experts. Herbert Bergson, erstwhile chief of the Justice Department's anti-trust division, is counsel for UPT and Balaban & Katz. Paul A. Porter, former FCC chairman, whose law partners are Abe Fortas of new deal fame and former anti-trust chief Thurman Arnold, is counsel for Paramount Pictures Corporation.

Show-stopper at this week's hearing was a reading from Thurman Arnold's book, "Folklore of Capitalism." William Roberts, counsel for Allen B. Du Mont Laboratories, Inc., wryly produced the book during cross-examination of Vice-President Paul Raibourn of Paramount Pictures

Corporation, former Paramount Public official. Roberts read into the record a passage typifying some American business corporations as having "fixed" personalities in which "the same type of men succeed each other, moved by the same attitudes as their predecessors." Chuckles filled the air as Roberts asked Raibourn to comment on Arnold's description of Paramount Public as a typical example of this. Objecting vigorously, Paul Porter brought down the house with a declaration that it was improper to examine the witness by reading from a 16-year old volume "which some people might characterize as the youthful effusions of an intellectual adolescent and a teacher at Yale Law School."

### More Quips & Carcs

#### With Serious Tone . . .

Last word on the Thurman Arnold episode hasn't been heard at the ABC-UPT merger proceedings. A couple of hours after Raibourn had been asked about the "Folklore" excerpt, Porter asked Raibourn which of the two statements he considered more accurate. Raibourn replied amid general laughter: "The second one, by far." Nobody would have

been surprised if Groucho Marx had walked in just then and asked: "Who's buried in Grant's Tomb?"

Roberts has chalked up a record for asking more questions than any other barrister at the ABC-UPT hearing. After cross-examining Raibourn for several hours this week, Colonel Roberts produced good-natured quips when he said: "I think that concludes our examination, except for one more question." Still plying Raibourn with questions half an hour later, Roberts said apologetically: "I will be thru in about four questions." Legalist Richard Salant of Columbia Broadcasting System cracked: "I'd like to object on the ground that the Colonel broke his promise."

Hearing Examiner Leo Resnick has kept the ABC-UPT proceeding at an orderly, dignified pace despite recurrent legal wrangles and by-play. Resnick indulged in some of the mirth after Porter's description of Arnold's "Folklore" as an "adolescent" effusion. Quipped Resnick to Porter: "The gentleman you described as being a youth 16 years ago developed rather rapidly." Porter replied: "He has reached an advanced stage of maturity."

# Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 16.—It takes plenty of ballyhoo to peddle a picture. Anyone attending Howard Hughes' premiere of "The Las Vegas Story," staged in the Nevada gaming town of the same name, was convinced he was witnessing the master of cine selling in action. Hughes has a peculiar talent for taking a film which has little that's unusual to offer as screen fare and whipping up so much excitement as to lure even the skeptics to the box office. An outstanding example of this in recent times has been Hughes' job in promoting "The Outlaw," a run-of-the-mill Western. Into one of the top money-makers of its time.

As pictures go, "The Las Vegas Story" is pretty weak. But as moneymakers go, the Hughes ballyhoo factory seems certain to blow it into a b-o. hit.

For the kick-off of the picture, Hughes' RKO turned the entire town of Las Vegas (if not the State of Nevada) into a film-promoting medium. City's mayor declared the premiere day a holiday. The State's governor issued a proclamation calling for State-wide support of the event.

To attend the premiere in the proper frame of mind, 137 press reps (and we were among them) were TWA'd (if you recall, that's another Hughes enterprise) to Las Vegas, where the RKO flackery under the able guidance of Perry Lieber and his assistant, Erwin Houser, tied up the gaming town

into an attractive package and presented it to the press as a gift.

### The Purple Carpet,

#### 50 Silver Dollars . . .

Upon arriving, press people were handed the following:

"We extend a hearty welcome to you and hope you have a most enjoyable time."

"Everything in Las Vegas is yours for the asking at the premiere of 'The Las Vegas Story.' Well, practically everything. You're free to roam and order anything well, practically anything you want by showing your official identification badge at any of the following Las Vegas hotels and downtown casinos":

### HOTELS

1. El Rancho Vegas
2. The Flamingo
3. The Last Frontier
4. The Thunderbird
5. Wilbur Clark's Desert Inn

### CASINOS

1. The Golden Nugget
2. The Horseshoe
3. The Westerner
4. The Boulder Club
5. The Pioneer
6. The Las Vegas Club
7. The Monte Carlo

"Everything you need to sustain life, such as food, refreshments, entertainment, is yours for the signing with the attached pen."

"Also, the bright, shining 50 silver dollars you will receive is a souvenir of your trip to Las Vegas."

In the event you happen to be tempted to try the games of chance, and you use some of your souvenirs, we wish you the best of luck. "Sincerely,

"Perry Lieber. . . Everything" does not include pink mix, diamond rings, Chrysler convertibles, or such similar baubles and trinkets."

Sacks of silver were handed to each of the press reps from an armored truck while dude cowboys attired in proper garb blinked as they fired blanks to give it all an Old West flavor. A torchlight parade thru the blacked-out city preceded the premiere. The film was shown in two theaters playing to S.R.O. crowds, with some tickets in the "golden circle" selling for \$50 per pair and the proceeds going to the Variety Clubs of America Heart Fund for handicapped children.

Whole promotion wasn't too costly. RKO footed the \$50 silver sacks and the transportation, while promotion-minded Las Vegas spots contributed rooms, food and drink, and of course, the temptations of lady luck. Spots figured they would come out okay via the gambling, counting on the press boys to quickly drop their newly acquired silver. And for the most part they were right.

Hughes, of course, emerged the winner, for a picture that otherwise would have received ho-hum press coverage this week drew top press

## BIG MEDICINE

# Hoopla Free Shows Still Stir Midwest

DETROIT, Feb. 16.—Industry sponsored shows designed to sugarcote a sales message aimed at the consuming public are becoming an increasingly important factor in the Midwest, where the idea is far from new. Individual companies and booking offices have had such shows for years, operated on a routine community-to-community schedule, usually in the smaller towns but probably setting a pattern for such spectacular ventures as the Hadacol shows. Because of the relatively few accounts available for sponsorship of shows on a regular tour basis, offices are generally careful to keep them screened from competitors when possible, altho the major motor (Continued on page 16)



# Reds May Flood TV, House Group Warns

### Un-American Activities Committee Sees Danger Stemming From Groups on Coast

WASHINGTON, Feb. 17.—The House Un-American Activities Committee, in its annual report to Congress today, warned that "Communists will endeavor to infiltrate television on a large scale because it is rapidly becoming an important entertainment medium in the United States. The report added: "The committee realizes that the vast majority of entertainers and workers in the entertainment field are patriotic and loyal Americans, but the flow of money to Communist coffers, which comes from those who are disloyal, must be stopped."

The committee, reporting on its extensive Hollywood hearings, voiced hope that its Hollywood inquiries "will have a far-reaching effect and prevent a large-scale future Communist infiltration of the television industry." But the committee declared it is "logical to assume that the Reds will make the infiltration effort. Pointing out that the movie industry represents an investment of "billions of dollars," the committee asserted it did not aim to jeopardize this investment. "It must be remembered, however," stated the report, "that the American public also has an investment in Hollywood, and, prior to the advent of television, the American public relied almost

solely upon Hollywood motion pictures for visual, dramatic presentation."

The committee declared that the need for remedial action to halt Communism "was amply demonstrated when it was found that four Communist-front organizations, which had operated in the State of California, had received approximately \$1,000,000 from members of the Hollywood motion picture industry." The committee pointed out that "it had long been known that Hollywood was one of the principal sources of funds for the Communist party of the United States."

"Mythical" Soers  
The committee scored "certain persons" who declined to cooperate during its hearings and who minimized its industry "by stating that Communists in Hollywood were not a bad lot." The committee added that "the same persons" who said there were no Communists in Hollywood in 1945, date of the committee's first investigation there, "are now saying that Communism in Hollywood is mythical."

The committee declared it was "astounded" by the "true extent of Communist infiltration and manipulation in the Hollywood motion picture industry" but added that the party's influence in the Screen Writers' Guild was severely curtailed as a result of the committee's 1947 hearings.

"It must be stated, however, that if the same number of Communists existed in every segment of American life as in the case of Hollywood motion picture writers during past years, the United States would be in a precarious position," stated the committee.

The committee formally recommended Congressional action on a single comprehensive espionage statute for both wartime and peacetime, broadening of the rules of admissibility of evidence, authorization of wider latitude for granting immunity to witnesses, while permitting the investigation to gather a true and comprehensive picture of the information they seek." The committee also proposed reciprocal restrictions on travel by Soviet and satellite diplomats, revocations of Army commissions where Communism was proven, and cancellation of passports.

## PLUG KING

### Benny Albert Career Now 50 Yrs. Old

NEW YORK, Feb. 16. — Benny Albert, dean of song pluggers, is quietly celebrating 50 years of activity in Tin Pan Alley. Albert, who does record exploitation for the MGM pubberies, started in 1902 as a demonstrator for Witmark. Publishers were then quartered mostly on 14th Street.

Benny worked with Willie Howard, singing tunes from theater boxes. He's been with the Big Three since 1917. In his early days he was a singer for theater magnate Marcus Loew. Benny plugged the tunes of various pluggers on the Loew Circuit, singing while song slides were flashed on the screen. He also sang with Irving Berlin in the latter's early days in New York's Chinatown. Here he picked tips off the floor, and on a good night grabbed off \$15.

Since those days, and including his sojourn with the Harry Fox Tunes' pubbery, he has handled perhaps more hits than any pluggier in the business.

## The Billboard

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Roger S. Littleford II  
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Editors

Joseph C. Calkins, Editor in Charge, New York  
C. R. Scribner, Joint Managing Editor, Chicago  
Herb Dostert, Outcor Editor, Chicago  
Wm. J. Sachs, Gen. News Editor, Cincinnati  
Gen. Arliss, Chief Washington Bureau

Managers and Divisions  
E. W. Evans, Gen. Mgr., Cincinnati  
Main Office & Printing Division  
1184 Patterson Bldg., Cincinnati 22, Ohio  
Phone: DUNBAR 6430

W. D. Littleford, Gen. Mgr., Eastern Division  
156 Broadway, New York 36, N. Y.  
Phone: PLAZA 7200

M. L. Reuter, Gen. Mgr., Western Division  
148 W. Washington, Chicago 1, Ill.  
Phone: CUBA 9471

Sam Abbott, Gen. Mgr., West Coast Division  
500 Sanson Bldg., Hollywood 28, Calif.  
Phone: HOLLYWOOD 5543

F. B. Joerning, Gen. Mgr., Midwest Division  
300 Arcade Bldg., St. Louis 1, Mo.  
Phone: CHESTNUT 0443

C. J. Lancha, Advertising Mgr., New York  
M. L. Reuter, Advertising Mgr., Chicago  
E. A. Burns, Circulation Manager  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio  
Phone: DUNBAR 0450

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## 15-Week Stint Will Earn Dean, Jerry \$365,000

NEW YORK, Feb. 16. — Martin and Lewis will earn approximately \$365,000 between February 12 and May 29 making it one of the highest income quarters since they hit the big money brackets.

Lads are currently doing a week at the Fox, San Francisco, closing February 18. From there they open for a week in Minneapolis, closing February 28. They then do three days in Cincy for RKO, and open at the Boston Metropolitan March 6 for a full week. Their theater salaries are usually half of the gross. If past records are any yardstick they should draw for their end over \$200,000 from theaters, the out of this they have to pay for the supporting show.

After the Boston date, Dean and Jerry will do the Heart Fund's TV marathon over NBC — an 18 hour talkathon for no dough. Then back to the Coast to prep their March 23 TV show; latter salary about \$30,000. They start their madcap for Hal Wallis March 26 (\$100,000 in their cut), and May 8 they come into the Copa for four weeks at \$7,500.

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# Highlight Reviews

## LEGITIMATE

### Fry's "Venus" Glamorous as Milo But This One Talks Too Much

By BOB FRANCIS

It is practically a foregone conclusion that the Theater Guild will do a very solid business indeed with "Venus Observed." It is the latest importation of the wares of England's bright boy-of-the-theater, Christopher Fry. It has been staged by England's No. 1 actor, Sir Laurence Olivier. It is openly produced, and is played by a practically flawless cast. A lot of people will just have to see it. However, this reporter wonders just how many of them will come out of the Century Theater feeling completely rewarded.

This reviewer would be the last to dispute that Fry is something of a theatrical phenomenon, or deny the impudent wit and frequent exotic beauty of his verse. But it does seem that a play is meant to be understandable, without calling for continuous ear-strain in order to keep up with an author's verbal pyrotechnics. Since Fry never uses one word where three dozen will do, and since his elfin wit bounces about like a hadmlinton bird, it is almost impossible to stay on his mental beam for an entire evening. As far as "Venus" is concerned, a reporter believes that an average pew-buyer will find it

frequently coyly pretentious and sometimes tedious. A listener can get just too many words, no matter how pretty they are.

Fry's framework is simple. An aging, astronomically minded nobleman entertains three of his ex-mistresses so that his son can pick one out for a stepmother. However, the old boy falls in love with his son. The play is resolved when one of the ex-mistress candidates undertakes a bit of arson and burns up his observatory. He then decides she is the one who really loves him. The story is as simple as that, but it's far from simple the way Fry tells it.

However, Rex Harrison plays the philandering duke with wonderful charm and good will, and Lilli Palmer is both an eye-and-ear tonic whenever she comes on stage. They are, as usual, a delightful stage couple. John Williams is entirely engaging as a happily larcenous estate manager. There are admirable performances all the way down the line from Claude Morgan, Joan Haythorne and Eileen Peel, as the three ex-mistresses; from John Merivale as the son; from Hurd Hatfield as a stuffy moralist, and from James Westerfield and Stu-

art Burge as a couple of odd servants. Olivier has directed them with an obvious appreciation of the Fry verse.

Roger Furse's two sets are splendid, and Valentina and Mildred Trebor have contributed handsome gowns and costumes. There has been no stinking anywhere on "Venus"—least of all on words.

## VENUS OBSERVED

(Opened Wednesday, February 13)

### Century Theater

A comedy by Christopher Fry. Staged by Laurence Olivier. Setters by Roger Furse. Costumes by Valentina and Mildred Trebor. General manager, Edward Choate. Stage manager, Karl Nielsen. Press representative, George and Dorothy Ross. Presented by the Theater Guild, by arrangement with Laurence Olivier Productions Ltd. Hereafter, the Duke of Altair. Rex Harrison. Edgar, His Son, the Marquis of Charlock. Herbert Redbeck, His Kiste Manager. Capt. Fox, Resident. Butler, ex-lion tamer. John Williams. James Westerfield. Dominic, Redbeck's Son. Hurd Hatfield. Patsy, Footman, ex-burglar. Stuart Burge. Rosabel, Fleming. Joan Haythorne. Jessie Dell. Claude Morgan. Stella, Taylor-Snell. George, Pwot. Penelope, Redbeck's Daughter. Lilli Palmer.

## RECORD ALBUM

### Gay 'Paris' Nostalgically Recaptured In Vox's Vibrant, Authentic LP Wax

By SAUL CARSON

What Elliot Paul once did with his literary dirge for a city, entitled "The Last Time I Saw Paris," has been achieved in this sock waxing for a Paris that's very much alive, gay and vibrant; serious yet not too "square," pulsating in every fiber.

France enters the U. S. director of the French Broadcasting System, had started this project about a year ago in observance of the 2,000th anniversary of Paris. Wisely, he did not rush the job. Instead, he got Gerald Kean, one of the top brass of the United Nations Radio, to work with him in an effort to make of "This Is Paris" a disk that is as commercial as it is authentic of the atmosphere, lifeblood and feeling of France's capital.

Here are voices forever associated with Paris and its greatness—voices vocal and instrumental, solo and ensemble, the bells of

Notre Dame, the trumpets of the Garde Republicaine, Edith Piaf and the national orchestra of Radiodiffusion Francaise (comparable to our NBC orchestra), Josephine Baker and the music of Berlioz, the great organ of the oldest church in Paris and Maurice Chevalier. This, indeed, is Paris—including some of its foremost foreign friends, thru the voices of Franklin D. and Eleanor Roosevelt, Winston Churchill and Edward G. Robinson and Louis Armstrong.

Crenese is French. Kean is an American who knows and loves France and Paris and, in addition, has the expert American radio man's keen sense of sound effect and tonal value. Add to this team the sensitive recording ability that so often characterizes other Vox platterings—and you have a first-rate job, fit not only for educational purposes and as a nostalgic piece, but custom-made for

wide commercial distribution in city markets.

Vox has given the item unusually effective, and solid packaging. The front jacket of the album reproduces in color Raoul Dufy's famous painting, "Libération of Paris," a work of art of tremendous effectiveness. The jacket will make the album stand out in any shop window, on any record-store shelf. No expense seems to have been spared by Vox in the packaging, the single disk being enclosed in a pocket which is part of the hard-cover album. All in all, artistically, as well as for its sales potential, this is an album worth any distributor's and retailer's careful attention.

"This Is Paris." All-Star Group. Produced by Pierre Crenese and Gerald Kean. Vox (13) PL 7170. One 12 inch disk.

## BOOKS

### Hire a Lawyer When in Trouble; But This Tome Can Save Aspirin

By JOE CSIDA

The pages of The Billboard could be filled each week with the woe-filled tales of characters suing one another for alleged appropriation, infringement, et al ideas. There are more suits in virtually every branch of show-business on songs, TV and radio shows and ideas, night club routines, games, notions and what have you than may be found on Robert Hall's plain pipe racks.

This vast number of suits may be substantially trimmed if enough showbusiness practitioners read a book published this week. It is "Risks and Rights In Publishing, Television, Radio, Motion Pictures, Advertising and the Theater." The bite is \$7.50 (which for its close to 400 pages, comes to less than 2 cents a page, and constitutes, in this reporter's opinion, a sound investment. Guys who've gotten themselves entangled in risks- and rights-messes have spent more on

Publisher is Norton, and the author is Attorney Samuel Spring of the law firm of Spring and Eastman, Of Spring, Chief Judge Harold M. Stephens of the United States Court of Appeals (in a foreword to the tome) says: "The author has broad and responsible professional experience, and is of recognized expertise in the field of practice concerning which he writes." The Judge is not kidding, as a reading of the first 50 pages will quickly make plain. Spring takes this most complex overall subject, breaks it down into five equally complex separate parts, and makes the whole and the parts not only understandable but totally fascinating reading.

Privacy, Defamation In Part One he deals with Privacy, citing such beguiling cases as that of the poor film theater press agent, who used the fictional name of a female character in a film showing in his employer's house on a romantic

postcard to potential male customers, only to have a real-life lady with the same name pop up to sue the pants off his boss and win.

Part Two deals with Defamation; Three with Copyrights (in all its myriad, drive-you-out-of-your-mind facets); Four with Unfair Competition; and Five with Television, Ideas and Censorship.

And in addition to the comprehensive treatment of these phases of Risks and Rights, the book achieves considerable extra practicality in usage via three appendices. The firsts lists, in neatly indexed form, the notes and cases cited thruout; the second presents the complete Copyright Statute; and the third, a selection of Copyright Office Forms.

The up-to-date nature of the work is demonstrated by the inclusion of a number of recent cases. The Gautier-Pro Football case, for example, in which Gau-

(Continued on page 53)

## NITE RADIO, DAY RATES DEMANDED

Bankrollers, Citing Coverage, Press Webs for Big Reductions

Continued from page 1

case, bankrollers such as Lever Bros., Whitehall Pharrnaceutical, General Foods, the cigarette accounts and other major sponsors will follow with similar demands in a hurry. Some of these have already made requests for readjustments of rates from webs carrying their shows, or have offered shows to competitive webs, "if the price is right."

Other webs (aside from an occasional "deal") have also stood pat so far. The situation becomes more serious, virtually day by day, of course, not only because of the inroads television has made in evening and nighttime ratings, but also because the same bankrollers who are spending the big dollar in radio are attempting to maintain leadership with expensive television shows.

In addition to using radio daytime versus nighttime rating figures, more than one of these sponsors has used his video talent

and time purchases as an additional strong whip. That the pressure will continue is certain. Whether the networks will be able to hold out against it, and, if so, for how long, is the billion-dollar question which is plaguing not only the webs but all affiliated stations as well.

## Swank Takes Smith 1/2 Hour

NEW YORK, Feb. 16.—Swank accessories this week signed to sponsor the second half hour of the Kate Smith TV show on alternate weeks on the National Broadcasting Company.

The deal, effective June 16, is for a minimum of five shows in the time vacated by Norge, 8:30 to 9 p.m. Wednesdays.

## IS 5-MIL FUNNY?

## Gleason Cost Tops All on 1952 Skeds

NEW YORK, Feb. 16.—Jackie Gleason will cost \$3,510,000 for time and talent alone for 39 weeks of sponsorship on the Columbia Broadcasting System's basic network of 21 stations next season, without evaluating discounts. Gleason is already being

peddled by CBS-TV at a price of \$68,175 per hour for talent. The basic CBS-TV network of 21 interconnected stations will cost \$23,825 weekly to clients. The addition of both figures will be the cost of the show to one sponsor for the 39-week stretch.

Since most clients who pay that kind of money for a program are interested in much more than basic coverage, the total cost of the program will undoubtedly be closer to \$5,000,000 or even more for 39 weeks of sponsorship. This makes it evident that Gleason will have to be sold in half or quarter-hour segments to get enough advertisers who are able to afford the comic.

It also means that Gleason probably will be the single most expensive program in TV next season. Milton Berle is being peddled for next season by the National Broadcasting Company at \$50 per week, and a half hour of "Show of Shows" will cost \$29,500 for the coming season.

CBS-TV is talking about slotting Gleason in the Saturday night 8-10 p.m. period following Ken Murray, but this is only one of a number of spots into which he could fit. The web undoubtedly, however, will come up with an hour to assure maximum ratings to the comic.

## Philly's WDAS Into All-Night Longhair Whirl

PHILADELPHIA, Feb. 16.—Following the remarkable success of the all-night longhair record show instituted recently by WNBC, New York, indie outlet WDAS, Philadelphia, has instituted a similar policy, with the station beginning its 24-hour policy tonight (16). Airings will run 1-8 a.m. except Saturday when the time will be 12:30-8 a.m. Sponsorship will be offered in segments, with some periods reserved for public service.

Longhair jockeying will be handled by staffers Gil Morris and Brad Thomas, both of whom have classical music backgrounds. The move is in line with policy instituted when the station was taken over by Max Leon, music patron and conductor of the Philadelphia Pops Orchestra.

## Store Tie-Ins Aid WFIL Biz

PHILADELPHIA, Feb. 16.—Norman R. Prouty, WFIL sales manager, effected a special service to advertisers in a merchandising arrangement with the Food Fair Stores, Inc., providing for point of sales displays of station sponsor products in the 35 stores of the super food market chain in the area. Arrangement provides for a weekly shelf extender display of products of WFIL advertisers at the food chain stores, with an estimated store traffic of 50,000 customers a week. In addition, wherever possible, the stores will use special counter displays.

Merchandising service will go to all current and future advertisers taking a minimum of three participations weekly for at least 13 weeks on the daily afternoon women's interview show conducted by Mary Jones.

## 'DEALS' LURE NEW TV WEB CLIENTS

NEW YORK, Feb. 16.—There are persistent reports that more and more "deals" are being worked out for advertisers on network television shows. Latest is the story of the account which had a half hour program set to go on one major web. Competitive major network offered to pay for cable costs for first thirteen weeks. The advertiser asked the first network to meet the offer, but was turned down. Second web got the business.

## WNBQ'S GAMBLE

## Noon Mellers For Kid Eyes In Big Payoff

CHICAGO, Feb. 16.—A gamble of WNBQ in scheduling a kid show at noon has paid off. Ratings showed the bottom dropped out of TV audiences here from noon to 1 p.m. George Heineman, program director, got hold of figures that revealed that 82 per cent of school kids come home for lunch, and put on a daily half-hour using old silent movies, with talk by Johnny Coons, who is familiar to small fry for his previous "Uncle Miltie" and "Panhandle Pete" characterizations.

WNBQ reports one of the greatest mail responses of any local show they've ever put on, mostly from parents grateful because Coons is getting the kids to hurry home from school, wash their hands, drink their milk, and otherwise behave well. Coons portrays a different character each day for about 10 minutes, with 20 minutes for the old flickers, such as Chaplin, Charley Chase, Laurel and Hardy, and even an old Mabel Normand cliffhanger. Show is sustaining, but WNBQ is optimistic about finding a bankroller.

Coons urges kids to eat lunch in the living rooms while watching the show, but parents aren't objecting.

## Early 'Bellboy' Decision Due

DETROIT, Feb. 16.—The suit of WJBK's against WXYZ over the rights to the title of "Jack the Bellboy" was argued in Federal Court before Judge Arthur F. Lederle Thursday.

Evidence in the case from station executives and others was taken last week, and an early decision is anticipated because of the extraordinary fast assignment of the case for trial.

## NEWS CAPSULES---COAST-TO-COAST

## WOR, WLW in 30th Yr.; New Tex. Net; 'Commie' Hits 317

NEW YORK, Feb. 16.—The Jacob Schmidt Brewery of St. Paul this week purchased "I Was a Communist for the FBI" for 50 months bringing to 317 cities the total sales to date. The brewing company will spot the Frederick Ziv series in 33 markets in Minnesota alone.

Toni Renews CBS 'Crime' For Alternate Weeks . . .

NEW YORK—"Crime Photographer" this week was renewed by Toni for alternate week sponsorship. Carter products is the other bankroller on the Columbia Broadcasting System package.

WOR to Celebrate Feb. 22, WLW Sets March . . .

NEW YORK—Two important radio stations will celebrate their 30th anniversaries shortly. WOR

here will be 30 years old on Friday, February 22, and WLW, Cincinnati, will set aside the month of March as its anniversary month. WLW-T, the station's TV adjunct, will mark its fourth birthday that month. The Cincinnati outlets will mark the double birthday with four special simulcasts.

Du Mont Adds 8 Stations Delayed for 'Rocky' . . .

NEW YORK—The Du Mont network adds eight stations on a delayed basis for its "Rocky King" series during the month of February. Co-sponsored by Chlorox Chlorophyl Gum and the Industrial Tape Corporation, the program will be carried by KING, Seattle; WAFM, Birmingham; WFAA, Dallas; KREY, San Antonio; KPXX, San Francisco;

## EDITORIAL

## Reprise Re Rates

We noted editorially a couple of weeks ago that the battle to halt the radio rate cut drive was not yet over. We indicated, as we have frequently indicated before, that on the network level particularly, there is still great cause for concern. The story in columns one and two on this page give new evidence of this. It must be recognized that it may be impossible for the radio networks to withstand indefinitely the persuasions of major advertisers that nighttime rates should be cut. The Procter and Gamble case, for example, is a fairly strong one at first glance.

A rough study of cost-per-thousand, which indicates that P & G is buying its daytime radio serials for about 72 cents per thousand, and its nighttime shows for only slightly more, would prove that beyond question radio continues (even on a network level) an outstanding advertising buy. But, as has been said, this may not be enough to enable the webs to stand off advertiser pressures. On the network radio level it may simply be too late.

Network radio is paying the price for its failure to raise rates with virtually all media as it continued from one year to the next to deliver greater and greater audiences. Indeed many local stations failed similarly to establish thoroughly justified rate increases.

But that's all spoiled milk. Now, today and tomorrow there must be the greatest possible acceleration on both the network and the local station level (particularly on the latter) to gain recognition for all radio circulation (out of home, multi-sets per home, etc.) and not just part of the circulation. There must be developed new, strong, TV-proof program ideas, not only for the nighttime hours, but for the daytime hours as well. For as sure as the powerhouse videoshows cut into the nighttime radio audiences, just so surely will stronger daytime television shows cut more and more heavily into daytime radio unless new, ingenious, audience-pulling and holding program ideas are developed.

There must be the greatest promotion of radio to win audiences with good, new shows that the industry has ever seen. There must be an aggressive, intelligent all-out selling approach. The trend toward merchandising on the part of the networks and the local stations must continue, and must spread out of the few fields (groceries, super-markets, etc.) in which it now operates, and into every field in which advertisers market their wares.

As has been urged by industry leaders, the trend toward developing new accounts who have never used radio and/or television before must be accelerated.

All this has been said before, by us and by alert members of the industry. Nevertheless, it cannot be repeated too frequently. Unless all of these functions are carried thru with the greatest possible application of brain and brawn, broadcasters will lose millions of dollars in revenue in the next several years.

## A ROSE BY ANY NAME

## Channel Numbers Get Preference on TV Now

NEW YORK, Feb. 16.—The established radio pattern of station identification by call letters on the part of listeners appears to have been almost completely discarded in television. A very large majority of TV viewers specify stations by channel number, rather than call letters. As a result, a number of outlets are making changes in their station breaks, promotion and advertising, to meet the situation.

Altho there are many variations, from market to market, a study made by the research department of the National Broadcasting Company, based on Trendex's regular program rating surveys, indicates the trend is overwhelming. In New York, for example, 98.5 per cent of respondents identified programs by chan-

nel number, and only 1.5 by station call letters. In Washington, the proportion was 97.4 per cent channel number, 2.6 per cent call letters. In Los Angeles, 75.2 per cent used channel numbers only, 13.2 per cent used both channel and call letters, and only 11.5 per cent used call letters only. In Chicago, it was 75.6 per cent by channel, 24.4 per cent by call letters. In Cleveland, 60.3 per cent used channel number, 0.7 per cent used both, and 39.0 per cent used call letters.

### Different Choices

These figures indicate that when a large number of stations is available, the relatively easier number method usually is used. A narrower choice seems to make call letters more popular, as in Cleveland, a three-station market. In one-station markets, use of channel number is almost non-existent, with no reason for dial-twisting.

The Trendex telephone surveys made possible such a study, since respondents are asked the name of the show being watched, the name of the program, and the (Continued on page 48)

## Tex-Jinx to Get Cut to 15-Min.

NEW YORK, Feb. 16.—The Tex and Jinx show on WNET is being cut to 15 minutes across the board from its current 25-minute strip, early in March. The slash is being effected to permit a 15-minute period split into news, sports and weather as a local feature. With Tex and Jinx retaining the 6:30 to 6:45 p.m. strip, the new block will go into the 6:45-7 period.

From 6:45 to 6:50 p.m., WNET will feature New York local news. From 6:50 to 6:55, Krueger beer will sponsor a Bill Stern sports show. Aid from 6:55 to 7, Consolidated Edison will retain its Uncle Welnbee weather strip.

WAVE, Louisville, and WTTV, Bloomington, Ind.

"Barn Dance" TV Affects Big City Stations . . .

CHICAGO—"Old American Barn Dance," one of video's few hillbilly variety stanzas, is starting to attract attention in the big cities. The program is being carried by WNBQ, Chicago; WDTV, Pittsburgh, and it will be programmed in Detroit. United Television Programs syndicates the series.

Texas Quality Met Formed For State Coverage . . .

FORT WORTH—The Texas Quality Network was formed here this month to offer holeproof coverage of the Lone Star State. The radio web has as its basic stations (Continued on page 48)



TV-FILM BATTLE

Syndication Fight Between NBC, CBS

NEW YORK, Feb. 16.—A showdown battle for domination of the film syndication field was shaping up this week between the Columbia Broadcasting System and the National Broadcasting Company. Hard on the heels of the setting up of CBS-TV Film Sales as a separate unit of the network last week, came a challenge from NBC-TV. Edward D. Madden, NBC veepee for TV operations and sales declared that, by the end of this year, NBC-TV film syndication department will gross more than any vidpix outfit in the business, network or otherwise.

Madden's forecast was made despite the fact that NBC now has only one regular program series on its list, "Dangerous Assignment," while CBS-TV has several. These include the Gene Autry show; "Range Rider"; 13 weeks of the "Cases of Eddie Drake" mystery series; 52

quarter-hour films (formerly aired on "Fireside Theater") packaged as "Strange Adventure"; 26 more turned out by Gene Lester; 13 concert films featuring the Vienna Philharmonic; seven 30-minute capsule opera pix; and 13 half-hour variety stanzas filmed in France and titled "Holiday in Paris." On tap for production are a series of 26 whodunits titled "Files of Jeffrey Jones" and a kid series titled "Betsy and the Magic Key." NBC File

Madden's optimistic outlook is based partly on the fact that, in two months, the Brian Donlevy "Dangerous Assignment" series has been sold in 26 markets. The web's library currently includes the old "Hopalong Cassidy" feature pix, now airing in over 35 markets at rates varying from \$80 to \$750; news and actuality material such as its own 10-minute daily newscast (30 markets); 30-minute weekly news review (20 markets); and 30-minute weekly sports review (20 Markets). Cost of "Dangerous Assignment" varies by market from \$75 weekly to about \$3,000.

With several additional film series expected to be ready to go by fall, NBC is mapping a large expansion of its syndication de-

(Continued on page 45)

NBC, ABC Spot Staffs Expand, 34 Men Hired

NEW YORK, Feb. 16.—Expansion of personnel and activities of the AM and TV spot sales departments of both the American Broadcasting Company and the National Broadcasting Company were in the works this week. While NBC has just added 26 to the spot sales staff, mainly in sales, the ABC development will not take effect for another couple of weeks. (Spot sales seems to be one of the few departments unaffected by the ABC economy wave.) The ABC plan is particularly keyed to aid the web in its relationship with TV outlets, as in clearing time for sponsors, by directing business to the stations.

The NBC expansion had 18 persons added in New York alone. Four key posts, filled by transferring excess from other jobs, have Robert Leder named as national spot sales manager for radio, John H. Reber serving in the same capacity for TV, Richard H. Close becoming national manager for represented stations, and H. Norman Neubert named manager of sales development, promotion and advertising.

TELE MAKING COUNTER-SHOWS CRY FOR HELP

HOLLYWOOD, Feb. 16.—The TV is the baby in the entertainment family, it's already showing sufficient strength to bully its older brothers and sisters. This week, Hollywood Legion Stadium officials seriously considered switching boxing matches away from the traditional Friday nights in favor of either Thursday or Saturday nights. Stadium officials feel local leather pushers can't compete with the Eastern-originated televised mitt shows and estimate that the televised Madison Square Garden or St. Nicholas Arena matches is costing the Legion's gate approximately \$1,500 per week.

Legion officials intend to seek the State Athletic Commission's help and will ask the commission if it's empowered to blackout out-of-State events from TV. If no solution is found here, the Legion intends to take its fight to International Boxing Commission's Jim Norris.

C. B. De Mille is pre-releasing "Greatest Show in 300 Years" on February 27. The vet showman, casting an eye into the future, will hold up general release on the film until August. Reason? De Mille doesn't want to compete with TV's coverage of the presidential nominating conventions to be staged this summer in Chicago.

WWRL TO ROAM HARLEM AT NITE

NEW YORK, Feb. 16.—Negotiations are under way between indie AM station WWRL and several Harlem niteries for an after-midnight disk jockey show to originate at one of the spots. Stanza will be beamed at the local Negro market from midnight to 2 a.m., first time the station has aired into the morning hours. The station is seeking a male Negro deejay to handle the chorea.

SOAP BUBBLES

P&G TV Faces Bumping by Colgate Show

NEW YORK, Feb. 16.—Procter & Gamble, which has bought the Tuesday and Thursday episodes of "The Egg and I" daytime TV serial, has been notified by the Columbia Broadcasting System that it may have to give up those periods if Colgate should exercise its option to go across the board on "Strike It Rich," the show just preceding. Colgate now bankrolls Mondays, Wednesdays and Fridays on "Strike" from 11:30 a.m. to noon, and can go across the board if it so desires.

P&G, as a competitor to Colgate, can hardly be allowed to air back to back. So CBS-TV, in closing the sale of "Egg," notified P&G that the deal is contingent on Colgate remaining on a three-weekly basis.

First UHF Station Could Bow by Sept.

RCA Can Deliver If Freeze Ends by June; Du Mont Asks for 8-Station Owner Limit

WASHINGTON, Feb. 16.—The nation's first UHF station could be ready to go on the air in September if the Federal Communications Commission manages to lift the freeze by June, it was revealed at a seminar here this week sponsored by Radio Corporation of America.

In the presence of engineers from FCC and the industry, RCA spokesmen said their plant is geared for production the moment the freeze is lifted so that a signal could be on the air by September. Transmitter models were displayed at the seminar, and conferees were told of RCA ultra high tuners which will be marketed for as low as \$10 (single channel tuners) up to \$50 for all-channel tuners. RCA's "super-sees," in production since August, are equipped to accommodate the tuners. This week's seminar led off a public educational campaign on UHF, with full-page ads in all Washington newspapers proclaiming the coming system.

Meanwhile, FCC at the end of another week of deliberations on a TV allocations plan, continued to point to mid-March "or thereabouts" for issuance of its final TV allocations table. A 90-day to 90 day period will be needed subsequently to gear for actual freeze-lift on processing of TV bids. Commission has not yet decided on whether UHF and VHF applications will be consolidated in hearings. Also pending is FCC decision on National Broadcasting Company proposal for unlimited ownership of UHF channels as a

(fillip to UHF development. NBC's proposal was countered this week by a petition from Du Mont Television Network urging that FCC amend the multiple ownership rule to provide a limit of eight TV stations, including five as the VHF limit.

NEGRO "NET"

WLIB Offers ET's; WOV in Lingo Drive

Continued from page 1

and Charlotte Hubbard's "Washington By-Line" as a once-a-week, quarter-hour.

Stations are being asked merely to pay costs of dubbing or making transcriptions, plus shipping costs of the platters. This is figured to run to somewhere between \$8 and \$12 per week per platter, depending on whether it's 15 minutes or a half hour. There will be no talent or other charge. All platters will be open end. What WLIB hopes to get out of the deal is the lure of offering virtually nationwide coverage of the Negro market to name talent it hopes to get on its air.

In the WOV project, the deal has been offered to members of the Foreign Language Quality group of stations. WOV commentators plan to translate or the spot reviews of the convention proceedings.

Stafford Gets Lux Radio Spot

HOLLYWOOD, Feb. 16.—Jo Stafford will make her "Lux Radio Theater" debut March 3, taking the part portrayed by Doris Day in Warner's "Young Man With a Horn," appearing opposite Kirk Douglas. If Miss Stafford clicks in her dramatic debut she will also take Miss Day's roles in Lux radio versions of "Lullaby of Broadway" and "On Moonlight Bay." Lux has carefully guarded its "Radio Theater" by restricting lead roles to established picture personalities. Miss Stafford's appearance marks the first time Lux has waived its pic player only rule.

Miss Stafford, however, will soon be in the flickers on her own. She will take the lead in "My Fine-Feathered Friend," to be produced by Fidelity Pictures for Warner release, with film set to roll next month. Miss Day, originally sought by Lux to re-create her WB roles, turned down the bid, preferring to remain off of radio. She's been off the airwaves since her box-off of the Bob Hope show last year.

Women, Kiddies 1st for Baseball

NEW YORK, Feb. 16.—Regarded primarily as being of interest to men, baseball broadcasting is heard by an audience composed 50 per cent of women, teen-agers and children, according to a study made for WMCA here by Pulse, Inc. The survey made of listeners to the New York Giants ball games revealed that 50 per cent of the audience is composed of males over 18; 33 per cent of adult females; 10 per cent of teen-agers, and 7 per cent of children.

The study also found that although night games are heard by more people, the ratio of men to women maintains its 50-50 balance. The station is using the survey to interest advertisers with sales pitches directed at "the forgotten 50 per cent" in sponsorship of agencies to the Giants ball games.

ALFRESCO TELEVISION

Outdoor Tract Being Readied for WTMJ-TV

Continued from page 1

WTMJ's 25th anniversary and WTMJ-TV's fifth birthday.

Basic outdoor feature of the studio will be an 80 by 165 foot oval, covered with asphalt and circled by a cinder track. Camera platforms will be spotted at strategic areas on the grounds, and concrete walks will be laid in the area so as to facilitate the movements of other cameras on platform rollers.

Part of the oval will be flooded during the winter for ice-skating demonstrations, and floodlighting will permit broadcasting of night shows all year long. Outdoor demonstrations of various sports such as tennis, golf, wrestling,

boxing, fly casting and hunting will be televised. The area will not be large enough to permit staging of complete baseball and football games, but various phases of these sports can be handled on a limited basis.

Special facilities will also be available for outdoor cooking barbecues, picnics, child training and other features of interest to women viewers.

Eventual plans also call for erection of a bleacher section to accommodate a sizable live audience. Also in the blueprint is a completely equipped stage for outdoor variety shows and concert programs.

any group or organization that carried out a campaign to promote radio as a medium during 1951 is eligible to send in an entry for

DIVISION C OF

The Billboard's Fourteenth Annual

RADIO AND TELEVISION PROMOTION COMPETITION

If in the past year you made an endeavor to promote radio (not any particular station, network or organization, but radio as a whole), make up an entry describing your campaign and send it to the Promotion Competition to run under Division C.

RADIO-AS-A-MEDIUM PROMOTION

For rules and entry forms, write to Promotion Competition, The Billboard, 1564 Broadway, New York 19, N. Y.

DEADLINE IS MARCH 15, 1952

- \* stations
\* networks
\* trade organizations
\* regional associations
\* private companies connected with radio

Divisions A and B are open to stations and networks only. They are AUDIENCE and/or SALES PROMOTION and PUBLIC SERVICE PROMOTION

Promote your promotion!



# Katz Execs Tell Affils to Cut TV Webs' Option Time

## Reps Urge Re-Negotiation of Pacts With Nets, Push Film as Alternate

CHICAGO, Feb. 16.—A call for virtual elimination of network option time in TV station-web affiliation contracts was sounded this week-aid here at a spot TV policy meeting of the 19 TV outlets represented by the Katz Agency, Inc. George W. Brett, vice president and director of sales policy for Katz, urged execs of the outlets to plan re-negotiation of web contracts both to cut down network option time and to protect affiliates against "unilateral rate decisions."

### "IRMA" GROWS

## 12 Markets Now Carry Aired Live

NEW YORK, Feb. 16.—Aided by strong ratings, "My Friend Irma" is starting to get live clearances in markets which previously were loath to clear the 10:30-11 Tuesday night slot. Program began its career for Cavalier cigarettes with 10 live stations and is now up to 12 live stations with two more promised in March.

WAGA, Atlanta and WKRC, Cincinnati, have joined the Columbia Broadcasting System video web broadcasting the stanz. WFMY, Indianapolis, and WFNB, Cleveland, are the other stations which have agreed to carry the program. "My Friend Irma" is also shown over 18 stations via kine.

### CBS-TV Sells Half Of Easter Parade

NEW YORK, Feb. 16.—The Susquehanna Waist Company this week purchased half of the Easter Parade on the Columbia Broadcasting TV network. Event will be televised April 13, with Susquehanna bankrolling the 1-1:30 slot. Steve Allen will act as emcee. Buy costs approximately \$4,000 for time and talent.

### GODFREY COPS NIELSEN TOP 3; BERLE TO 4TH

NEW YORK, Feb. 16.—Arthur Godfrey walked off with the top three spots on the latest national TV ratings of the A. C. Nielsen Company, covering the second report of January. Milton Berle dropped to fourth position, lowest spot he has held in recent memory. Fifth and sixth shows, respectively, are Red Skelton and "I Love Lucy," giving the Columbia Broadcasting System four of the top six.

Ratings and number of homes covered for these shows were: "Talent Scouts"—58.0—5,992,000; Arthur Godfrey's Friends (first half hour)—56.5—8,150,000; Godfrey's Friends (second half hour)—55.2—7,916,000; Berle—51.5—7,577,000; "Lucy"—51.0—7,512,000.

Brett's remarks were made in the course of a talk calling for "continued competition between spot network television" as calculated industry policy. This competition, said Brett, should be accelerated in rates, prime guaranteed times, and availability of films.

Brett urged stations to endorse the principle that web affiliates have the right to clear and guarantee for non-web sponsors any time slots comparable to and competitive with times cleared and guaranteed for network advertisers. He proposed that stations "go on record as established, public policy, that you will clear and guarantee against pre-emption, time up to 52 weeks within the limits of your commitments current when any acceptable non-network advertiser is ready to buy." He pointed out that the nine hours daily TV option time allowed as a network maximum by the Federal Communications

Commission "is exploited by the networks as a minimum."

Eugene Katz, executive vice president of the Katz organization, followed up by stating that the FCC option time regulations were designed for instantaneous interconnected network relays. With very heavy use of film expected to grow, and web use of their option time for film placement, he said stations "will have grounds for re-negotiation of network contract option clauses, or for seeking redefinition of the FCC's network regulations, or both."

Katz told the station executives: "You will not want to be required to give networks pre-emption rights on nine hours per day for less than a third of your rate to enable them to outsell the other time you have for sale, when that time can produce twice as much income."

Scott Donahue Jr., Katz TV sales manager, said his firm, on (Continued on page 53)

## SAG Wins Additional Pay Rights for Thesps

HOLLYWOOD, Feb. 16.—Screen Actors' Guild this week won recognition of its principle that thespes should receive additional payment if their theatrical films are shown on TV. Point was established in an agreement concluded between SAG and the Independent Motion Picture Producers' Association.

According to the INPPA pact, each actor appearing in one of 70 theatrical films listed will receive 12½ per cent of his original income from the film in question when that film has been shown on TV. Percentage is based upon a selling price less than \$20,000 per pic. If producer gets more than

the \$20,000 figure, thespes must get 25 per cent of their original take. Agreement runs for seven years and provides that none of the films will be released to TV until at least three years after their first theatrical showing. All pic involved were made since August 1, 1948, cut-off date in the Guild's basic agreement with all producers.

### 'Champ' to Go Coast-to-Coast

HOLLYWOOD, Feb. 16.—"Hail the Champ," Chicago originating kid show sponsored by Chuckles Candies via American Broadcasting Company for five Eastern markets, will go coast-to-coast on its present sponsor finds another bankroller willing to share the cost on an alternating week basis. Show is packaged by Gam Productions (Maurice Gresham, Herb Allen and Maurice Morton) and originally started on the Coast as a radio show via KGER (Long Beach) and later went on local TV (KLAG-TV). Present sponsor has signed for renewal after current cycle expires this spring.

### CBS Dickers for 'Snooks' AM Rights

HOLLYWOOD, Feb. 16.—The Columbia Broadcasting System is reportedly dickering with the Fannie Brice estate for the rights to "Baby Snooks" for radio. CBS would take the series and recast it with a star. Negotiations are only in an early stage.

## TRENDIX GAIN FOR "TODAY" ENCOURAGING

NEW YORK, Feb. 16.—Video execs connected with "Today," the National Broadcasting Company's 7 to 9 a.m. pioneer TV show, this week were elated by Trendix ratings for the first week of February, which showed an average rating gain of almost one point over the stanza's first week, January 13-19. The significance they said, stemmed not from the small gain alone, but because many in the industry predicted the rating would fall off after initial curiosity was satisfied. The gain suggests "the beginnings of a growth pattern," one exec declared. The ratings, based on coincidental telephone calls in eight cities during the 8-9 a.m. hour, showed slight gains on Monday, Wednesday and Thursday, and a small loss on Tuesday and Friday. Average for the week of February 1-7 was 4.8, as compared with 4.0 for the show's first week out.

## Motorola on Agency Hunt

NEW YORK, Feb. 16.—Motorola is seeking a new agency to handle its print media. The account's newspaper and magazine billings are currently handled by Gourfain-Cobb, and its radio-TV business by Ruthrauff & Ryan. The latter agency will continue to handle the broadcasting billings and is also submitting a pitch for Motorola's print business.

## More Sponsors Turning To Alternate Week TV

NEW YORK, Feb. 16.—Several more sponsored TV shows were reported softening this week. Westinghouse was considering going alternate weeks with "Studio One" next season. Pabst was also considering an alternate week cutback in 1952-53 of its sponsorship of the Wednesday

night fights on CBS-TV. And United States Royal Tire was unhappy with its "Showcase" on the National Broadcasting Company's TV web.

Both "Studio One" and the Wednesday fights have done good jobs for their sponsors, but Westinghouse has to pay a tremendous bill for its radio and TV coverage of the elections on CBS, and Pabst has found its 1952 advertising load too heavy to carry. U. S. Royal feels that its program is too spotty and does not maintain the consistent pace necessary to build a rating.

### Tums Takes Tab On NBC "Crain"

NEW YORK, Feb. 16.—One of the costliest radio sustainers on the National Broadcasting Company, "Barrie Crain, Confidential Investigator," was picked up this week by Lewis-Howe to plus Tums. The bankroller is dropping its current series, "Hollywood Theater," which airs Tuesdays, 8:30-9 p.m., and shifting the Bill Gargan series into that slot instead.

"Barrie Crain" currently is in the 10-10:30 period Wednesdays. The shift takes effect March 18. The agency is Dancer-Fitzgerald-Sample.

## TOSS IN TOWEL

## TV Net Bouts Too Much for Coast Legion

HOLLYWOOD, Feb. 16.—Rather than continue its weekly head-on clash with Eastern originating televised boxing bouts, Hollywood Legion Stadium this week decided to toss in the towel on Friday nights by switching the bouts to Saturday nights. Friday night matches have been shown for more than 20 years.

However, in holding to the Friday night sked, the Legion was doubly hurt; matches couldn't be sold on local TV because no L.A. sponsor was willing to buck Eastern matches. Gate was crippled by televised Eastern competition, with many fans staying home to see TV coverage of Eastern boxing shows rather than pay to see local exhibitions.

According to reports, local bouts are now being peddled, with KECA-TV seen as likely station to carry them, and a local brewery (probably Eastside Beer) as the bankroller. First Saturday night bouts will be staged March 1.

## FM Temporary Grants Extended

WASHINGTON, Feb. 16.—Seventeen FM stations which have been on temporary grants from the Federal Communications Commission pending the Commission's inquiry into functional broadcasting got temporary extensions this week for another three months. Five others got three-month renewals of their temporary grants pending the Commission's inquiry, under way for several months, into anti-trust phases of affiliated companies. Commissioner George Sterling alone voted for regular grants to the stations involved in the functional broadcasting inquiry.

Meanwhile, FM broadcasting here got an enthusiastic progress report yesterday (15) at a conlab sponsored by the National Association of Radio and Television Broadcasters and the Radio-Television Manufacturers Association. A test campaign here gets under way, March 1, and teaser spots about "FM month" are now being aired on Washington radio stations. Favorable results of a month's test campaign in North Carolina were reported.

## RED RELUCTANT TO KISS OFF AM

HOLLYWOOD, Feb. 16.—Red Skelton, the weary from his radio, TV and pie work, wants to remain on radio despite reports to the contrary. According to Russell Seeds radio-TV exec, Lou Place, Skelton is looking forward to remaining on radio for at least thru next year if not longer. Going off of radio at this time, Skelton would lose exposure in many non-TV areas of the country. According to Place, the comic intends to remain on radio until he can get almost comparable coverage from TV.

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

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

Claire R. McCollough, Pres.

Represented by

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

## PABST BUYS TV FIGHT RIGHT

NEW YORK, Feb. 16.—Pabst Beer this week was reported to have guaranteed to make up the difference between the gate receipts and \$200,000 in order to get TV rights to the Rocky Graziano-Ray Robinson fight, which was just signed. The bout will take place April 16 in the Chicago Stadium and will be aired on the regular Pabst Wednesday night series via the Columbia Broadcasting System. The agency is Warwick & Legler.

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



6:00 AM WABC 1.2 WABC 1.2 WNEW 1.0 WABC 0.6 WABC 0.6 WABC 0.4 WABC 0.4 WABC 0.4	6:15 AM WABC 1.4 WNEW 1.3 WABC 1.3 WABC 0.8 WABC 0.7 WABC 0.5 WABC 0.6 WABC 0.4	6:30 AM WABC 2.0 WABC 1.9 WNEW 1.8 WABC 1.3 WABC 1.0 WABC 1.0 WABC 0.6 WABC 0.5 WABC 0.5	6:45 AM WABC 2.6 WABC 2.3 WNEW 2.0 WABC 1.6 WABC 1.3 WABC 0.9 WABC 0.8 WABC 0.7 WABC 0.6	7:00 AM WABC 4.6 WABC 4.2 WNEW 3.4 WABC 2.6 WABC 2.3 WABC 1.1 WABC 1.1 WABC 0.8 WABC 0.8	7:15 AM WABC 4.6 WABC 4.1 WNEW 3.6 WABC 2.5 WABC 2.4 WABC 1.2 WABC 1.2 WABC 0.8 WABC 0.7	7:30 AM WABC 4.8 WABC 4.4 WNEW 4.5 WABC 3.9 WABC 3.0 WABC 1.3 WABC 1.3 WABC 1.2 WABC 0.8	7:45 AM WABC 4.7 WABC 4.5 WNEW 4.3 WABC 3.6 WABC 3.3 WABC 1.3 WABC 1.3 WABC 1.3 WABC 0.9
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JANUARY 1952 PULSE, MONDAY-FRIDAY... AT HOME ONLY





# HOME FILM TEST A TV HARBINGER?

Para's Raibourn Sees Full Future, Reveals 15-Mil Du Mont Shares

WASHINGTON, Feb. 16.—Paul Raibourn, vice-president of the Paramount Pictures Corporation, testifying in the American Broadcasting Company-United Paramount Theaters merger hearing this week, confirmed reports that Paramount hopes for a successful test of home movie screen TV by the International Telemeter Corporation in Palm Springs, Calif., next September. The Paramount Pictures Corporation owns half the Telemeter stock.

Raibourn said a successful test would likely prepare the way for installation of the scrambled-TV system on a regular basis, pending Federal Communications Commission action. He said he expects the system to operate as a common carrier. Steps are already being taken to install a community antenna, with the Palm Springs Council deliberat-

ing on a franchise. Current plans call for hooking up all local TV channels to the system. He said every station in any given community could use Telemeter service at given times, and he said theaters could tie in too. A local exhibitor will be in the Palm Springs venture.

## Med Exhibs?

Meanwhile, the question whether or not the ABC-UPT hearings will require witnesses from the theater exhibitor industry was raised after hearing examiner Leo Resnick mentioned an apparent trend of the hearing in that phase. If this would throw the timetable seriously out of kilter is unknown. Despite the current delay in proceedings, the target date for findings late this year continues likely as originally anticipated last fall.

Raibourn occupied the stand most of this week, followed by Edwin L. Weisl, director of Paramount Pictures Corporation, and a member of the board of Allen B. Du Mont Laboratories, Inc. Weisl estimated the total value of Paramount's holdings of Du Mont Class B and Class C stock at \$15,000,000. Earlier witnesses had estimated a maximum of \$12,000,000.

Under questioning by Max Pargin, aid to broadcast hearing division chief Frederick Ford, Weisl said Paramount had been approached by International Telephone & Telegraph, Crosley Radio Corporation and others on possible sale of Du Mont holdings, but nothing materialized.

Raibourn, during testimony, went on record with news on

(Continued on page 42)

# KHJ-TV Shells Out 160G for Coast Baseball

HOLLYWOOD, Feb. 16.—Don Lee's KHJ-TV this week shelled out \$160,000 for the 180 home games of the Los Angeles Angels and the Hollywood Stars, including remote charges and personnel costs, station will spend an estimated \$250,000 on its TV coverage of the games. Station's price placed on the series is \$425,000 for the complete package, \$225,000 for half, \$160,000 for a third and \$125,000 for a fourth of the games.

Deal was closed between Don Lee, Prexy Willet Brown and Bob Cobb, of the Stars and the Wrigley interests, owners of the Angels. This marks the first time a single station carried all the games in this area. Last year games were divided between KLAC-TV, which carried the Angels, and KTTV, which carried the Stars. On KLAC-TV, however, previous time commitments didn't allow games to start until after 9 p.m.

Brown hopes to build a solid following for TV coverage of the games as a result of the single-station coverage. Station intends to launch an all-out campaign to boost turnout to the games. Feeling is that if TV can prove itself a strong gate promoting force, tele rights for forthcoming years will be made available. If, however, turnout drops, TV will be blamed and local baseball will be blacked off the TV screen.

## Thanks, Billboard!

Fifty-one out of Fifty-five

or

## How Good Can You Get?

In publishing the PULSE tabulation of the top shows in Richmond, in the issue of February 9, Billboard showed WRVA taking all first places, and fifty-one out of fifty-five rating ranks assigned.

Thanks, Billboard, for dramatizing a story so well known.

# Radio Station WRVA

Serving Richmond and Norfolk, Virginia

# "SIT IN" ON MERGER HEARING

WASHINGTON, Feb. 16.—Department of Justice observers were on hand in "spectators' row" at American Broadcasting Company-United Paramount Theater merger proceedings before Federal Communications Commission hearing examiner Leo Resnick this week as testimony turned heavily to details involving the antitrust division's suit against Paramount Pictures, Inc. Latter suit resulted in a consent decree featured by divestiture of Paramount's movie production and exhibitor interests and formation of present Paramount Pictures Corporation. At least two "D+" men were on hand during part of the testimony by Paramount's vicepres, Paul Raibourn. The antitrust division has taken no formal part in the FCC's current proceedings beyond turning over files on the antitrust suit to FCC's legal battery headed by Frederick J. Ford. Dockets on the case have been entered as exhibits.

# Hazel Bishop Buys "Cameo" Alternate Wks.

NEW YORK, Feb. 16.—Hazel Bishop Lipstick this week bought alternate weeks on the "Cameo Theater" TV series via the National Broadcasting Company, sharing the unexpired portion of the Regent Cigarette contract. It is expected that the two sponsors will continue to alternate after the current cycle is past. Hazel Bishop moves to effective with the March 2 outing. Business was placed thru the Raymond Spector Agency.

The lipstick firm recently canceled its alternate week half hour on "Stop the Music" via American Broadcasting Company and picked up part of NBC's "Show of Shows" Regent agency, Brooke, Smith, French & Dorrance, is understood to have been reprimanded by NBC for its action of advertising for a sponsor to share sponsorship of "Cameo," and the Hazel Bishop deal was set thru NBC-TV Sales "Cameo," which started on January 15, got a February Trendex rating of 21.3 as against the 20.3 of "What's My Line?," veteran show airing opposite it on the Columbia Broadcasting System. The rating covers the four cities which both shows cover at that time: New York, Chicago, Washington and Cleveland.

# Carpenter Off TVA Board

HOLLYWOOD, Feb. 16.—Ken Carpenter this week resigned as chairman of Television Authority's Coast board. Reason for quitting the post was that he isn't sufficiently active in TV to warrant his holding this position. Resignation automatically affects his position as vice-chairman of TVA's national board.

No replacement for Carpenter has been elected. During yesterday's board meeting, Knox Manning served as temporary chairman. Carpenter served on the TVA board as an American Federation of Radio Artists rep. It will be up to AFRA to name a replacement for Carpenter to the TVA board after which the board will select its new chairman.

# Crosby, Inc., to Film GAC 'Crisis' P'kge

NEW YORK, Feb. 16.—A pact was set this week whereby Crosby Enterprises, Inc. will film the 30-minute TV dramatic series which the General Artists Corporation has packaged under the title of "Crisis." The series will be narrated and hosted by author Louis Bromfield.

The deal was set between Basil Grillo for Crosby and Milton Krasny for GAC, and calls for GAC to handle national sales while Crosby will produce and handle the filming. Production starts next month, with the debut planned for fall.

# Walker Hails TV Code; Asks More Pubservers

WASHINGTON, Feb. 16.—Paul Walker, Vice-Chairman of the Federal Communications Commission, in a speech prepared for delivery Wednesday (20) before the Temple Men's Club of Cleveland, hailed the TV broadcast industry's new code, which becomes operative March 1, and cited recent improvements in TV programming. Commissioner Walker, in recent public remarks, has been critical of TV programming, chiefly for what he has described as insufficient religious programs and a plethora of crime shows.

Walker in his prepared text, renews some of this criticism, and points out that in 17 of the nation's 108 TV applications which

came up for renewal last month, it was shown that less than 1 per cent of the broadcast time was being devoted to religious programs during a composite week in 1951, while only about 3 per cent was devoted to educational programs on behalf of or by educational organizations. The average time was less than the year before, he said.

Walker asserted he recognized that these figures "have their limitations, since at best they give only a rough quantitative indication of what television stations are doing generally. However, they do indicate clearly that these stations could do a great deal more to inform and inspire our people."

But the picture is by no means all bad," he said. "In preparing for this discussion, I addressed inquiries to the large networks for information as to what programs they are carrying designed to educate and to improve human relations. I received replies which indicate that all of them recognize a responsibility in this regard, and they called attention to numerous programs which are being planned to serve this purpose."

Walker cited such programs as "The Church of the Air" (Columbia Broadcasting System), "Faith in Our Time" (Mutual Broadcasting System), National Broadcasting Company's University of Chicago Round Table, and American Broadcasting Company's American Town Meeting of the Air. The commissioner paid tribute to co-operation between broadcast groups and churches and schools, and said that a recent development which "deserves special mention" is the new TV code promulgated by the National Association of Radio and Television Broadcasters. He urged a full reading of its text by everyone.

## LOVER WINS

# Fems Love TV Gigolo, Pay-Off Due

NEW YORK, Feb. 16.—Burlington Mills is considering programming "The Continental" three weekly. Show, presently seen on the Columbia Broadcasting System TV web Tuesdays and Thursdays, has caught the fancy of the females and is racking up a strong late-hour 9 rating on Pulse charts.

Masterson, Reddy & Nelson, its packagers, are also dickering with a client who is interested in the property for radio. The radio show would be programmed on a different network.

# BMI Skeds 40 Show Clinics

NEW YORK, Feb. 16.—Forty Broadcast Music, Inc., program clinics will be held in 36 States and four Canadian provinces in the two-week period between April 28 and May 12. Three speakers will travel with each BMI troupe, and three speakers from each State in which the event is held will be used.

After talks on all important phases of broadcasting, the clinics will hold an open forum for those in attendance wanting to take part in the proceedings.

# Du M Still Mulls Conv. Coverage

NEW YORK, Feb. 16.—The Du Mont TV network this week was still mulling plans to provide some of its own coverage of the forthcoming political conventions. Purchase by Westinghouse of time on the web's owned stations in New York, Washington and Pittsburgh, as well as on WGN-TV, affiliate in Chicago, means that they likely will be fed the Westinghouse coverage originated by the Columbia Broadcasting System.

However, in addition, it is believed probable that WGN-TV will originate additional Du Mont coverage. This would be integrated either into or around the regular Westinghouse coverage, and doubtless will be made available for sale to a non-competitive sponsor.

# Barry Handles NBC's News

NEW YORK, Feb. 16.—Supervision of radio news and special events at the National Broadcasting Company this week was given to Charles C. (Bud) Barry, NBC vice-president for radio programs.

Barry's initial two moves were the airing of a special documentary on the death of King George VI, and the arrangement for a broadcast 9:30-10 p.m. Sunday while Crosby will produce and handle the filming. Production starts next month, with the debut planned for fall.

## NO CAUTION

# Screen Gems Adjoins Lot At Columbia

HOLLYWOOD, Feb. 16.—Columbia Pictures this week threw caution to the winds and boldly disclosed that Screen Gems, its TV film subsid firm, will have permanent offices here adjoining the Columbia lot and that it will use "Hollywood facilities" in its future productions.

Still tele shy, Columbia in no way linked itself with Screen Gems in its publicity release, nor did it mention the fact that Screen Gems had utilized Columbia's Hollywood facilities (Sunset Boulevard lot) in the past. Jules Brickman heads Screen Gems on the Coast, serving as Jack Cohen's rep, with latter remaining in New York.

# "Police Story" to Go on CBS-TV Sked

NEW YORK, Feb. 16.—"Police Story" has been purchased by an unnamed sponsor from Bernard Procter for presentation over the Columbia Broadcasting System's TV network. This will be the third series that Procter will have on TV, "Big Story" and "Treasury Men in Action" being the two others.

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



# TV Code Budget Set, Review Board Named

WASHINGTON, Feb. 16.—With the March 1 effective date for the new TV code approaching, the National Association of Radio and Television Broadcasters' TV board this week fixed \$40,000 as the first year's budget for administering the code and set an additional \$136,140 for NARTB's

other TV operations during the fiscal year beginning April 1.

The \$40,000 code budget, authorized by the TV board at a meeting in Bandera, Tex., will be "substantially" defrayed by the four TV network members of NARTB, the association said. In addition, NARTB's 82 individual TV station members will pay \$520 a year each, with \$270 of this going into the code fund and the remaining \$250 credited against annual dues, it was explained.

Meanwhile NARTD President Harold E. Fellows announced make-up of a new five-man review board, headed by John E. Fetzer, WKZO-TV, Kalamazoo, and including J. Leonard Reinsch, veepee, WSB-TV, Atlanta; Mrs. Scott Bullitt, King-TV, Seattle; Walter J. Damm, WTMJ-TV, Milwaukee, and former Federal Communications Commission member E. K. Jett, WMAR-TV, Baltimore.

## LOW PYRAMID

### ABC Dale Plan Cheaper Than NBC Tandem

NEW YORK, Feb. 16.—The battle of the network radio participation sales methods last week showed the Pyramid Plan of the American Broadcasting Company as a cheaper cost per 1,000 listeners buy than the similar Tandem operation of the National Broadcasting Company. However, Tandem had a higher aggregate average and reached a greater number of homes.

Tandem includes participations on "The Big Show," "Mr. Keen" and Martin and Lewis. Pyramid consists of participations on "Stop the Music," "The Top Guy" and "Defense Attorney." The latest ratings on the Tandem group, respectively, are 6.5, 10.1 and 5.8; the total aggregate rating is 22.4. The shows reach 9,587,000 radio homes at a cost of \$18,000 weekly, making for a \$1.88 cost per thousand listeners. Ratings on the ABC Pyramid shows, respectively, are an estimated 7.0 for "Stop," 6.7 for "Top Guy," and 5.3 for "Defense." The \$132,000 radio homes reached at \$14,000 with a 25 per cent discount, comes to \$1.72 as the cost per thousand listeners.

## UNFAIR CHARGE

### ABC Pink Slip To 2 Newsmen Stirs RWG Ire

HOLLYWOOD, Feb. 16.—Radio Writers' Guild this week informed the American Broadcasting Company it is considering filing unfair practice charges against the net for the discharge of two newsmen here. ABC's six-man news staff originally was to be cut by one man, but this week two staffers were pink-slipped. Dismissals came as part of ABC's nationwide re-trenchment in which employees were discharged at all owned-operated outlets.

Guild's Coast veepee, Larry Marks, and exec secretary, Mike Davidson, base their unfair practices charge on the fact that dismissals were made at a time when RWG is engaged in contract negotiations with the net. Net officials, however, deny newsmen discharge charges were discriminatory against the Guild, claiming dismissals were part of a general belt-tightening move that has affected all phases of the net's operations.

## NPA 1ST WANTS DEFENSE OKAY

WASHINGTON, Feb. 16.—Preparatory to issuing an order, possibly as early as next week, to clarify its ban on color-TV, the National Production Authority this week was querying military officials and defense plants on whether the defense effort would be impaired if the TV industry retained enough engineers and other electronic personnel to manufacture TV sets for color reception on a large scale. Chances continued strong that theater-TV experimentation will be exempted from the color ban, with mass manufacturing of equipment for home color TV getting no additional materials allocations for color, although nothing would prevent manufacturers from dipping into allotments.

## FEM DJ LURES MEN FROM BED

DETROIT, Feb. 16.—The power of a feminine voice to lure exceeds the power of music to soothe, according to the experience of WWJ's semi-anonymous Laura, night jockey. At 3:45 a.m. she reported an accident in the city, relayed by phone from police headquarters, which required a blow-torch to get the driver loose after an argument with a streetcar. Fifteen minutes later, police had about 60 cars and some 300 spectators (many in night shirts) to deal with as a result of the broadcast.

## Sponsors Can Get Cuts For Hiatus on NBC-TV

NEW YORK, Feb. 16.—Two new TV sales plans for the summer were in the works this week at the National Broadcasting Company. In addition to its establishment of a 10 per cent discount on its annual billings to any bankroller who stays on a full 52-week schedule, the web was developing an "interval plan" for sponsors who must take some hiatus, as well as an "inducement plan" to bring in new business for the summer only.

A special presentation is known to be in the works, assembled by the web's research staff, indicating the audience potential of the hot weather period. This will be pitched around in about a week and will be a key weapon in

pushing the NBC "inducement plan." Latter is aimed not only at bankrollers not now in the medium, but also at those who desire extra coverage and will offer special discount rate inducements based on a variety of program line-ups featuring low-cost packages. The "interval plan" for sponsors going off, calls for allowing an eight-week hiatus without penalty if an order is placed for the fall in advance.

NBC execs estimate that the 10 per cent discount for sponsors staying on is the equivalent of five weeks free of the eight-week summer period, or about 65 per cent of the total eight weeks' time costs.

## CIO to Issue Stock, File for 2d Toledo TV

TOLEDO, Feb. 16.—CIO labor unions voted Thursday (14) to sponsor a stock corporation which will apply for a second television station license in Toledo. Stock in the corporation, the CIO groups said, would be offered unions affiliated with the AFL Mechanics, the Educational Society of America and Railroad Brotherhoods, and to civic organizations in Northwest Ohio. The action was taken at a special meeting of the Toledo Industrial Union Council.

Lowell Goerlich, a staff attorney for the United Automobile Workers (CIO), explained that the corporation will be capitalized at \$250,000, with 2,500 shares of no par value common stock issued at a subscription price of \$100 a share. Unions and other groups desiring to participate will be asked to make an initial assessment of 3 per cent against their stock subscription to pay for the license application and expenses. The Federal Communications Commission has assigned a second channel, Channel 11, to Toledo. Channel 13 is already in use by WSPD-TV, owned by the Fort Industries, Inc. Five other groups already have applied for the second channel. They are the Community Broadcasting Company (WTOD), the Maumee Valley Broadcasting Company, the Toledo Blade Corporation, the Crosley Broadcasting Corporation of Cincinnati and the Unity Corporation (WTOD).

## "Songs" May Air From Chi

NEW YORK, Feb. 16.—"Songs for Sale," the hour-and-a-half video program featuring the tunes of amateur songwriters, may be originated from Chicago if the present plans of the Columbia Broadcasting System materialize. The CBS-TV network would take the program out of WBBK, Chicago, which has spare studio facilities available, thus relieving the crowded local studio condition. Steve Allen, the emcee, would commute from New York.

## Morris Expands Chi Office; Adds Adler

CHICAGO, Feb. 16.—William Morris last week expanded its office here with the addition of a full-time radio and TV rep, Stretch Adler, who joins the org from New York. Adler will cover the Midwestern territory.

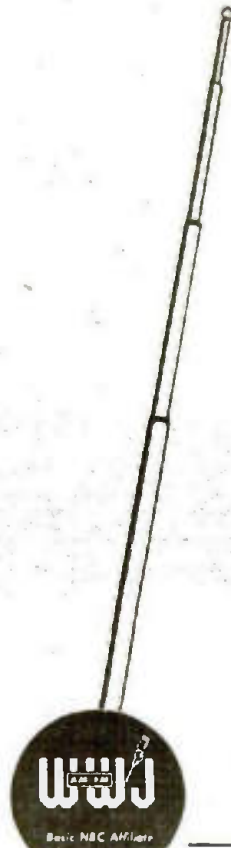
Phil Lampkin is manager of the Chicago office, which also includes Sid Epstein, cafe booker. Both Lampkin and Epstein have handled radio and TV guest appearances for William Morris talent playing his territory, but for the past few years, there has been concentrated effort to cover the over-all field. Under Adler, it is planned to cover not only talent placements for live and filmed shows from here, but also to work on package program deals.



Multiply this 501,900 times

Detroiters are as accessible to advertisers in their cars as they are in their homes... through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio ONLY homes—and you'll realize why WWJ sells so effectively. And so economically, also... because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.



AM-950 HERTZCYCLES—5000 WATTS  
FM—CHANNEL 246—97.1 MEGACYCLES

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGSBERRY COMPANY

Associate Television Station WWJ-TV



THE BILLBOARD

Radio-TV Show Charts

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

Sports Shows vs. Top TV Shows

... According to Videodex Reports

ON THE whole, the top 25 network shows were not much troubled by the competition of sports programs the first week of December, 1951. Nine of the 25 shows did not face any sports competition in any of the multi-channel markets surveyed by Videodex.

In a couple of instances it was some other factor, not the competition of any sportscast, that brought a network show's local rating down.

"Arthur Godfrey and His Friends," for instance, had only 7.2 in Los Angeles, where the show is seen via kinescope. But "Dude Martin" and a couple of feature films drew a greater share of the audience away from "Godfrey" than the opposing "Wrestling" show.

"Alan Young" had a rating in New York that was somewhat below its average, but that certainly was not because of the "Boxing" on WOR-TV, which had only a 1.9 rating at that time and a small share of audience, whereas the share that went to "Elery Queen" and the "Ford Festival" was almost equal to Young's.

There were, nevertheless, a number of exceptions, a number of instances in which a sports show really cut in on the local audience of a top network show.

"Man Against Crime" lost heavily in Los Angeles. Of the seven shows on in L. A. at that time, "Man" was next to the weakest there. It's strongest competitor was "Wrestling" on KILAC.

In Boston, "Hopalong Cassidy" was put on at 3 p.m. when it had to buck pro football on the competing station. And the "Circle Theater" in the Dallas-Forth Worth market could not match the "Wrestling" on KRLD.

On Monday, the "I Love Lucy" and "Robert Montgomery" shows, and on Saturday "Your Show of Shows" and "Your Hit Parade" all faced sportscasts in a number of markets.

It should be noted that of the nine shows on the following list that did not face any sports competition, two were in themselves sports shows, Gillette's Friday night "Boxing" on NBC and the Eagle-Redskin football game, which got a 24.6 over five markets via the Du Mont network.

"Pabst Blue Ribbon Bout," over CBS-TV on Wednesday nights, did not get a high enough Videodex rating in December to get it on this list. But its network competition did not get on either.

It should also be kept in mind that this study was made in December, when no one was worrying about baseball.

Table with columns: Rank, Network Show, December National Videodex Rating, No. of Cities in which show faced sports competition, Shows in which these cities used sports competition, Show's average rating in those cities in which competition did not include sports, Average rating of the sports 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, Denver, Detroit, Los Angeles, New York, Philadelphia and Washington.

COLLEGE TV

WJIM Joins In Airing U of M Shows

DETROIT, Feb. 18.—The University of Michigan telecourses will be aired over a two-station network starting Sunday (17), with the addition of WJIM-TV at Lansing. The programs were originated by WWJ-TV a year ago last fall, and offered from the start to other stations, but have hitherto been carried only on the Detroit station.

WJIM-TV thus jumps into one of the strongest educational spots in video, as it was already carrying the Saturday afternoon courses from Wayne University, Detroit, shared with WJBK-TV here, and is in the home town of Michigan State College, long a leader in radio activities, which is readying its own television plans.

ABC AXES STILL MORE TV PEOPLE

NEW YORK, Feb. 10.—In the wake of last week's axing of TV technicians and camera crews, the American Broadcasting Company this week was reported discharging a number of video sales personnel. No details were available at the week-end as to the number or identity of the people involved.

Joan Edwards Wins DJ Strip on CBS

NEW YORK, Feb. 16.—WCBS, here, this week slotted Joan Edwards in a deejay show on the station, beginning March 9, in the 9:30-10 a.m. strip. Bill Leonard will be programmed 9:30 across the board, his morning show being cut from 40 minutes to a half hour. The station has sold several participations on the Edwards stanza in the short time it has been on the market.

FOR FULL INFORMATION

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

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

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

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

NEXT WEEK Videodex and Pulse Studies of BOSTON

Top 10 TV Shows Each Day

According to Videodex

Top 5 Radio Shows Each Day

According to Videodex

Share of Total Audience RADIO vs. TV

According to Pulse

SWITCH

Roll Derby, Made by TV, Goes to AM

NEW YORK, Feb. 16.—The Roller Derby, which was promoted into prominence via TV coverage, this week made the transition into radio. Promoters of the derby signed to have play-by-play broadcasts of its evening games broadcast via WWRL, New York, on Thursday, Friday and Saturday nights from 10:30 to 11 p.m. Video coverage currently is limited to afternoon matches.

The deal covers nine weeks with an option for the five weeks following, after which the season ends. A separate radio deal for the Roller Derby world series may follow. WWRL, which is already negotiating with a beer sponsor, plans to promote its airings via ads in the daily papers. George Douris, derby publicist, will handle play by play, with Dick Broderick doing the color.

3 Dicker for Glencannon TV

NEW YORK, Feb. 16.—Bing Crosby Productions, the Columbia Broadcasting System and Ben Kamsler are all dicker for the video rights to the "Glencannon" series written by Guy Gilpatrick. Negotiations have been held up by litigation over the Gilpatrick estate, but now that matter has been settled, Jay Garon-Brooke is the agent.

Top 10 TV Shows Each Day of the Week in ATLANTA

(152,000 TV Sets)\* Panel Size 350

... According to Videodex Reports

Table listing Atlanta stations: WAGA-TV (Felt Industry Co., CBS, Du Mont), WLTV (5 Broadcasting, Inc., ABC), WSB-TV (Atlanta Newspapers, Inc., NBC)

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national average report based on all 63 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes. The city reports for these markets, take the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

WSB-TV had the most top television shows in Atlanta in January, 1952. And the National Broadcasting Company, with which WSB is affiliated, was the network with the most top shows, as listed in the chart below. The edge in both cases is not spectacular, but it marks a recovery for both the station and the network in this market. In the Atlanta TV chart published in The Billboard of December 1, 1951, which was based on the Videodex October report, WAGA-TV and the Columbia Broadcasting System had the lead in this city. That survey was made immediately after WSB-TV switched channels.

"Godfrey and Friends" and "Amos 'n' Andy" were tied for top-rated show in Atlanta in January. "You Bet Your Life" and "Dragnet" were tied for second. In the October report, "You Bet Your Life" and "Amos 'n' Andy" were second and third respectively.

7 P.M. to Sign-Off

Large table showing Top 10 TV Shows Each Day of the Week in Atlanta, categorized by day (Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday). Columns include show name, network, and average rating.

\*NBC estimate for January, 1952



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 ATLANTA (173,800 Families\*)

... According to Pulse Reports

Table with columns for station (WAGA, WATL, WJBE, WEAS, WERD, WGST, WWSL, WWSB) and audience figures (5,000 watts, 1,000 daylight, etc.)

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

WSB was far and away the leading Atlanta station during November and December, 1951, in terms of the number of top-rated shows it had each day. But in terms of relative amount of listening each station attracted, WAGA was not so far behind WSB as this chart would indicate.

Note that WSB has the strongest signal in Atlanta.

7 P.M. to Midnight

Table listing top 4 radio shows from 7 P.M. to Midnight: 1. JACK BENNY, 2. AMOS 'N' ANDY, 3. THEATER GUILD, 4. BERGEN-McCARTHY.

Table listing top 5 radio shows on Monday: 1. TELEPHONE HOUR, 2. RAIL ROAD HOUR, 2. NEWS OF THE WORLD, 2. ONE MAN'S FAMILY, 5. VOICE OF FIRESTONE.

Table listing top 5 radio shows on Tuesday: 1. BOB HOPE, 2. FIBBER MCGEE & MOLLY, 2. NEWS OF THE WORLD, 4. ONE MAN'S FAMILY, 5. RICHARD HARKNESS.

Table listing top 5 radio shows on Wednesday: 1. YOU BET YOUR LIFE, 2. BIG STORY, 2. ONE MAN'S FAMILY, 4. NEWS OF THE WORLD, 5. H. V. KALTENBORN.

Table listing top 5 radio shows on Thursday: 1. ONE MAN'S FAMILY, 2. NEWS OF THE WORLD, 3. MR. KEEN, 4. RICHARD HARKNESS, 5. SPEAKING OF SPORTS.

Table listing top 5 radio shows on Friday: 1. ONE MAN'S FAMILY, 2. NEWS OF THE WORLD, 3. H. V. KALTENBORN, 4. SPEAKING OF SPORTS, 5. ROY ROGERS.

Table listing top 5 radio shows on Saturday: 1. HOPALONG CASSIDY, 1. GANGBUSTERS, 3. JANE ACE, 3. NEWS, 5. BOB & RAY.

6 A.M. to 7 P.M.

Table listing top 5 radio shows from 6 A.M. to 7 P.M. on Monday-Friday: 1. WORLD NEWS, 2. ARTHUR GODFREY, 3. STELLA OALLAS, 4. MORNING MELODIES, 5. BACKSTAGE WIFE.

Table listing top 5 radio shows on Saturday: 1. FOOTBALL, 1. FOOTBALL, 3. NEWS-GRIFFIN, 3. BIG CITY SERENADE, 3. FOOTBALL SCORES.

Table listing top 5 radio shows on Sunday: 1. TEXAS RANGERS, 1. OUR MISS BROOKS, 1. THE WHISPERER, 5. MARTIN KANE, 5. NOW HEAR THIS, WHITEHALL.

\*Sales Management estimate for 1951

Share of Total Audience Radio vs. TV RICHMOND

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

Table showing share of total audience for Radio vs. TV in Richmond from Sunday to Saturday, including 6 A.M. to 6 P.M. and 6 A.M. to Midnight segments.

BEER BALLY

WNBT Show Gets Special Star Spiels

NEW YORK, Feb. 16. — Philip Liebmann, head of the Rheingold beer firm, is going big-time in his promotion of a film series his firm is sponsoring on WNBT, New York, starting March 12. The mystery series, which goes into the Wednesday, 10:30 to 11 p.m. slot, is getting a special emcee to introduce the stanzas and spiel the plugs. Liebmann has signed Herbert Marshall for this role, and plans are going forward to film Marshall's material in Hollywood. Besides his work for the show proper, which will be similar to the functions performed by Robert Montgomery in introducing his live drama series, Marshall will also be featured in 10 and 20-second film spots, which will be used to promote the program series. It's understood an endorsement tie-up is part of the Marshall deal. Liebmann is planning to place full-page ads in all daily newspapers within the viewing area, plugging the series.

Office Union Drives on CBS

NEW YORK, Feb. 16.—The Office Employees International Union, Local 153, American Federation of Labor, this week began a concerted drive to enlist a majority of white collar workers at the Columbia Broadcasting System. The union is deluging CBS workers with mail pieces asking that they enroll in the organization. Once it feels that it has sufficient numbers of CBS employees, it will petition the National Labor Relations Board for an election. The Columbia Broadcasting System, at present, is without a union for its white collarites. It has instead, an Employee-Management Committee which takes care of labor problems.

Kling Augments Production Staff

CHICAGO, Feb. 16.—Fred Niles, director of the motion picture-television division, Kling Studios, Inc., has added Bob Longini, Jack Fenimore, Norman Tolson, John Collura and Mark Gelder to the creative and production staff. The appointments are effective immediately.

Firm is now completing a series of TV film commercials for Wilson & Company; Mitchell Manufacturing Company; Hollingshead Corporation; Milnot; Peter Pan Peanut Butter (Swift & Company); Glidden Company and Admiral.

Out-of-Home Listening... in ATLANTA ... According to Pulse Reports

THE out-of-home radio audience in Atlanta in January was approximately 14.6 per cent of the at-home audience. About 3.1 per cent of Atlanta's families listened to radios outside their homes during the average quarter hour that month.

A list of the shows that were most listened to outside the home in Atlanta last month follows. WAGA carried most of them.

Table listing out-of-home listening reports for Atlanta, categorized by time slot (Evening, Daytime Monday-Friday) and station (WAGA, WWSB, WWSL, etc.).

ANNOUNCERS TO TAKE SIDES IN TILT BROADCAST

ST. JOSEPH, Mo., Feb. 16.—One of radio's first—if not the first—partisan sports broadcast will be aired here over KFEQ, February 19, when a Missouri conference basketball game is played between William Jewell College, Liberty, Mo., and Missouri Valley College, Marshall, Mo.

The show will feature two sportscasters, each rooting for his own team. When Jewell Cardinals have the ball, Tom Reno will handle commentary. Durling Valley Vikings offensive, the play will be described by KFEQ sports director Bob Russell. Anything goes on the broadcast, with announcers expected to interrupt each other, and, on occasion, talk simultaneously when a point is in dispute. Both colleges are pushing the event, and will survey alumni afterwards for their opinions on the partisan sportscast. The plan was suggested by radio vet Ted Malone, a Jewell alumnus. Malone opines the operation would be even more feasible for football or baseball.

Bob, Ray Get "King's" Slot

NEW YORK, Feb. 16.—Colgate this week signed Bob and Ray, zany comedy team, to take over its 11:30-11:45 a.m. radio slot across the board on the National Broadcasting Company. The comics replace "King's Row," a soap opera, which is being dropped. The soaper had been a source of disappointment to the sponsor, pulling ratings below those of the other shows on NBC's morning block.

The switch is effective starting March 3. Bob and Ray wind up their current 5:45-6 p.m. strip on February 29, with Ex-Lax taking over that time slot with a new soap opera. The deal was set by John Moses on behalf of the comics thru the Sherman & Marquette agency.

NARTB Okays New Dues Plan

BANDERA, Tex., Feb. 16.—The full board of directors of the National Association of Radio and Television Broadcasters, meeting here yesterday, approved a combination dues plan for the association which will affect 150 to 200 radio and television stations immediately.

Under the new plan, companies owning two or more stations will receive discount on their NARTB dues if all stations are in membership. The plan will apply only when all "units" owned and/or operated by the same "company" are in NARTB membership.

WIKK Sold to Lamb, 150G

WASHINGTON, Feb. 16.—WIKK, Erie, Pa., has been purchased, subject to Federal Communications Commission approval, by The Erie Dispatch, for \$150,000. The Dispatch is owned by Edward Lamb, Toledo; also owner of WICU, TV station in Erie.

Sellers of WIKK are Don Reynolds, of Fort Smith, Ark., radio broadcaster, and Keith Kiggins, now in California. The transaction was handled by Blackburn-Hamilton Company.

Seeds Grooms Ernie, Storch

HOLLYWOOD, Feb. 16.—Russell M. Seeds agency has taken options on Tennessee Ernie and Larry Storch plus two other attractions and is framing TV shows around these personalities to be presented for bankrollers' consideration.

Seeds' recent acquisition of a part of the Admiral billing indicates new shows may be prepped for the latter's choice. Seeds radio-TV topper, Lou Place, soon will head east, presumably to help place the account on shows in question. Place, however, claimed Eastern hop is to handle Golden Gloves matches and has nothing to do with peddling new shows.

Identity of two other attractions optioned by Seeds in addition to Ernie and Storch could not be revealed at this time.

Royal Showcase

TELEVISION—Reviewed Sunday (10) 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-emcee, George Abbott. Music, Gordon Jenkins. Production supervisor, Ernest Wallinger. Camera director, Warren Colsher. Set designer, Elmer Tagn. Announcer, Ben Graur, Cast, Fred Allen, Perry Como, Kenny Delmar, Minerva Pious, Peter Donald, Parker Fennelly, Fontane Sisters.

The big comic-small comic formula with a record name bridging the two, devised by Joe Bigelow, was abandoned for the Sunday night (10) show because Fred Allen and Perry Como became available.

Fred Allen, his troupe and his "Allen's Alley," put to a severe test on this seg, demonstrated two things. First, the Allen's dry, crackling wit was as devastating as ever and should have a place on TV and second, that squeezing a radio pattern into a TV mold calls for production that is not available in the narrow confines of a TV studio. In radio a listener's imagination can run riot. On TV sight eliminates viewer's imagination. Lumping a group of dialect characters together and asking the viewer to believe they are all live next door to each other, is straining credulity to a breaking point. If the "Allen's Alley" formula is to be used again it might be feasible to eliminate sets entirely; give it a kind of "Our Town" staging and permit the viewer's imagination to supply the set that fits the mood.

Perry Como's free wheeling chanting had both eye and ear values. Using superimposed camera work for Como's "Tulip and Heather" song was ingeniously handled. Scene was a florist shop and as Como went into his number each flower became a girl's face. Sloppy scenery handling with off-camera noises detracted somewhat from this one but overall effect was good. Only in the line delivery bits was Como in effect and there the blame was shared equally by him and George Abbott, neither good readings.

The wind-up was on a melodic but solid note. It called for a block party with Como doing "Noodling Rag," assisted by the Fontane Sisters and the whole thing backed by Gordon Jenkins' Dixieland beats. Bill Smith.

Talent Scouts

TELEVISION—Reviewed Monday (11) 9:30-9 p.m. EST. Presented by Lipton's Tea and Soups thru Young & Rubicam via the CBS-TV network. Producers, Larry Puck and Jack Carney, Director, David Rich. Script, Seaman Jacobs. Music, Archie Bleyer and ork. Emcee: Joe E. Brown. Talent: Double-Daters, Don Alexander Trio, Lorraine Ray, and Chris Dane.

Replacing Arthur Godfrey on "Talent Scouts," Joe E. Brown more than adequately handled the assignment and gave evidence of a strong emerging potential for interested clients. The rubber-mouthed comic, as youthful looking as ever, retains most of the subtle personality tricks which were responsible for his film and radio success. His need is for a format to sell these winning qualities.

"Talent Scouts" has one of the most indestructible formats created by programming brains. With or without Godfrey it keeps rocking along and at this late stage in its career is more polished than ever. All the talent on this show—Don Alexander Trio, Lorraine Ray, Double-Daters and Chris Dane—were professional and could immediately be booked into clubs. They were equally competent in their numbers.

The filmed commercials for Lipton's tea and soups made some strong sales points without relying on nonsensical claims to overpower televisioners. Leon Morse.

MULSON STUDIO advertisement for 8x10 photos, featuring contact prints, glossy prints, and other services. Includes address: BOX 1941, BRIDGEPORT, CONN.

Armchair Philosopher

TELEVISION—Reviewed Tuesday (5) 8:30-9 p.m. CST. Sustaining in co-operation with Quincy College and Knights of Columbus via WGN-TV. Producer, Thomas J. O'Brien Jr. Director, Ernie Lucas. Writer, William O'Brien. Cast: Clare Baum, Sam Siegel, Tony Parrish, John Barclay, John Brennan, Alexander McQueen, John Ertmann, Fred Pinkard and Margaret Kirkwood.

WGN-TV, Quincy College of Quincy, Ill., and the Knights of Columbus have combined to test television as an educational medium, with the college tying in this 13-week series with a once-a-week lecture period which will earn students two hours of college credits. Obviously, the object is to not only present an educational program for paid-up students, but also to offer regular viewers an interesting half-hour show. With some work, it is possible that the objective will be realized.

Program features professional actors, presenting plays with a fundamental question of philosophy which can be discussed in the non-televised lecture period. Tying the program together is the "Armchair Philosopher," ably played by Clare Baum, and speaking for Quincy College is the Rev. Killan Bowler, head of the education department.

First telecast was devoted to a story called "The Taylor Case," in which a young man is accused of committing armed robbery, with the prosecution and defense trying their case before the jury—which is composed of the viewers. Top production and an interesting gimmick wherein the case was played directly into the camera, could not overcome the weak story in which circumstantial evidence was the keynote to the eventual finding of guilty. On the whole, the cast was excellent, but at times had difficulty making the obvious contradictions in the story sound convincing.

Given stronger story material, show should provide enough provocative material for some interesting post telecast lectures, and some well-spent viewing hours by the general audience. Even the week-off show which spotlighted the philosophical question, "What Is Man and What Is His Place in Society?" should offer the students who will participate in the course good material for a gabfest. Norman Weiser.

The Endless Frontier

RADIO — Reviewed Sunday (10) 1:30-2 p.m. EST. Sustaining via National Broadcasting Company. Presented by NBC-Health Information Foundation. Producer, Wade Arnold. Director, Fred Weis. Writer, Howard Rodman. Narrator, Raymond Massey. Cast: Doctor E. C. Kendall, R. T. Major, Louis Sarrett, Jacob Van de Kamp, Max Tishler, Augustus Gibson, Walter Bauer, William Clark and Professor Everett S. Wallace.

The third presentation in the NBC-Health Information Foundation series, "The Endless Frontier," was called "The Trouble Shooters," and concerned the long back-breaking work which went into the discovery of cortisone, and the use of the "miracle drug" to relieve arthritic sufferers. This dramatic program showed the interrelation between the job of the research worker, chemist, scientist, drug manufacturer and the doctor, and the constant effort by all these unsung heroes to find drugs to ameliorate disease.

The show was presented in documentary fashion, with Raymond Massey doing a fine job of narrating, tying up the action and the dialog between the medicos. But essentially it is not a very dramatic program. This is somewhat inherent in the type of action that the show attempts to describe. It took Dr. Kendall years to isolate the hormone from which cortisone is made, and it took many chemists another long period of time to develop the synthesis by which the drug could be produced.

Very Instructive This is not material that lends itself to powerful or passionate telling. The script, tho a trifle confusing, did convey the complexity of problems faced, and the patience and the equanimity

CAPSULE COMMENT

Talent Scouts (TV), CBS-TV. Monday (11), 8:30-9 p.m. EST.

Joe E. Brown does a workmanlike job as a replacement for the vacationing Arthur Godfrey on this show. Brown handles himself well and displays many of the cute comedy tricks which made him a top movie performer for many years. The program, at this late stage in its career, is more polished and entertaining than ever. The talent was all professional and showed it. Lipton's commercials are marked by easy-to-take sales points. (See full review this issue.)

Toast of the Town (TV), CBS-TV. Sunday (10), 8-9 p.m. EST.

Program was a let-down over previous week. An occasional high-spot failed to make up for an over-all impression of piece-meal programming. (See full review in this issue.)

Royal Showcase (TV), NBC-TV. Sunday (10), 7:30-8 p.m. EST.

Fred Allen's "Allen's Alley" with the assorted dialect characters was as sparkling as ever. It had all the ear appeal as of old on radio; where it missed was on sight values, demonstrating that a radio formula cannot be easily squeezed into TV. (See full review this issue.)

Eileen Christy and Company (Radio), NBC. Sunday (3), 10:30-11 p.m. EST.

Lightweight and pleasant music, singing and chatter is the format of this Hollywood origination. Miss Christy's vocal ability, the lush ork and use of guest singers all add up to an agreeable half hour with somewhat limited commercial potential the strong enough to make a good summer replacement. (See full review this issue.)

Dial Dave Garraway (Radio), NBC. Thursday (7), 11:45-noon EST.

NBC's "iron man" is staying with his radio show, cast of which has been imported to New York from Chicago. Airing was pleasantly casual as always, with Connie Russell and Jack Haskell warbling a few pops, and Dave Garraway chatting amiably about sundry matters. However 15-minute show is over-loaded with commercials, a factor which is apt to lessen the impact of Garraway's ace salesmanship. (See full review this issue.)

Rendezvous (TV), ABC-TV. Wednesday (13), 9:30-10 p.m. EST.

A polished reworking of a formula current on video, "Rendezvous" has considerable sales potential for clients interested in such programming. The show featured Ilona Massey as a night club chanteuse in Paris and builds situation around her activities as a one-woman counter-Russian espionage organization. She is as charming and beautiful as ever and carried off her singing and acting endeavors well. The program could use a little less plot and more characterization, however. (See full review this issue.)

required by researchers who are continually working on new projects and failing more often than not. And it certainly brings out the medico's unending search for knowledge and information about the world in which we live.

The cast is made up of the doctors who worked on the cortisone project. They are quite natural in their roles, since they are playing themselves, but the program loses some additional punch that it might have had if the roles were played up to, rather than underplayed. But the Health Information Service and NBC have performed a service with this series, by letting the public know what is being done, almost behind the scenes, to protect their health. Bob Rolnitz.

Rebound

TELEVISION—Reviewed Friday (8), 9:30 p.m. EST. Sponsored by Packard Motor Car Company, via American Broadcasting Company-TV. Producer-director-writer, Bernard Girard. Package producer, Bing Crosby Enterprises. Executive producer, Basil Grillo. General manager, Harry Foster. Film editor, Art Sid. Cast: Onslow Stevens, Barbara Billingsley, Phil Pine, Kenneth MacDonald, Yvonne Peattie, Rico Alaniz, Marjorie Bennett.

Bing Crosby Enterprises' new TV dramatic film series, "Rebound," is a one-man operation in the truest sense of the phrase. Bernard Girard, an unknown until Crosby signed him up last year, handled producer, director and writer chores on the series' initial tele-play, tagged "The Cheat," and the results were outstanding for a low-budget TV film show or many an expensive video item for that matter.

Girard is strongest in the directorial field. He knows his camera angles, and gave polish to Friday's rather trite story, line pacing, via simple but effective shots utilizing mirrors, traffic lights, gold fish bowls, fire escapes and other common-place props to achieve unusual pictorial effects. An excellent cutting job also kept Friday's events moving along at an interesting clip.

Girard is weak, tho, in the script department. His dialog has an original flavor, but plotting on this show was painfully conventional and the so-called "O. Henry" surprise ending couldn't have been much of a revelation to most viewers. The story revolved around a weaking husband (Onslow Stevens) who decided to kill his wealthy wife (Barbara Billingsley) for her money and pin the crime on a man she said was her beau. The twist was that suitor turned out to be a figment of his wife's imagination, invented to make him jealous.

Actors Trapped

Stevens and Miss Billingsley were fine in their early scenes, but the complicated murder scene (with the former scattering clues around frantically) was too much for both of them. In view of Girard's obvious ability to be hopeful that he will relegate script chores to another writer on future shows and concentrate on what he does best. If the series comes up with scripts to match his director-producer talents, Packard should have a winner.

Packard commercials followed regular auto sales formula. A cheerful announcer demonstrated the new car model's finer points, and a telegenic Packard "mechanic" backed up a pitch with a personal endorsement. June Bundy.

Dial Dave Garraway

RADIO — Reviewed Thursday (7), 11:45-noon. EST. Monday thru-Friday. Sponsored by Armour and Company thru Fots, Cone and Belding, via NBC. New York Producer, Parker Gibbs. Directors, Gibbs and Charlie Andrews. Writer, Charlie Andrews. Cast: Dave Garraway, Connie Russell, Jack Haskell, Charlie Andrews. Music, Skitch Henderson and quartet. Announcer, Ed Prentiss.

In spite of his strenuous early morning activities on "Today," National Broadcasting Company's "iron man" Dave Garraway is staying with his radio show, cast of which has been imported to New York from Chicago. Airing format now, with director-writer-performer Charlie Andrews pitching in more on the comedy end. However, show caught (7) didn't seem any different from the usual Garraway program. It was pleasantly casual as always, with Connie Russell and Jack Haskell warbling a few pops, and Garraway chatting amiably about sundry matters.

Sponsor Armour is lessening the impact of Garraway's ace salesmanship by including so many spots in a 15-minute period. This particular program featured plugs for Dial Soap, Dial Shampoos, and Chiffon Soap, with Miss Russell backing up Garraway's verbal pitches with vocal tributes

Toast of the Town

TELEVISION—Reviewed Sunday (10), 8-9 p.m. EST. Sponsored by Lincoln-Mercury Division, Ford Motor Company, via Columbia Broadcasting System thru Kenyon and Eckhardt. Producer, Mario Lewis. Director, John Wray. Music, Paul Bloch. Emcee, Ed Sullivan. Guests: Audrey Hepburn, Roberta Peters, Steve Evans, Yves Joly, Evelyn Chandler, Margaret Bannerman, Michael Evans, Gilbert Miller, Ralph Branca, Bobby Thomson, and others.

Perhaps it's natural enough that "Toasts" Sunday (10) seg should seem something of a let down after the Bca Lillie sock show of the week before. But in any event, despite an occasional high spot, it registered as a piece-meal job of programming.

Matters teed off on a sports pitch with a film cut of Bobby Thomson's history making homer off Ralph Branca last fall. Thereafter, Thomson and Branca (in person) each sang a parody of "Because of You" to the other. Notion was amusing enough but better gaited to a sportswriters' dinner than a major TV variety seg.

From this viewing chair, the hour's highspot was the singing of Metopora songbird, Roberta Peters. Miss Peters boasts a magnificent coloratura and the "Bell Song" from "Lakme" is an aria to show it to best advantage. However, the backgrounding of her appearance was a ballet production number, was stiff and frequently badly lit. But personally, Miss Peters was terrific.

Audrey Hepburn, currently starring in the comedy "Gigi," was featured in a sketch, presumably to show that she is a dramatic actress as well as a light comedienne. The story had to do with an attempted rescue of Lady Jane Grey by a lover during her last hours in the Tower of London. The story was tepid, but did serve to show that Miss Hepburn's talents have range, altho it seems to this viewer that a great many young actresses could have done equally well with it. She received able assistance from Michael Evans and Margaret Bannerman.

As a novelty, the Yves Joly hand ballet scored solidly. Joly and his assistants can create extraordinary illusions solely via fingers and wrists. The effect is extremely interesting but would wear thin on much repetition.

Sole comedy slot was awarded to Steve Evans. Evans has a laugh impression routine which, while hardly new, is solid. Unfortunately, he has a tendency to drag out his good material which suffers in proportion thereby. His act could be cut one-third in running time and be that much sharper.

Plugs for Lincoln-Mercury emphasized the high-visibility and comfort of the new models. Photographically, these commercials rate with the best on current air. Bob Francis.

to the sponsor's products. Fortunately Garraway has enough personal charm to hold his audience. Otherwise, the temptation to dial out "Dial" might prove irresistible.

The program was best when Garraway just talked, reminding about the old days when he was an NBC page, and making a sincere apology to the mother of an ex-GI. On a previous show, Garraway had gagged up a news report about the boy leaving a wallet on a bus to see if anyone would steal it. Some one did. Since then, tho, the boy's mother had written to explain that what the story didn't say was that the ex-GI had also left a Bible besides the wallet, in hope that a passenger would pick it up instead. It takes courage to admit a boner of this kind, and Garraway deserves credit for publicly acknowledging it. June Bundy.

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THE VOTE CHASERS--3

Kerr, Brown Adroit In Skirting Questions

By JOE MARTIN

The Democratic Sen. Robert Kerr of Oklahoma has been mentioned as a "favorite son" candidate for the presidency, neither he nor Rep. Clarence Brown (Rep., Ohio) can be considered as lacking voters for themselves. However, as important spokesmen for their respective parties, the impression they make on the general public will undoubtedly be reflected in the presidential sweepstakes.

Up for discussion on this week's "Keep Posted" program was "Which Party Can Do Most for the Country?" And the many of the answers handed out by both Kerr and Brown were neatly-phrased platitudes, each party representative was able to get in one telling blow during the half-hour battle. Use of a citizen panel composed of politically erudite individuals did a great deal to sharpen the verbal punches thrown by Kerr and Brown. Some of the questions go in a few ticks, too, by their wily queries.

Kerr promised that the Democrats would offer healthy production, abundance, prosperity, preparedness and internationalism in foreign relations. Brown countered with the Republican credo of lower taxes, a balanced budget and a new foreign policy. The average listener had little upon which to base his decision at this point. There wasn't much to choose, either, between the two protagonists. Both the forceful speakers, well-versed in politics, speech-making and avoiding

point-blank answers to point-blank questions. They impressed as being nice fellows with all the sincerity possible in a politician.

The topics brought up via the questioning ranged from corruption in government and price controls to foreign policy and personalities. Both the Senator and the Congressman were adept at feinting and blocking; both exhibited some slick mouthwork in side-stepping the hot issues of depression under a Republican administration, and corruption under a Democratic regime.

And, as previously noted, the use of politically wise quiz-zees created some fiery moments, it seems to this reviewer that the average viewer might be more interested in getting answers to questions asked by people like himself.

Commercial pitches for the Saturday Evening Post were on the current Whittaker Chambers pieces and a timely article on Abraham Lincoln. Spotting the show in Tuesday nights, the eve of each week's Post newsstand should rack up sales for the magazine, tho it bucks the strong Texaco show.

Keep Posted

TELEVISION — Reviewed Tuesday (12), 8:30-9 p.m. EST. Sponsored by the Curtis Publishing Company via Du Mont TV, Washington, D.C. Producer, Lawrence Spivak and Martha Rountree. Director, Vic Guidice. Announcer, Allan Edwards. Moderator, Martha Rountree. Guests, Sen. Robert Kerr, Rep. Clarence Brown, Ned Brooks.

Eileen Christy and Company

RADIO—Reviewed Sunday (3), 10:30-11 p.m. EST. Sustaining via the National Broadcasting Company, Hollywood. Producer-director, Howard Wiley. Announcer, Ray Dietrich. Music, Robert Armbruster. Cast, Eileen Christy, Guest, Robert Graham.

This is another one of those most pleasant, light musical shows which have for years been used as sustaining fillers but rarely get into the commercial category. Perhaps the ready availability of phonograph records featuring name artists and orks will continue to keep such shows as sustainers. Nevertheless, they offer much agreeable listening, infotensive chatter and a half-hour which calls for the listener to do nothing more than hear and enjoy.

Fine Thru

Miss Christy, a fine legit-style singer with an operatic background, impresses with her ability to handle lines, work as emcee and sing such material as "Cock-eyed Optimist," "The Gypsy Song" from Carmen and "Once," to be sure, she's somewhat less effective with the pops, but still good enough to sell the pop. Since the gal is a Republic Pictures starlet, it sounds as tho she must have some video potential. Guesting with her was Robert Graham, being groomed for big things at 20th Century-Fox. Graham is a good baritone. His chanting of "Wonder Why" and "Domino" was most agreeable. He lacks, however, a sound out of which comes a record star.

Announcer Ray Dietrich participates with Miss Christy in some light patter which serves to bridge the gaps between musical selections. The Armbruster-led studio ork and its arrangements, incidentally, were tops on Leroy Anderson's "Serenata" and "The Old Friend." As for commercial potential, the best that can be said for it, seems, is a summer replacement spot. Joe Martin.

Hal Tate Disk Jockey Show

TELEVISION—Reviewed Sunday (3), 12:12-30 p.m. CST. Via WBKB, Chicago. Producer and writer, Alex Teitelman. Director, Phil Bondelli. Cast, Hal Tate, Zso Tolson, Puppelzer, Ed Mekin. Guest, Abbe Lane.

There exists a dogged determination in some quarters that if disk jockeys can be such a huge success in radio, they can be a huge success in television. The "Hal Tate Disk Jockey Show" made full use of the mechanical potentiality of a TV disk jockey stint, but it is still questionable whether it will ever rise above a fair to good daytime or late-evening filler.

Tate's debut show used four of the Columbia Pictures "Screen Gems" plus two live segments in the studio. Tate sat at a desk with a cigar in his mouth, and in the opening shot had his hat on the back of his head. It was strictly a Randolph Street Rover Boy characterization. He was pleasant enough, and his gab was decently brief, but his character was a little heavy for a d.j. role. He used a hand puppet which looked like himself and which handed him records. It added nothing.

"Blue Tango" Opener

Opener was Leroy Anderson's "Blue Tango," with a nicely integrated film of a dance trio. Tate then brought on Abbe Lane, looking fresh and beautiful, with a short interview. She mouthed the vocals while Tate played the Cugat-Lane record of "Coconuts." It was show's best spot.

A Billy May recording brought another dance team. For "Cruising Down the River," Tate had Zso Tolson, who created a fairly interesting picture with a combination of finger painting and modeling.

Musical was done with a good silhouette-cartoon. Closer was a short of a Mischa Auer pantomime of a bum cadging cigarettes in a park. It was good and the fact that it had absolutely nothing to do with the record, "My Blue Heaven," didn't hurt much.

Tate paced the show well and his music selection was excellent. The integration was good and the film shorts were as good or better than any previously seen here. Tate's problem is to come up with guests as good as Miss Lane, and repeat the variety of his opener. Jack Mabley.

CAPSULE COMMENT

Fred Waring Show (TV), CBS-TV, Sunday (3), 9-9:30 p.m. EST.

A new gimmick, tagged "Televignette," written by Frank Warren and Alex Miller, premed on this set. Essentially a blend of narration, music, dance and dialog in one continuous line, the "Affairs of Tom Sawyer," the first of a series, struck a fresh note.

Tom Harris as Tom, Suzanne Lovell as Becky and Clive Dill as Huckleberry brought the Mark Twain characters to the camera in a well performed and well directed 15 minutes. Tho the idea and its execution rate a big plus, some of the people who re-enacted the Mississippi River characters could have been younger to give added plausibility to the story. Nevertheless, the Waring outfit rates high for putting the number on, and for its fine vocal and ork backing. Sam Leve's set was appropriate (and probably expensive).

Armchair Philosopher (TV), WGN-TV, Tuesday (5), 8:30-9 p.m. CST.

Quincy College, Knights of Columbus and WGN-TV combine to test television as an educational medium by presenting a program designed for students as well as general public. While story on initial show was weak, over-all picture for the series is promising. Excellent production, directing and editing were high spots of the test.

The Endless Frontier (Radio), NBC, Sunday, (10), 1:30-2 p.m. EST.

The third program in The Endless Frontier series was called "The Trouble Shooters," and told of the discovery and use of the "miracle drug," cortisone. Tho not a suspenseful dramatic show, it is a good documentary, showing how the medicos' research protects our health. (See full review this issue.)

Rebound (TV), ABC-TV, Friday (8), 9-9:30 p.m. EST.

Dramatic film series is one-man operation in truest sense of phrase. Bernard Girard handles producer-director and writer chores on initial teleplay "The Cheat." Results are impressive, with Girard strong-armed in editorial field. However, Girard is weak in script department, where his dialog has an original flavor but plotting is painfully contrived. If series comes up with scripts to match Girard's direction-producer talents, Packard should have a winner. (See full review this issue.)

Keep Posted (TV), Du Mont, Tuesday (12), 8:30-9 p.m. EST.

The Democrat vs. Republican battle, which has been carried on to much fanfare these past few years, was once more rehashed on this stanza of the video series. Sen. Robert Kerr took up the cudgels for the Democrats, and Rep. Clarence Brown supported his Republican party in a discussion on the "country." The result was a draw with neither candidate getting very far beyond the routine platitudes and generalities. (See full review this issue.)

NBC-TV Opera Theater (TV), Thursday (14) 11 p.m.-midnight EST.

Puccini's "The Cloak" may not be the most appealing of operas, but it was performed with notable artistic success. The one-acter received one of the most stunning jobs of production, direction and photography yet achieved by TV. (See full review this issue.)

The Singing Kitchen (TV), WOR-TV, 4:30-5 p.m. EST, Monday-Friday.

This is a cookery show combined with a soupcon of music. The idea of combining music with a service stanza is scarcely original, and the same thing can be said about its treatment here. The whole thing adds up to only a fair show. (See full review this issue.)

CBS-TV SHOWCASE

Good Idea, But First Run Badly Managed

The Columbia Broadcasting System showcase could become an important tool for actors, directors and agents. Such a tool is an evident need for the medium with the shortage of new faces and the limited opportunity available to those who aren't established. The first in the series, held at the Mansfield Theater, Wednesday (13), was a disappointment.

The idea of presenting actors in a series of short excerpts from plays to test their talent is new only to TV. It has been done thru the years in legit. But while the tryouts in legit were conducted in the loose, hit-or-miss fashion typical of the theater, TV demands much more.

Mediocre to Good

The CBS-TV showcase presented a variety of talent ranging from mediocre to good. There was no single exceptional performance to skyrocket any one individual to prominence. And that can be attributed to the loose direction given the scenes and the actors, if direction it can be called. From this reporter's evaluation, CBS-

TV did not give the thespians any direction. The program was thrown together without giving it sufficient attention, believing what was sufficient for its casting execs would be sufficient for the audience. It wasn't.

The showcase also presented many actors who had been seen on various TV shows. One actor had a list of 12 credits. He turned in a competent performance, but hardly needed showcasing in comparison to the host of others who haven't had their breaks. The (Continued on page 48)

Rendezvous

TELEVISION — Reviewed Wednesday (13), 9:30-10 p.m. EST. Producer, Jerry Layton Associates. Director, Seymour Robbie. Original story, Joe Graham. Adaptation, Harry and Gail Ingram. Music, Binney Harpist. Vito Sets, Fred Steiner. Technical director, Walter Kubilus. Star, Ilona Massey. Cast: David McKay, Alan Napier, Jacques Aubuchon and Luis Van Rooten.

A polished reworking of a formula current on video, "Rendezvous" has considerable sales potential for clients interested in such programming. The show featured Ilona Massey as a night club chanteuse in Paris, and builds situation around her activities as a one-woman counter-Russian espionage organization. She was as charming and as beautiful as ever, in spite of her improbable role.

The wafer thin story was about an English atomic scientist who decided to join forces with the Communists. While he was being taken to Russia, Nikki (Miss Massey), who believed he had been kidnapped, charged to the rescue like an old fire horse in search of a three alarm blaze. She was saved from the villainous accents and moustaches, however, when the scientist got himself plugged trying to make up for his sins.

Also Sings

In addition to her acting, Miss Massey also sang in acceptable fashion "The Falling Leaves." The program suffered from an overdose of plotting without sufficient characterization. Seymour Robbie's direction was adequate. Leon Morse.

The Singing Kitchen

TELEVISION—Reviewed Monday (11), 4:30-5 p.m. EST. Sponsored by Nash-Kelvinator via WOR-TV, New York, thru Geyer Newell & Ganger. Producer, Charles King. Director, Jerry Freedman. Cast, Anne Harvey, Johnny Thompson, Jeannie McKeon.

This local cookery stanza consists of some straight kitchen fare seasoned with a soupcon of music, as supplied by a male and a female vocalist. Anne Harvey treats with the edibles, while Johnny Thompson and Jeannie McKeon handle the vocals.

Each of these segments is fair. Put together they add up to a fair show. Miss Harvey, who seems to know her way around a stove, is a pleasant looking gal with something less than a sparkling personality. She is not what is known as a "hard" salesperson. Thompson's vocalizing, on the show caught, was limited to old standards like "Blue Skies," "Always" and "Peg O' My Heart." These he did in straightforward style. The camerawork also was straightforward, and therefore on the dull side, since the camera shot rarely was changed during the course of a number. Miss McKeon, who works at a piano, showed something a little flashier, stylistically, as she belted out "Devil and the Deep Blue Sea" and "You're the Only One I Love."

As a whole, therefore, the proceedings seemed quite uninspired. (Continued on page 48)

Advertisement for glossy photos in 1 day, 5¢ each, with contact information for Copart Photo Lab.

Advertisement for Comedy Material, featuring Billy Glason's Fun-Master and listing various items for sale.

**Flame Room, Radisson Hotel, Minneapolis**  
(Thursday, February 7)

Capacity, 165. Price policy \$1.50 minimum. Shows at 8:30 and 11:30. Booking, Martha Hamilton. General manager, John Daniels. Jr. Publicity, Betty Lexow. Estimated budget this show, \$1,000. Estimated budget last show, \$2,250.

Hank Fort, a gal who sells the songs she has written, has taken this place by storm. She isn't much of a singer and admits it, but she can pound a piano and hop around, mike in hand, making the audience love every confederate-style word that comes out of her mouth.

She's a bundle of energy who has learned how to use her audience to excellent advantage. Her repertoire runs the gamut from the love song she thinks is her best but needs a break, "You're My Favorite Friend," to her novelty, "I Didn't Know the Gun Was Loaded." But the big hit of the show was her campaign piece for fellow Tennessee, Sen. Estes Kefauver, Democratic presidential hopeful, tabbed "The Long Tall Guy in the Coonskin Cap."

**Good Tunes**

Alto "Favorite Friend" is the tune that ought to head up a hit list, the gal has a couple of comers in "It Tingles Me Pink" and "You Can't Hurt Me Now Because I'm Dead." She got terrific reception for every song.

Raymond Chase is a master of the concertina. His effortless offering of such numbers as "Czar-das," "Hot Canary," "Malaguena" and "Sehon Rosmarin" brought heavy mitting, and when he turned to two pocket-size concertinas, one in each hand, for "It's a Great Day," it almost stopped the show.

Arthur Ravel's ork—sax, accordion, trumpet, piano, drum, bass and leader on fiddle—did a good job playing for dancing and cutting the show.

Jack Weinberg.

**Copa City, Miami Beach**  
(Monday, February 11)

Capacity, 700. Two shows nightly, 9 and 12. Price policy, \$4 beverage minimum. Owner-operators, Ned Schuyler and Murray Weinger. Booking, non-exclusive. Publicity, Irving Mandell. Show played by Dave Tyler's house band. Estimated talent budget this week, \$18,500.

Jane Powell, in the new show, proved that her nitery debut earlier this season was no freak. She was a solid click again. The people just wouldn't let her off, but after her ninth song—out of breath and with a voice beginning to crack—she bowed off and didn't return. Miss Powell was refreshing, didn't try to be "cute" and deserved every bit of the solid hand she got.

**New Bill**

New also to the current bill were the four Step Brothers and comic Jackie Kannon, the former copping a loud mitt for their eccentric hoofing.

Kannon opened with a song and died with some jokes, but revitalized himself with a parody on "Cry of the Wild Goose," which segued into satiric necromancy. He next worked with his bathing suit clad wife, and ended up with an okay hand.

Billy Daniels is still around, still making the girls swoon with his "That Old Black Magic," and Benny Davis has come out with a new opening production number which picks up some applause. Dave Tyler's band (12) cuts the show in its usual excellent fashion.

Herb Rau.

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**Night Club-Vaude Reviews**

**Towne Room, Milwaukee**  
(Friday, February 8)

Capacity, 140. Shows, 9, 11 and 1. Price policy, \$1.50 minimum. Operator-manager, Jerry Grossman. Booking, non-exclusive. This show via Music Corporation of America.

Talent loaded Mary Mayo is packing them in as no other act has been able to do for Jerry Grossman since he embarked on his semi-name kick. Intimate and cozy, yet not too chi-chi, this room fits this charmer like a glove. On three times a night, she sings to capacity and turnaway crowds for each turn.

Recordwise, this gal has not built much of a following on the Capitol label, so the business must be credited to local word of mouth advertising.

**Poise, Assurance**

Blonde and eye-arresting, Miss Mayo showed an amazing octave range, using it with refreshing ease. Her poise and self assurance make it difficult to believe that she has had relatively little club experience.

Clever use of simple lighting techniques helped build effective moods for her numbers. She opened with "Young Lovers," then went into "Wonder Why," "Blue Moon," "Domino" and "Serenata." For her encore she did "Molly Malone," and the jammed house was so quiet that you couldn't even hear an ice cube tinkle.

The Carl Jannette Trio, held over for a long stay, turns out a marvelous job of slicing the specialty tailored arrangements by Mary Mayo's husband, Al Ham. On their own, the trio is rapidly welding into a top notch musical combo. Benn Olman.

**Persian Room, Hotel Plaza, New York**  
(Thursday, February 14)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton hotel chain. Booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent budget current show, \$3,000.

Jean Sablon made a much better impression this time around. He paced himself skilfully, threw in a lot of amusing talk and, in general, worked with an ease and assurance that won him solid hands. Most of his material was in French, but his intros, all in English, gave them a charm that dispelled the doubts that lack of the language always arouses. Since last night, Sablon has subdued his gestures to the point of subtlety making them much more effective. Little bits, like lounging on the floor for a calypso; or wearing a hanky 'round his neck for a French version of "Atop of Old Smokey" were all added pluses.

The Andrea Dancers (two males; one fem), one of the first adagio acts to work this class spot in recent memory, turned in an excellent performance. Trio's tricks, girl's flying bends and holds, had them gasping time and again.

Dick La Salle (he doubled on accordion for Sablon) band cut a great show. Mark Monte's Continentals relieved. Bill Smith.

**Latin Quarter, New York**  
(Tuesday, February 12)

Capacity, 625. Price policy \$4-\$5 minimum. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zussman. Estimated budget this show, \$15,000.

This is another big brassy show full of flash, motion and sight effects, a made-to-order package for the tourist trade. On the night caught there was some looseness in the production and some of the crowd had run out of time secured for greater all around impact. The ingredients, however, are there—the lush line, draped and undraped (more of the latter than the former); fresh acts; standard turns, and the whole molded into a solid 90-minute show.

Freddie Bamberger, English comic, struggled thru his opening gags, went into a one-handed piano bit and then started to pick up. His material, the salty, was delivered so well that it finally broke thru for yocks. Bamberger's bits with his wife (Pam) were hilarious. The lad's wry sense of humor and delivery is almost like Fred Allen's. It takes a little time to get accustomed to him, but once he gets 'em, he holds on.

**Chantousy**

Fernande Montel, a French import, impressed on looks alone. Dressed in a white sheath wrap-around affair with a high stand-up collar, she made a distinguished appearance. Her gray-blond hair piled high set off her sultry grey eyes. Her singing was in the accepted French chanteuse tradition, the all intros were in English. A dramatic husky delivery with plenty of gestures drew attention, though holding it was another thing. A combo of a foreign language and unknown songs is too much to bear.

Fedi and Fedi, a double dummy dance act, got the expected cries of surprise for the ending of the routine. The turn had a switch that proved interesting. After giving away the act, Fedi described how its done and then went back into it. It was a piece of showmanship good for extra mitting.

The Trio Bassi (now only two—the third partner's in hospital with appendicitis) showed one of the trickiest Risley routines in the biz. Foot juggling by the boy and girl was sensational.

Ralph Young's big booming voice and Pamela Dennis' soprano made a good team. In single spots both performers came off okay. Ebony Stevens (old hand Sherry Stevens) came off in okay style. Corinne and Tito's moped turns were as provocative and sultry as ever. The Costello Twins, fast actor, whirled and tricks, drew outstanding hands. Leila and Steffen's novelty ballet quickies and all the major productions helped wrap up the show.

Art Waner's show cutting was a big assist. Buddy Harlowe's group worked between shows.

Bill Smith.

**Olympia, Miami**  
(Wednesday, February 13)

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

With a bill mostly direct from the nitery circuit, current opus here picks up a better-than-average hand from beginning to end. The week's show also marks the return to the Olympia of a first-run pie policy, Joan Crawford's "This Woman Is Dangerous."

The Dunhills, a well-coordinated ter trio, open brightly. They're followed by juggler Rudy Cardenas, who made a few boobos, but the audience didn't mind, giving him a hefty mitt. Violinist Florian Zabach came on next, with a brace of serious tunes, but scored better with some fiddle-faddle along "Hot Canary" lines.

The comedy segment is filled by Jack Durant, purveying a flock of fresh (to this area) gags. He kept the people laughing thruout. The DeCastro Sisters are in the end spot, giving their customary okay routines that include serious Latin vocals and special comedy material. Les Rohde's band backs up the proceedings in its usual fine fashion. Herb Rau.

**Glass Hall---Tivoli, Copenhagen**  
(Monday, February 4)

Capacity, 1,000 seats. Price policy, 65 cents to \$1.45. Show policy, two vaude shows nightly, all seats reserved for production. Stig Lommer and Richard Stangerup. Estimated budget this week about \$8,000.

A good ork, on elevated stand behind the stage, teed off with a peppy overture under the baton of Lindorf-Lindson. The opening spot was nicely filled by Savina and Taramo in an Oriental melange act. Chinese stick juggling by the male member was excellent. His dive thru four knife-studded hoops got a solid hand.

Jack Simpson, talented English xylophonist, replaced Dick and Dot Remy, who failed to arrive here in time for the opening. His rendition of an original "Jet propelled" had the orchestra puffing. He begged off after two bows.

Rayne, shapely contortionist, displayed a novel routine—coming on in a light dress and floppy hat for a modest strip to blue brassiere and snuggles. She did her bending while simulating a glamour girl's morning beauty make-up. The idea was novel and pleasing.

Christine and Moll followed with tap dancing, plus good comedy bits. The male partner's finger-snapping in syncopated rhythm was unusual and amusing. They closed with good hoofing and a rope-skipping routine.

**Amazon**

Joan Rhodes, nifty English Amazon, did a surprising strong-woman act. After coaxing four stooges onto the stage to inspect her props, she went into her act by bending rods, bars and large nails. Her patter in English was fairly amusing. She wound up by tearing a telephone book in half and then winning a tug-of-war with the four stooges. She got a good hand.

George Ulmer, who shared top billing with the Bernard Brothers, is a Danish singer who has won a lot of his rep in Paris and thru his Columbia recordings of French songs. He sang in French, Danish, English, Italian and Spanish, using mostly pop and ballad numbers. He aimed at comedy with good mugging and mimicry. A very funny bit was his Western hillbilly song, in English. He took one encore and then bowed off with a gag encore. Bob Castilla was his accompanist.

Rob Murray, Australian juggler, had a tough spot following.

(Continued on page 51)

**St. Regis Maisonette, New York**  
(Thursday, February 14)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owners, St. Regis Hotel. Manager, Pierre Bultinck. Booking, non-exclusive. Publicity, Timmie Richards. Estimated talent budget, \$700.

Juliana Larson's New York preem to a typical St. Regis class audience apparently didn't cause the canary any noticeable nervousness. She worked well and easily, winning them more on material and appearance than on voice. Miss Larson, an attractive, statuesque, strawberry blonde was apparently suffering from a cold, the time and again her clear and pleasant voice came thru indicating a basic talent.

Gal's act, set by Bud Redding, was an ingenious routine. Made up of equal parts of show tunes, foreign language (Greek, French and German) numbers, plus some elaborate special material, it drew rapt attention and amused chuckles. Her "Nicest Thing in Texas" was a good example of outstanding material.

On the basis of her showing here gal can work any class spot. Piano backing by Budd Gregg was top drawer. Milt Shaw's show cutting was slick. Horace Diaz's Ensemble played the relief sessions.

Bill Smith.

**Cohan Books Tic-Toc**

MILWAUKEE, Feb. 16.—A review of the Tic-Toc Club in last week's issue of The Billboard listed Phil Tyrell as exclusive booker. Spot is booked exclusively by Lou Cohan, Chicago, who inaugurated the new name policy in effect at the club currently.

**Havana-Madrid, New York**  
(Thursday, February 7)

Capacity, 320. Price policy, \$2.50 minimum. Shows, 8:30, 12 and 1:30 a.m. General manager, Gene Lowy. Booking, Larry Dixon. Publicity, Maffi, Simons. Estimated budget this show, \$3,500.

Club's new policy is to de-emphasize its long standing Latin-American kick, for standard American type revues. First under the new format is a fast-paced enjoyable show, packaged well enough to attract some attention.

Lao and La Minerva, top act here and the only one still in the Latin tradition, come over well in their two flamenco dances. But it is the fem half of the team who really sell in a sexy and wild mambo routine in their second turn on stage. The team is new, although Lao has been caught before as a single.

Ventriloquist Roy Douglas, with two dummies, demonstrates remarkable skill via a vocal trio in which he sings with three voices at the same time. His comedy with the male dummy, however, could use a little freshening.

**Songs & Acros**

Singer Rickley Hale, a young lad with a pleasant voice, does an effective job with the oldies, "When You're Smiling" and "Sorrento," the latter sung in Italian. Harriet Lane, personable aéro dancer, possesses with a difficult dance routine involving back flips and somersaults.

One of the most entertaining parts of the show are the routines of the Kathryn Duffy Dancers (6). Girls, beautifully costumed and beautiful themselves, keep the show moving with bright dance numbers. Their finale, "Jungle Fantasy," is colorful and exciting, with the girls' costumes glowing under the strobe light. Miss Duffy rates a bow for the dances, and Elizabeth Owen a credit for the costumes.

The Milt Raymond string ork and the Artie Arturos rumba band do good jobs backing the show.

Bob Rolontz.

**Paramount, New York**  
(Wednesday, February 13)

Capacity, 3,654 seats. Price range, 55 cents-\$1.60. Five shows daily. Chain booker, Harry Levine. Show played by Gene Krupa's ork.

The Four Aces are more than just a record-built flash in the pan. Here's a group making its bigtime in-person bow on the strength of a pair of hit recordings, and demonstrating that they have the winning spirit and basic talent to fulfill the tradition of the headline act on a bill.

The Aces are a slick vocal quartet, slick in appearance, slick in clicking off some simple but effective precision choreographic touches, slick in building provocative harmonies, and slick in the arrangement of their tunes. Leader Al Alberts gives the group its

(Continued on page 51)

**ELTON BRITT**  
America's Greatest Folk Singing  
Yodelling Guitarist  
Star of RCA-Victor Records.  
Just Completed Nation-Wide and Overseas Tour on CAMEL CARAVAN.  
AVAILABLE FOR RADIO, TV and PERSONAL APPEARANCES  
**JOLLY JOYCE**  
Write WIRE PHONE  
Photo 2005 Paramount Theater Bldg.  
New York City LACKAWANNA 4-9469  
Earle Theater Bldg., Philadelphia, Pa. WA 2-4677 and 2-3172

**HENRI FRENCH**  
Oebonair Gentleman on Wheels  
currently appearing  
Brown Hotel, Louisville, Ky.  
Personal Management Sam Roberts  
103 N. Wabash Ave. Chicago, Ill.



• BILLBOARD •  
**DAGMAR HIT**

### Jams Vegas Inn; Gets Big Hands

LAS VEGAS, Jan. 26.—The Desert Inn, with Dagmar in her first cafe job since she broke thru on television, pulled one of the biggest crowds for an opening here in a long time. A big Hollywood crowd, familiar with Dagmar's TV rep, jammed the room for both shows.

Dagmar's act, written by Lou Meitzer and Allan Walker, was built around a "Dagmar for President" routine, with band participation. In addition to the set routine, gal ad libbed her way thru some hilarious moments for yucks and big hands. Dagmar isn't just a freak attraction. She has an act and does business.

# BROKE ALL EXISTING RECORDS

at

## DESERT INN

Las Vegas

**VARIETY**

### Desert Inn Las Vegas

Dagmar is the marquee name pulling in more than capacity crowds every show and keeping the casino jam-packed. Every night is New Year's eve as long as she's around these parts. Curiosity which acts as magnet seems to be satisfied as tab-grabbers ogle her torso. As a performer, she offers talent superimposed on nerve. From walkon, attired in gowns de-signted to reveal the much-vaunted promontories to best advantage, Dagmar goes about her job of entertaining with gusto. Natural flair for dumb-dame comedy is keystone upon which writers Lou Meitzer and Allan Walker have built her routine. ... solid plaudits. Will.

# DAGMAR



- ★
- ★
- ★
- ★
- ★

**Just Concluded  
Record Breaking  
Engagement at**

## TOWN CASINO Buffalo

- ★
- ★
- ★
- ★
- ★

# Cotillion Room Plans Longhair "Concerts" Policy for Fall Bow

## Melba Outlines Classic Names' 1-Weekers, Needs OPS Price Okay

NEW YORK, Feb. 16.—A "concert hall" twist for the shows at the Pierre Hotel's Cotillion Room, with longhair names as the attractions, is now being considered for a fall policy for the class room.

The idea, developed by Stanley Melba, Cotillion manager and talent buyer, will open an entirely new talent reservoir not only for the Pierre but other class hotels as well. The usual run of cafe names, even the big ones, are seldom available or suitable for hotels, and even if they were,

the money they command puts the hotels out of the running.

Melba Plan

The Melba plan, already presented to the Pierre brass and approved, is to give one-week dates to such attractions as Ezio Pinza, Lauritz Melchior, Helen Traubel, Jascha Helfitz and others in the same brackets. The hotel would build a platform, and customers would be sought from among the non-cafe going category. The price, if government approval can be obtained, will be \$10, which would include the show, dinner and dancing. With Cotillion Room capacity at 300 and two shows a night, Melba feels business will be at capacity, thereby enabling the hotel to pay salaries that will compare favorably with the takes such performers can get from concerts at Carnegie Hall or Town Hall. In addition the hotel will provide performers with suites.

One of the promotion plans in view is to sell the gimmick on a subscription basis, perhaps giving preference to the Pierre's guests. Among the major obstacles now envisioned is the approval from the Office of Price Stabilization for the price hike.

# Holiday Holds Stem Takes at High Levels

NEW YORK, Feb. 16.—Lincoln's Birthday, with schools closed, helped keep combo house takes at high levels last week, with the Music Hall doing better than in the previous week.

Radio City Music Hall (6,200 seats; average \$149,000) did \$142,000 for the fourth week of "Greatest Show on Earth" plus its stage show. The third week's income was \$135,000, against \$145,000 for the second and \$148,500 for the opener.

Roxy (6,000 seats; average \$76,000) came thru with another solid session. Its second week's gross was \$84,000 against an opener of \$92,000. The bill is "Phone Call From a Stranger," plus George Tapps and Johnny Johnston.

Paramount (3,654 seats; average \$81,000) wound up its deucer with \$50,000, against a preem week of \$58,000. The bill had Jack Carter, Denise Dancel, Blue Barons' ork and "Las Vegas Story." The new show has Phil Foster, the Four Aces, Polly Bergen, Gene Krupa's ork and "Girl in Every Port."

Palace (1,700 seats; average \$38,000) did \$39,500 last week (18th week) for nine shows of Judy Garland, Smith and Dale and others. The previous week's income was \$36,700 for eight shows.

# Hildegarde Heads Pierre For Peak Run

NEW YORK, Feb. 16.—If the present business pace continues at the Pierre's Cotillion Room with Hildegarde as the draw, the hotel will have done its biggest 12-week business in recent history.

Hildegarde, in for \$3,500 for a 12-weeker, hasn't gone below \$19,500 since she opened at the Pierre last December. Hotel figures it has to break even at \$17,500. There have been weeks when the take has gone almost to \$23,000, which gave the room a gross profit of almost \$8,000 for the frame.

Hotel insiders admit they bought Hildegarde with considerable doubts. They figured she'd do business for the first two weeks or so but were dubious of the business holding up beyond that. The fact that Hildegarde lived up to the initial sales pitch has given them cause for glum.

Yma Sumac, playing a return date, will follow Hildegarde into the Cotillion Room early next month.

the money they command puts the hotels out of the running.

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One of the promotion plans in view is to sell the gimmick on a subscription basis, perhaps giving preference to the Pierre's guests. Among the major obstacles now envisioned is the approval from the Office of Price Stabilization for the price hike.

# Hamid Charges Conspiracy in AGVA Dispute

NEW YORK, Feb. 16.—George A. Hamid this week charged the American Guild of Variety Artists and Chicago outdoor booker Ernie Young with attempting to sabotage the contract held by the Hamid-Morton Circus with the Kansas City Police Benefit Association while negotiations were being continued by the circus operators, National Producing Company, and the union group.

Before embarking Monday (11) on the liner Liberté for a month's cruise to South America, Hamid made public affidavits signed by Capt. E. E. Kellerstrass, treasurer of the Kansas City Police Benefit Association and chairman of the circus committee, and Howard Y. Bary, Hamid-Morton representative and co-signer with Bob Murbin of the show contract.

Both swore that Don Roberts, Kansas City AGVA rep sought the termination of the H-M contract with the police unless the circus signed a union pact. If the contract was terminated, Roberts reputedly promised that a show of equal caliber could be secured.

(Continued on page 54)

# Industry Sponsored Shows Take on Luster in Midwest

• Continued from page 2

companies here are natural targets.

WLS Artists Bureau recently had five shows playing thru the Midwest, chiefly for an oil distributor and other firms selling to the farm trade. Another growing source of sponsorship is in the farm co-operatives—listings now show 750 co-operatives in Michigan alone, according to Earl W. Kurtze, WLS.

These shows are furnishing steady winter employment for talent for a definite period. Two units are playing Michigan communities one set for 30 and the other for 75 shows, usually one to a town, on a three to five-a-week schedule. Typical budget

# ALL ARE BLUE, SPOT & UNION

PHILADELPHIA, Feb. 16.—Label Spiegel, in reopening his room as the Blue Angel, was greeted with a picket line from Local 301 of the Waiters and Waitresses Union last week. He claimed the pickets stem from the differences between Ray Turchi, president of the union, and two of his new partners—Maitre D' Vincent Bernardo and Headwaiter Pinny Zaczafsky.

Turchi states Spiegel owns a percentage of the club and has taken a number of staffers in as partners, as a dodge to run the room with non-union help on the principle that they are employers and not employees.

# PICKING UP

## Nitery Tours New Hype to Miami Clubs

MIAMI BEACH, Feb. 16.—The "package nitery tour" is back again this year to bolster lagging business.

A travel agency tour costs \$8.99. A taxi picks up the customer at his hotel or residence and takes him to Minsky's Plaza Theater for the 8:30 show. Then the cab takes the customer to Copa City for the midnight revue. Two drinks and the tip are included in the fee. Then a free breakfast, and tip, at the Crossroads Restaurant, and the cab takes the customers home.

The tour is good any night of the week, and it's being pushed by hotel bell captains, who also get a cut of the fee.

A bus company's rival tour costs \$9.57. It includes visits to three night clubs: Copa City's Black Magic Room, Zissen's Bowery in Miami, where old-time vaude and burly performers are on tap; and what the tour executives describe as a "surprise big-name feature club." Identity of the latter club isn't divulged until the night of the tour. First drink in each spot is free.

Both outfits stress that fees include all federal and State taxes and that there are no "extras."

## 15G Miami Benefit Done by Big Names

MIAMI, Feb. 16.—A take of \$15,000 was chalked up Tuesday night (12) at the fifth annual "Show of Shows" sponsored by the Variety Club for Variety Children's Hospital here. Event was staged at the Olympia Theater, with practically all name acts in the area participating.

George Price was emcee, with Lena Horne, Frank Libuse, the Vagabonds, Dean Murphy, Ethel Smith, Henry Youngman, the DeMarco Sisters, and a 25-year cancan production from the Latin Quarter doing a turn on stage.

for the units runs around \$175 a day each. Shows play in auditoriums, high school gymnasiums and other spots as locally available. Occasional fill-in dates are set in theaters or elsewhere between the regular sponsored dates, helping to ease the budget, as the acts are guaranteed a definite number of paid engagements. Musical, folk acts and outdoor style attractions working indoors for the winter appear to pre-

dominate. Typical unit now playing includes Jimmy James, WLS standard star; Ray Newman and his trained dog, Lucky; Bill Sweeney, ventriloquist, and Don and Barbara, musical team, who also accompany the other acts. Show runs about an hour, with an hour's film show giving the sales pitch—usually in an entertaining, educational or incidental way to complete the full evening program.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appears on page 51. Radio-Television Reviews on pages 12 and 13.

# GOLD IN SIGHT FOR ACTS, BANDS

## CMAA Discusses Attractions To Help Build Club Treasuries

• Continued from page 1

and thus push food and bar sales. Between sessions, and during the late-evening hours, however, there was considerable conversation devoted to the use of entertainment. A group of managers who have used talent in the past called on local booking office reps to visit their quarters during the convention, and explain to those interested, the procedures involved in booking attractions into their clubs.

OPS Assists

Further strengthening the move by more clubs into the booking of acts was an opinion from the Office of Price Stabilization which was read to members during the meet. This communication indicated that non-profit clubs would be exempted under subparagraph 4 of section 9 of Ceiling Price Regulation 11, requiring that private membership clubs sell meals, food items and beverages only to members and bona fide guests of members, if the club (1) requires the arrangements of reservations to be made by a member and (2) holds a member personally responsible for the check.

Thus, by holding strictly to the line on the regulations set forth by the OPS, a club may increase its prices to its members, and, at the same time, offer their top-grade entertainment.

Thinking among many of the managers present was that by adding a name band on week-end nights, building a strong show on such nights as Thursday, when most maids are off and thus offer an attraction for an entire family to eat their evening meal at the club and then stay on for the entertainment, much of the additional revenue now required to operate at a profit could be obtained.

Circuit Plan

Bookers here, many of whom have not been able to work their bigger names into the country club circuits because of higher asking prices and traveling difficulties, indicated that with the new think-

## Chi Spot Drops "Laugh" Revue

CHICAGO, Feb. 16.—The Blackhawk, still staggering after the belt it received in the horsemat scandal here (The Billboard, February 16), will drop its present musical revue, "Laugh It Off," a month earlier than planned.

Don Roth, operator of the location, is now shopping for a name act to open March 7 for about three weeks, then, early in April, brings in a new musical, "Six On a Honey-moon." Latter show, which goes into rehearsal in a few weeks, will play a two-week break-in date at the Blue Club, Springfield, Ill., before opening the Blackhawk.

ing of club managers, they would be able to offer and deliver the talent calibre required by the clubs.

Several offices, it was learned, suggested to the club managers that a circuit deal be worked out by the clubs, whereby a package show could be built and booked for three or four weeks in non-competing locations. Thus the acts would be assured of steady work, and the clubs would benefit in several ways—a package could be assembled at a lower cost to the locations, and names which would attract large turnouts would be available.

The circuit idea was received enthusiastically by those managers who are now off the regular nitery and television circuits where live entertainment would pull effectively, but where smaller populations naturally result in smaller membership, and the cost, previously had been prohibitive as far as bigger names were concerned.

## 2 Chi Houses To Use Flesh This Summer

CHICAGO, Feb. 16.—Chicago's two major vaude houses, the Chicago Theater, Balaban & Katz flagship, and the Oriental, will both run live shows thru the summer, it was learned this week. The former is still mulling a shift to a production policy later this year, and the latter still open for occasional special run ptx similar to the "Quo Vadis" booking which started Thursday (14).

The Chicago, which had a banner summer last year by playing top recording television and motion picture names, will follow the same policy again this year. Already set on a firm date is Frankie Laine, who opens July 18 for two weeks. Included in the program for the summer months are Martin and Lewis, Sid Caesar and Imogene Coca, and Milton Berle.

Name policy at the house actually gets underway with the Easter Show, when Danny Thomas brings his own package in for a two-week stay.

The Oriental, which expects to hold "Quo Vadis" from 6 to 8 weeks, has already booked Johnny Ray to open May 8. While theater execs have said that they may shoot for future bookings on special extra-length flickers, they told The Billboard they expected to continue vaude, dropping the live acts only for the run of the special screenings.

Further indication that the Chicago is strongly considering a policy change at a later date was the inclusion this week of a production number, based on a Valentine Day theme, in its Lon Chaney, Don Cornell bill. Number was inserted on the program Monday (11) without fanfare, and features two unknown vocalists picked in local auditoriums. Reports were that the number was well received.

## Ames Breaks Leg at Chez

CHICAGO, Feb. 16.—Vic Ames, one of the Coral recording Ames Brothers, broke a leg while exiting from the Chez Paree floor after the Monday (4) supper show. Quartet, which closed at the club Thursday (7), played the rest of the week as a trio.

Due to play club dates and several theaters and commercial shows in the next few months, the act was undecided on what to do this week-end, pending a doctor's report on the length of time the injury would incapacitate Vic, and whether they would fill dates as a trio until the latter could rejoin the group.



**ON FIRE !!!**

# ATLANT

by ...

**RAY ANTHONY**

and His Orchestra "AMERICA'S #1 BAND"

Featuring **TOMMY MERCER** and the **ANTHONY CHOIR**



CAPITOL 1912



# SPA ESTATE MEMBERS GET COPYR'T RENEWAL ADVICE

Study Prompts Note Describing Problems, Answers on Song Pacts

NEW YORK, Feb. 16.—The problem of copyright renewals, already being given deep study by the American Society of Composers, Authors and Publishers and the publishers, has caused the Songwriters' Protective Association to suggest to widows and heirs of deceased songwriter members that they contact co-writers

on songs coming up for renewal in order to reach an agreement jointly on the ultimate placing of the renewal copyright. While the letter sent out by SPA this week to its estate members did not specifically point out that a split copyright results in the vitiation of the copyright, it has long been the considered opinion of some of the wisest brains in the music business that a copyright lessens in value when it is divided among two or more publishers.

The SPA letter points out that "renewal copyright agreements are extremely important to the widows and children of the original writers." "We suggest," reads the letter, "that before making arrangements about the renewals,

the widows and children of deceased authors should consult with their co-writers." SPA also sent out a suggested collaborators agreement with the advice that the estates "might consult with your attorneys about making such an agreement with co-writers."

#### Collaborator Pact

The suggested collaborators' agreement includes the following clauses: (1) "No one of us will sell or dispose of any of said compositions or the copyrights or renewal copyrights therein, or grant any rights or licenses thereof without the prior written consent of each of us"; (2) "The copyright in the United States and thruout the world in any such musical com-

(Continued on page 44)

## Vox Populi Heard on Bill To Tax Jukes

WASHINGTON, Feb. 18.—A flood of mail on the Bryson-Kefauver juke box copyrights bill has swamped the House judiciary subcommittee on copyrights, patents and trademarks in the wake of last week's hearings on the controversial measure. A subcommittee spokesman described it as "the biggest deluge" of its kind on "specialized" legislation in the subcommittee's history.

Within a week, more than a 1,000 pieces of mail of the issue have reached the subcommittee, with still more pouring in with every mail delivery. It is roughly figured that well over 500 letters had been processed before the latest avalanche got under way, and subcommittee members won't be surprised if the total count soars close to 2,500 pieces of correspondence. The volume has been so great that subcommittee staffers have been compelled to resort to mimeographed replies wherever stock answers can be given.

The mail is almost evenly divided between supporters and (Continued on page 77)

## John Griffin Named Exec Head of RIAA

Founder of Haynes-Griffin Music Shop Has Had Broad Career in Record Field

NEW YORK, Feb. 16.—The board of directors of the Record Industry Association of America this week selected as the newly founded organization's executive secretary John W. Griffin, a pioneer and prominent figure in the history of the record industry.

The appointment of Griffin to the full-time position was made after more than a month of deliberation and screening of candidates.

The board of directors of the RIAA includes Paul Barkmeyer of RCA Victor, James Conkling of Columbia Records, Irving Green of Mercury Records, Milton Rackmil of Decca Records, Dario Soria of Cetra-Soria Records, John Stevenson of the Children's Record

Guild and Glenn Wallicha of Capitol Records.

The selection of Griffin followed on the heels of the election by the full RIAA membership of a permanent board of directors and a permanent prexy, Rackmil, and treasurer, Frank Walker of MGM Records. During the meeting this week to appoint the executive secretary, the board also decided to hold directors' meetings during the first week of every month.

Griffin has been active in the record business since 1923, when he founded the Haynes-Griffin Music Shop. He remained with Haynes-Griffin until 1933 as president. He resigned then to go with the RCA Victor Division of the Radio Corporation of America but remained as the principal owner of the music shop until 1949. With RCA, Griffin eventually became Eastern sales manager. In 1938, he joined the American Record Corporation as vice-president in charge of sales and (Continued on page 43)

## TEST FOR "THE BEST"

Victor's "101" Ads Get Check-Up in D. C.

WASHINGTON, Feb. 16.—This city's market area is currently being used by RCA Victor Records for a special test on the immediate pulling power and follow-up results of a series of newspaper ads on the label's "101 Best Sellers" catalog. The results of the test will be the basis of a heavy April-May-June campaign on the catalog of standard disk items. The dis-

tributor expects to determine which of 12 ads pull the best business, whether public interest in the advertised disks is sustained over a long period, and how much additional business can be obtained from the ad campaign.

The test is being run with four different types of record outlets such as music stores, department stores, appliance stores, etc. Each week, for 12 weeks, a different ad on the "101" catalog appears in local papers over the signature of one of the four dealers. Each of the dealers keeps an accurate count of the sales on advertised items. The sales figures of the dealer whose name appears on the ad is compared with the sales of the three other dealers. Each of the dealers also reports on the second week's sales of the advertised items. Diskery then compiles the two-week performance record of (Continued on page 43)

## Renew Attacks On Bryson Bill

NEW YORK, Feb. 18.—Sidney H. Levine, national counsel for the Music Operators of America, this week seized on data offered by an important proponent of the Bryson-Kefauver juke royalty bill to bolster his contention that the measure "is completely unworkable and incapable of administration."

In a supplementary brief mailed this week to Rep. Joseph Bryson (D., S. C.), chairman of the House Judiciary Subcommittee on Copyrights and Patents, Levine charged that figures supplied by Arthur Fisher, registrar of copyrights, at the Washington open hearings last week demonstrate the impossibility of complying with terms of the proposed amendment to the copyright act.

Levine pointed to testimony by Fisher that his (Fisher's) office receives applications for copyrights from 80,000 to 100,000 songwriters a year. Of these, stated (Continued on page 77)

## Pressing Plants Lowest in Years As Big Plants Fight Tiny Shops

NEW YORK, Feb. 16.—The larger record pressing plants, now actively engaged in seeking the business of the independent label, have forced the price of disk fabrication down to the lowest levels in the past few years. Many smaller presseries, anxious to keep their disk business, are meeting the prices of the large plants, even though they do not come out with a net profit. With the proper bargaining, an indie label can now obtain shellac 78's in small quantities at as little as

13¢ cents each, break-resistant 78's for 14 cents; and 45's for 14 cents.

The large fabricators are able to offer prices that are uneconomical for their small brothers for a number of reasons. One is that large plants, having a tremendous investment in overhead, skilled labor, etc., are willing to take small orders, even without a profit, just to liquidate their weekly overhead. In addition, the large plants, with their large purchases, can obtain material at

## EDITORIAL—ASCAP

### Willful Self-Impairment

Among other items revealed in the Bryson-Kefauver Bill hearings recently concluded, we were fascinated by the revelation that the American Society of Composers, Authors and Publishers had sent a check for \$10,000 to the National Federation of Music Clubs, along with a letter from ASCAP President Ouzz Harbach, soliciting the Federation's support in ASCAP's fight to have the B-K Bill become law.

We consider this smart and high-powered propagandizing. We consider ASCAP's efforts to get a bill such as the Bryson-Kefauver Bill passed to be a legitimate part of ASCAP's function. And we make this statement without taking a position on the merits or lack of some of the bill itself, or any similar bills. ASCAP has traditionally devoted the major portion of its efforts to broadening the base of collections for the use of the music created by its composer and author members, and issued by its publisher members. It has attempted to get every possible user, from Merry-Go-Round operators thru movie palaces to pay a performance fee. And again we say there can be no argument about the fact that this is ASCAP's true responsibility to its members.

#### Repeated History

The methods pursued, however, are something else again. A number of years ago, The Billboard's editor had an extremely interesting conversation with the late John Paine, who was ASCAP's general manager at the time. Paine expressed the belief that ASCAP had been operating on a basically unhealthy and unbusiness-like philosophy for years. This was the philosophy that ASCAP must collect for its music from every user, regardless of whether that user understood at all why ASCAP deserved such payments. This was a period when ASCAP was fighting expensive legal actions in Nebraska and other States, defending suits brought by music users who disputed ASCAP's right to collect and/or its scale of prices.

It was Paine's point that ASCAP would have no trouble collecting just fees from all music users if ASCAP would intelligently and aggressively set out on a campaign to educate all music users as to what ASCAP was, why it must collect fees for usage, and why payment of such fees on the part of the music user represented one of the biggest bargains in that user's business.

"If we would spend," said Paine in effect, "one-tenth of the money we now spend in costly litigations on a solid educational campaign, we would collect far more money with far less trouble than we are now able to do."

#### Fate Intervenes

Paine told The Billboard, at the time, that he planned to propose such a campaign to the ASCAP Board and put it into operation just as rapidly as possible. But the same eerie fate which seems to have dogged ASCAP thru the years decreed that Paine should die before his plan could be put into effect, just as recently Judge Patterson, who showed promise of bringing much needed good judgment to ASCAP, died in the Elizabeth, N. J., plane crash. And the destinies of the performing rights society fell back largely into the hands of a few shortsighted, arrogant men.

We hasten to explain here that we are not referring to all members of the present or previous ASCAP Boards. Nor are we referring to the officers and other working executives of ASCAP, for many of whom we have a high regard. We are referring specifically to a very few, but a very powerful handful of dictatorial men whose influence in ASCAP is and has been as great as their minds and hearts are small.

#### Wrong Foot

The arrogant, short-sighted policy discussed by Paine, and executed by the tyrants, was evident again in the whole approach to the Bryson-Kefauver Bill situation. Kefauver's original bill had hardly been presented when ASCAP issued a statement, not only declaring itself wholeheartedly for the bill, but calling juke box operators gangsters and racketeers. This is hardly the way to win friends and influence potential customers.

Will ASCAP ever learn? Wasn't this same unfriendly and arrogant approach the very thing that brought Broadcast Music, Inc., into being. BMI has its faults, too, but among them is not the policy of berating and vilifying potential and present customers. BMI has long since put into practice the educational and merchandising philosophies about which John Paine spoke. BMI spends time making friends and winning customers.

No music man, indeed no BMI man, would dare compare the intrinsic quality, appeal and value of the BMI catalogs to the wonderfully rich ASCAP repertoire. Yet ASCAP fails utterly to acquaint the users of its works of their unparalleled value, makes no effort to merchandise its musical gold mine.

#### Reform Long Due

We are not naive enough to believe that ASCAP's policies will change overnight. We are not unaware of realities in the degree where we believe there is any immediate possibility of a change in ASCAP's real leadership nucleus. But we do believe that dictatorial leadership has too long worked against the best interests of the great majority of ASCAP's publisher and writer members.

We hope that majority will soon take stock, impartially evaluate what the shortsighted policies have cost them and the Society in money, reputation, prestige. We hope that majority will eventually be able to find ways and means to have ASCAP music used as widely as it should be in every medium, and paid for at equitable rates by customers who feel they are getting in return a great product and a great service.

## Par-ASCAP Tie Brought Up at ABC-UPT Quiz

WASHINGTON, Feb. 16.—Relationship of Paramount Pictures Corporation's music publishing organization with the American Society of Composers, Authors and Publishers was touched on this week in testimony before Federal Communications Commission Hearing Examiner Leo Resnick in the pro-

(Continued on page 44)

(Continued on page 44)



# Liberty Shops May Slash LP Prices by 30 Per Cent

Store's Move Raises Questions—  
Mainly, How, When Will It All End?

• Continued from page 1

originally limited to shops in out of the way neighborhoods, with customers serving themselves in the store. There were no frills or fancy fixtures. However, the prac-

## Laine Severs 5-Year Pact With Managers

HOLLYWOOD, Feb. 16.—Rumored split between Frankie Laine and his managers, Gabbe, Lutz and Heller, became a reality here Monday (11) when the local office of GLI received written notification from Laine's attorney, Jack Katz, of New York, that Laine was severing the five-year association. It was learned late Friday (8) that a similar letter was received from Katz by Dick Gabbe, who works out of New York.

Laine, it's rumored, originally came to the Hollywood office of the firm while the Columbia chanter was still plagued with his throat ailment. About four weeks previous to the official notification of the break-up, Laine presented Sam Lutz with a long list of reasons why he felt that the management pact should be broken. It's understood that Laine complained because the office was making a pitch to other names for management and he also griped because the office was pitching certain other singing acts, which it had under contract.

Max Fink, attorney for GLI, told The Billboard that as far as his clients are concerned, there will be no contest over the split. Fink indicated that there is still hope in his camp for an amicable settlement and perhaps a renewal of the affiliation. If the pact is not renewed, Fink said that he feels Laine will agree to a financial settlement on the pact, which still has three years to run.

## Al Livingston, Whiteman Sign 2-Album Pact

HOLLYWOOD, Feb. 16.—Alan Livingston, Capitol Records' a. & r. chief, has inked an experimental two-album deal with Paul Whiteman, whereby Whiteman cuts two Gershwin albums, "American in Paris" and "Rhapsody in Blue," for future release. Livingston chose Whiteman to cut the items because of his long association with the Gershwin numbers. Whiteman cut "Rhapsody" about six years ago for Signature, but the album is no longer available, and made an older cutting for a major label, but the track is so bad that the album cannot be released. Whiteman bated a 50-piece crew for the date.

Lou Busch, who rose to prominence under the non de plume, Joe (Fingers) Carr, has inked a long-term pact with the firm at a better but undisclosed royalty arrangement. Carr also doubles in a. & r. for Cap here.

## English Decca Still Expanding

NEW YORK, Feb. 16.—English Decca, parent firm of London Records here, continued to enlarge its classical talent stable with the signing of a number of longhair artists and musical groups, including singers, quartets and ensembles. The firm acted on the Hamburg Philharmonic, under conductor Hans Schmidt-Isserstedt; the Trio Di Trieste chamber group, conducted by Joseph Kiehlberth; the Vega String Quartet; the Amadeus String Quartet, and the London

Baroque Ensemble, under Kaij Haas.

Conductor Sir Adrian Boult was inked by the firm for a series of recordings, and London will make one waxing under Bruno Walter, on loan from Columbia Records via an exchange deal for Kathleen Ferrier. Singers recently assigned by the diskery are Mario Delmonaco, Walburga Wegner and Gino Penno.

## La Page Signs New Merc Pact

CHICAGO, Feb. 16.—Patti Page, who last week signed a new one-year pact with Mercury Records, with a \$40,000 guarantee, is now set with the diskery for the next two and one half years. The new one-year deal is in addition to the chirp's current pact with the firm, which still has about 18 months to run.

## Brit Mart for U.S. Tunes: Pro & Con

MGM Pubbery's London Flirtation Cues Speculation on Export Value of Music

• Continued from page 2

difficult exploitation problems. The difficulty of concentrated plugging, the lack of jockeys, plugging restrictions imposed by the British Broadcasting Corporation, etc., are all considered as handicaps.

It is also pointed out that the heightened activity among American pubbers in England has resulted in an odd situation: American pubbers with British affiliations are frantically bidding for American tunes. Some pubbers are getting advances of \$3,000—a figure which many believe is dangerously high.

Lou Levy, Leeds chief, states the asking prices are way out of line, and says the Brits are getting the fever and asking similar advances for their tunes. The British market is very real, says Levy, but many publishers overestimate it. With regard to paying heavy advances for American tunes in the British market, Levy figures it is often wiser for a pubber to concentrate on his own catalog. Leeds "Come On-A My House," Levy points out, could have garnered an advance of \$3,000 or British rights. Had Levy offered it and a pubber bought it, that pubber would have lost heavily. The tune never made it in England.

**The Top Tunes**  
Analysis of the current top British tunes, via The Billboard's England's Top Twenty chart, shows that a preponderant number of the hits are American in origin. The first five, for instance, are "Loveliest Night of the Year" (Robbins), "Mistakes" (Mills Music), "Longing for You" (Ludlow), "There's Always Room at Our House" (Santly-Joy), and "Because of You" (Broadcast Music).

Only three—"Why Worry" (Mac Melodies), "Rosaline" (Michael Reine) and "Love's Roundabout" (Cinephonic) are British in origin.

Baroque Ensemble, under Kaij Haas.

Conductor Sir Adrian Boult was inked by the firm for a series of recordings, and London will make one waxing under Bruno Walter, on loan from Columbia Records via an exchange deal for Kathleen Ferrier. Singers recently assigned by the diskery are Mario Delmonaco, Walburga Wegner and Gino Penno.

more record shops in New York either cut their LP prices or started to think about it, in order to meet competition.

## European Tour For Stafford

HOLLYWOOD, Feb. 16.—Jo Stafford gets an opportunity to capitalize and further work on her campaign to assist Radio Luxembourg and Voice of America when she leaves the U. S. late in March for Europe. Lew Grade, GAC's rep in London, set the Columbia chirp for two weeks at the Palladium, London, her first English appearance, starting April 7. Following the tour, Mike Nidorf, her mentor, is attempting to set up radio appearances and youth rally showings where she'll pitch the pro-American theme thru Continental Europe.

Her personal following the European swing are uncertain, for she's committed to do a co-starring job in a forthcoming Fidelity Pictures production, to be distributed by Warner Bros. called "My Fine Feathered Friend."

## Decca Studies 'How' Of Universal Merge

Attorneys Working on Alternate Plans To Assure Acceptance by Stockholders

NEW YORK, Feb. 16.—The finalization of an organizational blend between Decca Records and Universal Pictures still is very much up in the air. The attorneys representing both firms have worked up several plans designed to avoid possibility of refusal by the stockholders and/or boards of the two corporations. It is plain to intimates of the situation that

## Cherry Home Via Lombardo

NEW YORK, Feb. 16.—Warbler Don Cherry will accompany the Guy Lombardo ork during the second week in March, at which time Lombardo will cover a number of Texas cities. Cherry is a native of Wichita Falls, Tex. His playing in that area will be his first trip home in nearly two years, and it is figured Cherry will be a considerable draw. The Lombardo band will carry its usual complement of male singers in addition to Cherry. Cities scheduled for Cherry's appearance with the ork include, in addition to the aforementioned, Houston, San Antonio, Dallas and Tyler.

## Urges Tight World-Wide Royalty Check on Tunes

HOLLYWOOD, Feb. 16.—Lack of proper facilities to oversee and collect mechanical and sheet music royalties on American tunes in foreign countries has caused local pubber Mickey Goldsen to start one-man crusade to clarify this problem. Goldsen last week asked Harry Fox, New York agent and trustee for a large number of major and minor pubbers, to investigate the possibility of setting up a world-wide mechanical and sheet music royalties collection

## 7 JINGLES TOP MOTOROLA MEET

CHICAGO, Feb. 16.—Motorola distribs who attended the national radio convention staged by the firm here yesterday (see separate story) were treated to some special musical entertainment to spice the regular business sessions.

Firm prepared a series of seven jingles, each one concerned with a different item on the agenda. The songsmiths and a piano team were contracted here, and, before each of the groupings were discussed, the jingles were sung.

## ASCAP Sets Coast Confab For Feb. 27

NEW YORK, Feb. 16.—The American Society of Composers, Authors and Publishers will hold its annual West Coast meeting on February 27 at the Beverly Hills Hotel, Beverly Hills. ASCAP brass making the trip from here will be President Otto Harbach, executive committee rep Jack Yellen and Comptroller George Hoffman. West Coast ASCAPers will be given first hand information on the Society's activities at an evening session slated to follow a dinner.

Prexy Harbach is expected to tell the West Coast Society members that recent claims by the Lengsfelder Committee were not factual and that the instigating group had little or nothing to do with the current writer classification plan or the resultant distribution of monies. The ASCAP board is known to be irate over claims being made by Lengsfelder and his group.

## Spaeth Makes TV Music Comments

NEW YORK, Feb. 16.—A new television series on film, "Music for Everybody," with commentary by musicologist Sigmund Spaeth, has been produced by Saul Turell, president of Sterling Television. The show, a 30-minute job using a combination of shorts and commentary, is patterned after "King's Crossroads," which Turell produces for American Broadcasting Company TV. Spaeth will participate in profits on a percentage deal.

The program's content covers music in all phases, from jazz to classical and ballet.

## Metopera Signs Sigmund Bjorling

STOCKHOLM, Feb. 16.—Sigmund Bjorling, well-known Swedish opera singer, has been signed up by the Metropolitan Opera New York, for coming season, October to January.

Among the roles Bjorling will be assigned are those of Hans Sachs in the "Meistersinger," Telramund in "Lohengrin" and Scarpia in "La Tosca."

## Metopera Signs Sigmund Bjorling

agency. Goldsen points out that Fox's staff does an "excellent job of safeguarding and collecting our fees at 3 1/2 per cent service charge in this country," while foreign collection agencies ask up to 26 per cent to collect for American firms. Goldsen cited the situation in the British Isles, where an American song starts to get attention via record releases by British firms. English pubbers contact

## SPIKE'S RUSTICS

## Jones Drops Slickers for New Cousins

HOLLYWOOD, Feb. 16.—With interest in country music continuing and growing bigger via pop records on h.b. hits, Spike Jones, for the first time in his eight years with Victor, is not only cutting outones, but is dropping his "City Slickers" tagline and band in favor of "The Country Cousins," a new band made up of country musketeers. Jones decided to try his hand at rustic melody during his last arena and auditorium tour thru the South, when Sam Wallace, Victor Atlanta distributor, and others asked him to come up with some country material.

Jones attempted to satirize some country tunes in the "City Slicker" idiom, but decided against it because of the sincerity of country diskings. As a result, Dave Kapp last week cut Jones and eight full-fledged country sidemen including bassist Cliffie Stone, guitarist Jimmy Brant and Speedy West and others, in eight tunes, with the group to be known as "Spike Jones and His Country Cousins."

Group is strictly country with no burlesque on any of the disks. Vocalists on the date were a trio, as yet un billed, made up of George Rock, trumpet with the Slickers, Marilyn Tuttle, who has cut duet sides with her hubby, Wesley, on Capitol, and Eddie Kirk, Capitol warbler. Kapp and Jones intend to keep the group in the country idiom, but they will also cut material of a more general nature. Jones and Victor intend a promotion campaign directed at retailers, juke ops and d.j.'s alerting them to the new-styled Jones' serious group.

## 3 MGM Tunes in Academy Leads

NEW YORK, Feb. 16.—Heightened activity of the Metro-Goldwyn-Mayer film studios in producing films during the past year is reflected in the balloting of the Motion Picture Academy of Arts and Sciences for the tune of the year. With results of the first balloting already tabulated, the choice has narrowed down to five tunes. Of these, three came from MGM flicks.

The three are: "A Kiss to Build a Dream On," from "The Strip," published by Miller Music; "I Wonder Why," from "Rich, Young and Pretty," Robbins; "Too Late Now," from "Royal Wedding," Feist. A fourth tune, "Never," from 20th-Fox's "Golden Girl," is published by Robbins, one of the Big Three. Fifth tune is "In the Cool, Cool, Cool of the Evening," from Paramount's "Here Comes the Groom."

## Urges Tight World-Wide Royalty Check on Tunes

STOCKHOLM, Feb. 16.—Sigmund Bjorling, well-known Swedish opera singer, has been signed up by the Metropolitan Opera New York, for coming season, October to January.

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## LP Industry Warned Against Handling Pirated Miller Disks

NEW YORK, Feb. 16.—In an attempt to stop the sale of two LP disks containing Armed Forces Radio Network performances of the Army band conducted by the late Glenn Miller, the Miller estate this week sent written notification to a long list of distributors, pressing plants and record manufacturers, and to every disk dealer in New York that failure to comply with a request to stop handling the records would result in naming the violators as co-defendants in any legal actions to come up.

Letters to pressing plants, distributors and manufacturers were mailed all thru the week. Notifications to record shops were sent out last night (5) by David Mackay, attorney for Mrs. Helen B. Miller and the Miller estate. According to Mackay several distributors and dealers have admitted selling or distributing the pirated LP disks and two pressing plants also admitted that they had been approached by an unknown individual to press the disks. One of the latter plants has on hand LP jackets left by the pirate. In every reply received by Mackay thus far the writers have either denied handling the disks or have said that they did handle them and would stop doing so immediately.

The letter to dealers states that the disks were dubs of radio

broadcasts made by the Miller band while in uniform, bore no manufacturer's name, were of inferior quality and illegally used the Glenn Miller name and picture.

Dealers were cautioned against possessing or selling the disks and were urged to report the source from which the pirated records were obtained. Mackay also stated that he was keeping a list of all those people to whom letters were sent and that those who continue to handle the records would be considered willful infringers and named co-defendants in any legal action which may be taken.

## Martiere Bally Builds Bonanza For Merc, GAC

CHICAGO, Feb. 16.—The "Ralph Martiere Experiment," wherein the building of a new band via recordings and strictly one-night bookings prior to playing location dates and getting the standard ballyhoo build-up is attempted, has proven a bonanza for the band, Mercury Records and General Artists Corporation.

Martiere is now being booked in one-nighters (private parties, proms, etc.) at a minimum of \$1,000 in Chicago and \$1,250 to \$1,750 outside the Windy City, and also has snared a lucrative five-day stand at the new Edgewater Park Ballroom, Detroit, at \$3,000 with 60 per cent privilege.

To date band has been booked for only two location dates—two weeks at the Chase Hotel in St. Louis, and a similar stand at the Melody Mill Ballroom here in April.

Martiere's Mercury etchings are now heavy sellers. Art Talmadge, Mercury vice-president, said, and the band is rapidly rounding into one of the waxery's most valuable holdings.

## Gabor Signs Rodzinski to Excl. Termer

NEW YORK, Feb. 16.—Remington Records, low-priced independent diskery, continued this week to expand its artist roster with the signing of Artur Rodzinski to a long-term exclusive waxing pact. The conductor, whose eminent status is past a musical director of the New York Philharmonic created much controversy in 1947, left for Italy, France and Austria this week to stage a series of recording sessions for Don Gabor's diskery. Rodzinski will conduct the Maggio Fiorentino, Salzburg Festival Ork and the Celonno Orchestra of Paris.

Dr. Rodzinski's pact with Columbia Records recently expired. He has been serving as guest conductor with such symphonic groups as the Montreal and New Orleans orks. Remington this week also announced the release of two full-length recordings—"The Seven Last Words of Christ" on two 12-inch disks and Verdi's "Rigoletto" on three 12-inch disks. The diskery also named Bryna Lawson to head a newly established record reviewers and publicity service. Mrs. Lawson was previously with RCA Victor.

## Slate for SPA Exec Council Election Due

NEW YORK, Feb. 16.—A slate of candidates for posts on the executive council is expected to be announced next week by the Songwriters' Protective Association. Election of seven new council members will be held late in March or early April. These seven along with the 14 council members who remain in office will, in turn, name the officers of SPA.

The SPA constitution calls for the election of seven members to the executive council every year. Council seats are held for three years.

## DECCA'S PARTY, BUT RCA'S PLUG

NEW YORK, Feb. 16.—A cross-country, closed-circuit telephone call staged by Decca Records to promote the Jane Wyman waxings to key disk jockeys resulted in RCA Victor getting a fat plug for its Eddie Fisher platters. It happened like this: The Decca call was made by Miss Wyman and Sonny Burke from Hollywood. On the line were more than a dozen important jocks. After the big pitch, Miss Wyman called in each jock personally for some chatter.

When it came to Ed (Jack the Bellboy) McKenzie, WXYZ, Detroit, he said: "Just a moment, Jane, I'd like to have you meet one of my favorite recording artists." He put Private Eddie Fisher on the line (who was in Detroit on a WAC recruiting drive) and Fisher asked Miss Wyman: "Have you heard my latest RCA Victor record?" The flick star said she hadn't, but would be sure to buy a copy—at which a dozen deejays from coast to coast broke up.

## Van Tonkins Sets Orks in Mid-Wk. Dates

HOLLYWOOD, Feb. 16.—Van Tonkins, one-night band and promoter, is experimenting with one-day mid-week theatre dates to fill out his tours of bands. Tonkins currently has nine days on Woody Herman, with the itinerary including Veterans Auditorium, Santa Maria, Calif., February 12; Rainbow Ballroom, Fresno, 13; Sweet's Ballroom, Oakland, 14; Civic Auditorium, Stockton, 15; Civic Auditorium, Sacramento, 16; Auditorium, Medford, Ore., 18; Hanlon Theater, Vallejo, Calif., 20; Civic Auditorium, Hanford, 21; and Auditorium, San Luis Obispo, 28.

Tonkins worked the deal for the Vallejo Theater with Bob Rothman, of Fox West Coast Theaters. Kenton will play the same dates about two weeks after the Herd plays these towns. House holds 1,400, with the bands in on a scale against 50 per cent of the first dollar.

Tonkins recently ran a successful winter dance carnival gimmick, wherein he put up a regular concession set-up in the ballrooms he used. He got local merchants to stock each stand and set up various games of chance, giving away merchandise as prizes. Each of the participating stores gave away play tokens before the dance, which could be utilized in playing the various games. At Hanford, Calif., where Les Brown worked the gimmick, he sold 1,704 paid \$2 (including tax) on a mid-week night.

## Metronome to Cut 7 Symphs By Sibelius

STOCKHOLM, Feb. 16.—The Metronome phono record firm, in co-operation with the Swedish State Radio department, is making complete recordings of seven of the symphonies of Jean Sibelius, the renowned Finnish composer.

The Swedish Koncerterforeningens orchestra, with 78 musicians under the leadership of Sixten Ehrling, is expected to require 100 working hours to complete the recordings, which will be sent in the form of steel-band recordings to one of the large platter pressing firms in the United States, where master records will be made for the Metronome firm.

The cost of the project is estimated at approximately 175,000 Swedish Kroner, or about \$36,250. Recordings are expected to be ready for the market in time to be on the shelves of disk retailers of Stockholm and of Helsinki, Finland, when the vanguard of Olympic Games contestants and spectators begin arriving for the summer Olympic events, which get under way in Helsinki on July 19.

## BIG PITCH FOR NEW MODELS

## Motorola Features Home, Car Receivers at Chi Meet

CHICAGO, Feb. 16.—For the first time since the firm introduced its television receivers, Motorola, Inc., yesterday held a national convention for distributors featuring only its new radio models. The day-long session at the Palmer House was devoted to three new lines of home, auto and portable receivers which featured lower list prices, and new engineering and styling.

Keynote address to the convention, which met in a carnival atmosphere featuring simulated big tops, and included clowns, models and all the trimmings, was delivered by Robert W. Galvin, Motorola executive vice-president.

## LITTLE NIPPERS

## RCA to Give Pups in Disk Bally Contest

NEW YORK, Feb. 16.—RCA Victor will stage a special kiddie promotion for the label's "Little Nipper" series with the giveaway of 100 live fox terrier puppies as the key of the campaign. A contest for children will be based on an upcoming "Little Nipper Riddle" disk and will be promoted via newspaper, radio and TV ads, window displays and a counter merchandiser for the line.

The "Riddles" record will be specially packaged in an envelope with an extra flap. The flap will have space for the moppets to give answers to the riddles posed on the disk and also to submit a 25-word statement on "why I want a Little Nipper puppy." The contest will be open to all children up to the age of 12. The first 100 winners will receive the puppies. The next 1,000 winners will receive rubber replicas of the RCA Victor "Nipper" dog.

## Macy's Music Fest Draws Many Exhibs

NEW YORK, Feb. 16.—The Macy Music and Television Festival, a two-week show featuring displays in the fields of music, radio and TV, opened here Thursday (14). The exhibitors at the show include Westinghouse, Admiral, General Electric and RCA Victor, among the television firms, and a total of 250 designs in television sets, radios, radio-phonographs and phonographs. Special displays of records, sheet music and musical instruments are also on view.

Stars scheduled to appear at the festival over the next two weeks include record, radio, TV, stage and screen entertainers (The Billboard, February 16). Don Russell will telecast his TV show, "Take a Break," from the festival on Thursday (28) and Friday (29). Another gimmick at the show includes a booth where visitors can vote for their favorite presidential candidate.

## NBOA Calls Chi Meeting

CHICAGO, Feb. 16.—National Ballroom Operators' Association, thru Ed Chinn, president, this week called a board of directors meeting in Chicago at the LaSalle Hotel March 20.

Decision on the date of the next national convention will be made at this meeting, Chinn revealed. The directors, following the 1951 convention, recommended that the next convention be held either in the fall of 1952 or the spring of 1953, depending on the general conditions of the industry. With the cabaret tax fight won, and with the outlook for the coming season bright, Chinn and Otto Weber, executive secretary, said the major item on the agenda for the board meeting, in addition to the convention matter, would be to set up a constructive program for NBOA to follow in the coming year.

Galvin forecast another banner year in the sale of radio sets, stating that the combination of television and the fact that 1952 was a national election year, would provide strong stimuli for the sale of AM sets.

The home radio line shown to distributors for the first time included 20 different sets, including a clock radio. Price ranges from \$17.95, for a table model, to \$54.75 for an AM-FM model featuring a new coaxial tuner.

Automobile line included a new series of custom receivers plus five new standard sets interchangeable for nearly every make of car. Prices, running from \$10 to \$15 lower than comparable models last year, range from \$39.95 to \$79.95 for the custom sets, and from \$39.95 to \$79.95.

Four new portables are included in the 1952 line, with prices ranging from \$24.95 to \$49.95. Business sessions were broken up with a luncheon, cocktail party and banquet with an entertainment program, headed by Margaret Phelan, currently appearing in the Empire Room at the hotel.

## 5,095,563 TV Sets Shipped in 1951

NEW YORK, Feb. 16.—Over 5,000,000 television sets were shipped to dealers during 1951, the Radio-Television Manufacturers' Association reported Saturday (16). The 5,095,563 sets shipped during 1951 compares with 7,068,000 sets shipped in 1950. In December, shipments to dealers totaled 680,141 television sets, the RTMA report showed. In November, 498,681 units were shipped, and in December, 1950, the figure was 691,000.

## RCA Ready With UHF Sets and Converters

NEW YORK, Feb. 16.—As soon as ultra-high-frequency television broadcasting begins, RCA Victor will have available a complete line of UHF receivers and converters. This was told to a group of video engineers, consultants and lawyers this week by Allen B. Mills, merchandise manager of RCA Victor's home instrument division. Mills said that the company's UHF line will include video sets capable of receiving both UHF and VHF telecasts, converters enabling owners of VHF sets to receive one or two UHF channels with their present sets, and an all-channel converter to permit reception on all UHF channels with present VHF sets.

## Hill & Range Files Suit Vs. Spencer

HOLLYWOOD, Feb. 16.—Hill & Range Songs, Inc., filed suit in superior court here Wednesday (13), seeking \$200,000 in damages from Tim Spencer, basing the legal action on alleged slander of title and interference with contractual relations. Milton A. Rudin, representing the Aberbach Brothers' pubbery, said that H&R has in its possession letters written by Spencer in persons in the trade, notifying them that they are processing at their own risk when they deal with Aberbachs over seven songs, which are currently involved in a litigation started late in December by Spencer.

Spencer originally filed suit against the Aberbachs' firm, seeking an accounting, allegedly due him of \$150,000 on songs, which he had turned over to Tim Spencer Music, Inc., an affiliate of Hill & Range Songs. It's probable that the case will be heard sometime this summer.

## Col'bia Pairs Up Hit Sides

NEW YORK, Feb. 16.—Columbia Records, primarily for catalog purposes, has recouped eight sides which have accumulated an aggregate sale of 4,000,000 disks into four single disks. Couplings run as follows: Tony Bennett's "Because of You" and Johnnie Ray's "Cry"; Paul Weston's "And So to Sleep Again" and Bennett's "Cold, Cold Heart"; Sammy Kaye's "It's No Sin" and Champ Butler's "Down Fonder"; and Frankie Laine's "Jalousie" and Weston's "Charmaine."

## VALENTINES

## Disk Flacks Woo DJ's Via Poems

NEW YORK, Feb. 16.—Valentine's Day brought out the band in the flack departments this week. And the metrical rhymes were written to grab off wax play.

Jerry Wexler, publicity chief for The Big Three, sent out a valentine to push the "Baby Doll" and "Oops" disks with the deejays, which consisted of a six-verse poem reading in part as follows: "Just this one day, this day of sweet valentine. Let us utilize this very perverse plan of mine. Let us quit groping for new and fancy ways to say it. Leave our message, if only for today, simply be. This is my tune, please play it."

Disk jockey contact Nat Shapiro turned to poetry to sell Mary Small's release "Romance Me" to the jocks. His effort was signed Pandora Summerhalter, and one verse said:

"Now we're tossing our hats in the musical ring, Along with Gordie and Hugo and Mitch. Play Mary's 'Romance Me' on the label called King. And let someone else in this business get rich."

## MOA Sets Biz Session in Chi

CHICAGO, Feb. 16.—Music Operators of America this week canceled its proposed March 3-6 meeting, and tentatively set-up a business session at the Palmer House May 6-7.

Cancellation of the upcoming session was effected because it was felt operators who had participated in the recent Bryson Bill hearings in Washington would be unable to attend the Chicago gathering. (For complete details see Music Machines section.)

## Muscarella and Ascher Form Ork

NEW YORK, Feb. 16.—Ray Muscarella, personal manager for Tony Bennett and Al Morgan, and Sid Ascher, press rep for Bennett and other artists, have formed a new personal management and publicity firm to be known as R. G. M. Associates, Inc. The new firm, which will open offices here next week, will handle publicity, promotion and management for show business talents.

President of the set-up is Muscarella, with Ascher acting as secretary and treasurer. Paul Brown has been named promotion director of R. G. M.



FORECAST

WONDERING by Andrews Sisters 27919\*

DECCA DATA

YOUR WEEKLY GUIDE

AMERICA'S FASTEST SELLING RECORDS

FLASH!

PERFIDIA by Four Aces 27961\*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

Table with 3 columns: Rank, Song Title, Artist. Includes 'Wondering' by Andrews Sisters, 'New Silver Bells' by Webb Pierce, etc.

SEPA

Table with 3 columns: Rank, Song Title, Artist. Includes 'Smooth Sailing' by Ella Fitzgerald, 'A Man Ain't Supposed to Cry' by Arthur Prysock, etc.

\*Also available in 45 RPM (add prefix '3' to record number) \*\*Another Decca 'Best Hit' makes the 'Best Seller' list this week

BEST BETS

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

POSITION LAST WEEK

POPULAR

Table with 3 columns: Rank, Song Title, Artist. Includes 'Stolen Love' by Guy Lombardo, 'Try Me One More Time' by Roberta Lee, etc.

COUNTRY

Table with 3 columns: Rank, Song Title, Artist. Includes 'I Ain't Gonna Give Nobody O' This Jelly Roll' by Jimmie Davis, 'Someone to Care' by Jimmie Davis, etc.

SEPIA

Table with 3 columns: Rank, Song Title, Artist. Includes 'Louisville Lodge Meeting' by Louis Jordan, 'Peace in the Valley' by Sister Rosetta Tharpe, etc.

\*Also available in 45 RPM (add prefix '3' to record number)

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

Table with 3 columns: Rank, Song Title, Artist. Includes 'Blue Tango' by Lory Anderson, 'Tell Me Why' by Four Aces, etc.

\*Also available in 45 RPM (add prefix '3' to record number) \*\*Another Decca 'Best Hit' makes the 'Best Seller' list this week

SINGLES

- With a Song in My Heart - Guy Lombardo
Featured in 20th Century Fox Picture "With a Song in My Heart"
I Could Write a Book - 27993\*
The Purit Little Tree - 27962\*

NEW RELEASES

- On My Way (Get On My Travels) - 27891\*
Little Boy - 28271\*
Lonely Cabin Blues - 28271\*
GOLD LABEL LONG PLAY RECORDS
MANDEL
THE BERLIN PHILHARMONIC ORCHE. - 27969\*

THE BEETHOVEN PIANO SONATAS

- NO. 26 IN B FLAT MAJOR, Op. 106
NO. 8 IN C MINOR, Op. 13
NO. 24 IN F SHARP MAJOR, Op. 78
NO. 25 IN C MAJOR, Op. 78
NO. 21 IN F MINOR, Op. 57
NO. 27 IN E MINOR, Op. 90
NO. 21 IN C MAJOR, Op. 53
NO. 26 IN A MAJOR, Op. 106

GRACE MOORE SINGS

- Soprano with Orchestra
CANTATA NO. 56
CANTATA NO. 82
DIETRICH FISCHER-DIESKAU, Bass

EVERYONE IS RAVING ABOUT #27945

CONNIE BOSWELL sings BEGIN THE BEGUINE BELIEVE IT BELOVED



Decca 27945 (78 RPM) and 9-27945 (45 RPM)



# Music as Written

## Frankie Carle Ork Set for Cross-Country Trek . . .

The Frankie Carle ork takes off from California March 1 for a cross-country tour which will bring the band into Syracuse May 6. Lined up are one-nighters, college dates and theater and hotel engagements in 14 States.

## "Just Believe" Requests

### Coe WCRY, Cincy, Contest . . .

The Dot dinking of "Just Believe in Me," co-cleffed by Mrs. Lila Fratz, Mary Kolva and Charles Kanter, the latter a Cincinnati juke operator and owner of the Cheyenne Music pubbery, has pulled so many requests for local d. j.'s to play it that Rex Dale, WCKY, is running a contest based on the ditty. The Dot dinking features an unknown singer, Jane Grant, and Dale asks listeners to tell him in 25 words or less what they think of the song and Miss Grant's voice. Hit Distributing Company, Cincinnati, which handles the label, offers as prizes a 45-33-78 r.p.m. record player and an album of disks.

## New York

MGM Records' Tommy Edwards, who opens at Moe's Main Street, Cleveland, on February 22, will fly to Chicago the following day for a special appearance at the annual Teen-Age Jamboree staged by the Fair department store. Chi deejay Howard Miller will emcee the affair. . . . Bernie Boorstein, Leslie Distributors, this week became personal manager to songwriter Roger Di Piano. . . . MGM Records named V. J. Sanborn to handle distribution in the Cleveland area, replacing Bud Fisher. . . . Chanter Pat Terry is back in town after a promotion jaunt thru Pennsylvania on his Decca wack-up of "Only Fools" with Tutti Camarata. . . . A special co-op ad

campaign will be made available to disk dealers by MGM on the "Beile of New York" sound-track album.

Violinist Tommy Barron and Bert Ventura are teamed at Tony's La Marquise. . . . The Trapp Family Singers will give 10 Lenten concerts thruout the Hawaiian Islands during February and March. . . . The Eroll Garner Trio opens at The Embers, Thursday, (21). . . . General Music is publishing "The Little Red Goose," written by Johnny Olson, with Leonard Whitcup and Chet Gierlach. . . . Jack Bergman, of Tempo Distributors here, off to the coast Sunday (24) to visit manufacturers, and to vacation. . . . Eddy Arnold just finished a two week stint at the Shamrock Club, Houston. He reportedly did excellent business. . . . Rise Stevens, Frances Magnoe, and Pierre Sancan, will appear in a recital at the Waldorf-Astoria March 7, the proceeds of which will go to the National Music League, to help promote young American musicians. . . . E. B. Marks has set a Mills Brothers record on Decca, Art Mooney on MGM, Three Suns on RCA Victor and a King platter on "You're Not Worth My Tears."

## Chicago

Tiny Hill set for a two-week stay at the Spinn Inn, Kankakee, Ill., starting March 28. . . . Herb Fields and his band return to Club Silhouette here March 14 for an indefinite period. . . . Memphis Slim opens Grady's Dinner Club, Memphis, March 10 for several weeks. . . . Doc China, National Ballroom Operators' Association upper, in town for a short visit from his Fargo, N. D., headquarters.

Joe Carlton, Mercury, flies to the West Coast where he will record Helen Grayco, Rusty Draper and Kay Brown. Rusty Shad, rhythm and blues singer, Merc chief, set for a two-week jaunt with Morris Price, sales manager, thru the South where he will record the label's artists in that sector and visit distrib points. Art Talmadge, Mercury vice-president, supervised a session with Xavier Cugat here this week, with latter cutting four more sides.

Henry Busse set a new house record at Pappy's Showland, Dallas, Saturday (9) when he chalked up 1,816 admissions. . . . Ray Pearl moves into Texas for the first time when he opens a four-week stand at the Rice Hotel, Houston, April 3. Band plays the Air Force base in Wichita, Kan., next week, then goes on 22 consecutive one-nighters, and before opening the Rice, has location stands in Quincy, Ill., and Tulsa. Pearl returns to Chicago in May for a date at the Trianon.

Frankie Laine set for the Chicago Theater starting July 18 for two weeks as part of the all-star summer line-up at the Balaban & Katz flagship. . . . Mindy Carson chalked up a new record at the Baker Hotel, Dallas, before moving on to the Chase Hotel, St. Louis. . . . Pee Wee Hunt into the Zodiac Room at the Chase Hotel. . . . Nino Martini closed the Preview last week, planned to New York for a few days, then opens at the Alhambra, Cleveland, next week, following with a run at the Statler, Detroit.

## Hollywood

Joe Glaser, Associated Booking chief, arrives February 23 to make the 11-day Hawaiian junket with Louis Armstrong. . . . Art Frew, ex-bookng agent who has been in Cincinnati with his own agency, was a visitor here following his recent divorce in Las Vegas. . . . Frankie Carle has selected Joann House, his niece, and Barbara Luke, former local model, as his new vocalists. His daughter, Marjorie Hughes, has retired from the business. . . . Lyricist Bob Russell, who did most of the lyrics for the Duke Ellington instrumentals, has done lyrics for the instrumental, "Robbins' Next," which is now called "Just When We're Falling in Love." Ditty's been cut on Decca by the Mills Brothers and Les Brown on Coral. The Modernaires, hitting on two Coral releases, "Stompin' at the Savoy" and "The Dipsy Doodle," have obtained permission to

take two weeks off from Columbia Broadcasting System's "Club 15" ainer in order to work the opening of the Cotillion Room of the Jung Hotel, New Orleans, February 20. They are set for the Last Frontier, Las Vegas, April 4. They'll commute from here to Las Vegas for the job, as they did last year. Tom Shiels, their manager, and Evelyn Knight have severed their personal management link. Shiels has picked up Helene and Howard, dance team.

"The Ruth Etting Story" will be produced by Joe Pasternak. Col. Gimp Snyder took \$15,000 for his right to the story. . . . Tiny Hill will make his first Western sweep in years around the end of May. Hill wants to dispose of real estate holdings near Mount Ranier, Wash. . . . Charlie Walker, the KMAC, San Antonio, d.j., has been linked by Imperial Records' Lou Chaud of that label cut his first discs by Jewel King, songstress, who did "Three Times Seven" for Imperial a year ago. She was injured in a serious auto accident nine months ago and is back working in New Orleans. . . . Tennessee Ernie set for the Stockman's Hotel, Elko, Nev., opening March 15 for two weeks following his fortnight at the Four Dukes, Detroit, and the Capitol Theater, Washington, around April 20. . . . Saul Bihari married Linda Peterson February 14, and the Modern Records' exec and his bride are honeymooning in Hawaii. Modern Records settled its differences with Chess Records of Chicago (The Billboard, February 16). The Biharis turned over custody pact to Howling Wolf to the Chess Fraters, while Chess brothers gave four Roscoe Gordon masters to Modern.

## Detroit

Sam Arnold, former advance man for the Elliot Lawrence orchestra, has joined the W. B. Doner & Company, television advertising agency, as merchandise manager. . . . Claudia Morgan, singer, joined the Frank Gagen orchestra at the Indian Room, Minnday. . . . Tom Montgomery, organist, replaced Henry Van Steden on the cocktail hour assignment at the Adams Brass Rail. . . . Delores Hawkins, Columbia Records artist, has opened at the Club Gay Haven in Dearborn.

John (Mike) Mattland, branch manager for Capitol Records, attended the seventh anniversary celebration of the Ray Anthony orchestra, near Tiffin, O., preceding Anthony's return to Michigan to play a one-nighter at Kalamazoo.

A Common Council resolution adopting "Hall, Detroit" as the city's official marching song was presented by Mayor Albert E. Cobo to Leonard B. Smith, the composer and prominent concert band leader, at the City Hall Tuesday (12). Smith composed the march for Detroit's 250th Birthday, celebration, and has waxed it under the Bandland label.

## Philadelphia

The new Brighton Ballroom kicks off the Friday night sessions with Johnny McGee. . . . Jean Shepherd moves his late evening platter show via KYW to the Penn. Sheraton Hotel's Towne Room, while Jerry Williams takes his "Jazz Unlimited" air waxings via WKDN, Camden, N. J., to Lee Guber's Rendezvous for the Saturday afternoon. . . . Eddie Suzal, local agent, has picked up the contracts for another two years on the Matsy Brothers, who are beginning to attract attention via their Coral cutting of "Let Me Dream." . . . Sam Berrall sets up a new local label—Carolyn Records. . . . Billy Uhr and Frank Capano, co-authors of "Texas," re-activate label with local talent to get preference in making the disks. . . . Mike Cass, who had the band at the Anchorage for many years, is now down the street from his former location at the Old Falls Tavern. . . . Dr. Herman Parris, local music pub who writes songs for kicks, has been made a member of ASCAP. . . . Guy Lenti adds his vocalizing to Russ Raphael's band at the 2-4 Club. . . . Billy Hayes and his Dixielanders land at the newly-opened Midway Club. . . . Theodore M. Rudy sets up a new music pub for the town with his Cedarbrook Music Company. . . . Richard Hayes is set for a March 4 opening at Ciro's.

## COMO WAXES VIDEO FAVES

NEW YORK, Feb. 16.—The latest record album by Perry Como draws upon his audience on the Chesterfield TV show. Called "TV Favorites," the set contains standard tunes requested by his viewers. A previous album by the singer, called "Supper Club Favorites," first in with his radio program. The new RCA Victor album will be available March 14.

## Move to Merge H'w'd Locals

HOLLYWOOD, Feb. 16.—First concrete step toward the long-contemplated amalgamation of Local 47, white branch of the American Federation of Musicians and Local 767, AFM Negro branch, took place here Thursday (7), it was learned this week. Merger of the locals is being watched closely nationally, for while it's reported that the Fort Wayne, Ind., white and colored locals merged last year, the linking of the two locals poses greater problems because of the bigger membership and greater number of dues payers.

Six members of Local 767, Benny Carter, chairman, Mari Young, Leo McCoy Davis, presy; Paul Howard, financial secretary, and William Collette, Estelia Edson and Hobby Brooks, met with reps of the white local to discuss mutual problems posed by the merger. Chief problems centered in the wedding of the two groups are those involving transfer of membership and previous membership rights. Biggest barrier appears to be the seniority, which members of the negro local have accrued, involving life membership.

Life membership in the AFM offers the member no more payment of dues thereafter and no death assessments. An AFM life becomes a life member by either (1) being a member of the union continuously for 30 years; (2) being a continuous member for 20 years and reaching the age of 60; or (3) being voted to a life membership by a general membership meeting. Both unions must agree on a common death benefit for insurance, for the white local now pays a \$1,000 death benefit, while 767 offers only a \$400 death benefit. Initiation into 767 costs \$25, while entrance into Local 47 costs \$50 initiation and \$50 in dues payments. Major conflict in the first meeting stemmed from the fact whether Local 767 members will carry full seniority into the new merged union.

The Negro local has about 620 members, while Local 47 has 14,000 members. A similar attempt to fuse the two locals in Seattle fell thru late last year, according to reports. If both factions are able to reach an agreement, the approval of AFM Presy James C. Flaherty is still necessary before full ratification takes place. At present, Local 47 offers membership to all but Negro musicians, while 767 absorbs only Negro musicians.

## Merc Names N. Y. Mont. Distributors

CHICAGO, Feb. 16.—Continuing its program of strengthening its distributor network thruout the country, Mercury Records this week announced the appointment of outlets in Albany, N. Y., and Billings, Mont., both to become effective March 1. New Albany rep is the L & L Distributing Company, headed by Leonard Smith. Bencaire Distributing will be the new Merc rep in Billings, the first time the firm has had a distribution outlet in that city.

Firm last week (The Billboard, February 16) dropped its branch office in Buffalo, appointing Metro Distributing Company to take over that territory. Bernie Silverman, former manager in Buffalo, now moves to the West Coast as a field representative.

NEW YORK, Feb. 16.—Englis's thrush Vera Lynn and her husband, Harry Lewis, return to England Tuesday (18) on the Queen Elizabeth after a six-week stay in this country. Miss Lynn must fulfill a contract to star in the upcoming British musical revue, "Happy Go Lucky."

## Coral Signs Bloch as Artist And Conductor

NEW YORK, Feb. 16.—Coral Records this week completed a term dinking deal with Ray Bloch, TV and radio conductor. Bloch last recorded for Signature Records, whose catalog this week became the leased property of the Coral firm (see other story this department). The orkster will be used as an individual artist as well as a conductor for other of the label's talents. He already has done a session with Teresa Brewer and on Thursday (14) sliced his first session featuring his own ork. Currently, Bloch conducts the ork for "Toast of the Town," "Songs for Sale" and the Kate Smith TV shows, and "The Big Time" on radio.

## Met. Tour to Hit 17 Cities

NEW YORK, Feb. 16.—Metropolitan Opera goes on tour April 14 and will visit 17 cities in 12 States. Tour will last seven weeks, ending May 31 in Montreal.

Prior to the seven-week tour, the company will play two performances in Baltimore during the regular New York season. These dates will be March 25 and 26.

The spring tour, which is two weeks longer than that of last year, will take in Washington, D. C., for the first time since 1931, and Birmingham for the first time since 1942. Appearances in Toronto and Montreal will be the first since 1901 and 1911 respectively.

Personnel on tour will include Met's complete chorus, orchestra and ballet, plus approximately 100 principal artists and staff members travelling in two trains. Scenery, costumes and other equipment for 16 operas will be carried in 22 baggage cars.

**BOB MERRILL'S**  
LATEST NOVELTY  
THERE'S A PAWN  
SHOP ON A  
CORNER IN  
"PITTSBURGH,  
PENNSYLVANIA"  
OXFORD MUSIC CORP.  
1619 Broadway, New York 19, N.Y.

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

TANNEN MUSIC, INC.  
146 West 34 St., New York 19

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

from the J-G-M film  
SINGIN' IN THE RAIN  
**Singin' In The Rain**  
ROBBINS MUSIC CORPORATION

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

AMERICAN MUSIC, INC.  
1370 Broadway, N. Y., a 3100 Sunset Blvd. Hollywood  
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Stop—Look—Listen  
NAT COLE'S  
New Release  
"UNFORGETTABLE"  
Capitol 1808  
BOURNE, INC.  
799 11th Ave. New York 19, N. Y.

A WEAVER  
OF DREAMS  
Recorded by  
Nat Cole . . . . . (Capitol)  
Bing Crosby . . . . . (Decca)  
Billy Eckstine . . . . . (MGM)  
EDWARD KASSNER, Inc.  
1610 Broadway, New York, N. Y.



breaking it up everywhere!

# RED SAUNDERS

and His Orchestra



# HAMBONE

with Dolores Hawkins and The Hambone Kids  
Vocal Chorus by Sammy McGrier, Ronnie Strong and Delecta Clark

*another smashing success for . . .*

b/w "BOOT 'EM UP"

78 rpm 6862 • 45 rpm 4-6862

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# DECCA RECORDS Don Cherry



Sings...  
Two Great Sides  
Headed for Hitdom!

"I'll  
Sing  
to  
You"

MY  
SENTIMENTAL  
HEART

Written by  
Richard Evans,  
composer of  
"If" and "Unless"

Written by  
Carmen Lombardo  
and Johnny Leeb

Decca 27944 (78 RPM)  
9-27944 (45 RPM)



America's Fastest Selling Records

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by surveys of The Billboard's Popularity Chart. Based on reports received February 13, 14 and 15.

- | Last Week | This Week   |
|-----------|---|
|           | 1. <b>1. Cry</b><br>By Churchill Kohman—Published by Melton (BMI)<br>RECORDS AVAILABLE: E. Barton, Coral 60590; R. Casey, Capitol 103; P. Chapman, Dec 27957; B. Farrell, MGM 11133; Four Kings, Cap 1875; S. Franklin, International 101; G. Gibbs, Mercury 5744; J. Gray, Dec 27966; E. Leland O. Higdon, Dec 48284; A. Holmes, King 15149; Lou Ties Diamond, V 23-5626; M. Lynn, London 3149; B. McLaurin, Derby 785; J. Ray, Dech 6560; C. Springfield, Atlas 1003; C. Taylor, Mercury 8242; J. Wall & H. Wenzel, V 20-4388; B. Williams, V 20-4406<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Glenn Osner, Associated |
|           | 2. <b>2. Tell Me Why</b><br>By Al Alberts and Marty Gold—Published by Silver, Mack Co. (BMI)<br>RECORDS AVAILABLE: H. Bailey, Coral 60485; E. Fisher & H. Winterhalter, V 20-4844; Four Aces-A. Alberts, Dec 27860; Four Tunes, V 20-4427; T. Glenn, Royal Rami 545; H. Kaye, Cap 7779; R. Lee & G. Martin, Dec 27476; H. Marderle, Mercury 5787; S. McDonald, Cap 1967; S. Sautiers, King 4515; D. Washburn, Mercury 8267<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; George Swan, Associated   |
|           | 3. <b>3. Slow Poke</b><br>By Pre Wee King, Rudd Stewart and Shelton Price—Published by Rodegway (BMI)<br>RECORDS AVAILABLE: B. Flanagan, V 20-4373; A. George Charrotes, Columbia 3926; A. Gordy Seestee-J. Shook, Bullet 3099; H. Hawkins, King 998; Long Hill, Mercury 5740; Pre Wee King, V 21-0459; R. Lee, Dec 27792; A. Meyer, MGM 11338; H. O'Connell, Cap 1897; J. Weston, West-Top 1025<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Sando Gallery, Standard; Pre Wee King, Standard; Vincent Lopez Dr. Thesaurus; Glen Osner, Associated  |
|           | 4. <b>4. Little White Cloud That Cried</b><br>By Jerome Roy—Published by Larry Selzer (ASCAP)<br>RECORDS AVAILABLE: L. Dinning, Cap 1892; T. Glenn, Royal Rami 545; H. Lance, Mercury 5761; R. Lee, Dec 27893; J. Ray, Dech 6810<br>ELECTRICAL TRANSCRIPTION LIBRARIES: George Bestman, Associated; Dolly Dawn, Thesaurus   |
|           | 5. <b>5. Any Time</b><br>By Herbert Happy Laxon—Published by Hill & Range (BMI)<br>RECORDS AVAILABLE: E. Arnold, V 20-3700; E. Fisher & H. Winterhalter, V 20-4350; A. Haley, Mercury 6099; D. Hayden, Dec 24504; Leo & Tye, Inara 6086; H. O'Connell, Cap 1895; S. Orner, Dec 27972<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Silver Bryant and Wild Cat, Thesaurus; Lenny Herman, Long-Worth; Alan Holmes, Associated  |
| 10.       | 6. <b>6. Please, Mr. Sun</b><br>By Ray Getzow and Sid Frank—Published by Weiss and Barry, Inc. (BMI)<br>RECORDS AVAILABLE: G. Auld, Coral 60647; L. Baxter, Cap 1966; P. Conn, V 20-4485; T. Edwards, MGM 11130; B. Kelly, Dec 27968; J. Ray, Cap 1963a<br>ELECTRICAL TRANSCRIPTION LIBRARIES: George Swan, Associated  |
|           | 7. <b>7. Wheel of Fortune</b><br>By Brady Benjamin and George White—Published by Laurel (ASCAP)<br>RECORDS AVAILABLE: Bell Sisters-M. Rene, V 20-4320; Gordians, Atlantic 950; A. Cassino M. Scilla, Onyx 6104; Four Flames, Specialty 472; J. Hartman, V 20-4346; H. Humes, Dec 48280; S. Kaye, Cap 19647; S. McDonald, Cap 1993; A. Pysich, Dec 27963; J. Scott, Coral 60650; K. Starr, Cap 1944; J. Thomson, King 1051; D. Washington, Mercury 8247; B. Wayne, Mercury 5779; E. Wilson S. Gale, Derby 787; B. Williams, MGM 11172<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Gw Terry, Associated  |
| 6.        | 8. <b>8. Shrimp Boats</b><br>By Paul Mason, Howard and Paul Weston—Published by Walt Disney (ASCAP)<br>RECORDS AVAILABLE: D. Beavers, Buster, Cap 1873; D. Brown, King 15151; B. Farrell, MGM 11131; D. Gray, Dec 27837; D. Schulz, V 20-4408; J. Stafford-P. Weston, Dec, Cap 1928; Tex Williams, V 20-4409  |
| 8.        | 9. <b>9. Tiger Rag</b><br>RECORDS AVAILABLE: G. Barnes, Dec 27939; Mr. Brown, Mercury 5643; L. Conn, Abbey 15033; L. Paul-M. Ford, Cap 1920; A. Tatum, Dec 25201<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Alan Holmes, Dr. Thesaurus; Red Kistler, Long-Worth; David Sautiers and Bert Shafter, Associated; J. Seika, Long-Worth; Al Trace, Long-Worth; George Wright Dr. Thesaurus   |
|           | 10. <b>10. Bermuda</b><br>By Cynthia Streiber—Published by Geary (BMI)<br>RECORDS AVAILABLE: R. Anthony, Cap 1954; Bell Sisters-M. Rene, V 20-4222; R. Lee, Dec 27893; J. Palmer, Mercury 5774<br>ELECTRICAL TRANSCRIPTION LIBRARIES: Alan Holmes Dr. Associated; Henry Jerome Dr. Long-Worth   |

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**MARGARET WHITING**

GOES ALL-OUT COUNTRY STYLE!



**"FOGGY RIVER"**

and

**"TRY ME ONE MORE TIME"**  
RECORD NO. 1984

A Hit Is Walkin' Your Way

**THE FOUR KNIGHTS**  
**"WALKIN' IN THE SUNSHINE"**

and

**"THERE ARE TWO SIDES TO EVERY HEARTACHE"**  
RECORD NO. 1971



- Los Angeles 15, California  
Capitol Records Distr. Corp. 315 W. 15th St.
- San Francisco 7, California  
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- Denver 4, Colorado  
Boyd Distr. Co., Inc. 20 W. 13th Ave.
- Hartford 5, Connecticut  
Capitol Records Distr. Corp. 25 Pleasant St.
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Nelson & Co., Inc. 3000 12th St. N.E.
- Miami 36, Florida  
Florida Record & Music Co. 741 S. W. 8th St.
- Atlanta 3, Georgia  
Capitol Records Distr. Corp. 525 Courtland St. N.E.
- Memphis 2, T.N.  
Mylen Bros. & Co., Ltd. P. O. Box 2958
- Chicago 5, Illinois  
Capitol Records Distr. Corp. 1449 S. Michigan Ave.
- Indianapolis 6, Indiana  
Radio Distr. Co., P. O. Box 1258
- South Bend 6, Indiana  
South Bend Distr. Co., 432 Carroll St.
- Des Moines 9, Iowa  
Edford-Brown, Inc. 1326 W. Walnut
- Lexington 2, Kentucky  
Foster Distr. Co., 409 W. Main St.
- New Orleans 12, Louisiana  
Malloy Distr. Co., 630 Baronne St.
- Baltimore 34, Maryland  
Nelson & Co., Inc. 1000 S. Linwood Ave.
- Boston 18, Massachusetts  
Capitol Records Distr. Corp. 590 Commonwealth Ave.
- Detroit 1, Michigan  
Capitol Records Distr. Corp. 4523 Woodward Ave.
- Minneapolis 1, Minnesota  
Capitol Records Distr. Corp. 21 E. Hennepin Ave.
- Kansas City 9, Missouri  
Capitol Records Distr. Corp. 1527 McGee St.
- St. Louis 3, Missouri  
Capitol Records Distr. Corp. 1407 Pine St.
- Billings, Montana  
Central Distr. Co., P. O. Box 1551
- Omaha 3, Nebraska  
Muelten & Selby Inc. 1824 Farnam St.

- Newark 4, New Jersey  
Capitol Records Distr. Corp. 83 Lock St.
- Buffalo 8, New York  
Capitol Records Distr. Corp. 1066 Main St.
- New York 29, New York  
Capitol Records Distr. Corp. 109 E. 116th St.
- Syracuse 3, New York  
L. Gordon Distr. Co., Inc. 1718 Erie Blvd. E.
- Charlotte 2, North Carolina  
Capitol Records Distr. Corp. 414 W. Morehead St.
- Cincinnati 2, Ohio  
Capitol Records Distr. Corp. 815 Sycamore St.
- Cleveland 19, Ohio  
Capitol Records Distr. Corp. 104 St. Clair Ave. N. W.
- Oklahoma City 3, Oklahoma  
Capitol Records Distr. Corp. 418 N. Lee St.
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R. Warnock Co., 121 Navarro St.
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**NEW RELEASES**

	QUANTITY	78	45
"I HEAR A RHAPSODY... FOR DANCERS ONLY" Ray Anthony ..... 1973			
"WISHIN'... COOBYE, SWEETHEART" Greta MacKenzie ..... 1983			
"TRY ME ONE MORE TIME... FOGGY RIVER" Margaret Whiting ..... 1984			
"BUNDLE OF SOUTHERN SUNSHINE... ALL HIGH LONING" Jeanne Cavie ..... 1985			
"ALWAYS LATE (With Your Kisses)" "HELL'S BELLS" Clyde McCoy ..... 1986			
"LET YOUR PENDULUM SWING... MEAN MEAN MEAN" Roy Hoged ..... 1987			
"THE BUCKET SONG... CATHY" Cathy and Bob Eberly ..... 1988			
"WALK THE LONESOME NIGHT... VIOLETS FOR YOUR FURS" The Continental ..... 1989			
"CALL HER YOUR SWEETHEART... NINE HUNDRED MILES" Gordon MacRae ..... 1990			
"ROADSIDE RAG... CRACKER JACK" Semmy Ward ..... 1991			

**TOP COUNTRY & WESTERN**

	QUANTITY	78	45
"THE WILD SIDE OF LIFE... CRYIN' IN THE DEEP BLUE SEA" Hank Thompson ..... 1942			
"TIME... I WANT YOU SO" Terry Preston ..... 1947			
"HONEY, HONEY, HONEY... CRY BABY BLUES" Rod Morris ..... 1946			
"BE MY LIFE'S COMPANION... TELL ME WHY" Skeets McDonald ..... 1947			
"BOOGER BLUES... YOU'RE A LOVIN' WOMAN" Leon Chappel ..... 1954			
"CAROLINA WALTZ... DEAD END STREET" Chilly Steve ..... 1960			
"MISSING IN ACTION... JUST A LITTLE MORE WAITING" Jimmy Wakely ..... 1936			
"WOM! YOU RIDE IN MY LITTLE RED WAGON... REEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely ..... 1880			
"POSTAGE DUE... ALL I DO IS SIT AND CRY" Jack Hunt ..... 1934			
"TRUCK DRIVERS BOOGIE... MY MAIL ORDER MAN" Jess Willard ..... 1963			
"TEARDROPS AND TEA LEAVES... I'LL BE YOUR SWEETHEART" Hank Thompson ..... 1870			
"BLUE WEDDING BELLS... YEARS ON MY GUITAR" Eddie Arnold ..... 1915			
"LIFETIME OF SHAME... TRUE OR FALSE" Jimmy Hahn with Park Williams ..... 1958			
"YOU SURE DO NEED HIM NOW... WEIGHED IN THE BALANCE" Martha Carson ..... 1982			
"CALM, COOL AND COLLECTED... HANGOVER" Decca Songwriters ..... 1981			
"STINGY... THERE'S BEEN A CHANGE IN ME" Helen O'Connell ..... 1976			
"SATISFIED... HIDE ME, ROCK OF AGES" Martha Carson ..... 1900			
"I'M COMING TONIGHT... ANOTHER SWEET HEART... LET ME CHANGE YOUR NAME" Gene O'Quinn ..... 1943			

**TOMORROW'S HITS—TODAY**

	QUANTITY	78	45
"WISHIN'... COOBYE, SWEETHEART" Greta MacKenzie ..... 1983			
"SAD... GIVE ME TIME" Lou Dinning ..... 1940			
"UNTIL... MY HEART HAS FOUND A HOME NOW" Dean Martin ..... 1938			
"WHEN YOU'RE SMILING... TELL I HAVE TO GIVE YOU" Dean Martin ..... 1975			
"THE HEART OF A CLOWN... WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher ..... 1978			
"BLUE TANGO... PLEASE MR. SUN" Les Baxter ..... 1966			
"WHEN MY BLUE MOON TURNS TO GOLD AGAIN... AS LONG AS THE RIVER FLOWS ON" Tex Ritter and Les Baxter ..... 1977			
"SINGIN' IN THE RAIN... LET A SONG GO OUT OF MY HEART" Ray Anthony ..... 1957			
"I HEAR A RHAPSODY... FOR DANCERS ONLY" Ray Anthony ..... 1973			
"COME WHAT MAY... BABY, WE'RE REALLY IN LOVE" Helen O'Connell ..... 1944			
"TA TURE, PLEASE EXCUSE ME... DON'T PUT OFF CHASING WOMEN" Yogi Yorgamos ..... 1972			
"NORTH BABOYA, SOUTH DAKOTA... ILLINOIS AND INDIANA MOON... THE BOOK WAS SO MUCH BETTER THAN THE PICTURE" Benny Lerner ..... 1969			
"WALKIN' IN THE SUNSHINE... THERE ARE TWO SIDES TO EVERY HEART-ACHE" The Four Knights ..... 1971			
"TRY ME ONE MORE TIME... FOGGY RIVER" Margaret Whiting ..... 1984			

**TOP SELLERS—POP**

	QUANTITY	78	45
"WHEEL OF FORTUNE... I WANNA LOVE YOU" Kay Starr ..... 1964			
"TIGER RAG... IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford ..... 1920			
"THE BLACKSMITH BLUES... LOVE ME OR LEAVE ME" Ella Mae Morse ..... 1922			
"UNFORGETTABLE... MY FIRST AND MY LAST LOVE" Nat "King" Cole ..... 1808			
"SUGAR BLUES BOOGIE... I JUST LOVE AFFECTION" Clyde McCoy ..... 1937			
"BERMUDA... BROKEN HEARTED" Ray Anthony ..... 1956			
"AT LAST... I'LL SEE YOU IN MY DREAMS" Ray Anthony ..... 1912			
"LET OLD MOTHER NATURE HAVE HER WAY... GIVE ME MORE, MORE MORN'" Margaret Whiting and Jimmy Wakely ..... 1965			
"DOWN YONDER... IVORY RAG" Joe "Fingers" Carr ..... 1777			
"THE WILD SIDE OF LIFE... CRYIN' IN THE DEEP BLUE SEA" Hank Thompson ..... 1942			
"MERRING BOATS... SIN" Mickey Katz ..... 1961			
"JUST ONE MORE CHANCE... JAZZ ME BLUES" Les Paul and Mary Ford ..... 1825			
"WHEN I TAKE MY SUGAR TO TEA... CHARMAINE" Billy May ..... 1919			
"SLOW POKE... I WANNA PLAY HOUSE WITH YOU" Helen O'Connell ..... 1837			
"ROCK CITY BOOGIE... STREAMLINED CANNON BALL" Tennessee Ernie and the Dinning Sisters ..... 1911			
"UNFORGETTABLE... SILVER AND GOLD" Billy May ..... 1958			
"RACTIME MELODY... SNOW DEER RAG" Joe "Fingers" Carr ..... 1876			
"LE FIACRE... TUN POCKET, TUN POCKET" Greta MacKenzie ..... 1907			
"WHEN YOU'RE SMILING... MUSIC BABY! MAMA FROM MEMPHIS" Joe "Fingers" Carr ..... 1974			
"NO! NO! NO! NOT THAT!... HEARTBREAK HILL" The Dinning Sisters with Jan Garber ..... 1858			
"WINE, WOMEN AND SONG... A WEAVER OF DREAMS" Nat "King" Cole ..... 1925			
"YOU WILL NEVER GROW OLD... YOU WEREN'T THERE" Nat "King" Cole ..... 1968			
"ANT TIME... CRAZY HEART" Helen O'Connell ..... 1895			
"I'M NURTIN'... WALKIN'" Nat "King" Cole ..... 1863			
"I LOVE THAT FEELIN'... PARADISE" The Voices of Walter Schumann ..... 1933			
"TULIPS AND HEATHER... TAVERN IN THE TOWN" Benny Strong ..... 1952			
"TRA-LA-LA-LA WALTZ... OLD TIMER'S POLKA" Johnny Pecon ..... 1953			
"THE WAY I FEEL... 'WH 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			

MAIL TO YOUR NEAREST



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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 13, 14 and 15

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Major Bill of Hits, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a light musical.

Table with columns: POSITION, Weeks | List | This to date/Week/Week, Record Title, Artist, and Record Label. Includes entries like 'CRY' by J. Ray, 'TELL ME WHY' by Four Aces-A. Alberts, 'LITTLE WHITE CLOUD THAT CRIED' by J. Ray, etc.

coming in the March 15 issue

"Fifth Annual Juke Box Operator Poll"

... one of more than a dozen valuable features and lists in THE BILLBOARD'S 1952 JUKE BOX SPECIAL

VOX JOX

By JUNE RUNDY

Gab Bag

"I tried a new twist on disk jockeying this week. On my early morning show, 'Dawn-busters,' I took our portable transmitter which I have in my car and went traveling around spinning the records. Our engineer at the transmitter played the records. Something funny happened when I had a request from a man and his wife in person. They had been listening to the show and went out and found me. All this happened at 5 in the a.m. 'Len Allen, KLO, Ogden, Utah. ... I contacted Capitol Records locally, told them to ask Les Baxter to record 'Blue Tango' and what do you know, he did it. He also sent along voice tracks thanking the station jocks for the suggestion. This is great disk jockey relations if you ask me. 'Gil Henry, KING Seattle, Wash. ... Jackson Lowe of WJVN, Baltimore, Md., is now holding sway from 1 to 5 p.m., Monday to Friday. He drives from Washington, D. C., daily to Baltimore, to make the show. He would like to know if anyone wants to sell a helicopter. 'WVBR, Cornell University student station just completed 264 continuous hours on the air during the school's final exam week. The station featured all types of music for studying as a service to those students burdened by exams. 'The 11-day stint was completely sponsored.' - Ell Duell, WVBR, Ithaca, N. Y. ... 'Dinah Shore's 'Warm Hearted Woman' is the most terrific thing she has done in blues since 'Blues in the Night,' which is still on my hit parade. It probably won't sell as it should, but if it doesn't around this territory then it is just because the government is takin' all the record fan's money. - Bill Buckley, WLAB, Albany, Ga. ... 'I'm a great one for ferreting out the gems of lesser known labels—but since joining the staff down here, I find that we are not getting that type of distribution. The sides I brought along with me from Chicago are getting a little work, so if some of the boys are interested I'm open to suggestions.' - Ken Scott, WCNT, Centralia, Ill. ... 'There is no doubt that Johnny Ray is the hottest thing on wax! Last week on my d. j. show I announced that I would not play any Ray tunes. I did it for his tenor reaction—and believe me I got it! The high school crowd threatened to stop listening. It was a good way (for me) to find out who was listening. I did.' - Joe Vincent, WHOS, Decatur, Ala.

March of Dimes

Jack Mills, of KSIB, Creston, Ia., did his bit for the March of Dimes campaign via two deejay shows. The first one was a marathon all-day raffle from his horse-tank studio. The tank was installed (with turntables, mike, records, etc.) in the main intersection in town. A local police officer was hired for special duty. Any motorist passing thru the intersection who did not drop a dime in the tank where Mills was broadcasting, was stopped by the officer and fined 25 cents, which was tossed in the tank. The other stint involved his Coffee Time and Record Shop shows. No request records were played unless a dime for the March of Dimes accompanied the request. The money was dropped into a jar in the studio upon the playing of each request platter. ... Don Charles, special events chief of WEST, Easton, Pa., reports that the station raised \$10,000 for the March of Dimes this year. The money was solicited by deejays Ted Pierce and Gene Bethman, and commentator Irene Hahne. Total air time devoted to the fund drive each day for 10 days was two and three-quarter hours. Contributions received at Bon-tham's 'Musical Clock' show brought a \$1,200 rocking bed (Continued on page 80)

Best Selling Sheet Music

Based on reports received February 13, 14 and 15

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Table with columns: POSITION, Weeks | List | This to date/Week/Week, Record Title, Artist, and Record Label. Includes entries like 'SLOW POKE (R)', 'CRY (R)', 'LITTLE WHITE CLOUD THAT CRIED', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John C. Pusterman's Audience Coverage Index. The index is projected upon radio logs made available to Pusterman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is predominantly lower 40 per cent sales. (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.

Table with columns: Record Title, Artist, and Record Label. Includes entries like 'A Weaver of Dreams (R)', 'Always (R)', 'Devilish (R)', etc.

Top Ten in Television

Table with columns: Record Title, Artist, and Record Label. Includes entries like 'Be My Life's Companion', 'Cry', 'All We Know', etc.

England's Top Twenty

Table with columns: POSITION, Weeks | List | This to date/Week/Week, Record Title, Artist, and Record Label. Includes entries like 'LOVELIEST NIGHT OF THE YEAR', 'THERE'S ALWAYS ROOM AT OUR HOUSE', etc.

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 16

**THE LITTLE WHITE CLOUD THAT CRIED CRY**

**JOHNNIE RAY**  
Ok.ch 6840—4-6840



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

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

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

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

**DID ANYONE CALL TENDERLY**  
ROSEMARY CLOONEY  
39648—4-39648

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

**MY LEE-EE-YAMA YOU KNOW YOU BELONG TO SOMEBODY ELSE**  
SAMMY KAYE  
39633—4-39633

**JEALOUSY FLAMENCO**  
FRANKIE LAINE  
39585—4-39585

**BABY DOLL OOPS**  
DORIS DAY  
39637—4-39637

**PINKY A MIRACLE HAPPENED**  
SARAH VAUGHAN  
39634—4-39634

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

**ONCE NEVER**  
TONI ARDEN  
39577—4-39577

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

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

## 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

the dynamic musical personality of

# FRANKIE LAINE

fires another great hit!



# THE GANDY DANCERS' BALL\*

and

## When You're In Love

With PAUL WESTON and his Orchestra  
The NORMAN LUBOFF Choir  
CARL FISCHER at the Piano

78 rpm 39665 - 45 rpm 4-39665

\* a gandy dancer is a pick-and-shovel man for a railroad

## NEW RELEASES

### POP

**MELODIES FOR SWEETHEARTS EIGHT FAVORITE WALTZES**  
PAUL WESTON  
LP CL 6192—45 Set B-275  
78 Set C-275

**AFTER HOURS WITH JOE BUSHKIN**  
JOE BUSHKIN AND TRIO  
LP CL 6201—45 Set B-290

**AT-ROUND THE CORNER HEAVEN DROPS HER CURTAIN DOWN**  
JO STAFFORD  
39653—4-39653

**PITTSBURGH, PENNSYLVANIA THE DOLL WITH A SAWDUST HEART**  
GUY MITCHELL  
39663—4-39663

**DON'T SEND ME HOME BLACKSMITH BLUES**  
HARRY JAMES  
TONI HARPER  
39671—4-39671

**INVITATION**  
LADREFREE  
PERCY FAITH  
39664—4-39664

**THE CONTINENTAL SOLDIERS EIGHT DAYS IN A WEEK**  
DE PAUR INFANTRY CHORUS  
39656—4-39656

**COME TO THE CASBAH BEAUTIFUL ISLE OF SOMEWHERE THE MARINERS**  
39655—4-39655

**I'LL WALK ALONE SOLITUDE**  
BURT TAYLOR  
39654—4-39654

### FOLK

**I WAS JUST WALKIN' OUT THE DOOR AM I JUST A PASTIME**  
GENE AURTY  
20904—4-20904

**ALMOST YOU'RE A LITTLE DOLL**  
GEORGE MORGAN  
20906—4-20906

**THEY LOCKED GOD OUTSIDE THE IRON CURTAIN BROTHER, DO YOU TAKE TIME TO PRAY!**  
"LITTLE" JIMMY DICKENS  
20905—4-20905

**BLACKSMITH BLUES I'M GOING BACK TO BIRMINGHAM**  
LEON McAULIFFE  
20907—4-20907

**RAINY NIGHT, BLUES ARE YOU SORRY!**  
JOHNNY NICKS  
20900—4-20900

**INFORMATION, P'ESSE BETWEEN THE PAGES OF THE BIBLE**  
RILEY CRABTREE  
20901—4-20901

### OKEH

**HAMBONE BOOT 'EM UP**  
TED TAUNDERS  
6862—4-6862

**OOO-WEE LOVE ME LONG**  
DOLORES HAWKINS  
6857—4-6857

**ONE DAY TODAY**  
ANGELIC GOSPEL SINGERS AND DIXIE HUMMING BIRDS  
6868—4-6868

**WIMOWEN C JAM BLUES**  
NORO MORALES  
6861—4-6861

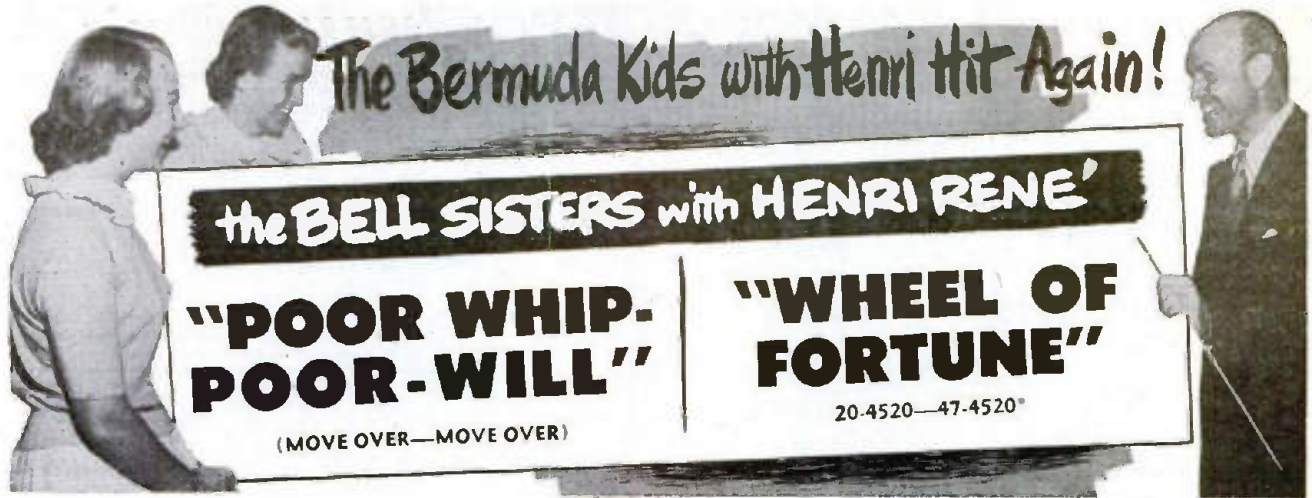
**MI CAFETAL TE VAS AMOR**  
MERMANAS LIMA  
6859—4-6859

# COLUMBIA RECORDS

for music that sends them . . . to you!







This week's

# New Releases

... on **RCA Victor**

Release 54-B

Ships Coast to Coast, Week of February 24

## POPULAR

- PERRY COMO and The Fontane Sisters with Mitchell Ayres Orchestra**  
Noodlin' Rag  
Play Me a Hurtin' Tune 20-4542—(47-4542)\*
- BUDDY MORROW'S Trombone Trio**  
Lesson Trembone  
That Everlastin' Rag 20-4543—(47-4543)\*
- TONY MARTIN with Henri Rene's Orchestra**  
Jump Through the Ring  
I Could Write a Book 20-4544—(47-4544)\*
- FRANKIE CARLE and his Orchestra**  
Silver and Gold  
Crazy Heart 20-4545—(47-4545)\*
- SPINE JONES and his City Slickers**  
Hoop Parade  
It Never Rains in Sunny California 20-4546—(47-4546)\*
- MAIN STREET STRING BAND**  
Holla, Holla!  
Golden Silvers 20-4547—(47-4547)\*
- THE HONKY-TONKS**  
Goodbye Sweetheart  
Billy Boy Bill 20-4548—(47-4548)\*

## SACRED

- BLACKWOOD BROTHERS' QUARTET**  
Rock-A-My Soul  
I Won't Have To Cross Jordan Alone 20-4549—(47-4549)\*

## COUNTRY — WESTERN

- EDDY ARNOLD, The Tennessee Plowboy**  
That's How Much I Love You  
Chained to a Memory (67-7810)\*
- HANK SNOW (The Singing Ranger) and his Rainbow Ranch Boys**  
The Gold Rush Is Over  
Why Do You Punish Me 20-4551—(47-4551)\*
- TEXAS JIM ROBERTSON and the Panhandle Punchers**  
I'm Gonna Be Long Gone  
Tuffy 20-4548—(47-4548)\*

## RHYTHM-BLUES

- PLANO RED**  
Gonna Be the Day, I'm Gonna  
Someday With Red 20-4552—(47-4552)\*
- TERRY TIMMONS**  
God, Nobody To Love  
I Shouldn't Have to Cry Over You 20-4549—(47-4549)\*

## COLLECTORS

- KATE SMITH**  
God Bless America  
Star Spangled Banner 47-0186—(27-0186)\*

\*66 rpm (45) disc.



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.

- ⑤ **Bermuda/June Night**  
Bell Sisters 20-4422—(47-4422)\*
- ⑤ **Any Time/Never Before**  
Eddie Fisher 20-4359—(47-4359)\*
- ⑤ **Tell Me Why/Trust in Me**  
Eddie Fisher 20-4444—(47-4444)\*
- ⑤ **Tulips and Heather/Please, Mr. Sun**  
Perry Como 20-4453—(47-4453)\*
- ⑤ **A Kiss To Build a Dream On**  
Hugo Winterhalter 20-4455—(47-4455)\*
- ⑤ **Slow Poke**  
Pee Wee King 21-0489—(48-0489)\*
- ⑤ **At Last! At Last!/Make With the Magic**  
Tony Martin 20-4477—(47-4477)\*
- ⑤ **Temptation**  
Marie Lanza 10-3738—(49-3738)\*
- ⑤ **Silver and Gold**  
Pee Wee King 20-4458—(47-4458)\*
- ⑤ **Poor Whip-Poor-Will/Wheel of Fortune**  
Bell Sisters 20-4520—(47-4520)\*
- ⑤ **Open Thy Merciful Arms**  
Eddie Arnold 20-4490—(47-4490)\*
- ⑤ **The Closer You Are**  
Tony Martin 20-4488—(47-4488)\*
- ⑤ **Blue Tango/The Gypsy Trail**  
Hugo Winterhalter 20-4518—(47-4518)\*
- ⑤ **Slow Poke/Charmaine**  
Ralph Flanagan 20-4373—(47-4373)\*
- ⑤ **Call Her Your Sweetheart/Bundle of Southern Sunshine**  
Eddy Arnold 20-4413—(47-4413)\*



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

- ★ **Noodlin' Rag**  
Perry Como 20-4542—(47-4542)\*  
The Billboard Pick, February 16th issue.
- ★ **Cold, Cold Heart No. 2**  
Homer and Jethro 20-4551—(47-4551)\*  
Country and Western Disc Weekly Pick, Billboard, February 16th issue.
- ★ **At Last, At Last**  
Tony Martin 20-4477—(47-4477)\*  
The Retailers Pick, Billboard, February 16th issue.

## TIPS

**NOODLIN' RAG**  
**PLAY ME A HURTIN' TUNE**

Perry Como  
20-4542  
(47-4542)\*

## DANCE BAND SERIES

NOW ON ALL 3 SPEEDS

In answer to dealer's requests—the most successful "Pop" album series ever issued by RCA Victor—the "Designed for Dancing" series, the albums that started the current trend back to big band popularity, are now available on all 3 speeds.

### Here they are:

- VAUGHN MONROE PLAYS VICTOR HERBERT**  
Ain't Sweet Mystery of Life • Kiss Me Again • Gypsy Love Song • I'm Falling in Love With Someone • Indian Summer • Toyland.  
VAUGHN MONROE and his Orchestra.
- FREDDY MARTIN PLAYS JEROME KERN**  
Make Believe • Smoke Gets in Your Eyes • The Song is You • Who a I've Told Every Little Star • All the Things You Are.  
FREDDY MARTIN and his Orchestra.
- SAMMY KAYE PLAYS IRVING BERLIN**  
Blue Skies • How Deep is the Ocean • A Pretty Girl is Like a Melody • Alexander's Ragtime Band • Say It Isn't So • Always.  
SAMMY KAYE and his Orchestra.

- RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN**  
Some Enchanted Evening • The Surrey With the Fringe on Top • If I Loved You • Oh, What a Beautiful Morning • It Might as Well Be Spring • People Will Say We're in Love.  
RALPH FLANAGAN and his Orchestra.

- WAYNE KING PLAYS JOHANN STRAUSS**  
You and You • Voices of Spring • The Blue Danube • Tales From the Vienna Woods • Emperor Waltz • Wine, Women and Song.  
WAYNE KING and his Orchestra.

- SPINE JONES PLAYS THE CHARLESTON**  
The Charleston • Black Bottom • Varsity Drag • I Wanna Be Like You • It's Tonight • Doin' the New Raccoon • Charleston-Mo.  
SPINE JONES and his City Slickers.

- FRANKIE CARLE PLAYS FRANK LOESSER**  
My Darling, My Darling • Once in Love With Amy • I Wish I Didn't Love You So • Moon of Manakona • Spring Will Be a Little Late This Year • Two Sleepy People.  
FRANKIE CARLE and his Orchestra.

- HUGO WINTERHALTER PLAYS ISHAM JONES**  
On the Aloha • Why Can't This Night Go on Forever? • It Used to Be You • You're Got Me Crying Again • I'll See You in My Dreams • No Greater Love.  
HUGO WINTERHALTER and his Orch.

- PEREZ PRADO PLAYS MUCHO MAMBO**  
Mambo No. 3 • Pachito • E-Cho • Oh Caballo Planeta • Mambo No. 5 • Saboralain.  
PEREZ PRADO and his Orchestra.

- TOMMY DORSEY PLAYS COLE PORTER**  
Just One of Those Things • Why Shouldn't It • I Got a Kick Out of You • It's Delovely • You Do Something to Me • Love for Sale.  
TOMMY DORSEY and his Orchestra.

The stars who make the hits are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





... a BIG record

MARY SMALL

Singing ...



Romance Me

Orch. conducted by Vic Miley and

"RIVER GET A ROLLIN"

King 15157



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

THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in cooperation with Western Union, secures last minute sales reports from its dealers in the nation's largest record markets...

NEW YORK

- 1. CRY—J. Ray—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. PLEASE, MR. SUN—J. Ray—Decca
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. SLOW POKE—Pee Wee King—Victor
6. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
7. ANY TIME—E. Fisher—H. Winterhalter—Victor
8. BLUE TANGO—L. Anderson—Decca
9. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
10. KISS TO BUILD A DREAM ON—L. Armstrong—Decca

PITTSBURGH

- 1. CRY—J. Ray—Decca
2. HERE AM I BROKEN HEARTED—J. Ray—Columbia
3. BLACKSMITH BLUES—E. M. Mory—Capitol
4. BLUE TANGO—L. Anderson—Decca
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. WHEEL OF FORTUNE—E. Wilson—S. Gale—Derby
8. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
9. ANY TIME—E. Fisher—H. Winterhalter—Victor

CHICAGO

- 1. CRY—J. Ray—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. BERMUDA—Bell Sisters—Victor
6. BLUE TANGO—L. Anderson—Decca
7. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
8. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
9. PLEASE, MR. SUN—J. Ray—Columbia
10. AT LAST—B. Anthony—Capitol

ST. LOUIS

- 1. CRY—J. Ray—Decca
2. TIGER RAG—L. Paul—M. Ford—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. TELL ME WHY—Four Aces—A. Alberts—Decca
5. SLOW POKE—Pee Wee King—Victor
6. CHINATOWN MY CHINATOWN—G. Mason—Mercury
7. TRUST IN ME—E. Fisher—H. Winterhalter—Victor
8. PLEASE, MR. SUN—J. Ray—Columbia
9. I WASHRA LOVE YOU—Ames Brothers—Coral
10. TULIPS AND HEATHER—P. Coppe—Victor

LOS ANGELES

- 1. CRY—J. Ray—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. SLOW POKE—Pee Wee King—Victor
5. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
6. ANY TIME—E. Fisher—H. Winterhalter—Victor
7. BLACKSMITH BLUES—E. M. Mory—Capitol
8. PLEASE, MR. SUN—J. Ray—Columbia
9. BERMUDA—Bell Sisters—Victor
10. TELL ME WHY—E. Fisher—H. Winterhalter—Victor

WASHINGTON

- 1. CRY—J. Ray—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. TIGER RAG—L. Paul—M. Ford—Capitol
4. BLUE TANGO—L. Anderson—Decca
5. COME WHAT MAY—P. Page—Mercury
6. BERMUDA—Bell Sisters—Victor
7. ANY TIME—E. Fisher—H. Winterhalter—Victor
8. JALOUSIE (Jealousy)—F. Lane—Columbia

SEATTLE

- 1. BLUE TANGO—L. Anderson—Decca
2. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
3. WINDYBORN—G. Jerome—Warner—Decca
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
7. ANY TIME—E. Fisher—H. Winterhalter—Victor
8. CRY—J. Ray—Decca

PHILADELPHIA

- 1. CRY—J. Ray—Decca
2. PLEASE, MR. SUN—J. Ray—Decca
3. SLOW POKE—A. Godfrey—Columbia
4. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. COME WHAT MAY—P. Page—Mercury
7. SHRIMP BOATS—J. Stafford—P. Weston—Columbia
8. STOLEN LOVE—E. Howard—Mercury
9. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
10. WHEEL OF FORTUNE—K. Starr—Capitol

NEW ORLEANS

- 1. CRY—J. Ray—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. PLEASE, MR. SUN—J. Ray—Columbia
4. TELL ME WHY—Four Aces—A. Alberts—Decca
5. SLOW POKE—Pee Wee King—Victor
6. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
7. BERMUDA—Bell Sisters—Victor

DALLAS-FORT WORTH

- 1. CRY—J. Ray—Decca
2. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. SLOW POKE—Pee Wee King—Victor
5. WHEEL OF FORTUNE—K. Starr—Capitol

DETROIT

- 1. TELL ME WHY—Four Aces—A. Alberts—Decca
2. BLACKSMITH BLUES—E. M. Mory—Capitol
3. CRY—J. Ray—Decca
4. BLUE TANGO—L. Anderson—Decca
5. BERMUDA—Bell Sisters—Victor
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. PLEASE, MR. SUN—J. Ray—Columbia
8. SLOW POKE—Pee Wee King—Victor
9. PERFIDA—Four Aces—A. Alberts—Decca
10. TIGER RAG—L. Paul—M. Ford—Capitol

DENVER

- 1. CRY—J. Ray—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. SLOW POKE—Pee Wee King—Victor
6. CHARMINE—Mantel—London
7. TIGER RAG—L. Paul—M. Ford—Capitol

BOSTON

- 1. BLUE TANGO—L. Anderson—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. CRY—J. Ray—Decca
5. PLEASE, MR. SUN—J. Ray—Columbia
6. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
7. THREE BELLS—Les Compagnons De La Chanson
8. SLOW POKE—Pee Wee King—Victor
9. WHEEL OF FORTUNE—K. Starr—Capitol

ATLANTA

- 1. CRY—J. Ray—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. SHRIMP BOATS—J. Stafford—P. Weston—Columbia

HERE'S HOW Today's TOP TUNES HELPS SALES

The top 30 tunes each week from the Billboard

HELPS SALES

"Since I have started using TODAY'S TOP TUNES I have created an immense amount of good will and have gained six new locations."

Meigs Music Co. Box 458 Pomeroy, Ohio



The Billboard 2160 Patterson St., Cincinnati 22, Ohio 867

Please imprint and ship 50 copies of TODAY'S TOP TUNES for which I enclose \$1.

IMPRINT AS FOLLOWS:

NAME ADDRESS CITY AND STATE PHONE

Ordered by

SPECIAL TRIAL OFFER 50 Copies Only \$1 TRY IT AND YOU'LL BUY IT EVERY WEEK



*Everybody's Jumping to . . .*

# "THE BLACKSMITH BLUES"

*(Record Companies Listed Alphabetically)*

<b>CAPITOL</b>	ELLA MAE MORSE
<b>COLUMBIA</b>	HARRY JAMES AND TONI HARPER LEON McAULIFFE
<b>DECCA</b>	BILL DARNEL SY OLIVER AND TRUDY RICHARDS
<b>MGM</b>	ART MOONEY
<b>VICTOR</b>	ELTON BRITT

*Professional Exploitation by*

Professional Manager, Jack Schiffman—New York

Disc Jockey Participation, Ed Burton—New York

Charles LaJoie—New York

Armand Baum—Chicago

Robert Ross—Nashville

Erich Aberbach—Beverly Hills

**HILL and RANGE SONGS, INC.**

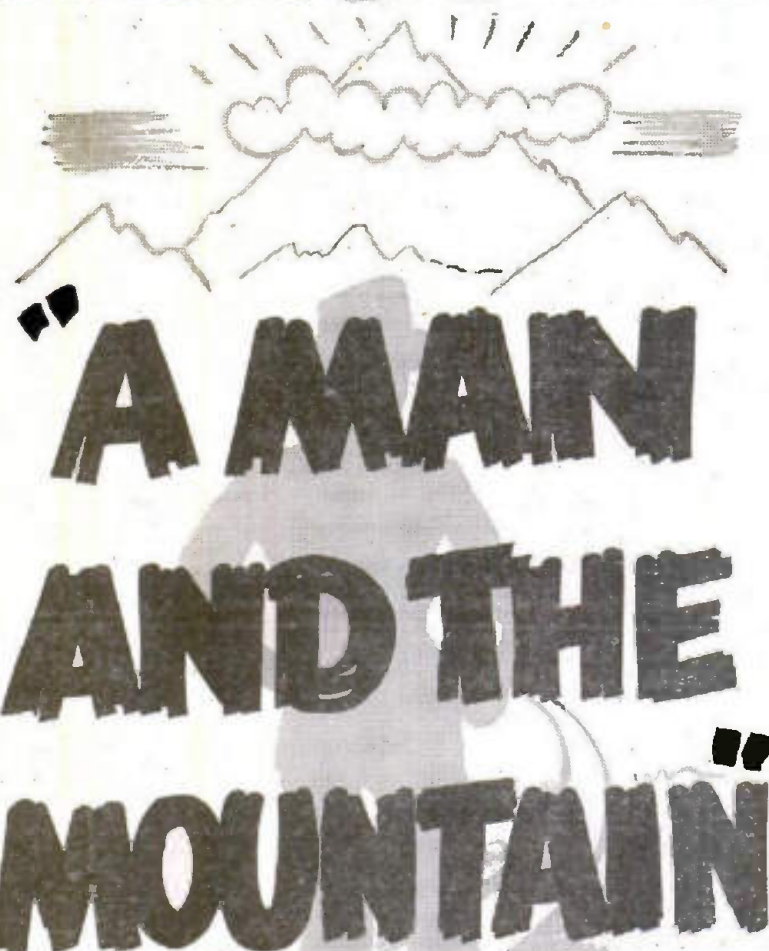
407 COMMERCIAL CENTER STREET

BEVERLY HILLS, CALIFORNIA



**A GREAT  
NEW ARTIST  
Singing  
A GREAT  
NEW TUNE**

**DON  
ESTES**



and ...

**"NOTHING MORE,  
NOTHING LESS"**

**RCA VICTOR  
Records**

RCA VICTOR  
20-4486 (78)  
47-4486 (45)

**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**

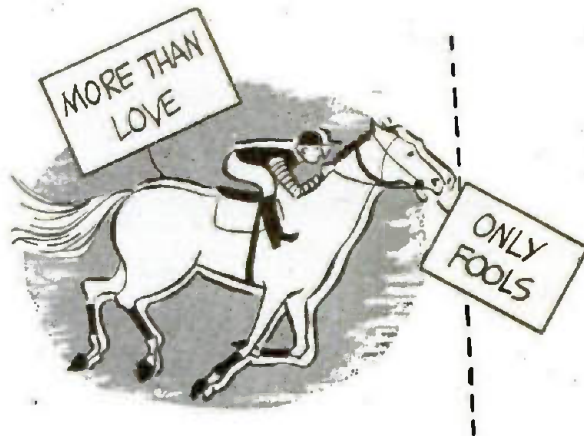
Based on reports received February 13, 14 and 15

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Major Hit of His Music Popularity Chart, Part I.

POSITION	WEEKS Last   This to date   Week/Week	TITLE	ARTIST	RECORDING
13	1	1.	CRY	J. Ray Oct 17-18-840; 14514-6440—BHM
10	2	2.	TELL ME WHY	Four Aces-A. Alberts Dec 7-12-760; 14519-27660—BHM
12	3	3.	LITTLE WHITE CLOUD THAT CRIED	J. Ray Dec 7-18-840; 14514-6800—ASCAP
16	4	4.	SLOW POKE	Pee Wee King V 7-12-1-0489; 145148-0489—BHM
12	5	5.	ANY TIME	E. Fisher-H. Winterhalter V 7-12-1-0356; 145147-8359—BHM
6	7	6.	TIGER RAG	L. Paul M. Ford Cap 7-11-920; 14514-1420—ASCAP
9	8	6.	DANCE ME LOOSE	A. Godfrey Cap 7-11-920; 14514-1420—ASCAP
				10. Mergan, Decca 27906; M. Carson-M. Griffin, Victor 20-4437; A. Trace, Ori-G. Natanson Singers, Mercury 87701
7	9	8.	TELL ME WHY	E. Fisher-H. Winterhalter V 7-12-1-0444; 145147-6444—BHM
5	9	9.	PLEASE, MR. SUN	J. Ray Cap 7-11-920; 14514-39636—BHM
11	6	10.	SHRIMP BOATS	J. Stafford-P. Weston Cap 7-11-920; 14514-39581—ASCAP
7	14	11.	BERMUDA	Bell Sisters V 7-12-1-0422; 145147-4422—BHM
3	11	12.	BE MY LIFE'S COMPANION	Mills Brothers Dec 7-12-789; 14514-27890—ASCAP
				10. Gibbs, Mercury 8758; M. Carson-M. Griffin, Victor 20-4454; R. Cowley-P. Fath, Ori, Columbia 39611; Art Lund, MGM 11133
4	12	13.	STOLEN LOVE	E. Howard Mercury 7-11-771; 14515771-345—BHM
				Mercury 7-11-784; 145157484-45
				10. Cap Lombardo, Decca 27962; E. Howard, Parrot, Mercury 5784; Three Suns, Victor 20-4510
2	23	14.	BLACKSMITH BLUES	E. M. Morse Cap 7-11-920; 14514-1922—BHM
				10. Bill Darnell, Decca 27942; Sp Oliver, Ori, Decca 27973; Art Murray, Ori, MGM 11373
1	—	15.	WHEEL OF FORTUNE	K. Starr Cap 7-11-945; 14514-1904—ASCAP
2	15	16.	COME WHAT MAY	P. Page Mercury 7-11-772; 14515772-45—ASCAP
				10. O'Connell, Capitol 1844; J. Scott, Coral 60490
11	15	17.	SLOW POKE	H. O'Connell Cap 7-11-837; 14514-1837—BHM
2	19	17.	(Here Am I) BROKEN HEARTED	J. Ray Cap 7-11-920; 14514-39636—ASCAP
				10. F. Dixon-E. Williams Trio, Swing Time 261; Alan Dale, Decca 27961; B. Anthony, Ori, Capitol 18561
4	18	17.	DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copes-R. Patton E. Lawrence King 7-11-513; 145145-1513
22	13	20.	SIN	E. Howard Mercury 7-11-751; 1451571345—BHM
				10. E. Charnell, Victor 20-4293; W. Davis, Prelogy 411; Four Aces, Victoria V-101; Four Buddies, Sany 817; Four Knights, Capitol 1806; G. Hawkins, Decca 27852; A. Mergan, Decca 27794; B. O'Connell, Capitol 1801; A. Mergan, London 990; S. Kaye, Columbia 39567; M. Katz, Capitol 1961; P. Peacock, King 4505; Arthur Prysock, Decca 27769; B. Williams Quartet, MGM 11668
4	21	20.	CRAZY HEART	G. Lombardo Dec 7-12-788; 14514-27888—ASCAP
				10. O'Connell, Capitol 1896; Y. Fantasy, Mercury 5743; D. Davis, MGM 11307; H. Williams, MGM 11054; Z. Turner, King 1102; P. Carley, Victor 20-4549
9	25	20.	CHARMAINE	Mantovani London 7-11-102; 145145-1020—ASCAP
				10. E. Smith, Decca 27898; Harmonizats, Mercury 5747; X Rays, Coral 60309; P. Weston, Columbia 39616; M. Davis, Aladdin 3114; J. Ray, Capitol 1894; B. Amerson, Prelogy 818; B. Flanagan, Victor 20-4275; Four Knights, Capitol 1875; B. Hayes, MGM 11112; Ray-D-Vas, Decca 48240; M. Monroe, Victor 20-4375; N. Huff, Coral 60394; A. Cobb, Ori 4851; L. Morgan, Quintet, Atlantic 953; B. May, Capitol 1919; P. Brown's Dixie Kings, West Coast 1603-R; H. Koch, Acme 988
1	—	23.	WHEEL OF FORTUNE	E. Wilcox-Sunny Gale Decca 27-187; 145145-787—ASCAP
21	17	24.	UNDECIDED	Ames Brothers-L. Brown Coral 7-11-0566; 14519-60566—ASCAP
				10. M. Abernathy, King 4490; Gene Ammons, Prelogy 916; R. Anthony, Capitol 1844; B. Lombardo, Decca 27833; B. Lucas, Ori, Jubilee 5070; M. Small, King 15128
2	29	25.	KISS TO BUILD A DREAM ON	H. Winterhalter V 7-12-1-0455; 145147-4455—ASCAP
				10. D. Dorsey, Ori 39526; B. Dorby, Capitol 1749; J. Hankel, Coral 60574; E. Brown, Mercury 2728; M. Lewis, MGM 11061; H. Winterhalter, Ori, Victor 20-4415; L. Armstrong, Decca 27720
2	29	25.	SLOW POKE	A. Godfrey Cap 7-11-920; 14514-39632—BHM
8	20	27.	GARDEN IN THE RAIN	Four Aces-A. Alberts Dec 7-12-760; 14519-27660—ASCAP
				10. P. Carley, Victor 20-4448; J. Gray, Ori, Decca 27474
9	25	27.	CHARMAINE	G. Jenkins Dec 7-12-789; 14514-27890—ASCAP
1	—	27.	BLUE TANGO	L. Anderson Dec 7-12-785; 14514-27875—ASCAP
				10. Hayden, Ori, Mercury 87901
1	—	27.	WHEN IT'S SLEEPY TIME DOWN SOUTH	L. Armstrong-G. Jenkins Dec 7-12-789; 14519-27899—ASCAP



# DEAD HEAT or PHOTO FINISH



## BOTH LOOK LIKE WINNERS

AMERICA'S NUMBER ONE BAND

By

# f l a n a g a n

### "MORE THAN LOVE"

(TANGO OF THE ROSES)

MORE THAN LOVE  
(Tango of Roses)  
(Wayne-Jay-Schraier-Bottaro)

RALPH FLANAGAN  
AND HIS ORCHESTRA  
Vocal refrain by  
Harry Prime  
Time: 2:46

### "ONLY FOOLS"

(THE ENGLISH HIT)

ONLY FOOLS  
(Duggan-Heneker)  
RALPH FLANAGAN  
AND HIS ORCHESTRA  
Vocal refrain by  
Harry Prime  
Time: 3:00

ON THE  
SAME f l a n a g a n  
RECORD

RCA VICTOR #20-4494-4494



# RCA VICTOR 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 Folk (Country & Western) Records

Based on reports received February 13, 14 and 15

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.

Weeks Last To Date	Position	Title	Artist	Label
22	2	1. SLOW POKE	Pee Wee King	Mercury
16	1	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Mercury
8	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Mercury
3	4	4. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Mercury
14	4	5. ALABAMA JUBILEE	Red Foley	Mercury
1	5	5. SILVER AND GOLD	Pee Wee King	Mercury
4	8	7. WONDERING	W. Pierce	Mercury
7	7	8. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	Mercury
1	8	8. TOO OLD TO CUT THE MUSTARD	R. Foley E. Tubb	Mercury
18	9	10. CRAZY HEART	Hank Williams	Mercury

### Coming Up

1.	HONKY TONK BLUES	Hank Williams
2.	MISSING IN ACTION	E. Tubb
3.	FD STILL WANT YOU	Hank Williams

## FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

### Artists' Activities

Jimmy Wakely has sold his own package TV show to a vitamin firm, with half-hour weekly show starting February 7 over KNNB, Los Angeles. Ish Kabibble, Andy Parker and the Plainamen and a chirp, yet to be selected, will appear with the Capitol record.

Cliffie Sims has started a weekly half-hour TV show over KLAC-TV, Hollywood, in which he and a jury of showbiz celebs, which included Tennessee Ernie, the opening show, judge amateur talent.

Cliff Carling, veteran management exec, has taken over the reins of Wade Ray, the new Victor artist, and the Colwell Brothers, teen-aged harmony singers who are being considered by several labels. Carling still handles Tex Williams. Jackie Butler, 12-year-old warbler, has his own show over WFNC, Fayetteville, N. C.

Don Owens and his Blue Mountain Boys are back working at WEAM, Arlington, Va. Owens is also doing daily four-hour morning d.j. show at the station.

### C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week.

THEY LOOKED GOD OUTSIDE THE IRON CURTAIN  
Wesley Tuttle, Capitol 1952

Pee Wee King has changed the name of his unit, "The Golden West Cowboys," to "Pee Wee King and His Band," featuring Redd Stewart, in order to break into pop band locations. He is now booked by Associated Booking Corporation, which is setting him

## • Best Selling Retail Folk (Country & Western) Records

Based on reports received February 13, 14 and 15

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Weeks Last To Date	Position	Title	Artist	Label
21	1	1. SLOW POKE	Pee Wee King	Mercury
14	2	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Mercury
8	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Mercury
3	4	4. MISSING IN ACTION	E. Tubb	Mercury
4	5	5. TOO OLD TO CUT THE MUSTARD	Red Foley E. Tubb	Mercury
5	6	6. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Mercury
2	10	7. WONDERING	W. Pierce	Mercury
26	7	8. MOM AND DAD'S WALTZ	Lefty Frizzell	Mercury
8	8	9. ALABAMA JUBILEE	Red Foley	Mercury
1	10	10. SILVER AND GOLD	Pee Wee King	Mercury

### Coming Up

1.	CALL HER YOUR SWEETHEART	E. Arnold
2.	HONKY TONK BLUES	Hank Williams
3.	DON'T JUST STAND THERE	Carl Smith

for theaters. King has sold his home in suburban Louisville and is building a larger manse.

Roy Acuff and his Smoky Mountain Boys are now being booked by Ford Rush, Nashville. Acuff set for Canada early in February.

Jimmie Dale, now waxing for Anchor, reports that d.j. Don Larkin wrote his latest release, "Goodbye, Maria, I'm Off to Korea," Sam Lillibridge, d.j. at KCLW, Hamilton, Tex., will cut for Russ Hull's Dome diskery.

Dj. Handy Henderson, WREW, Eau Claire, Wis., has inked Blue Ribbon diskery. Bob Sloitz, KMA, Sbeandoah, Ia., has also signed with the Staunton, Ill., outfit.

Norm (Circus) Riley has inked a five-year deal with Don Estes, the new Victor addition. Estes is warbling pop, at WSM, Nashville.

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David Edward, January 14, Eddie Bnyle, KRUX, Phoenix, Ariz., is collecting dough for the March of Dimes via requests accompanied by a contribution. He plays a disk until he receives a pledge for a new number. Reports tremendous response.

Uncle Dille Hamilton WJZN, Clarksville, Tenn., had Mr. and Mrs. Bob Fulton on his show. Mrs. Fulton is the former Mae Cook, who worked many years for Hatch Show Print, which did show cards for many h.b. acts. Fulton once did advance for Roy Acuff.

Steve Stebbins, of Americana Corporation, has made an agreement with Jack Starnes, manager of Lefty Frizzell, whereby the Coast booking office will route Frizzell and Blackie Crawford and the Western Cherokeees (Coral) managed by Starnes' wife, Neva, for 10 weeks thru the Coast and Northwest, starting April 8. Starnes and Stebbins worked out the deal in Hollywood February 8. Americana will also work Hank Thompson and the Brazos Valley Boys for six weeks starting April 23. Frizzell is slated for Perry Como's TV, er March 19.

KNNB, Hollywood TV station, has skedded a new show, starting February 7, starring the Squeakin' Deacon, CKLA, Pasadena, d.j.; Eddie Dean, Andy Parker and the Plainmen and Pat Michaels.

Wanda Wolfe and her Sunset Westerners (Rich-R-Tone and Folk Star) were guests at the KSEL Jamboree, Lubbock, Tex., January 28. Dave Stone manages the Lubbock hoe-down. The group is having its first folie printed by Melody Trail Songs.

Smoky Wallace is working a duo with Tex Lannon at Johnnie's Lounge, Aurora, Ill. Wallace's band is working at the Island Inn, Aurora, while he's at the lounge.

Lloyd Bank, steel with Jack Kingston, CKNX, Wingham, Ont., is the father of a son, David Robert, born recently. Eddie Bedard is now vocalizing with the Kingston band.

Tex Ritter, who inked with MCA, has bought out Ivy Yates' piece of John-Tom Moore, a BMI affiliate, and Rita, Ala., became father of a son.

# They must be right about...

## PEE WEE KING'S "SLOW POKE"

# "SILVER and GOLD"

RCA VICTOR 20-4458

In just four weeks



Pee Wee King and Redd Stewart, writers of Tennessee Waltz and Slowpoke

### • The Billboard Picks

SILVER AND GOLD... Pee Wee King

### • The Country and Western Disk Jockeys Pick

SILVER AND GOLD... Pee Wee King

### • Country & Western Records Most Played by Folk Disk Jockeys

SILVER AND GOLD... Pee Wee King

### C&W Records to Watch

THEY LOOKED GOD OUTSIDE THE IRON CURTAIN... Wesley Tuttle

### • Best Selling Retail Folk (Country & Western) Records

SILVER AND GOLD... Pee Wee King

### • Most Played Juke Box Folk (Country & Western) Records

SILVER AND GOLD... Pee Wee King

ASSOCIATED BOOKING CORP. 745 Fifth Avenue, New York City Chicago

J. L. FRANK Personal Manager

Published by RIDGEWAY MUSIC, INC. (BMI) Hollywood, Calif

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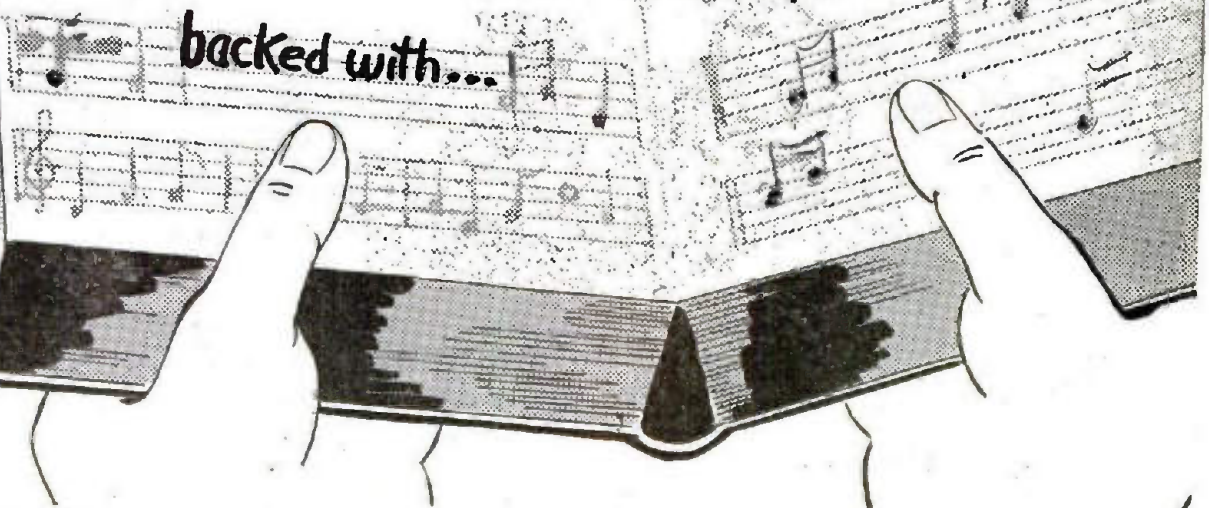
# THE INIMITABLE "LITTLE" JIMMY DICKENS



offers a tuneful, timely  
and moving new song

"THEY  
LOCKED GOD  
OUTSIDE THE  
IRON CURTAIN"

"BROTHER, DO YOU  
TAKE TIME to PRAY?"  
BOTH WITH  
STRING BAND ACC.  
COLUMBIA RECORD  
#20905 (78 RPM) 4-20905 (45 RPM)



**COLUMBIA RECORDS**  
FOR MUSIC THAT SENDS 'EM—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).

## Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received February 13, 14 and 15

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.

9	1	1.	GIVE ME MORE, MORE, MORE	Lefty Frizzell
8	2	2.	WONDERING	W. Pierce
18	4	3.	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
24	3	4.	SLOW POKE	Pee Wee King
7	5	5.	BABY, WE'RE REALLY IN LOVE	Hank Williams
5	8	6.	TOO OLD TO CUT THE MUSTARD	Carlises
3	—	6.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
2	7	8.	SILVER AND GOLD	Pee Wee King
1	—	9.	CALL HER YOUR SWEETHEART	E. Arnold
3	6	10.	MISSING IN ACTION	E. Tubb
5	9	10.	HOW LONG WILL IT TAKE	Lefty Frizzell

### Coming Up


Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers, operators, disk jockeys but do not have strength to be listed in best selling (most played) category.

1.	DON'T JUST STAND THERE	Carl Smith
2.	I'D STILL WANT YOU	Hank Williams
3.	YOU KNOW I'M STILL IN LOVE WITH YOU	W. Pierce

## Advance Record Releases

Be Safe-Be Sure-Be Careful—Ann Jones (Yea) King 1028  
 Call of the Mountain—Wesley Tuttle (They) Cap 3192  
 Carry's Bangle—Curly Allen (Stampin') Mer 6379  
 Get Back to Me—Doc Paul-Carson Caravan (They) Sun BG-101  
 I Cried Again—Jim Eanes (They) Dec 46403  
 I'll Be There—Delmore Bros. (Stamrock) King 1023  
 Mountain Chorus—Jimmy Thompson (Wheel) King 1051  
 Love That Must Be So—Sheets Mc Donald (Merck) Cap 1993  
 Mountain Laurel—Grandpa Jones (Retired) V (45) 47-4505  
 Only Pillsbury—Hes Will as Ork (Shane) V (45) 47-4506  
 Reprint—Grandpa Jones (Mountain) V (45) 47-4505  
 Shane on You—Tex Williams Ork (Only) V (45) 47-4506  
 Steamboat Bill Bangle—Delmore Bros. (11) King 1023  
 Stampin' at the Saver—Curly Allen (Curly) Mer 6379  
 That Memphis Tune—Grandpa Jones & His Grandchildren (Yea) King 1029  
 There'll Be No Crankin'—Three-Barts Woodall & His Wranglers (They) Mer 6380  
 They Locked God Outside the Iron Curtain—Jim Eanes (I Cried) Dec 46403  
 They Locked God Outside the Iron Curtain—Wesley Tuttle (Call) Cap 1992  
 They Locked God Outside the Iron Curtain—Barts Woodall & His Wranglers (They) Mer 6380  
 Top Little Lewis—Doc Paul-Carson Caravan (They) Sun BG-101  
 Wheel of Fortune—Sheets Mc Donald (Love) Cap 1993  
 Wheel of Fortune—Jimmy Thompson (Mountain) King 1051  
 You Done Me Mean and Male—Grandpa Jones & His Grandchildren (They) King 1029  
 You Won't Find Me Singing the Blues for You—Ann Jones (Be Safe) King 1028

**The DICKENS SISTERS**  
Singing Trio



Hears Every Week Coast to Coast  
**BOBBY ARNOLD SHOW**  
Mgt.  
**Tom Diskin**  
5430 Fletcher  
Chicago 47, Ill.

## FOLK TALENT AND TUNES

Continued from page 34  
 ter is reorganizing the firm for a link-up with Mickey Golden. New firm will be known as Austin Music, also BMI. H. B. and Western music gets its biggest break as far as personals go when "Grand Ole Opry" sets its first show at the Astor Roof, New York, late in May (The Billboard, February 9). Jim Denny, of WSM's Talent Bureau, has worked out a deal whereby a house band and singer, plus one of the station's headliners, will be featured for 16 weeks. Tex Hiller sings the theme song, "High Noon," with Merle Travis and Red Warner's guitars backing, in the Stanley Kramer production of the same name. Picture features Gary Cooper.

Arthur (Guitar) Smith has completed 13 15-minute TV films to be marketed by Blue Ridge Productions. Tommy Fala, vocalist with the group, is an expectant father. Smith has just purchased a new home in Charlotte, N. C. where they still work over WSB. Hank Williams is playing his first dates in Virginia after reoperating from his recent spinal operation. Bill Nettles and his Dixie Blue Boys, formerly with Mercury, have inked with Hart-Van, LaGrange, Ill. diskery. They are at KTRY, Bastrop, La.

Jack Crawford, formerly with Johnny and Jack and the Tennessee Mountain Boys, has started booking out of WDBJ, Roanoke, Va. He has inked the following acts to management: Bailey Brothers and their Happy Valley Boys. WDBJ; Homer Briarhopper and his Dixie Dudes, WDMA, Danville, Va., where they begin March 1; Jimmie Short, who is working at the Walnut Grove Hillbilly Club, Baltimore; Butterball Page, ex-Tubb guitarman now d.j. at WNAO, Raleigh. The Harmonizers (Bibletone) are celebrating their 10th anniversary. They are working for Loy McCormick and Wally Fowler on tours. Tommy Summers, leader of the Cameron Valley Boys, WFAX, Falls Church, Va., is father of a son, George Paul, born recently. Band is appearing nightly at the Roundup, Washington.

### Disk Jockey Doings

Tex Clark has started a d.j. show at WDOI, Cleveland. Jimmy Horton, WIBV, Belleville, Ill., wants tapes or dubs from artists with personal interviews or messages. Shel Horton, WJSW, Saxton, Pa., wants the same for his fourth anniversary (Continued on page 40)

## Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	QUALITY	VALUE
<b>WESLEY TUTTLE</b> They Locked God Outside the Iron Curtain CAPITOL 1992—An outstanding performance by Tuttle and the chorus of a good, new novelty item, with a serious message about the nation who locked God out. Could set a lot of plays and spins. Call of the Mountain A lively country novelty with good lyrics and melody is given a strong reading by the number and the vocal group. A strong disk.	82--82--82--82	78--80--74--80			
<b>BLACKIE CRAWFORD (The Western Cherokees)</b> Baby Buggy Blues CORAL 64110—Parentless is a chore, Crawford reminds us, but his well of protest is timely and makes for good listening. A couple of instrumental "Baby Buggies" inject a cute note. Old Timers Waltz Crawford does an okay job on a delectable item with a touch of nostalgia.	77--80--74--78	72--74--70--72			
<b>HAWKSHAW HAWKINS</b> Everybody's Got a Girl But Me KING 1029—Clever novelty tune with good lyrics. In sold well by the country market. Opening gimmick can help it get plays. Be My Life's Companion Country version of the ditty that is now showing action in pop field has a pleasant vocal by Hawkins. A good dandy.	77--78--73--81	77--77--77--77			
<b>BOB WILLS (His Texas Playboys)</b> I Can't Stand This Loneliness MGM 1116—Fine instrumental version of a Western square dance tune. Chatter on the disk makes the item sparkle. Twinkle Star A real western carnival ditty is treated competently by an unbelieved singer and given good backing by the orchestra.	76--78--72--78	71--71--67--75			
<b>JOHNNY RECTOR</b> Married By the Bible CORAL 64110—Johnny Rector waves philosophical in a fine sounding ballad that urges a return to the old marital virtues. Be My Darling Once More Slow waltz, romantic ditty is engagingly sung by Rector.	75--75--75--75	74--75--73--75			
<b>RED RIVER DAVE (The Texas Cowboys)</b> I'll Be Lovin' You Then MGM 1116—Song, which sounds like an old folk tune, is both novel and cute, and the singer does it effectively. Budded Roses Red River Dave turns in a good reading of this melodious Western waltzer.	75--76--75--74	73--75--69--75			
<b>JOE WHEELER</b> I'd Walk a Country Mile KING 1028—Novelty ditty takes at a brisk pace by composer Wheeler is fanciful and bright. There's some fine guitar plucking too, making for a disk that should spin nicely out of town. Red Heads and Blondes and Brunettes Whatever the color of their hair, girls just like Joe Wheeler in this one. The number is sung neatly to three-quarter backing.	75--78--72--76	73--74--72--74			
<b>JIMMY HEAP-PERK WILLIAMS (The Melody Masters)</b> Lifetime of Shame CAPITOL 1958—A powerful rendition by Perk Williams of a rather strong disc jockey waltzer. True Or False Vocal duet is a strong one, and Heen has some good gimmicks, the material is only average.	74--74--72--76	73--73--73--73			
<b>SUE THOMPSON</b> (I Was) Just Walking Out the Door MERCURY 6377—The sentimental waltzer is sold convincingly by the untroubled thrush in a treatment that could do some pop business. I'll Hate Myself in the Morning Cute lyrics set to a boogie tune are given an okay rendition here. The six o'clock hit with a couple lately, this one may be a little too-oo-oo out for most ladies.	72--74--70--72	65--65--65--65			

(Continued on page 40)

2 Great Versions ...  
A NATURAL for '52



TEX WILLIAMS



NEAL BURRIS

**"Only Politickin'"**

Published by DELTA MUSIC CO.  
TEX WILLIAMS  
NEAL BURRIS

RCA VICTOR  
20-4506 (78)  
47-4506 (45)  
COLUMBIA  
(to be released)

A JUKE BOX NATURAL



JIMMY LEE

**"I'VE GOT A BROKEN HEART TO HEAL"**

Published by JIM BULLEIT MUSIC CORP.  
CAPITOL #1924

A SONG TO WATCH IN '52



RAMBLIN' JIMMY DOLAN



OAKIE JONES

**"TRADE WINDS NEVER LIE!"**

Published by JIM BULLEIT MUSIC CORP.  
OKIE JONES—COLUMBIA  
b/w "Monterey Waltz" COLUMBIA #20892  
RAMBLIN' JIMMY DOLAN—CAPITOL #1970



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 13, 14 and 15

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 columns: POSITION, Weeks Last This to date/Week/Week, Rank, Title, Artist, RPM, and other details for top 10 records.

RHYTHM & BLUES NOTES

By IAL WEBMAN

The experiment that was initiated several weeks ago to bring together the old Gene Krupa Trio as a permanent unit proved to be a stand-out success...

delphia and the other at the State Theater in Hartford, and both dates were eminently successful. The other two corners of the trio are tenor-bary saxist Charlie Ventura and keyboardist Teddy Napoleon.

12-inch LP collection of concert recordings made by the trio several years ago, when the unit was bred within the Krupa orb.

Savoy Records has signed to a term recording contract Calvin Frasier, a singer and guitarist from Detroit. The label also inked the Lightning Trio to a waxing deal.

R&B Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the rhythm and blues records received this week.

line in northern New Jersey. Wexler already has the Coral line for the state.

Blues warbler Billy Wright, a Savoy artist, opened at The Flame, a Detroit niteroy on February 15 for a four-week engagement.

Rhythm & Blues Record Releases

Bad Neighborhood—Floyd Dixon-Jehery Moore's Three Blazers (Blues) Aladdin 3121. The Bad's Boogie—Bob Dougherty Ork (Ride) Dec 46276. Blues for Cabs—Floyd Dixon-Jehery Moore's Three Blazers (Bad) Aladdin 3121.

Advertisement for Chess Records featuring 'THEY'RE SENSATIONAL! "HI-HO BABY" "LEO THE LOUSE" Jackie Brenston with Edna McCraney CHESS #1496' and 'The Wolf Is at Your Door' "HOWLIN' WOLF BOOGIE" By The Howlin' Wolf CHESS #1497.

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Table with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and chart positions for reviews of Dinah Washington, Billy Bunn & His Buddies, and Percy Mayfield.

Best Selling Retail Rhythm & Blues Records

Based on reports received February 13, 14 and 15

Records listed are rhythm and blues records that sell best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

Table with columns: POSITION, Weeks Last This to date/Week/Week, Rank, Title, Artist, RPM, and other details for top 10 retail records.

Advertisement for 'OH, MOTHER TONIGHT' by THE GOSPEL TWINS, Gotham Record No. G 414.

Advertisement for 'THE BIG QUESTION' by PERCY MAYFIELD, Specialty Records.

Advertisement for 'WHEEL OF FORTUNE' by THE CARDINALS, Atlantic Recording Corp.

Advertisement for VEDEY COMPANY, 674 10th Ave., Newark, N.J., offering a \$10.00 per 100 catalog.

Advertisement for RCA Victor's custom record service, highlighting recording, processing, pressing, and shipping services.

Large advertisement for Savoy Record Co., Inc., featuring 'EVERY EVENING', 'MARRIED WOMAN'S BOOGIE', 'BOOKIES BLUES', and 'BIG CITY BLUES'.



**TO THE RECORD DEALERS,  
DISC JOCKIES AND  
JUKE BOX OPERATORS...**



*My heartfelt thanks  
for your grand reception  
while I was here  
Sincerely  
Vera Lynn  
P.S. Thanks a lot for all  
you did on my London  
record "If You Go"*

**LONDON**  
RECORDS



The  
Finest  
Sound  
on  
Record!

**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  
50-59 POOR

**How Ratings Are Determined** Records are rated four ways: (1) overall; (2) as to their value for disc jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. "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 caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality features, 10; S; music publisher's air performance potential 10; excitation (record ads—promotion fund, ink and other "plus" 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.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>FOUR ACES (Al Alberts)</b>		90--90--90--90
<b>Partida</b>	DECCA 27987—The quartet really punches this title home in a true star-the-way manner. Should be a big winner and the sequel to "Tell Me Why" on the hit lists.	
<b>You Brought Me Love</b>	The Aces deliver an original ballad in the same idiom and in the same semi-sweet style that marked their previous ballad hits. The hot group should score again, the not as heavily as with "Tell Me Why" and "Goin'..."	87--87--87--88
<b>EDDY HOWARD ORK</b>		88--88--88--88
<b>Stolen Love</b>	MERCURY 5784—The lovely ditty, convincingly read by Howard, is sent out to market again in the same talent-loaded version that's now working its way up the pop charts.	
<b>Whishin'</b>	Character, with occasional use of an echo chamber, meanders sweetly thru this romantic ballad. Backed by lush strings and sax is ecclesiastic.	81--81--81--81
<b>EILEEN BARTON (Paul Neilson Ork)</b>		88--88--88--88
<b>Whishin'</b>	COCAL 80653—Miss Barton comes up with a ringing, semi-sweet reading of the current "sleeper" which could push the song over the hump and could earn a hit making for the thrush Neilson's being has all the appealing ingredients to round out a happy ending.	
<b>When You're Near Me</b>	The smooth does nicely by a pleasant ballad.	75--75--74--75
<b>HUGO WINTERHALTER ORK</b>		88--89--87--87
<b>Blue Tango</b>	VICTOR 26-4518—Winterhalter comes thru with an exciting coverage of the Leroy Anderson big boss. His reading is strong enough to offer stern competition to the original. Winterhalter's use of the guitar lends a colorful twist to his interpretation.	
<b>Gypsy Trail, The</b>	Hugo whips up spirit and excitement in his ork-chorus clefting of a windy spot.	79--80--78--78
<b>VIC DAMONE (George Siravo Ork)</b>		87--88--88--86
<b>Jump Through the Ring</b>	MERCURY 5785—Damon really jets based on this rather unusual opus, a song in the "big" tradition. The powerhouse performance could likely bring the string into a position of contention, especially if it is promoted with muscle.	
<b>My Funny Valentine</b>	Vic, working it out in Germany at this moment, made this wonderful swing before he was inducted. The song's a superb Rodgers-Hart ballad and Vic sings the stuff out of it. Should draw some attention.	80--85--78--78
<b>FRANK SINATRA (Axel Stordahl Ork)</b>		87--88--87--87
<b>I Was a Rhapsody</b>	COLUMBIA 37652—The crooner has here one of his best of recent efforts, a lyrical number of a lovely style in the revival stages set against a rich Stordahl ork. Promotion could make this Sinatra's first winner in ages.	
<b>I Could Write a Book</b>	Sinatra displays his fine feeling for the lyric in rendering this islanded song from the score of "Pal Joey." Now successfully revived on Broadway.	79--81--79--77
<b>RED FOLEY</b>		86--86--86--86
<b>Milk Bucket Boogie</b>	DECCA 27981—Foley romps thru one of those silly country boogie numbers with spirit and drive. There's a raucous gimmick, a sock beat backing and some whimsy string band solo. Certainly, a big country item and could spread easily into the pop market.	
<b>Sally Dog Rag</b>	Another sock 'n' by Foley on a novelty ally in the two-beat idiom. Just a notch below the top-side for overall potential, but a strong entry.	84--84--84--84
<b>MARIO LANZA (Ray Sinatra Ork)</b>		86--86--86--86
<b>Templation</b>	VICTOR 30-7738—Lanza belts out the standard in a terribly windy, ostentatious arrangement. His fans will want no matter what, so you can bet this offering will accrue a strangle sale.	
<b>Lygia</b>	Lanza tackles a really back-breaking proposition in trying to make something convincing of a pseudo-art piece drawn up out of the back-ground music to the "Que Vadis" films. Even so mighty an entity as Lanza can hardly make this meaningful.	75--75--75--75
<b>TOMMY TUCKER</b>		86--86--86--86
<b>Baby Doll</b>	MON 13162—Tucker and company have blended exceptionally well for a semi-professional and a completely pleasing interpretation of a current flick-derived pop ditty. Karem Rich's vocal efforts adds that little extra which could make this a strong contender. Could work into a "sleeper" with strong promotion.	
<b>With No One to Love Tonight</b>	Peter Handley sings a pretty ballad to a tasty Tucker ork, fine for dancing.	72--72--72--72
<b>GUY LOMBARDO ORK</b>		85--85--85--85
<b>Stolen Love</b>	DECCA 27962—Corrall verse chorus ditty, stirred via an Easy Howard disk. Is done up brown by Lombardo and company. Bound to cut off a piece of ditty that seems to be on its way.	
<b>Marshmallow Moon</b>	A light 64-time ballad with a barbershop feeling is handed the polished Lombardo dance treatment. Tune's from the "Aaron Slick" film. If it attracts, this version will be the money.	80--80--80--80

coming in the March 15 issue

**'List of Record Distributors and Labels They Represent'**  
... one of more than a dozen valuable features and lists in  
**THE BILLBOARD'S 1952 JUKE BOX SPECIAL**



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>SAMMY KAYE ORK</b> <i>Goodbye Sweetheart</i> COLUMBIA 3965—Folky cover by the man on a stereo-chord comb that's been showing "sleeper" signs. Don Rogers vocalizes with choral assists. If time moves, this version should be with the top winners.		85--85--85--85
<i>Wheel of Fortune</i> Kaye comes up with a likable coverage of a ditty which already has grown to sizeable proportions. Competition, early and strong, will be tough here. (Do Sammy should catch his share.)		82--84--82--80
<b>GUY LOMBARDO ORK</b> <i>Noodin' Rag</i> DECCA 27971—A new ragtime novelty draws an expert going over by the Lombardo gang. Tune has a winning quality and this version should be in for his share of the winnings.		85--85--85--85
<i>Bundle of Southern Sunshine</i> Eddy Arnold's current country hit is rendered most effectively by the Lombardo crew in its typical fashion with trio vocal. Tune has a light, engaging old-timey flavor that should ring bells with the Lombardo legion.		82--84--80--82
<b>SY OLIVER ORK (Trudy Richards)</b> <i>Blacksmith Blues, The</i> DECCA 27972—Oliver has whipped up a superb swinging coverage on the novelty stored via an Elio Mar Morse backing. Expert arrangement, precise musicianship, excellent recording and a solid Trudy Richards vocal effort round out a making which should come home for a good piece of the second money.		85--86--84--85
<i>Anytime</i> Fine band work and a good vocal by Miss Richards make a respectable dance coverage of the current hit revival of a stellar country item.		71--73--70--71
<b>JERI SOUTHERN (Sy Oliver Ork)</b> <i>I Thought of You Last Night</i> DECCA 27983—Fresh Southern turns in a solidly effective reading, in a sort of 180-180 manner, of a new and especially well-written ballad. Song and rendition have character and punch. With realization this could prove the sale that will bring Miss Southern to the fore.		85--86--84--84
<i>Something I Dreamed Last Night</i> Miss Southern, in a sort of female Bill Cole, applies her intimate style to this dramatic ballad for an effective making which should capture plenty of lusty sales.		75--80--74--71
<b>DICK BROWN (Don Costa Ork)</b> <i>I Hear a Rhapsody</i> KING 15158—This is Brown's best reading in some time. He delivers the song due for a revival push with lots of warmth and projection.		84--85--83--84
<i>Unseen Rider, The</i> Brown sets off a big-voiced reading on an arty type of semi-religious item with a Western locale. Use of a choral group, large art, etc., adds interest, but not enough to rush this one across.		74--78--72--73
<b>TINY HILL</b> <i>Milk Bucket Boogie</i> MERCURY 5789—Hill turns up with a spirited, lively reading of one of those bucolic "boogie" boogies. Has enough essential oom to pump up the foot in both country and pop areas. Should be a profitable item for Tiny.		84--85--82--85
<i>Silver and Gold</i> Likable but not overpowering coverage on the latest Pee Wee King entry.		73--73--72--74
<b>GEORGE GERSHWIN (Paul Whiteman Ork)</b> <i>Rhapsody in Blue (Parts 1 &amp; 2)</i> VICTOR 451 27-0189—Victor dug into its vast catalog to come up with this conductor's re-issue of the original Gershwin-Whiteman Gipsy making of Gershwin's tone poem. Transference to 45 rpm has been skillfully accomplished. A welcome disk.		84--84--84--85
<b>MARY MAYO (Al Ham Ork)</b> <i>Oh, to Be Young Again</i> CAPITOL 1958—Mary has here her best recorded effort on an extra fine ballad of distinction. Song's one of best around for sheer quality. She also provides herself with a coloratura soloist's role, too. A really nice slicing which deserves to be heard and which deserves should look on to.		83--88--82--80
<i>What's the Reason</i> Mary and vocal group make a most pleasant spin of a fine title set in a medium beat. Should draw decent attention.		75--78--73--73
<b>ARTHUR PRYSOCK (Sy Oliver Ork)</b> <i>I Hear a Rhapsody</i> DECCA 27978—Prysock's making share of the title being revived is tops. This version could get a large share of the action due on the song. A fine disk.		83--84--82--83
<i>Am I to Blame</i> More quiet singing by Prysock. This time the ballad is somewhat less effective.		78--80--76--78
<b>RAY ANTHONY ORK (Tommy Mercer)</b> <i>I Hear a Rhapsody</i> CAPITOL 1973—Fast-rate disc reading by the Anthony gang on a current plug revival sets use of a chorus to support a wile Tommy Mercer vocal. If song clicks, this version should be in the money.		83--85--82--82
<i>For Dancers Only</i> The familiar Sy Oliver song, from the Lunford days, is played with swing, crispness and great musicianship by the expert Anthony tentacles. A delectable special.		77--82--75--75
<b>THE BELL SISTERS (Henry Rene Ork)</b> <i>Wheel of Fortune</i> VICTOR 20-4326—The 10 and 16 year old vocal duo demonstrate that their vocal ability is not a freak as they harmonize wonderfully and to nice effect on the current sleeper smash. Flip Rene singing rounds out a making which should cut off a big chunk of the winning song.		83--85--82--81
<i>Poor Whip-Poor-Will</i> The girls are not quite as effective with this countryish item in the "Milkies and Hill" tradition.		73--73--73--73
<b>RUSS MORGAN ORK</b> <i>Wishin'</i> DECCA 27965—A current "sleeper" item is treated in the slick Morgan fashion, with the man's vocalizing with vocal group aid. His singing is spiced by a full instrumental chorus. A fine dance record, which should slice off a handsome piece of the profits on the song.		82--83--82--81
<i>Goodbye Sweetheart</i> A fine arrangement of another current "sleeper" places the accent on choral work. Morgan's own singing effort sounds straight and unconvincing and shows the danger of an otherwise perfect reading. Should catch a share, nevertheless. Title makes the coupling a fine buy for ops.		79--79--78--80
<b>JIMMY DORSEY ORK</b> <i>Wimoweh</i> COLUMBIA 39631—The tune inspired by G. Jenkins and the Weavers is treated to a rising rendition. The pounding beat is elemental and the breeze shows its virtuous mettle as the chorus chokes the exuberant lyric. If the tune continues to build this making could skin a good part of the gray.		82--84--80--82
<i>I'll Always Be Following You</i> The one standard item that one in solid style with plenty to attract the eye. Sandy Evans projects well in the lyric department.		78--80--76--78
<b>ANDREWS SISTERS (The Mellomen)</b> <i>Wandering</i> DECCA 27979—This current country ballad hit is rendered tastefully by the sisters with aid of the Mellomen and orb. Patsy Andrews contributes a rock solo try. Good effort but not an overwhelming one.		82--82--82--82
<i>Poor Whip-Poor-Will</i> A country-type reciter in a "Mocking Bird Hill" is offered in a sweet reading by the girls. Pleasant.		74--75--73--75
<b>FOUR ACES (Al Alberts)</b> <i>Wishin' to Be Blame</i> FLASH 103—The Aces, on a pre-Decca making for the label which had "Six" come up with a persuasive reading of a song with more than passing merit. Should do okay now that the boys are lighters.		82--83--80--83
<i>Two Little Kisses</i> Not as successful are the boys with a light ditty penned by lead voice Al Alberts and arranger Marty Gold.		70--70--70--70

(Continued on page 40)

# IT'S SPINNING! SPINNING! SPINNING!

FOR A **HIT!**

Billboard February 16th Issue

## • The Disk Jockeys Pick

1. WHEEL OF FORTUNE.....Baby Wayne.....Mercury 6886

## • The Retailers Pick

1. WHEEL OF FORTUNE.....Baby Wayne.....Mercury 6886

## • The Operators Pick

2. WHEEL OF FORTUNE.....Baby Wayne.....Mercury 6886

# "WHEEL OF FORTUNE"

flip side "HEART OF A CLOWN"

# BOBBY WAYNE

MERCURY 5779 • 5779X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA



# Kapp Expands P.M., Pub Biz

NEW YORK, Feb. 16.—Paul Kapp is expanding his interests both in the music publishing field and in the personal management business. Kapp this week completed a deal with song man Larry Taylor to take over the professional guidance of his General Music firm as well as to participate in the talent side of the organization. Taylor will work on a guaranteed salary and a percentage of the combined operation.

Kapp, whose talent stable has been built mainly around the Delta Rhythm Boys, has grabbed off a pair of new attractions. He signed the Men of Song, a concert vocal quartet, and folk singer and six-string guitarist Robin Roberts, who previously was associated with Alan Lomax.

# 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

Continued from page 39

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	CRITIC	CRITIC	CRITIC	CRITIC
<b>CINDY LORD</b> Goodbye Sweetheart MGM 11173—Forthright ballad expresses with her potential as a multi-dubbed reading of the slower melody. Should get some of the action on the disc if it breaks big enough.		81--83--88--81				
Wishin' Another first rate ditty by Miss Lord on still another sleeper ditty.		81--83--88--81				

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULAR	CRITIC	CRITIC	CRITIC	CRITIC
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<b>SY OLIVER ORK</b> On My Way DECCA 27991—The rousing, hand-clapping spiritual is delivered with a convincing beat by the Ork and his band. If the earlier Flanagan ork version gets moving this disk will offer some stiff competition.		82--84--80--82				
House Party A rhythmic instrumental spun with touches of the old Lunceford and Basie bands on a sparkling ork.		77--78--75--77				
<b>TOMMY EDWARDS (LaRoy Holmes Ork)</b> Forgive Me MGM 13170—Edwards' haunting style is matched most pleasingly with a good, forthright ballad. Holmes' ork could have been tastier. The heat on the warbler could rally attention to the effort.		81--82--81--80				
Bridge The singer offers an appealing reading of a pretty minor ballad with a story lyric. The odd lyric idea could be enough to give the slicker same meaning, especially with ork.		81--82--81--80				
<b>SONNY BURKE ORK (Jo Ann Greer-Don Burke)</b> I Wanna Love You DECCA 27970—Burke comes up with his best waker effort in a hard-driving, swinging coverage of a current rhythm novelty stirred by the Ames Brothers. If time goes all the way, this version should be in there for a meaningful slice.		80--83--78--80				
I'll Always Be Following You Burke comes up with a slice of pickup of a bluesy novelty built on a monotonous repeated theme. The Greer-Burke vocal duo does nicely with the material.		69--70--66--70				
<b>DANNY SCHOLL (Norman Leyden Ork)</b> King, The VICTOR 30-453—The big-voiced legit musical star gets off a singing interpretation of a big ballad. The ork and choral group add interest to Scholl's singing.		78--81--75--77				
Let Me Dream A pleasant verse-chorus waltz penned by the writers of "Sail" is pleasantly done by Scholl with fitting ork and choral background.		78--81--75--77				
<b>MARGARET WHITING</b> Try Me One More Time CAPITOL 1944—Miss Whiting offers a lively rendition of a brisk country standard to a rousing country-type ork and rhythm backing that's crisp and beefy. Could score jobs action.		78--78--75--80				
Foggy River Another country standard is handled in a similar hard-driving reading on the same night. Makes this a valid juke coupling that's just as likely for country markets as it is for pop.		78--78--75--80				
<b>ARTHUR PRYSOCK</b> Wheel of Fortune DECCA 27949—Prysock's reading of the fast smash is sane, snappy, forthright, and down-right pleasing. Don't figure to stand up too strongly against tough competition, but he should catch a slice.		77--79--77--75				
'Till All the Stars Fall in the Ocean Prysock offers a snappy effort on a standard new ballad. However, dishing lacks the home run punch.		76--78--75--75				
<b>ELAINE BRENT (Teddy Brannon Ork)</b> You're My Baby You ABEY 2013—The tough burlesque all the way on a fast tempo novelty tune with a pleasant melody, and the band is in there with a powerful beat.		77--78--74--79				
Tombrons Number Nine A solid job by the chanter on a bluesy song plus some mighty strong backing from the Brannon ork.		74--74--72--76				
<b>TOMMY DORSEY ORK</b> May I DECCA 27973—Young blues up a mass of fine team as he leads his crew thru a real tasty dance instrumental reading of a stellar standard. Better dance records aren't being made.		77--80--75--75				
One Morning in May Dorsey plays splendidly on a lovely, not often heard Healy-Carnichael ballad. More excellent dance was for the tea trot specialists.		72--75--70--71				
<b>EVELYN KNIGHT (Eddie O'Neal Ork)</b> I Get Along Without You Very Well DECCA 27992—The utterly charming Healy-Carnichael ballad is sung expertly by Miss Knight.		76--80--74--75				
Purty Little Tree, The Reminiscent of the familiar folk ditty makes for a lively little item done up finely by Miss Knight and male group.		76--80--74--75				
<b>GEORGIE AULO (Jud Conlon Ork)</b> Please, Me, Sun DECCA 28001—Aulo's rich, warm tenor is well suited the Jud Conlon singer for an altogether appealing reading of a current ballad that seems to be stepping. Should slice off a piece both in pop and r.&b. markets.		76--79--75--75				
If You Go A lively German French ballad import is handled the same type of tenor sax and voice treatment. Makes a fetching single.		72--72--72--72				
<b>RAY ANTHONY ORK (Marcie Miller)</b> Singin' in the Rain CAPITOL 1957—Anthony, employing the same style that has become associated with the Billy May band-venture, submits a first-rate ball reading of the title, soon due as a disc title. Marcie Miller sings a pleasant chorus.		76--78--75--75				
I Let a Song Go Out of My Heart Tasty reprise of one of Duke Ellington's best songs is highlighted by Tommy Mercer's strong vocalization. The Mercer had really hit it blossoming as a member of the Anthony crew.		72--75--71--71				
<b>STAN FREBERG (Chitie Stone Ork)</b> Maggie CAPITOL 1962—Freberg, noted for his luscious contributions the likes of "John and Marsha" and "I've Got You Under My Skin," has another here. The gimmick is the old-fashioned hit one, interpreted to good effect among the traditional "blaggie" lyrics. Not as strong as the earlier items, but should draw some much action.		76--78--78--72				
Yee-vee-shun! Freberg offers a dialect to run down a capsize novelty that tells how TV has disrupted the Tri-State way. Because it's a play in favor of radio, dishing will probably draw spins.		69--73--67--67				
<b>THE THREE SUNS</b> Stolen Love VICTOR 30-4510—Sun Artie Dunn and Gubby Gibson write for a breezy waltz of an appealing item that is stirring via an Eddy Howard wailing. Should catch a share.		76--76--75--77				
Cool, Cool Kisses Johnny Parlier and vocal group work out a brisk bounce novelty item in a happy the uneventful manner.		68--70--67--67				
<b>MERVIN SHINER</b> Egbert the Easter Egg DECCA 27977—Shiner submits a pleasant waltz of a likable novelty for the Easter season. Tune, with explanation, could take on seasonal significance.		75--79--75--70				
Rabbit With the Two Buck Teeth, The Another Easter ditty, done with similar simplicity and good taste, has an appealing quality for the years.		74--77--74--70				
<b>TONI ARDEN (Paul Weston Ork)</b> Heart of Stone-Heart of Wood GOLDBEA 39052—Miss Arden punches with aid of a chorus on a fresh novelty originating in the Guarabano river's show score. Marie Klein blows some snappy trumpet to spell the vocal. There's some excitement in the effort, but little of distinction.		74--77--72--72				
There's Always My Heart The thrush sings splendidly on a handsome ballad; the effort should draw deep spins and fan attention.		72--77--70--70				

(Continued on page 42)

# "Helen's

# New

# Hit!"



# "THERE'S BEEN A CHANGE IN ME"

# Helen O'Connell

NO. 1976









# Ray Cuts Chez For Oriental

CHICAGO, Feb. 16.—Johnny Ray, whose records are now out-selling all competitors here, with a backing of four weekly radio shows, canceled out a May 2 opening date at the Chez Paree in order to first play the Oriental Theater, where he will open May 8 for two weeks, then go into the bistro.

Reason advanced by Ray to his booking office, General Artists Corporation, for the switch was that the teen-agers were the ones who were buying his records, and formed the nucleus of his ever-growing fans and he felt they could afford the 98-cent top at the theater, but might have trouble making the cover and minimums imposed by niteries.

# 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

Continued from page 40


ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	POPULAR	POPULAR	POPULAR
DICK HAYMES (Nelson Riddle Ork) Dreamer's Cloth DECCA 27988—An attractive but esthetic ballad from the flick "Jack and the Beanstalk" is delivered engagingly by Haymes. Darlene Flip effort by Haymes on another ballad from the same flick.		74--77--72--73	74--77--72--73		

A Hit Walking Your Way!

the **FOUR KNIGHTS**

"Walkin' In the Sunshine"

NO. 1971



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	POPULAR	POPULAR	POPULAR
<b>JIMMY PALMER ORK</b> It's a Lonesome Old Town MERCURY 3782—Mood of the sentimental ballad is finely captured by Ray. Care in this re-arranging. Ork and chorus provide sympathetic support.		74--74--73--75			
<b>Who</b> The Kern-Harbach-Hammerstein sledge is done in bright, novelty style. It's a perennial that's good for a fair number of spins almost anywhere.		73--73--73--73			
<b>BOB VINCENT</b> It's Been a Long, Long Time RCA 12138—Vincent, the old-time fiddler, has a four-part type of disk here as he sings lead for a vocal group with the support of a big orchestra. Material is a pleasant new ballad.		72--74--70--72			
<b>Took My Baby for a Buggy Ride</b> Inconsequential novelty item written by Vincent. It's done in a cute fashion by the chunder, vocal group and ork. Melody is a rewrite of "Campanella."		65--68--63--64			
<b>JERRY CRAY ORK (Lyan Franklin)</b> Unforgettable DECCA 27874—Band chief Franklin handles the lyrics effectively while the Cray ork reels off a smooth reading of the club-ditty. Good coverage, the quite late.		72--74--70--71			
<b>Carden in the Rain, A</b> More coverage here with Tenney Trayer handling the lyric. Good dance disk.		71--73--69--70			
<b>JACK HASKELL (The Hearstettes-Richard Maltby Ork)</b> Goodbye Sweetheart CORAL 69652—A liberally competent coverage of the "flogger" version—chorus demands to build around the handsome Haskell tenor.		71--70--70--73			
<b>Silver and Gold</b> Haskell does nicely with the latest Pee Wee King entry.		69--70--68--70			
<b>JOHNNY GREEN ORK</b> Invitation MGM 30924—Green and the MGM studio ork make a lively mood instrumental outing of a pretty theme that serves as the musical hub of a pic of the same title.		70--75--68--66			
<b>Lygia</b> The love theme from the "Old Yeller" film score is handed a glowing, sensitive instrumental reading which should draw spins on the late-hour organ.		70--75--68--66			
<b>JUNIE KEEGAN (Sy Oliver Ork)</b> All I Have to Give You DECCA 27970—Miss Keegan, the teen-aged thrust from the Paul Whelan TV show, demonstrates a shining, direct way with a song as she reads off a rather routine sort of ballad.		69--70--68--68			
<b>I Don't Believe in Tomorrow</b> Through Keegan hands an unaffected, straightforward reading to a nice ballad.		69--70--68--68			
<b>WAYNE KING ORK (Billy Lush)</b> Somebody VICTOR 28-6508—The new waltz ballad is handed a typical King ork reading replete with wexman sax, choral group and mild lead chart.		68--72--66--67			
<b>Dreamer's Cloth</b> The ditty from the flick "Jack and the Beanstalk" is capably done by the King ork and choral group. An arty lyric, however, subtracts from the commercial potential.		66--70--64--65			
<b>LEE LAWRENCE (Roland Shaw Ork)</b> Sleeve Song, The LONDON 1210—The sleeve tries hard, the material is too slight to lead anywhere. Ork arrangement is rick-rolling.		68--68--68--68			
<b>Only Fools</b> A pretty English ballad receives an effective reading from Lawrence over smooth ork backing.		65--68--60--66			
<b>LEONARD SMITH BAND</b> Willow Echoes BANDLORD S-10005—The show piece has Smith demonstrating his considerable virtuosity on the cornet in a brilliant exhibition riposte with breakneck scale passages and triple tonguing.		68--68--68--NS			
<b>Belle Isle March</b> A jaunty band march number is played briskly by the smooth organ.		60--60--60--NS			
<b>FRED WARING ORK</b> One Little Candle DECCA 27986—Waring here should be paired with this semi-religious item which makes a plea for prayer. Joe Barlow leads the Waring choral group on the lyric.		67--70--65--66			
<b>Time Is Now, The</b> A simple, pedantic item with both political and patriotic overtones is done in typical Waring ork and glee club style. While the material is undeniably fine for radio or TV, it's weak potential is slim.		65--68--63--63			
<b>TOMMY SCOTT (The Scotsmen)</b> Stumbling RCA 1201—Least dancing in the theme and the Scotsmen and gals, with plucked string backing, are brightly showcased in the novelty.		67--70--64--66			
<b>I Do, I Do, I Do</b> Weedy ballad is read matter-of-factly by the chunder, chorus and string ork.		65--65--65--65			
<b>LINDY DOHERTY (Suds Stein &amp; the Jelly Roll Four)</b> Salt Water Tears CAPITOL 1949—Doherty comes across acceptably as she reads off a lanky torch ballad here to a matching musical backing of a rhythm section. May capture a juke coin or two.		66--65--65--68			
<b>What's the Use</b> Another pleasant hope by Doherty. Not much that's otherwise distinguishing here.		65--65--64--66			
<b>LEROY HOLMES ORK</b> Would You MGM 32269—Simple, straightforward dance ork with choral vocal reading of the title, now being pursued for revival.		66--68--65--65			
<b>If I Forget You</b> Same line of treatment is handed another current revival.		65--65--65--65			
<b>BILLY BISHOP ORK (Alice Mann)</b> Oh Gee, Oh Gosh JEB 3013—A sprightly run-thru of the cute ditty, with chirp Alice Mann contributing in proper style.		65--67--63--66			
<b>Billy</b> Ork is featured for about half the disk with the singer taking over the rest. Together they build well to a novelty close.		64--64--64--64			
<b>TOMMY SCOTT (The Scotsmen)</b> Someone's Rocking My Dream Boat RCA 12002—Just a fair effort on the globe that fails to do justice to the material.		50--50--50--50			
<b>Good for You</b> Same comment.		50--50--50--50			
<b>INTERNATIONAL</b>					
<b>SIX FAT DUTCHMEN</b> You Tell Me VICTOR 163 42-4492—The ork turns in a fine instrumental performance on this happy and melodious polka item.		78--78--78--78			
<b>Pingey</b> An infectious and spirited schottisch is well-played by the ork, with the tuba player making his mark here.		75--75--75--75			
<b>FRANKIE YANKOVIC &amp; HIS YANKS</b> Gerald's Polka CORONA 59449—A breezy, double-time polka receives a good, attention catching instrumental reading from the ork.		75--75--75--75			
<b>Ten Swedes</b> Yankov's Doublers come thru with a spirited and vocal as a pleasant novelty polka.		73--73--73--73			

(Continued on page 80)



# Urges Tighter Royalty Check

Continued from page 19

the American firm, offering a small advance royalty in return for which they'll publish the song and collect for both parties. Goldsen pointed out that in many cases, the British pubber does nothing to stimulate interest in the tune, yet reaps on both the mechanical and sheet music payoff, where a Fox-operated office could perform the collection function for a set smaller fee than that involved in the present typical British deal. Goldsen said that the current problem in Continental Europe, outside of the Scandinavian countries, is even more involved. He cited the one big firm operating in France is Bureau De L'Edition Mecanique, which gets 26 1/4 per cent for its services. When they make an advance deal with an American pubber on a song, the advance, according to their procedure, can not be deducted from the mechanicals, but must be deducted from sheet royalties. He cited the one big firm operating in Denmark is Coppen, which collects 15 per cent as the only well geared and correctly priced firm in the European field.

## Decca Studies

Continued from page 19

would require only a 51 per cent approval of the U-I stockholders. This simple majority would be easy to achieve in view of Decca's holding more than 30 per cent of the flickery's stock. Several other of U-I's important stockholders were close to the arrangement for the diskery to buy its approximately 300,000 U-I shares, and these would round out the required majority. Obviously, such a move would make U-I and Decca a single organization with one stock listing. The plan would require a simple majority to meet approval of the Decca stockholders.

For an out and out merger, each firm's stockholders would have to cast a two-thirds majority vote. In addition, dissenting stockholders would have the right to sell their stock to the firm at the current appraised stock value. With the possibility of a Rank opposition to a blend of the companies existing, the likelihood of a direct merger is limited since Rank's stock holdings, if they would have to be purchased, would call for a very high price.

The methods of merger could be arrived at at any time, since board approval by both firms would be tantamount to stockholder approval. Actually, final approval has been delayed as the result of a delay in holding the annual U-I stockholders' meeting. Meeting currently has been shelved until June and could likely be pushed back further. Stockholder meet has been cancelled primarily because U-I exec Nate Blumberg has been ill and it is his desire that the meeting not be held until he can be present.

Meanwhile, U-I, working hand-in-hand with Decca's proxy Milton Rackmil, is preparing to activate its United World Films subsidiary, a unit specially designed to produce products for television.

## Test for Best

Continued from page 18

the standard disks being exploited. The distributor, who processes all the info, also supplies a sales performance record covering his entire territory, compared with sales on the same disks a year ago.

Rest of the dealers (those not in the test) are supplied with reprints of the ad, carrying no dealer signature, which are pasted on counter cards. They set also a special series of envelope stuffers featuring the favorite standard selections of Dinah Shore, Ezio Pinza, Rise Stevens and Perry Como.

Final tabulations on the 12-week test will be handed to all Victor distributors in March, with suggestions on applying the collected data for the April-May-June campaign on the "101 Best Sellers" catalog. During the spring promotion, dealers will be supplied with special display material.

NEW YORK, Feb. 18.—Abbey Records, now stirring up some action with its diskings of "Goodbye, Sweetheart," is expanding its operation in the pop and r.&b. fields. Recent additions to the label include the Charlie Barnet ork, the Charlie Spivak ork, Stuart Foster and the King Odum Quartet. The firm has also picked actor David Niven, who will record a series of kidziks, including an Easter and Christmas story.

He further claims that not only are European collection agencies inadequate and over-priced generally, but that they give no real information on the full amount of record releases, such as information supplied to pubbers by Fox, where they get complete records of all releases on all tunes from Fox. If a universal agency were to alert an American pubber to regular disk releases abroad, that American pubber could better gauge his promotion to work on a song, currently big in the European market, Goldsen said.

In addition to poor collections on mechanicals and sheet music, Goldsen cited the loss American pubbers are taking on getting no knowledge or subsequent payments from foreign film makers who cut American tunes on their soundtracks.

Goldsen said that a universal collection agency, perhaps made up of important legal firms which do a great deal of copyright work in these various countries, could assist the pubber industry by supplying foreign diskers with proper license information and important lead sheets on songs which they would like to cut. In addition, such a foreign agency could supply American pubbers with disk

# John Griffin

Continued from page 18

remained in that capacity for a year after the firm was taken over by the Columbia Broadcasting System and became Columbia Records, Inc.

In 1940, Griffin became a part owner of the Scranton Record Company and became veepee in charge of sales. The Scranton firm was a custom production plant for the numerous independent diskeries which spawned in the early 1940's. When Capitol Records bought the Scranton firm, Griffin remained with Capitol for a period of three years as a member of the board of directors. For the past few years, Griffin has not been active in the industry. Griffin was appointed on Tuesday (12) and he took over his post effective immediately. Griffin, as executive secretary, will serve as co-ordinator of the association's activities and will work as liaison between the RIAA board of directors and the RIAA membership.

versions of their tunes, which the pubber, in turn, could present to American diskeries for possible release on a reciprocal exchange of masters agreement, such as the "Three Bells" disk released to Columbia by the Les Champagnons De La Chanson, a group big in the European market.



- BILLBOARD / THE BLACKSMITH BLUES**  
"PICK" (Hill & Range)—Ella Mae Morse (Cap.) rates a **Billboard** "PICK" for "a soundie with a clanking anvil gimmick and a swinging reading . . . looks like it's headed for some hefty action." Bill Darnell (Dec. with an equally strong version and disks by Art ("Best Bet") Mooney (MGM) and Sy Oliver (Dec.) also earn review honors.
- BIG / I HEAR A RHAPSODY** (BMI) — Frank Sinatra (Col.) captures a **Billboard** "PICK" for a "stylish performance." Revival of the tune via the Krasna-Wald flicker "Clash by Night" has "big potential," says **Variety**. **Billboard** recommends "other good waxings" by Arthur Prysock (Dec.), Dick Brown (King), Helen Humes (Dec.) and Ray Anthony (Cap.).
- HITS / MILK BUCKET BOOGIE**  
"BULL'S-EYE" (Cherio)—"Bull's-eye" honors go to Red Foley (Dec.) for "a winner that should catch its share of coins." **Billboard** predicts Foley's disc has "best potential." Other strong versions by Reece Shipley (Kingsport), who intruded the ditty, Tiny Hill (Mer.) and Harry Adams (Kentucky) are contenders.
- SOCK / THE SWEETHEART SERENADE**  
ITEMS (Duchess) HONEY LIPS (Hollis)—Freddy Martin (Vic.), with Merv Griffin on the vocals, delivers a double-barreled sock item. Both tunes rate acclaim from **Billboard** and **Variety**.
- "DYNAMIC / MORE THAN LOVE** (Marks) — "Best Bet" honors go to the Xavier Cugat-Richard Hayes (Mer.) diskings of this "dynamic tango." **Billboard** likes the Ralph Flanagan (Vic.) version where Harry Prime clicks on the vocal of this adaptation of the great "Tango of Rosos."
- "BEST / YOU'RE NOT WORTH MY TEARS**  
"BET" (Johnstone-Monte)—"Could be a sleeper," say reviews of Jack Richards' (King) warm treatment. Disk lands a "BEST BET."
- BIG / GIVE ME TIME** (Regent)—Jeri Southern (Dec.) rates **Billboard's** "excellent" for deejay spinning and says, "thrush comes thru with another big-league reading of a pretty new Alec Wilder ballad."
- WATCH / SALTY DOG RAG** (Forrest)—Red Foley's (Dec.) version hits a "BULL'S-EYE" and is **Billboard's** selection as "C & W Record to Watch." Bill Darnell (Dec.) gives the novelty ditty his own twist with good effect.

## ATTENTION!

THERE IS NO DISPUTE!  
THE ONE "G" EGBERT  
IS THE FIRST EGBERT . . .  
THE ONE "G" EGBERT  
IS THE BEST EGBERT  
. . . and here's the proof!

There are  
**4**  
records of . . .

**"EGBERT,  
THE  
EASTER EGG"**

(with one "G")  
Written by Leo Corday and Leon Carr

**GUY LOMBARDO**  
on DECCA  
**MERV SHINER**  
on DECCA  
**BETTY CLOONEY**  
ON GOLDEN RECORDS  
with Mitch Miller's Orchestra  
**ROY ROGERS**  
on RCA VICTOR

- Egbert the Easter Egg (with one "G") was registered fully four months before the other song . . .
- 11 DEPARTMENT STORES IN KEY CITIES AROUND THE COUNTRY ARE FEATURING EGBERT, THE EASTER EGG (with one "G")
- An important toy manufacturer is producing a toy based on Egbert, the Easter Egg (with one "G")
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This is the Song!  
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and THE **KWI BIRD**  
(KEE-WEE)

**CORAL RECORDS**

Coral  
60660  
(78RPM)  
9-60660  
(45RPM)

© CANADA: Regent, Maple Radio Corp. (Ed., Toronto—Montreal—Winnipeg)

## Par-ASCAP Tie Brought Up

Continued from page 18

posed merger of United Paramount Theaters and the American Broadcasting Company.

The topic came up when William Roberts, counsel for Allen B. Du Mont Laboratories, Inc., asked Paul Raibourn, vice-president of Paramount Pictures Corporation, about Paramount Television Production's current procedure on music clearances and music licenses. Roberts asked Raibourn if, by "music clearances, permissions and licenses," he refers to "such things as the ASCAP license." Raibourn replied affirmatively. Roberts asked Raibourn if Paramount has a music distributing and licensing organization of its own. Raibourn replied: "Paramount owns a music company which publishes music."

"And licenses the use of that music?" asked Roberts. Raibourn: "Grand rights; the small rights go to ASCAP."

Roberts: "What is the name of that company?" Raibourn: "I think it is Paramount Music Corporation."

Refers to Goodwin Roberts: "I will ask you if Mr. Bernard Goodwin—he has already testified—but I will ask you if he is still an officer, and active in Paramount Television Productions, Inc.?" Raibourn: "He is a director and

vice-president."

Roberts: "He has what relationship to the music company you just mentioned?" Raibourn: "He is president of the music company."

Roberts: "He is one of the directors of ASCAP, is he not?" Raibourn: "I believe he is."

Roberts: "Are you familiar with the decision in U. S. vs. ASCAP in the U. S. District Court for the Southern District of New York, consent decree filed March 14, 1950, and the clause thereof which provides—this is not quoted but is paraphrased—where the affirmative provisions direct the Society to issue licenses to net-

works without requiring separate licenses for each station, and to motion picture producers individually rather than to exhibitors or the industry as a whole? Are you familiar with that consent decree provision covering ASCAP and your companies?"

Raibourn: "I am familiar with the general situation."

Roberts: "In the light of that consent decree requirement, is there any question but that under your circumstances and with your affiliations that you would be obliged—that you could obtain licenses on a network basis and tender the lower consideration to your affiliates?"

Raibourn: "I think in most cases we do that."

Roberts: "Is your music corporation a member of ASCAP?" Raibourn: "I believe it is."

## Copyright Renewal Advice

Continued from page 18

position shall be secured and held jointly in our names; (3) "this agreement shall be binding upon and inure to the benefit of our personal representatives and assigns."

The agreement further provides for submitting any dispute among the signers of the agreement to arbitration, for dividing equally all royalties, earnings or expenses, and that the agreement shall not

be construed to constitute a partnership.

### Original Intent

ASCAP, in working out a plan for payment of royalties on renewals, stresses the "original intent" of the contractual agreement between writers and publishers (The Billboard, February 2). The Society is known to be holding in abeyance the disbursement of royalties on some songs, while searching into the "original intent."

It is also common knowledge that younger publishers have been battling for valuable copyright renewals in hopes of increasing their availability ratings. In several instances, too, the splitting of a copyright among two or more publishers has created various problems which often result in none of the publishers putting any exploitation behind the copyright. They reason that spending time, effort or money on the song would only make money for another publisher—money which would rightfully belong to them if they held the entire copyright.

### Set Own Pubs?

Many an old-time writer is toying with the idea of setting up his own firm to hold his own copyright renewals. Among these penners there is often conflict with co-writers. In rare instances, co-writers have not even been notified of the disposition of a copyright renewal. SPA's letter seeks to overcome some of the hassles which have developed among the writers and among the publishers. It is believed that the publishers will look upon the SPA suggestion to estate members with favor.

## Pressing Plants Lowest in Yrs.

Continued from page 18

is due to the fact that the small presses are too hungry, and get panic-stricken if one day goes by without a new order. The next day, zoom, they lower their prices."

### Deadbeats OK

The smaller pressing plants were prone to compete briskly against one another even when they had an organization for credit info about deadbeat disk labels. Each time a pressing plant reported to the others that he was giving up a customer for non-payment, another fabricator would call the deadbeat and make a new deal with him to press 78's.

The competition now is even more intense, with the entry of the major plants into the custom field for all types of label business. The majors will make shellac 78's at prices ranging from 17 cents to as low as 12½ cents depending upon quantity. And one of the majors includes stampers in this price, as well. Break-resistant disks, which two years

ago ranged from 22 cents to 28 cents each in small quantities, have dropped in price by almost one-third today.

### Methods Vary

In order to forestall decreasing profits, and to avert closing their doors, many indie pressing plants are trying various methods. Some attempt to stay at a price of 17 cents for shellac disks, at which price they can make out, risking the loss of customers who are price-conscious. Others double shifts and offer fast service, which cannot be met by the major plants. Still others are going into the manufacture of records as a side interest. They manufacture their own disks and sell them as a label manufacturer.

One fabricator summed up the economic pressure felt in the business today when he wearily said: "Each time a customer calls me, he usually starts out with: 'Remember the last price you gave me? Well, start sharpening your pencil.'"

# HEADING for the TOP

## 2 SIDES BOTH OVERNIGHT SMASHES!

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# "SENTIMENTAL TEARS" and "SINCERE"

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**Talent and Tunes on Music Machines.**

*Top artists and tunes that have made top money for juke ops over the years.*

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*A "meaty" reference work for all buyers and users of records.*

**Complete List of Record Labels and Their Manufacturers.**

*Another industry need published for the first time in years.*

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*Record inventory systems, buying methods and complete information on handling a two-speed route.*

**Merchandising Pays Off.**

*How clean machines, uniform titles and on-location promotion aids pay off.*

**The Royalty Fee Battle.**

*The Bryson-Kefauver bills in complete review. What's being done to meet the threat.*

**Dime Play Is Here to Stay.**

*Result of dime-play effect on grosses. The Ops' stand.*

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*What operators can expect on new machine orders.*

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*How to set up and maintain a record library.*

**Complete Weekly Music Popularity Charts.**

*The industry's every-week buying yardstick.*

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Distributed March 11

Advertising Deadline March 5

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**IT'S ALL IN THE GAME**  
b/w  
**ALL OVER AGAIN**  
MGM 111035 78 rpm—K111035 45 rpm

**GEORGE SHEARING**  
**THINE ALONE**  
b/w  
**GENEVA'S MOVE**  
MGM 11153 78 rpm—K11153 45 rpm

**JOHNNY GREEN**  
and Orch.  
**INVITATION**  
b/w  
**LYGIA**  
MGM 30526 78 rpm—K30526 45 rpm

**BILLY WILLIAMS QUARTET**  
**WHEEL OF FORTUNE**  
b/w  
**WHAT CAN I SAY AFTER I SAY I'M SORRY**  
MGM 11172 78 rpm—K11172 45 rpm

**ROBERT Q. LEWIS**  
**SUNDAY IS MY DAY WITH YOU**  
b/w  
**NOODLIN' RAG**  
MGM 11185 78 rpm—K11185 45 rpm

**ART MOONEY**  
**THE BLACKSMITH BLUES**  
b/w  
**YOU'RE NOT WORTH MY TEARS**  
MGM 11171 78 rpm—K11171 45 rpm

**WOODY HERMAN**  
and Orch.  
**BLUE FLAME**  
b/w  
**NEW GOLDEN WEDDING**  
MGM 11154 78 rpm—K11154 45 rpm

**GEORGES GUETARY**  
**I'LL BUILD A STAIRWAY TO PARADISE**  
MGM 30400 78 rpm—K30400 45 rpm

**CINDY LORD**  
**GOODBY SWEETHEART**  
b/w  
**WISHIN'**  
MGM 11173 78 rpm—K11173 45 rpm

**BUDDY DeFRANCO**  
**SWING LOW, SWEET CLARINET**  
b/w  
**WILL YOU STILL BE MINE**  
MGM 11164 78 rpm—K11164 45 rpm

**HANK WILLIAMS**  
**HONKY TONK BLUES**  
b/w  
**I'M SORRY FOR YOU, MY FRIEND**  
MGM 11160 78 rpm—K11160 45 rpm

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# THE BILLBOARD Music Popularity Charts

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

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the chart.

- HAMBONE** ..... Jo Stafford-Frankie Laine ..... Columbia 39672  
Ingredients of this powerful wax item include top performances by the disk duo, a driving beat and some meaty material discovered on a Red Saunders Okeh disk. Should score big—and fast.
- DIPSY DOODLE** ..... The Modernaires ..... Coral 60658  
All the showbiz background of the vocal group's years of experience plus a strong background for a fine old standard adds up to a coin-clinging wicker.
- GANDY DANCERS' BALL** ..... Frankie Laine ..... Columbia 39665  
Penetrated by Paul Weston and Paul Mason Howard, who wrote "Sarielo Boats," the oldie-to-railroad wren is a slick piece of material for the Laine pipes. Sock projection sells this one in the best Laine tradition.
- DON'T STOP NOW** ..... Barbara Ruick ..... MGM 11185  
The MGM flick starlet has come up with a fine piece of material to demonstrate a fresh, yet intimate style of delivering a clever, catchy lyric. The girl demonstrates a winning potential.
- AY-ROUND THE CORNER** ..... Jo Stafford ..... Columbia 39653  
The job-line ditty is done up delightfully by Miss Stafford for a reviewer was item with a hand-clapping beat.

The listing printed here last week of the Four Aces' "Perfidia" on Decca 27967 inadvertently listed the wrong title for the flip side. Correct listing should have been "You Brought Me Love."

## • 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..... Kay Starr..... Capitol 1964
2. PERFIDIA..... Four Aces..... Decca 27967
3. DID ANYONE CALL..... Rosemary Clooney..... Columbia 39648
4. MOUNTAIN LAUREL..... Vaughn Monroe..... Victor 20-4479
5. TENDERLY..... Rosemary Clooney..... Columbia 39648

## • 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. YOU BROUGHT ME LOVE..... Four Aces..... Decca 27967
2. CHINATOWN, MY CHINATOWN..... Bobby Maxwell..... Mercury 5773
3. TENDERLY..... Rosemary Clooney..... Columbia 39648
4. TEMPTATION..... Maria Lucia..... Victor 10-3738
5. HERRING BOATS..... Mickey Katz..... Capitol 1964

## • 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. SILVER AND GOLD..... Pee Wee King..... Victor 20-4458
2. WHEEL OF FORTUNE..... Bobby Wayne..... Mercury 4806
3. WISHIN'..... Eddy Howard..... Mercury 5781
4. STOLEN LOVE..... Eddy Howard..... Mercury 5771
5. PERFIDIA..... Four Aces..... Decca 27967

## • 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 20093
2. MILK BUCKET BOOGIE..... Red Foley..... Decca 27967
3. I'M SORRY FOR YOU, MY FRIEND..... Hank Williams..... MGM 11160
4. BE MY LIFE'S COMPANION..... Nashville Hankins..... King 1039
5. LITTLE GIRL IN MY HOME TOWN..... Carl Smith..... Columbia 20093

coming in the March 15 issue

"How to Make Juke Box Merchandising Really Pay Off"  
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AND

**XAVIER CUGAT**

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**"MORE  
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(Adapted From "Tango Of The Roses")



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**Babalu**

MERCURY 5780—Chanter belts this one across with gusto. The ork, under Cugat, brings out the tune's savage flavor thru skillful rendering of the complex rhythms. Should draw plenty of attention particularly where they're Latin conscious.

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"ADAH MARIE"  
**DORMAN RECORDS**  
105 ARROWHEAD SAN BERNARDINO, CALIF.

**NEWS CAPSULES**  
**WOR, WLW in 30th Yr.; Set New Tex. Network**

• Continued from page 4  
WBAP, here; WFAA, Dallas; KPRC, Houston, and WOAI, San Antonio. Its three supplemental affiliates are KRGV, Weslaco; KGN, Amarillo, and KRIS, Corpus Christi.

**Sears-Roebuck Buys 2 Liberty Strips**  
NEW YORK—Sears-Roebuck this week bought two strips on the Liberty Broadcasting System, Washbrook Van Voorhis, noted "March of Time" voice will handle a news show in an early evening slot, while Franklin Kennedy, new LBS singing discovery, will entertain in an early morning stanza.

**Content Ends Saudi-Arabian Work, Now in U. S.**  
NEW YORK—Edward J. Content this week returned to the United States following the completion of the Saudi-Arabian Government's Broadcasting System installation at Jeddah and Mecca. Content, under contract to the International Standard Electric Corporation, an International Telephone and Telegraph affiliate, served as senior engineer in charge of operations for the six-station network.

**CBS Reads Barber, Derr Sports Shows**  
NEW YORK—The Columbia Broadcasting System's radio sports division is preparing two new sports shows. Walter (Red) Barber will preside over a new 15-minute weekly, seg called "Stories of Sports," and John Derr, head of the department, will be sportscaster on "The Whirl of Sports." The latter 10-minute stanza will feature Friday night prophecies of contests to be held on the week-end.

**Bert Lee Dons Boots for U. S. Marine Corps**  
NEW YORK—Bert Lee Jr. (Bertram Lebar III), former WMGM sportscaster, is now in boot training with the United States Marine Corps at Parris Island, S. C.

**NPA Copper, Aluminum Allocations Cut**  
WASHINGTON—The National Production Authority has cut second quarter allocations of copper and aluminum to the radio and TV industry by from 10 to 14 per cent of the first quarter allotments, the government body announced this week.

**Wrigley Auditions CBS' Lee, Block, Petrillo Strip**  
CHICAGO—The William Wrigley Jr. Company this week auditioned a new strip which would feature Hal Block, Caesar Petrillo and his ork and song-

stress Helen Lee. The show will originate here and be fed to the Columbia Broadcasting System's radio network.

**Wendy Leads Debuts On Steele Show**  
NEW YORK—Wendy Leeds, nine-year-old daughter of show business certified public accountant and attorney Lew Lebish, made her video debut as a dancer on Ted Steele's show (WPIX) here Tuesday (12). The moppet's mom, Renice, was an actress before Lebish chained her to hearth and home.

**"Streets" Soap to Bow March 3 on ABC**  
NEW YORK—"Whispering Secrets" new 20-minute soap opera sponsored by General Mills, makes its debut March 3 from 10:25 to 10:45 over the American Broadcasting Company's web. The story is about the life and experiences of a sophisticated author and ex-newspaper correspondent.

**Snow, Smith TV Shots May Start Trend**  
NEW YORK—With Hank Snow and Carl Smith already set to do guest shots on the Perry Como show via CBS-TV, folk talent seems headed for more and more video network showcasing in the near future. This trend figures to be sparked by the TV and guest shot representation deal made last week by Ira Steiner for Ted Ashley Associates with the WSM "Grand Ole Opry." Also in the works is an hour and a half network show using "Opry" talent.

**Kaye Adds Muscles to Nielsen Rate—22.1**  
NEW YORK—Sammy Kaye has materially strengthened his TV ratings in the last several months. The show was skedded to be bumped by CBS-TV, but Kaye has come up with an impressive 22.1 Nielsen. It is second only to the "Hit Parade" in TV's top musicals.

**FCC Denies Alass Plea On WKOW Hearing**  
WASHINGTON—The Federal Communications Commission this week denied a petition by H. Leslie Alass Jr. that the FCC review its decision prohibiting his intervention on upcoming hearings on whether WKOW, Madison, Wis., is under unauthorized control. The FCC claims "there seems to be no reason why the testimony of a willing witness should be fully forthcoming only in the manner suggested by the petitioner."

**World Broadcasting in Go-to-Church Bally**  
NEW YORK—The World Broadcasting System, Inc., this week inaugurated its interfaith go-to-church campaign with a series of 16 recorded announcements by 16 of the nation's outstanding spiritual leaders, representing 10 different denominations. The series goes to more than 875 affiliate stations in time for "Brotherhood Week."

**Mcweeney Boosted to WMCA Sales Manager**  
NEW YORK—John J. Mcweeney this week was appointed sales manager of WMCA, here. He has been with the station three years as an account executive. His former job will be taken by Howard Klarman, director of promotion for WMCA for the last nine years.

**The Restless People And the Revolving Door**  
The final step in Federal Communications Commission reorganization was made yesterday with the appointment of George S. Turner to head FCC's new field engineering and monitoring bureau. Lester Gottlieb, CBS radio program director, expected back from Hollywood shortly. Tom Saller, Rutherford & Ryan vice president, is off to St. Petersburg this week with his family for two weeks of sunshine. Clem Low joined the sales staff of WCHS, New York, as an account exec. William Weintraub has been appointed advertising agency for Cook's Imperial Champagne. Marvin Singer has been added to

**Advance Record Releases**

• Continued from page 41

**CLASSICAL**  
Brahms—Alto Rhapsody and Mahler: Kinderarten-Lieder Album (1-12)—RCA Victor Symphony Ork. F. Reiner, cond.—M. Anderson-R. Shaw Chor.: San Francisco Symphony Ork., P. Meneses, cond.—V3331M-1344  
Debussy: Three Images for Orchestra Album (1-12)—San Francisco Ork., P. Meneses, cond.—Gigues; Iberia; Rondes de Printemps—V3331M-1345  
Stephen Foster in Song and Story Album (1-10\*)—R. Merrill-C. Fadiman-RCA Victor Ork. & Chor.: T. Dale, cond.—Oh, Susanna; Max's in the Cold, Cold Ground; Jeanie With the Light Brown Hair; Old Folks at Home; Beautiful Dreamer; De Campione Race; Old Black Joe; My Old Kentucky Home—V3331M-1346  
Greg Songs Album (1-10\*)—Ciprino Fortini, cond.—Guten; Fra Monte Pinocchio Ved. Rende; Varen; Eron; En Svane—V3331M-99  
Handel: Three Sonatas for Violin Album (1-12)—Henry Purcell: Great Chorus Album (1-12)—Four Part Fantasia Album (1-12); Vienna Chamber Ork., Franz Litschauer, cond.; Vanguard (33) VRS-420  
Heart of the String Quartet Album (1-12)—Paganini: Quartet; M. Terzian-G. Rousseau-C. Foudart-A. Frezin-Haydn: Op. 3, No. 5 in F; Mozart: No. 15 in D Minor, K. 421; Beethoven: Op. 18, No. 3, No. 5 in F; Mozart: No. 15 in D Minor, K. 421; Beethoven: Op. 18, No. 5 in A; Schubert: No. 10 in E-Flat; Op. 125, No. 13; Mendelssohn: No. 1 in E-Flat, Op. 12; Schumann: Op. 41, No. 1 in A Minor; Tchaikovsky: Op. 11 in G; Dvorak: No. 6 in F, Op. 96—V3331M-1192

List, Tchaikovsky and Franck: Symphonic Variations Album (1-12)—RCA Victor Symphony Ork. F. Reiner, J. Maerl, cond.—A. Brailowsky Gostav Matier: A Program of Songs Album (1-12)—Alfred Pochl-Ann Felbermayr-Vienna Sax Opera Ork.-Felix Prohaska, cond.—Vanguard (33) VRS-421  
Mischa Elman-Wolfgang Rose: V (33) LM-1183  
Mozart: Sonata No. 17, in D, K. 576 and Scriabin: Sonata No. 4 in F-Sharp, Op. 30 Album (1-10\*)—William Schatzkammer—V3331 LM-156  
Mozart: Concerto for Flute and Harp in C Major, K. 412; Concerto for Piano and Harp in C Major, K. 412 Album (1-12)—Ton-Studio Ork. C. Lund, cond.—K.F. Mess-D. Wagner-G. Coermer—Period SLP-544  
Mozart: Six Quartets Dedicated to Haydn Album (1-12)—Rich String Quartet—Mer (33) MGI-8  
Mozart: Symphony No. 24 in B Flat Major, K. 182 and March in F Flat Major, K. 248 and Dvorak: Concerto for Piano and Harp in C Major, K. 412 Album (1-12)—Ton-Studio Ork. C. Lund, cond.—Period SLP-546  
Henry Purcell: Dido and Aeneas Album (1-12\*)—Stuart Chamber Ork.-J. Gregory, cond.—E. Heston  
H. Cummings—Period SLP-546  
Rachmaninoff: Symphony No. 1 in D Minor, Op. 13 Album (1-12)—Stockholm Radio Symphony Ork.-Jacques Rachmilovich, cond.—Mer (33) MGI-10311  
Rever: Introduction et Allegro and Debussy: Dances Symphoniques et Prologue Album (1-10\*)—The Holywood String Quartet-Felix Slatick, cond.; Cap (33) 1-8154  
Schumann: Symphony No. 2 in C, Op. 63 Album (1-12)—L. Sukowski Ork.-Stokowski, cond.—V3331M-1194  
Dimitri Shostakovich: State of the Forest, Op. 81 Album (1-12)—State Ork. and Choirs of the USSR—Eugene Moravcsik, cond.—Petru Benichescu  
The Hit Parade Album (1-12)—An e-listar song: Vol. (33) PL-7170  
Waltzing with Waldteufel and Strauss Polkas (Vol. 1) Album (1-12)—Boston Pop Ork.-R. Foster, cond.—Fred Jella-Waltz; Franz Strauss: Waldteufel; Waltz; Bratschauer Furioso; Ritter Pasman; Die Fledermaus; Krapfenlied; Im Sturmsticht

**CBS-TV Showcase**  
• Continued from page 13  
conclusion is obviously that there must be a much greater emphasis on new faces. And Broadway has no dearth of new acting talent, except for blind casting directors.

In spite of these factors, there were several fine performances turned in at the showcase. The most impressive over-all scene featured Gaby Rodgers and Dennis Cross in a bit from "The Girl From the Via Flaminia." Among the males Phillip Abbott, John Perkins, Wayne Carson, Tony George, Alan Shayne, Mike Sivy, John Morley and Jack Weston were of top professional caliber. Among the females Elizabeth George, Jane Rose, Doris Roberts, Jeanne Bolan, Frances Waller, Lydia Herrera and Martha Randall were noteworthy.

To repeat, the CBS-TV showcase can be become important to the trade and to the many actors trying to crash TV. But to measure up its potentialities, it must be produced not promoted. Leo Morse.

the staff of the Grey Advertising Agency as an account exec. K. VOR, Colorado Springs, has appointed Isabelle McClung as manager of the station. John Sullivan, assistant radio production director of WBAP for the past year, has been named director of continuity for WBAP (AM-FM-TV).

**PIANIST, RECORDING ARTIST, SONGWRITER**  
Three songs previously published. Wants Contact Agent with connections. Contact  
**TOMMY (Pianist)**  
Club 41, or write Tommy, P.O. Box 75, Naples, Florida.

**Home Film Test**

• Continued from page 8  
how incidental advertising will play a role in TV film. Asked by Du Mont counsel William Roberts about use of incidental "background" advertising in movies, Raibourn said the practice is discouraged. Roberts asked if some film stories require "scenes in which alcoholic beverages are consumed." Raibourn replied, "Naturally."

Roberts declared: "Actors do happen to mention that they have a Camel in the course of scripts in motion pictures, do they not?" Raibourn said that the practice is "very, very limited."  
"Would you say that television, as an advertising medium and as an entertainment medium, should be subject to any more restriction with regard to the incidental or casual advertisement of a product or service than is the motion picture industry?" asked Roberts.  
Raibourn replied, "Because of the nature in which it is handled, the impromptu and immediate nature of the handling, I should say it probably should be subject to less restriction than the motion picture industry is."

**Channel Numbers**

• Continued from page 4  
station. Trendex accepts both channel number or call letters as proper identification, but makes note on which was used. Newspapers' tendency to conserve space by listing channel rather than call letters also is believed influential, while the AM outlets in New York would make a similar designation in radio almost impossible for listeners.

As a result of this information, at least three local outlets are making changes. Both WCBS-TV and WJZ-TV have begun to feature strongly their channel number instead of call letters on station break slides. WJZ-TV is going even further. In its news paper ads and promotion, it is enlarging the size and position of its channel number. Station manager Ted Cott also has entered into deals with leading cartoonists to draw special station identification slides stressing their theme. Among the first to express interest is New Yorker magazine cartoonist Charles Addams.

**TV-Film Battle**

• Continued from page 5  
partment. Madden said the film sales staff would be increased from four to about 10 within the next 60 days, with a probable corresponding increase in general personnel of the department, which now totals about 5. NBC this month turned back to Jerry Fairbanks the film series taken on from him during the past three years, including "Public Prosecutor," "Uncle George," "Jackson and Jill" and "Crusader Rabbit." Fairbanks now will handle sales on these films himself.

Madden said that, of the new series to be added to the NBC list, some will be made and financed by the web, and some will be taken on from outside sources. Same is true at CBS. The NBC list is known to include the new "Hopalong Cassidy" 30-minute shows, a mystery series, and a comedy series featuring a name comic team, "Dangerous Assignment" was financed by NBC, and pacted in conjunction with the Donley Development Corporation. Don Sharpe is the producer of the 39-film series.

**Singing Kitchen**

• Continued from page 13  
and commonplace. The idea of combining music with a service show is scarcely original, and the same thing can be said about its treatment here. Thompson made a few attempts to brighten things up with some chipper dialog with the gals, but Miss Harvey, a pretty lass indeed, seemed unwilling or unable to counter. Maybe she just had an off day. Commercial for Kelvinator by Miss frigerator was handled by Miss Harvey, and was done in the same low-key fashion. Sam Chase.

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Out-of-Town Reviews

CURTAIN GOING UP

(Opened Friday, February 11)
Forrest Theater, Philadelphia

A new musical revue in two acts produced and directed by Mervyn Nelson...

With the rising of the rag on "Curtain Going Up," a number of things appear fairly obvious...

In sizing up the structural setting of "Curtain" there's the realization that when it comes to sharp comedy satire, much promise is shown in the skillful sketch etchings...

In face of these favorable omens and one or two others who manage to rise above the run, like pert and vivacious Patricia Hammerlee as a saucy soubrette...

Too many ingredients are missing and the mixings are too numerous. To spell out where the cylinders are missing would only mean attempting to shape up a new revue...

Little can be said of the settings and the costuming as they figure so insignificantly with monotonous curtains and packing crates...

A LITTLE EVIL

(Opened Monday, February 11)
Plymouth Theater, Boston

A comedy by Alexander Green-dale. Directed by Leonard Alcock...

The good in Alexander Green-dale's American National Theater and Academy prize-winning play will probably be interred with its bones by the time this reaches print...

Green-dale has assembled a corny-looking swilling family of rusties and put them thru some paces that would try the patience of the Flying Cheetahs...

His plot—which shows some pretty neat carpentry, all other considerations out of the way—concerns the sheriff, ousted from his job by a town committee...

Well, the government man with the unusual conceit that everyone is fooled by his pedlar's sack, wanders into the scene declaiming doggerel...

Henry Hill, Betty Gards and the remainder of the cast are unable to cope with a script veering between the comic and the serious...

What virtues "Evil" does have are an occasional pungency of dialog, a turn of phrase that makes the audience laugh in spite of itself...

kind of thing you find at the summer vacation camp and the mountain resorts where the creative ability of the talent staff runs above the borst belt levels...

BROADWAY SHOWLOG

Performances thru February 16, 1952

DRAMAS

Table listing drama performances including 'Affairs of State', 'Antony and Cleopatra', 'The Constant Wife', etc.

MUSICALS

Table listing musical performances including 'Call Me Modern', 'Cats and Dolls', 'Paint Your Wagon', etc.

CLOSED

Table listing closed performances including 'The Collector', 'Come of Age', etc.

COMING UP

Table listing upcoming performances including 'The Mad Girl', 'Dear Madeline', etc.

NEWS REVIEW

City Ballet Still Tops In New York

NEW YORK, Feb. 16. — New York's up-and-coming dance troupe, the New York City Ballet...

It's a tough proposition to make money on ballet at a \$3.50 top, particularly when a troupe ambitiously includes new productions in practically every series of appearances...

Tuesday (12) opening comprised an excellent showcasing of four items of the troupe's wares. William Dollar's "The Duel" was the curtain raiser...

From this reporter's pew, however, the program's second half really took it into high gear. Maria Tallchief was superb as usual in George Balanchine's modern patterning of "Swan Lake"...

Shop Talk

Marcel Pagnol's Trilogy

"Baker" for B'way... French playwright and film maker Marcel Pagnol will be represented by more than one musical on Broadway next season...

The other Pagnol opus that will be musicalized for Broadway next season is the trilogy "Marius," "Fanny" and "Cesar," which David Merrick will produce...

"Monsieur Lautre" Makes 4 With Parce Sets

Irving Jacobs last week added two new plays to his production schedule for next season in addition to Mary Chase's "Candide"...

John Hodiak last week signed to play the sheriff in Jose Ferrer's production of "The Shrike"...

"A Little Evil" Postponed, Bloomgarden Adds 2

Alexander Green-dale's "A Little Evil" which had its Boston tryout this week (see review this issue) has been temporarily withdrawn...

A reporter has repeatedly wished that Balanchine would tackle the ballet in its entirety. On top of this pure classicism, it was a happy notion to finish off with "The Pied Piper"...

Bob Francis

list of plays he hopes to present next season. They are "Sunday Breakfast," by Miriam Balf and Emory Rubin...

"Casablanca," "Harp" Alighting Casts

The musical version of "Casablanca" may have Eric Pinza and Marlene Dietrich in the roles that Humphrey Bogart and Ingrid Bergman created in the film...

William Marchant's "To Be Continued" has been purchased by Guthrie McClintic, who intends to place it in production immediately...

Joseph Kipness has signed up for the Plymouth Theater on March 3 for the opening of "Women of Twilight" by Sylvia Rayman...

Richard Rodgers has asked the Long Chamberlain's permission to present "Pal Joey" in London with Richard France in the main role...

"Desire Under Elms" To End ANTA Run

"Desire Under the Elms" will end its run next Sunday (24). Next show at the ANTA Playhouse will be "Golden Boy"...

Dramatic & Musical Routes

Table listing routes for dramatic and musical productions across various cities.



## Toledo Court Denies "Vanities" Writ; Henie Icer to Open

### Steinman Tells Plan to Sue Arena As Contract Squabble Continues

TOLEDO, Feb. 16.—A temporary injunction sought by "Skating Vanities" to bar other events and enable it to use the Sports Arena here Tuesday thru Saturday (12-17), was denied Monday (11) in Common Pleas Court.

Judge John Q. Carey told Isadore Kohler, attorney for "Vanities," that the show was not entitled to equitable relief but that it could sue Sports Arena, Inc., for damages if any existing contract with the building had been broken. The show said later it would sue.

The ruling means Sonja Henie's ice revue will open as advertised in the Sports Arena Friday (23). The arena also continued with its scheduled events this week.

In its petition for an injunction, "Vanities," roller show, had charged it had a contract to play the arena this week (12-17) but

that the arena had declined to advertise the appearance, had booked other events for the time and had booked the Henie show for an engagement starting Friday. The petition pointed out that it was customary to bar appearance of one show for six weeks before and four weeks after the appearance of another.

"Settlement" Turned Down  
E. Donald DeMuth, attorney for the Sports Arena, denied existence of any verbal or written contract with "Vanities," and contended that if a contract were broken the show could sue for damages but that it could not prevent the performances of the Henie show or of the hockey, wrestling and Golden Gloves events this week.

Harold Steinman, president of "Skating Vanities," and his attorney met with Virgil Gladieux, arena manager, and asked \$12,500 to cover expenses as an out-of-court settlement.

Gladieux refused any settlement and "Vanities" declared it would sue. However, by late in the week no suit had been filed and no mention had been made of the amount of damages that might be sought.

## Wirtz Detroit Advance Sales Top 1/4-Million

DETROIT, Feb. 16.—Arthur M. Wirtz's "Hollywood Ice Revue," featuring Barbara Ann Scott, topped its quarter-million-dollar advance sale goal two hours before the first performance here Friday (8).

Nick Landes, executive of the Wirtz-owned Olympia Stadium, where the show plays thru March 2, said the advance sale totaled \$251,800. Comparable figure in 1951 was \$180,000. This year's total was a record.

"Hollywood" drew a strong build-up for the opening week-end (8-10), when it grossed \$85,833.95. Show is dark Mondays. The three-day total is over 23 per cent above the corresponding figure for 1951, Landes said. The figures, he stated, included taxes.

## Autry Big in Schenectady

SCHENECTADY, N. Y., Feb. 16.—Gene Autry and his troupe drew 2,626 for the afternoon show and 2,266 for the night performance at the local armory Thursday (7).

Seats were priced at \$2.40, \$1.80 and \$1.20, with children under 12 at half-price. Event was sponsored by Junior Chamber of Commerce.

## WEEK-END HIGH FOR GARDEN SET BY WIRTZ

NEW YORK, Feb. 16.—An all-time record for Madison Square Garden was set by "Hollywood Ice Revue" when it grossed \$240,000 in performances here Friday thru Sunday (1-3). Arthur M. Wirtz, show producer, said this week.

He said no other attraction of any type had grossed as much over a week-end. The figure would have topped \$250,000 except for a half-price rate accorded youngsters at some performances.

Included in the 240G take was what Wirtz described as the biggest Saturday the Garden ever had with an ice show playing to a 30 top.

## DEE TOURS

### Quebec Colisee Attracts 1,695,000 in First 2 Years

By DAJINE (DEE) POLI

QUEBEC, Feb. 16.—Figures just prepared for the first two years of operation by the Colisee de Quebec here showed a total attendance of 1,695,012, according to Emery Boucher, director. Building was opened December 15, 1949.

Breakdown of the total reveals that 565,063 saw senior hockey, 504,058 saw junior hockey, 167,729 witnessed other hockey games, and 108,458 came in for public skating. Two runs by "Skating Vanities" added up an attendance of 183,124 and other shows totaled 66,582.

Seating capacity is 10,038 for hockey and arena-type shows and 20,000 for auditorium events. The three-story building has 128,000 square feet of space and is air conditioned. The floor is 435 by 246 feet, while the ice surface is 200 by 85. Height at the dome is 102 feet. Arched roof covers the seating and floor area without supporting pillars.

The Colisee is home base for two hockey teams and the loca-

## NEWS NUGGETS

### Bands to Expos; Thrush in Cage

HOLLYWOOD, Feb. 16.—Promoters of West Coast auto shows this year are using name bands as nucleus for talent shows. Russ Morgan's band has been booked by Associated Booking Corporation for the Los Angeles Auto Show at Pan Pacific Auditorium March 7-16 at \$10,000. Henry Busse and his orchestra and Preston Foster, movie name, have been set by McConkey Artists' Corporation for the Portland, Ore., Auto Show March 14-23, with a \$8,000 budget. The latter show may be booked as a package

into other similar shows on the Coast.

### Act Between Matras

Hypes Pro Cage Take . . .

SYRACUSE — Singer Sarah Vaughan appeared between halves of a Syracuse Nationals pro basketball game Sunday (3) in Onondaga County War Memorial here and the idea will be used at other games this season, according to Leo Ferris, operator of the team. Business jumped 25 per cent for the game at which she performed.

### "Capades" to Pantomime

Broadway Hit in '53 . . .

NEW YORK — John Harris, producer of "Ice Capades," has closed a deal to include a version of the Broadway stage show "Brigadoon" in his 1953 ice show. "Ice Capades" cast will pantomime the one-hour version to the accompaniment of recordings to be made this summer.

### IAAM Confirms Florida

Convention Location . . .

DETROIT — Convention of the International Association of Auditorium Managers will be held at the San Souci Hotel, Miami Beach, Fla., August 10-13, it was announced last week by C. W. Van Lopik, president of IAAM.

### Gotham's Presidential Auto

Exhibit, March 4-8 . . .

NEW YORK — International Auto Sport Show will run March 4-8 at the 104th Field Artillery Battalion Armory, Jamaica, L. I., and will present custom, standard, racing and sport model cars. Bob Streeter is promoter.

### Minneapolis Symphony

To Open Regina Aud . . .

REGINA, Sask. — A concert by Minneapolis Symphony Orchestra will mark the official opening March 10 of the Regina Exhibition Auditorium. Steel and concrete structure, to cost over \$500,000, will house livestock shows and sales and various types of indoor entertainment.

### Canadian Town Redrafts

Plans for New Arena . . .

RED DEER, Alta. — City council has authorized a local firm to draft plans for a new arena. Original plans laid out by another Edmonton firm were shelved when it was found impossible to build the structure for the \$176,000 the city had to spend. The building, expected to cost \$150,000 will seat 2,760 and have standing room for 1,000.

### See Full Exhibit

For L. L. Auto Show . . .

JAMAICA, N. Y. — Bob Streeter, director of the International Auto Sports Show, which will forecast a complete sellout of exhibit space for the event which will be held at the 104th Field Artillery Armory here March 4-8. Streeter, who has presented similar shows at Linden, N. J., and Washington, said that every type of passenger motor vehicle and motorcycle will be featured.

## Sault Ste. Marie Books With Eye On Hockey \$\$

SAULT STE. MARIE, Ont., Feb. 16.—On the heels of a record-smashing senior hockey series, Sault Memorial Gardens here is booking attractions for coming months and anticipates top-notch takes, according to Manager H. W. J. Barrett.

John H. Harris will bring his "Ice Cycles" to the building for five days starting February 29. Sam Snider's water show will come in under Lions Club auspices for six days in June, and will be the first water show to play here. Negotiations are in progress with Marvin Welt, of Chicago, for a three-day road show in April and an eight-act vaude show for September.

Roy Autry and the "Grand Ole Opry" are tentatively scheduled for an April appearance following their trek thru Western Canada. Contacts are being made by the local Kiwanis club for bringing an indoor circus here during the summer. If possible, the same show will play a number of other arenas in Ontario during the same period.

## Cowboys' Wants Spur Action at N. Y. Garden

NEW YORK, Feb. 16.—With management feeling that their demands are a bit on the high side, the cowboys who participate in the World's Championship Rodeo at Madison Square Garden here each fall received a warning this week in the form of a proposed plan to eliminate contest events in favor of a star and Wild West show.

During the 1951 rodeo, competing cowboys aimed at \$75,000 in prize money. This year they are asking for a \$19,400 increase. Management of the rodeo, a Garden promotion, pointed out that costs for the event have been skyrocketing. They claimed that with the suppliers of stock for the event

working on a percentage and guarantee basis, \$108,000 in that category was disbursed last year.

Should the cowpokes prove recalcitrant in their demands, Garden officials envision the possibility of running a show this fall that would feature a name star, circus acts, ropers, marksmen and others of like ilk. Along those lines, Frank Moore, manager of the Garden rodeo, conferred this week with Frank Wirth, prominent local supplier of acts for outdoor events.

### Association a Factor

Pilots of the Garden event are hopeful that a change in the gov-

(Continued on page 54)

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## Arena Routes

Send to 2180 Patterson St. Cincinnati 22, O.

- Autry, Gene, Unit: (Army) Canton, Ohio, Feb. 20; (Army) Tampa 21; (Orange Bowl) Miami 22-24.
- Davenport, Orth, Circus: Cleveland, O., 18-24; Rochester, N. Y., 25-March 1.
- Hamid-Morton Circus: Municipal Auditorium Memphis, Tenn., 18-23.
- Holiday on Ice Revue: Municipal Auditorium Atlanta, Ga., 18-20; (Collins) Miami Fla., 22-March 4.
- Hollywood Ice Revue: Olympia Stadium Detroit, Mich., thru March 3.
- Ice Capades of 1952: (Sports Arena) Berkeley, Cal., 18-22.
- Ice Follies of 1952: (Boston Garden) Boston, Mass., 18-24; (R. E. Auditorium) Providence, R. I., 25-March 2.
- Polack Bros.: Eastern Circus (County Center) White Plains, N. Y., 22-24; (AM Legion Auditorium) Roanoke, Va., 27-March 3.
- Polack Bros.: Western Circus: Chanute Air Force Base, Ill., 21-24.
- Skating Vanities at 1952: (Robert Arena) Troy, O., 18-24; (Memorial Auditorium) Canton, 26-March 2.



# Hocus-Pocus

By BILL SACHS

**ANN MARIE** and John, magic mentalists, known to their Brielle, N. J., neighbors as Mr. and Mrs. Fred B. Burdage, are whipping into shape a new mystery turn which they plan to launch soon. They were formerly with the John Calvert magic unit. Billy Faye is combining magic with his comedy emceeing at Club 509, downtown Detroit spot. The desk has received a number of inquiries recently on Mardoni and Louise. What's cookin', friends? Bob Lund, Detroit bureau chief of The New York Journal of Commerce, whose prime hobby is plugging the doings of deceptionists, chalked up a neat score in The Detroit News of February 11, when George W. Stark devoted his entire "Town Talk" column to magic; Colon, Mich., the magical hotbed, and such Colon celebrities as Harry Blackstone, Monk Watson and Percy and Gladys Abbott, all based on dope supplied by Lund. Most of the yarn was given to plugging the vast Abbott magic-making plant in Colon. Seymour, comedy magician, reports working conditions greatly improved in Western Arkansas, with plenty of work and loose dollars for those

who have something worthwhile to sell. Kroger Babb, of Hallmark Productions, Wilmington, O., is personally handling the Great Franquin, Australian hypnotist and mentalist, on a tour of week stands thru Texas, Oklahoma and Arkansas under auspices. Hank Adams is handling the exploitation. Franquin opened in Little Rock Friday (16). Charles T. Jackson, of Webb City, Mo., who bills himself as the Great Jaxon, reports keeping busy in the Missouri sector, assisted by his daughter Susanne. Jackson, with his friend, Terry Grady, known professionally as Prince Samara, is planning a comeback in the spring after a long layoff due to illness.

**The Great Nahala** is in Houston treading his Illusion Show for the opening of Frank Bergen's World of Mirrh Shows, on which it will be a midway feature this season. The Macon (Ga.) Magic Club, dormant for some time, held a reorganization meeting recently, with the following territory magi in attendance: Dr. Howard Robinson, Bob Carver, William Weaver, Walter T. Harper, J. E. King, Talmadge Veal and Leroy Utley. Thomas the Magician (Thomas Hendricks), New Orleans magus now making his home in Macon, addressed the group on the value of publicity to magicians. Landrus the Magician, now winding up on a string of repeat dates in Louisiana, invades Oklahoma next. A flu epidemic forced him to cancel a number of dates in North Texas recently. At Alexandria, La., Landrus was dinner guest of Mr. and Mrs. Robert (LaThey) Johnson in the latter's house trailer. Other Johnson guests the same night were Jimmy and Rosalie Colley. The Johnsons and the Colleys, well known in tent rep circles for many years, are now presenting their own magic turns thru the South. Southern California American Magicians, Los Angeles, held its annual Night of Magic at the Wilshire Ebell Theater there last Friday and Saturday (15-16). On the bill were the Haskells, Bert Esaley, Maldo, Vic Perry, Peter and Renee Godfrey, Jugger Boy Foy, the Manny Harmon ork, and Alan Mowbray, emcee. Duets were sealed from \$1.20 to \$3.

# AGVA Puts LQ Acts on Notice

**NEW YORK, Feb. 16.**—The entire cast of Lou Walters' Latin Quarter has been put on notice by the American Guild of Variety Artists, that it will be pulled any time after February 18 if Walters doesn't come thru with insurance premiums that AGVA claims he owes.

Walters, according to AGVA, signed a new contract last September which included coverage under the Guild's accident insurance program. Since that day, AGVA said, Walters hasn't paid anything.

Walters admitted signing the contract but said the amount was negligible—"about \$500." AGVA said the amount was more than \$1,500 and claimed that accidents had already occurred, but injuries were not covered because of Walters' failure to pay the premiums. In meanwhile, Walters has received a wire giving him until February 18 to pay, or the entire show will be taken out of the Latin Quarter.

# Chi's Palace Mulls Vaude

**CHICAGO, Feb. 16.**—With the Palace Theater still shuttered because of a labor dispute (The Billboard, February 16), spot this week was considering a switch to vaude policy similar to that now running at the Palace, New York, instead of reopening as a straight film location.

Possibility of bringing in a package headed by Betty Hutton was being explored, it was learned, and if the booking can be set, it would be for a minimum of four weeks.

Should the theater make the switch, it would give the Loop area three major theaters with live acts (see separate story this issue). It also would make it possible for the Palace to bring in its bill while the Oriental is temporarily closed to a non-vaude run with "Quo Vadis."

# Vaude Debuts In Copenhagen

**COPENHAGEN, Feb. 16.**—Big-time vaude for the first time since prewar days, got off to a very good start in Tivoli's Concert Hall here Saturday night (2). It's straight two-a-day of the old Keith-Albee format and the first-nighters and the local newspaper critic seemed equally pleased with the opener.

Stig Lommer, operator of ABC Theater, and Richard Stangerup, of Apollo Theater, have taken over the glass-walled Concert Hall, in Tivoli; have installed a large stage in front of the terrace band shell concealed by a proscenium and drapery. Glass walls have been covered with murals featuring life-size caricatures of Denmark's royal family, national and municipal big-wigs and local stage, opera and art celebs.

Spot has 1,000 capacity. Ork occupies an elevated platform at rear of stage. Acoustics are excellent. No matinees are given but two complete non-stop two-hour shows are presented nightly at 7 o'clock and 9:15. Prices range from 65 cents to \$1.45, with all seats reserved. Programs sell at nine cents.

Copenhagen is now the only city in Scandinavia offering straight vaude. For many years the China Theater, Stockholm, has been the lone foothold of big-time vaudeville in the Nordic countries but the China vaude season runs only from April until September. Current trial of vaude in Tivoli is skedded for three months but Lommer has plans for continuing his vaude projects if an available spot turns up.

never made a better Broadway showing.

Show is rounded out with the ace stint of the Edwards Brothers. Boy turn in some tough stunts, most of them worked on top of a grand piano, and were received handsomely by a three-quarters' filled late-hour house. "Pie, 'A Girl in Every Port." Hal Webman.

# Burlesque Bits

By UNO

**LEAH WYNN** and John Merrick opened with the Benny Moore-Trudy Wayne unit in Buffalo thru Mill Schuster. Lou Miller, Hirst Circuit booker, was one of the many who attended the recent funeral of Sallie Shaw, old-time agent, with whom he was associated for 12 years prior to joining the Hirst org. Diane Shaw is recovering from an operation at her home, 4346 S. Maplewood Avenue, Chicago. Ann Perri has returned to the Fox, Indianapolis, after club dates in New Orleans and Texas. Subsequent Mill Schuster bookings take her to Midwest Hirst unit. Paul DeCensie's new cast at El Roy, Oakland, Calif., has Torrid Terry Lane, Judy King, June Wing Top, Shalimar, Jackie Dale, Wanda Winters, Ginger DuVal, Neva Star, Betty Carroll, Will Hayes, Katha Mills, Jo Ann, Dixie Davis, Jack Murray, Pat O'Day, Johnnie Beck, Jerry Cummings, and Billie Collina. Countess DeRisque opened February 15, and Gay Dawn comes in for four weeks February 22. Jack Hayes returns from Miami February 22.

patient in the Percy Jones Army Hospital, Battle Creek, Mich., has taken a job as usherette at the Gateway, Cincinnati. Pending his recovery, Trudline is working on a new carnival show to be ready in three months. Bobby Faye, comic, is back East on the Hirst Circuit after 10 years in California. His wife, Irma Vogeles, former burlesquer, operates a beauty shop in Santa Monica, Calif. Red Buttoms, now doing TV shorts, was birthday-partied by his wife, Helayne, February 8 at his penthouse home in New York. Among those present were Phil Silvers, Milton Berle, Bobby Faye, Phil Arnold, Coleman Jacoby and Jerry Wayne. Lou Miller's recent bookings include Flash O'Farrell, featured strip, Gaylord, Norfolk, Va., February 29; Lynn O'Neill, Kane Circuit, starting February 15 at the State, Canton, O.; Pat Wolfe, Grand, St. Louis, February 28, with Cleveland, Pittsburgh, Union City, N. J., and Philadelphia to follow; Amy Fong, Philadelphia, March 9, and Blaze Fury, Newark, March 7.

**LINDA ROGERS**, featured dancer at the 2 o'clock Club, Baltimore, and her husband, George Hiasman, manager of the Fine Arts Theater there, celebrated the club's 15th anniversary last week with a party at which guests included Jessica, Simone Elban, TWA exec, and Cy Messette, textile merchant of Washington. Rose LaRose and Winnie Garrett attended full-page photo space in Tinely Features publication Jokers, No. 25, Louis, and Casper, ditto, in same company's publication, Star, for the spring issue. Trudine Gaidner, forced to cancel all dates recently to nurse her soldier husband, wounded in Korea and now a

# Glass Hall

Continued from page 14

Ulmer but found no trouble filling it. His juggling and morose mugging was the zaniest exhibition of difficult tricks imaginable. Plates and balls always seemed to be getting away from him or unexpectedly landing on the top of his head or back of his neck but he always got them back into action and appeared as surprised as the audience. Customers loved it.

George and Bert Bernard scored solidly with their screwy mugging to phono platters. They worked to two Andrews Sisters records and other familiar disks. Best bits were Bert's clowning thru a "Figaro" record and the duo's final number, "Cocktails for Two," which they used for an encore. They begged off with brief thanks.

Chuck Brown and Rita, American bar act, netted a sock hit here thru its novel presentation. The duo's mechanized bar rigging was a distinct novelty here and was cleverly worked for comedy effects. The pair offered more hoofing and comedy than bar work, but they knew how to sell it and hold down the closing spot with ease.

Ringmaster Knipschild, of Circus Schumann, emceed the show and worked backstage to keep the program speeded up. Bikini-garbed Elly Gundmann (Miss Tivoli) assisted by parading across stage with program numbers. Ted Wolfman.



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# Mineola's Oldtimer Jubilee Draws 2,600

### Turn-Out Reported as Record Throng; \$400 Deficit Seen as Inexpensive Ad

MINEOLA, N. Y., Feb. 16.—More than 2,600 skaters, the greatest crowd in Mineola Rink history, turned out for the January 24 second annual Oldtimers' Jubilee sponsored by rink employees and operators Earl Van Horn, Harry Bickmeyer, and Inez Van Horn. Mineola's management spared no expense in staging the elaborate affair, running up a total of \$2,565 in expenses, and expects the event to show a deficit of about \$400 when all receipts are in. The profit motive was ignored in staging the event, the management apparently believing that such an affair, after considering the value to the rink, is an inexpensive and potent form of advertising.

Representing a small part of the expense were more than 3,000 invitations sent to former Mineola

skaters. These skaters, now adults, are believed by some industry observers to represent the finest source of revenue for rink operators if they can be coaxed back into the rink fold as patrons who will patronize a rink with some degree of regularity. In addition, since most of them may be assumed to be married and the heads of families now, the event serves to re-introduce to them a fine rink and implants in their minds the idea that if their kids are going to roller skate, Mineola Rink is the place in which it should be done.

Prizes valued at more than \$750 were awarded for various events during the night. These included a \$50 U. S. Savings Bond, awarded in a drawing presided over by Judy Endres, 1951 New York Journal American skate queen; gold, silver and bronze medals for first, second and third-place winners in straight waltz and chicken scratch contests; six gold Bulova wrist watches, four winners in a woodoo fours competition and two as door prizes, and a 30-inch gold challenge trophy for a Chicago hop contest donated by Victor J. Brown, operator of New Dreamland Arena, Newark, N. J. Winners of three legs on the cup will gain permanent possession.

One of the highlights of the evening was a dance skating exhibition by Gladys and George Werner, Mineola pros, who made a hit with a tango of their own creation and a display of the Carroll swing.

Among the many celebrities attending were Victor J. Brown, Ed Redmond, former operator in New Rochelle, N. Y., and now a restaurateur; Bill Love, New York Journal American columnist; Eddie O'Neill, Hillsdale, N. Y., rink pro; Harry Woodward, New York Ice Club official and a former Mineola employee; Ruth Holland, manager of Skateland, Bridgeport, Conn.; Louise Bickmeyer, mother of Walter, Frank Negri, Hillsdale Roller-skating operator; George Gebinas, New Castle, Del., operator; Sam Sholes, Boston operator; Mrs. A. DiMarzio, Co-Ed Rink, Alston, Mass.; Mr. and Mrs. James Gradwell, Jax Rink, Jacksonville, Fla.; Nat Steinberg, Queens Rink, Elmhurst, N. Y., accompanied by pros Satch and Millie Wilkins, former Mineola employees; Wally Kiefer, former White Plains, N. Y., operator and now a photographer, and Jerry Ziegler, Eastern pro. Among those invited but who could not attend because of previous commitments or last-minute developments were Bill Holland, Dagmar, Mal Tate, Dot and Bill Opatry, Perry B. Rawson, Charlie White, Charlie Cawletti and Jimmy Giles.

After the skating session, a buffet supper was served to over 400 guests in the Court View Hotel, Mineola.

### Parish Hall Skater

PHILADELPHIA, Feb. 16.—The parish hall of Holy Apostles Chapel in suburban Penn Wynne will be converted into a roller rink for Friday skating sessions. Afternoon sessions from 3:30 to 5 will be held for school children up to and including the fifth grade, and evening sessions for sixth grade and junior and senior high school students. Supervision will be by a committee. Recorded music will be provided and refreshments will be served at a nominal cost.

# SLATE MARTIN BIRTHDAY FETE

DETROIT, Feb. 16.—Fred A. Martin, one of the founders of the Roller Skating Rink Operators' Association and its secretary-treasurer, are making their home in Bradenton, Fla., and awaiting the arrival of their brother, Christy. They report that they have been playing numerous hotels, tourist clubs and banquet dates and recently played the Shrine Minstrel and Veterans of Foreign Wars show in the Florida city.

Event will be held in Arena Gardens Roller Rink, which he operates with Earl King, and is expected to draw a large turnout of local skaters, as well as operators and skaters from other areas.

# Skate-Prayer Meet Newest Mich. Wrinkle

DETROIT, Feb. 16.—A prayer meeting on wheels is a regular event at Brockway Rink in a suburb of Saginaw, Mich., according to an illustrated story in Thursday's (14) Detroit News. Event is held monthly on the first Thursday, and draws about 200 youngsters. "Come as you are" appears to be the rule, with some of the girls showing up in jeans rather than the costumes required in some rinks.

Major part of the evening is devoted to skating, but a 15-minute session of prayer is held. This includes hymns, and appears to be popular with patrons. Patrons wear skates, and move to spectator benches or stand quietly during the period.

Organizer of the unique program is Rev. Harold Dakin, pastor of the Homer-Gordonville, Methodist Church, who has been conducting it for two and a half years. It is drawing patrons from a distance of 25 miles or more. Dakin, himself, is a skater, and one of the pictures with the story showed him with his two youngsters, putting on skates.

He plans to add a second session of prayers on skates for older people. His objective is to organize a nationwide organization in a Christian atmosphere.

# Drivin' Round The Drive-Ins

IDEAL PICTURES CORPORATION, Chicago, last week announced that its contract for exclusive national distribution rights to the religious film, "Golgotha," was upheld in a recent Detroit Federal court decision handed down by Judge Theodore Levin. Judge Levin decided in favor of Samuel Waagenaar, New York, representing ACI Films, world owners of "Golgotha," against Alban J. Norris, Detroit.

Construction has been started at Belton, Tex., on a new 300-seat open-air theater to be owned and operated by Mr. and Mrs. H. H. Cluck. Sylvan K. Barry is manager of the El Capitan Drive-In, San Antonio. National Production Authority has approved building of a drive-in at Wichita Falls, Tex., for Burlington, Lee & McNahan. It is expected to cost \$55,000. The Varsity Drive-In, San Antonio, has instituted Buck Night, with \$1 admitting a carload of patrons any Wednesday night. Flamingo Drive-In-Theater, Inc., Fayetteville, N. C., has filed certificate of incorporation with the Secretary of State to operate the same. Authorized capital stock is \$100,000, with subscribed stock at \$300, by Earl Rogers, Fayetteville, and Jesse Wellons and Frances Wellons, Hollywood, Fla.

### Mineola Hearts Contest

MINEOLA, N. Y., Feb. 16.—Mineola Roller Rink held its annual St. Valentine party February 15, 50 couples winning 100 boxes of candy in a matching hearts contest. Homer Stock, member of the Mineola skate room, staff for 16 years, is recovering from a serious eye operation.

# Roadshow Rep

THE OBRECHT SISTERS, Billie and Julie, and their brother, Leo, of the Obrecht Family of stock and rep show note, are making their home in Bradenton, Fla., and awaiting the arrival of their brother, Christy. They report that they have been playing numerous hotels, tourist clubs and banquet dates and recently played the Shrine Minstrel and Veterans of Foreign Wars show in the Florida city.

Event will be held in Arena Gardens Roller Rink, which he operates with Earl King, and is expected to draw a large turnout of local skaters, as well as operators and skaters from other areas.

Henry D. McAuley advises from Denver that there are several small units hibernating there which will work small Colorado towns during the summer. McAuley says that high school shows are hard to promote in most cities in the State but that merchandise can be worked in some of the small towns. Several busking shows did well in resort towns last season, he says. McAuley plays vaude dates each winter.

Carter's Show, which has been playing around Hooker, Okla., to only fair returns, moves into New Mexico for the spring and summer. Gale Harvey has been playing solo dates in Seattle but has his one-man show routes into Southern Washington for the next two months. Robshaw Brothers, currently in Montreal, will spend most of the spring in Ontario. They promoted several small town fair dates recently to good returns. Henry D. Thomas pens from Alexandria, La., that he was pleased to note that some of the colored minstrel shows will play that territory this season. "I've missed the Silas Green show in recent years," says Thomas, "and I want to see some activity in this field as it's the only tent show that many towns in this area get these days."

Thomas has had several amateur minstrel promotions in the New Orleans area since last April and is now promoting similar shows in Louisiana. L. A. HERWING letters from Natchez, Miss., that he was pleased to note that several tent minstrel shows plan to take to the road this season. "I have been with some of these shows in the old days," Herwing says, "I have always thought that they were sure bets from a money-making standpoint, but I've been fooled sometimes. In these instances, however, I believe that it was more the fault of the management than anything else that put the shows out of business. I have seen many of the shows use their good talent to disadvantage. They were loosely thrown together and proved mere scrambled vaude shows. The old-timers stuck to the Old South idea, and the bills they played were worked together by experienced people who knew what such shows were built on. Was also pleased to note that the Rabbit Foot Minstrel still plans to go out. There's plenty of room for all. They are one-day shows and should be operated as such."

GEORGE Y. TERRY comes thru with the following from Challis, Idaho: "I've been in Idaho since last fall and have had a tough time with the weather.

Tried some schools but they are small pickings in this area and have depended on what work I could pick up at disco dance and tonic spots. Had a good summer in Montana with a busking show and had Jeff Toner as my partner most of the season. He's the old-time banjo performer who played vaude in St. Louis and Chicago. He's been making his home in the Far West for over 30 years. I met the Gerry Family Show last fall in Drummond, Mont. The three-person unit puts a lot into one evening. While working a small town near Virginia City, Mont., I met Clifford Otis, another old-timer, who was working a traveling photo show. He also had some animals. For years, Otis was with various one-day stand shows like Von Yenson and Richard & Pringle's Minstrels as an advance agent. He owns some ranch property in Garfield County, Montana. I haven't met any tent shows of any size and I doubt if one could get by in these small towns."

F. F. HANNAN letters from Boston. Recently I talked with Everett Gray, who has had wide experience in promoting amateur plays, indoor fairs, hobby shows and minstrels in small towns over the country. Gray has just made all of the New England States promoting one kind of show in one town and another type in the next spot. Gray says that Maine has not a good territory for almost any kind of small town shows to almost nothing because of horse racing, beano and other types of attractions sponsored by legitimate organizations which once sponsored amateur or traveling shows of various kinds. Maine in the last few years has been over-done with small carnivals so that it has gotten to be a question whether even the big ones can carry away much green. In this State where one would expect antiques and hobby shows to go well, you suddenly realize that they are hard types to break even with. New Hampshire, Gray says, suffers from a good-sized race track that takes over too much of the loose money that would otherwise go to entertainment. The Northern sector is almost dead from dull commercial business, Gray points out. Vermont is a bit better, Gray says, but again it suffers from race tracks located in its Western sector and television has broken into the picture in other towns. The picture, according to Gray, is not too bright for the Eastern territory, altho there are a few promoters who do well enough in Massachusetts and Rhode Island with amateur plays and minstrels. This, however, is due to the contacts that they have built up over the years. Gray says.

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Pump Pumps—extra large, doz. 3.75  
"Sreamliner" Skate Cases, 12" round, doz. \$14.40  
Shoe Laces, 1/2 doz. \$1.40  
7 1/2" 8 1/2" doz. pr. \$6.48  
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## Illions to Direct Permanent Funzone At Pomona Grounds

Park Exec Sees Move Forerunner To Broad Growth of Coast Annual

JAMESTOWN, N. Y., Feb. 16.—Harry A. Illions, veteran showman and operator of Celeron Park here, has been given a six-year contract to act as supervisor of construction and operation of a permanent amusement zone to be constructed on the grounds of Los Angeles County Fair, Pomona, Calif. Illions made the announcement this week following recent consultations with C. B. Afterbaugh, president and general manager of the fair.

The 1952 fair will open Friday, September 12, and run for 17 consecutive days. Prior to the fair Illions and Afterbaugh will have the midway open as a summer operation and solicit industrial picnics.

After the first year of operation, the fair expects to purchase nine

riding devices, including Fun-houses. Already installed on the site are Illions' Bozo and Rapids rides, which he had at Texas State Fair, Dallas, in 1946. In addition he is shipping to Pomona a \$60,000 M. C. Illions Carousel, a Magic Carpet, Laff-in-the-Dark, Crystal Maze, Flying Skooter, Loop-o-Plane, a 100-foot Aerial Swing with new Chambers rocket cars, and the Phoenix Wheel, which Illions describes as the second largest Ferris Wheel in the world.

The wheel stands 115 feet high and has 12 cages seating approximately 12 people in each. There are six foundation piers, each composed of 25 cubic yards of concrete. Weight of the whole machine, to be located in the center of the midway, is 56 tons.

### Three New Structures

The fair is building three structures for Illions to house the Merry-Go-Round, Laff-in-the-Dark and Magic Carpet. These buildings will measure 60 by 80, 40 by 60 and 60 by 80 feet, respectively.

Frank Zambreno and R. C. Illions are installing a Skooter, one of the largest in the country, as well as a large Ripley Believe-It-or-Not Penny Arcade. In addition, plans are being mapped for the addition of a large, modern Pit Show and the booking of one or two musical comedies during the fair's run.

With inauguration of the fair-owned-and-operated midway, Illions has high hopes that the Pomona annual will grow to rival the Texas fair in size. He points out

(Continued on page 65)



HARRY A. ILLIONS

## Cowboys' Wants Spurs Action At N. Y. Garden

Continued from page 50

ering body of the Rodeo Cowboys' Association, group that passes on prize money at all major events, may bring the cowpokes more toward the arena's way of thinking. Votes already have been cast for the election of new directors in the association and the appointees will be announced soon.

It is claimed that should the local Garden cancel cowboy contests then the rodeo staged immediately after at the Boston Garden will follow suit. Basis for the claim is that the cowboys come East for the doings and follow up at Boston merely because they are in the general vicinity. Another point is the fact that the Hub arena cannot begin to match the local Garden in prize money offered.

## McCallum Named CNE Asst. Mgr.; Board Okays Hope

Ex-Mayor to Understudy Hughes; Night Show Formula Is Set

TORONTO, Feb. 16.—H. E. McCallum, ex-mayor of Toronto, yesterday was named assistant to Elwood A. Hughes, general manager of the Canadian National Exhibition (CNE), at a meeting of the executive board. The board also approved Hughes' recommendation that the grandstand show be headed by Bob Hope, produced by Leon Leonidoff and contain as much Canadian talent as possible.

McCallum was the candidate of Robert H. Saunders, also an ex-mayor, member of the board and first vice president of the Exhibition. Hughes' candidate was reported to be Ivan Brodie, manager of the exhibit space department for the past five years. McCallum has had no previous experience in Exhibition work.

No salary or tenure was announced.

Nearly all members of the board agreed to the show format, including Mayor Allan Lamport, the instigator of considerable recent opposition to operational and contractual phases of the Exhibition. If Hope is not available to play the date, although there is every assurance that he will be, then it is almost certain that some other American star will be used, since agreement on the necessity of featuring a top-flight show business name.

Talent in the show presented last year was about 95 per cent Canadian in deference to public criticism of an all-American performance. Board members are anxious to at least maintain, and if possible to increase, this ratio. Accordingly, several members were reported anxious to find a Canadian replacement for Leonidoff who has produced all of the post-war spectacles. However, no substitute was suggested to handle the show, one of the big-

(Continued on page 65)

## Houston Expo Pulls Record 275,000 Crowd

HOUSTON, Feb. 16.—The 20th annual Fair Stock Show and Rodeo closed its gates here Sunday (10) after breaking all past records. Total attendance for the 13-day event was over 275,000, which topped the previous high of 249,000 set in 1950. It is also estimated that over 100,000 attended prior to the official opening.

Turnout for the 19 performances of the rodeo reached a new high of 171,000. All seats for the final day's performance were sold out by noon the previous Friday.

Special rodeo stints on both Saturdays drew overflow crowds at \$1.80 a head. Regular program was pegged at \$3.60, \$3 and \$2.40.

Top money-winner in the arena events was Todd Whitley who took \$2,124 after scoring first in both bronk riding and steer wrestling. Other winners included Toots Mansfield, \$1,775; Ken Roberts, \$950; Deb Copenhaver, \$778 and Del Haverty, \$730.

## New Auto Race Firm

GOLDSBORO, N. C., Feb. 16.—Goldsboro Speedway, Inc., has been organized here by Allen Vinson, Ben Lancaster and E. B. Crawford, all of this city. Authorized capital stock is \$100,000.

## CHAMBLISS TOSSES HAT IN N. C. RING

ROCKY MOUNT, N. C., Feb. 16.—Norman Y. Chambliss, secretary-manager of Rocky Mount Agricultural Fair for 30 years and associated in the operation of fairs at Greenville and Elizabethtown, N. C., tossed his hat into the political ring recently, announcing that he will be a candidate for the State Senate from Nash County.

"The whole idea came to me rather suddenly," said Chambliss. An ever-increasing number of county residents started the bull rolling, he said. "I certainly will not be a candidate of the few but of the whole county," Chambliss said.

Quick to learn the ways of the politician's trade, he reported that he would have to visit many residents of the area and study specific problems which need consideration before he could determine what course to pursue. Chambliss made his home in Nash County 29 years.

## Record Gate, Takes At Fla. State Fair Indicates Bumper '52

Paid Attendance Soars 40 Per Cent; Midway Biz Romps Ahead of '51

Continued from page 1

was attributed largely to the fact that the natives—as well as tourists—had plenty of money and are spending it. They demonstrated that Saturday (9), biggest day of the first four days, when the Royal American's ride and show grosses soared 50 per cent higher than last year to give the RAS its biggest single-day take in the 22 years it has played the fair.

The day was aimed primarily at the youngsters, and the rural kids thronged in with practically all clutching folding money. This is in contrast to the past two years when most of the younger set showed up with only silver to spend. Grow-ups in larger numbers than the last two years also broke loose with bills of higher

denominations and they joined freely in the spending.

Games concessionaires, hit by off-weather the first four days, enjoyed whopping patronage on the big days. Visiting showmen, of which there are always many here, were heartened at the brisk business noted in every money-getting department of the fair. Many were so enthused that, forgetting the hazards of early spring openings, said they might advance their customary openings.

## Aut Swenson Adds 6 Fairs

ST. LOUIS, Feb. 16.—Swenson Thrillcade recently closed to stage thrill show performances at six fairs, several new to the organization. Aut Swenson, owner-manager, announced here. Swenson passed thru here this week en route to Memphis and Shreveport.

New fairs include Beatrice, Neb., and Cooperstown, N. D. Repeat fairs not previously announced include the Nebraska State Fair, Lincoln; Scotland County Fair, Memphis, and three North Dakota annuals at Minnewaukan, Flaxton and Fessenden. A total of 92 performances are scheduled in 14 States, Swenson said.

## West Canada Race Purses Hiked to 578G

REGINA, Sask., Feb. 16.—Most lucrative racing season in the history of Western Canada is forecast for 1952 with the recent announcement that purses have been upped \$50,300 for a total purse distribution on the prairie circuit of \$578,000, an all-time high.

Purse increases were decided at a meeting of representatives of the Horseman's Benevolent Protective Association, Manitoba to a jockey clubs and Calgary, Edmonton, Saskatoon and Regina fair boards in Winnipeg.

Increases are as follows: Calgary spring meet, \$7,600; Winnipeg spring and fall, \$11,000; Calgary Exhibition and Stampede, \$5,000; Edmonton Exhibition, \$5,400; Regina Exhibition, \$4,400; Saskatoon Exhibition, \$2,000; Edmonton fall meet, \$14,900.

The horsemen asked increased purses as a result of the 1951 pari-mutuel play at \$10,630,000, an increase of \$1,320,000 over the previous year.

## Spokane Trade Fair Names Schmidt

SPOKANE, Feb. 16.—Theodore Schmidt has been named general manager of the Washington State International Trade Fair Association, with offices in Seattle.

He resigned as Northwest public relations director for Kaiser Aluminum & Chemical Corporation to take charge of the organization, publicity, advertising and promotion for the State-wide fair to be held in September.

## Stennett Named Head Of Miss. Fair Assn.

JACKSON, Miss., Feb. 16.—All 14 fairs represented at the one-day meeting of the Mississippi Association of Fairs and Livestock Shows here Thursday (14) scoured carnival contracts during the day. Session was held at the Robert E. Lee Hotel and W. R. Cannady, association president, presided.

Ray T. Stennett, of Kosciusko, was elected 1952 president. Other officers elected included R. B. Jeffries, of Laurel, and F. B. Warren, of New Albany, vice-presidents; J. M. Dean, secretary. The meeting marked the completion of 25 years as secretary for Dean. He was presented with a plaque from friends in the carnival and fair business.

LT. Gov. Carroll Gartlin, guest speaker at the evening banquet, urged legislators to assist fairs and declared that "Mississippi has no greater friends than those people in the amusement business." He said showmen have done more "to carry the message of the State to other parts of the country than almost any other group." Gartlin is a former president and secretary of the fair at Laurel. About 60 members of the Legislature were guests. Owen Cooper, of Yazoo City, was banquet toastmaster.

Speakers at the business session earlier included Mayor Allen Thompson; St. Corley, commissioner of agriculture; J. M. Tubbs, superintendent of education; Dr. Clay Lyle, extension director; A. P. Fathree, supervisor of agricultural education; R. O. Morsmith, State 4-H Club leader, and Paul York, extension poultryman. Frank Owens, of the J. A. Gentsch Shows, and George B. Flint, of the Boyle Woolfolk Agency, took part in a question-answer period.

Representing fairs were Jules Baggary, manager, Delta Fair and

(Continued on page 65)

## Hamid Charges Conspiracy in AGVA Dispute

Continued from page 16

thru Young. Hamid submitted a copy of a letter from Young to Capt. Kellerstrass in which Young offered to supply a show on the same terms as the Hamid-Morton contract.

### 'Stab In Back'

In addition, Hamid also revealed the contents of a letter he had written to Young on Monday in which he took the Chicago broker to task for trying "to knife us in the back." "My fight is for all of you," Hamid said, "and I do not feel it deserves a stab in the back by you or anyone else."

In his affidavit, Capt. Kellerstrass said that Don Roberts, Kansas City AGVA rep, called on him on several occasions since December, 1951, urging co-operation in the termination of the Hamid-Morton contract unless the circus agreed to a settlement of the controversy between it and the union. He said Roberts assured him that he could bring a show comparable in Hamid-Morton performance if the need arose.

After being informed on February that the proposed AGVA strike against the Kansas City show, scheduled for March 5-9, would have the backing of the Central Labor Council, Capt. Kellerstrass said he met with Young and Frank Tracy, manager, Allied Artists Booking Agency, Kansas City, at the suggestion of Roberts. Young, he said, had a list of acts, several of which he recognized as having been included in previous programs presented by Hamid-Morton. He further stated that Tracy told him he was sure that he could probably save the police about \$2,500 on the cost of the show and that there would be no trouble with AGVA.

In his affidavit, Bary states that Roberts told him that he would be taken care of, receiving one-third of the circus profits, the same as he received from Hamid-Morton for the Kansas City date and a similar show at Wichita. Bary said that Roberts indicated that he could have the same deal at Wichita.

Bary, who was instrumental in securing the Kansas City contract which dates back 12 years, annually handles promotion, exploitation, advertising, publicity to stimulate the advance sale of tickets by members of the benefit association.



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## Out in the Open

A. W. Shackleton, president of the Lethbridge (Alta.) District Exhibition and Rodeo, has been appointed city civil defense controller.

Gordon South, a director of the Melfort (Sask.) Agricultural Society, has been re-elected president of the Saskatchewan Field Husbandry Association and a director of the Canadian Seed Growers' Association. C. H. Whiting, another director of the society, has been named president of Saskatchewan Agricultural Societies Association.

Irving Grossman, Des Moines booker of grandstand shows, has been awarded \$7,003 damages against the Canadian government as a result of a plane crash at the transport department's airport in Saskatoon, Sask., July 18, 1948. Grossman's plane was wrecked when it plunged into an excavation running across the airport.

Art Hoard, announcer for the Jack Kochman Auto Thrill Show, handled the mike chores at the Sports and Vacation Shows in Miami Beach, Fla., February 1-8.

Carl Palmer, a director of the Saskatoon, Sask., Exhibition, has been named general manager of a project to mark Saskatoon's 70th anniversary. A week-long celebration is planned for September.

Dorothy Packman, office manager of George A. Hamid & Son, has recovered from a recent operation and has again taken up her duties at the firm's New York office. Mr. and Mrs. George A. Hamid sailed Monday (11) on the Liberte for a cruise to South America. . . . Charles Kyle, head of the agency bearing his name, recently returned from a Canadian booking tour. While there he checked electrical and sound effects for his newest spectacle, "If War Comes."

Mary K. Sarlow, of the Ionia (Mich.) Fair administration, is the author of the lyrics to "The Holiday Polka," which was aired Saturday (16) over the Columbia Broadcasting System's radio network.

Len Humphries, Canadian showman, reports that the controversy over grandstand attractions at Candian National Exhibition is "hotter than a firecracker." In a cartoon appearing in the Toronto Daily Star Monday (11) a well-heeled character labeled "New York Booking Agency Control" is pictured wheeling a bound and gagged lovely titled "CNE Grandstand Show." Humphries, an official of the Hamid-Morton Circus for a number of years, is now confining most of his activities to Canada.

Rodeo producer Gordon Kibbler, who is working on an event scheduled to open Friday (23) in New York, was laid up for a week recently by an infection. The virus vanquished, he is now back toiling. Frank Moore, manager of the annual World's Championship Rodeo staged at Madison Square Garden in Gotham, returns to the New York Eye and Ear Infirmary Monday (25) for another eye operation which will keep him there thru the first week in March. He had

successful eye surgery performed late last year.

Ben S. Allen, of Posters Inc., reports that he has a new selection of poster girls which he will use on clients' paper. About a year ago Ben first started using photos of models on stock paper for outdoor clients.

## L. A. Elks Show Helps 'Dimes'; PSCA Assists

LOS ANGELES, Feb. 18.—The fifth annual Elks' Charity Circus was held here Wednesday afternoon and night (13) for the March of Dimes. Members of the Pacific Coast Showmen's Association attended the evening performance.

The charity circus, staged by a committee, including J. Ed Brown, S. L. Cronin, Paul Eagles, Hunter Farmer and Walter Trask, was attended at the matinee by more than 500 underprivileged children, with the children of Elks' members accounting for another 1,000. Admission was 10 cents, with the club footing the dime "charge" for the tots who were guests. Donations were taken at the evening show.

The night show was televised for an hour and 15 minutes over KTLA as part of the "City at Night" show sponsored by the Santa Fe Railroad. Because of the sponsorship, the Elks paid the performers' video scale.

Apparatus were Clam Del Bog and her musical horse, Serenado; Homer Snow and his trained seals and pelican; Penny Parker, traps and barrel turn; Si Otis and his mule, Abner; Joe Metcalfe, elephant and chimp; John and Milonga Cline, dogs and ponies; Pat Graham, Troupe, trampoline; Marilyn Rich, acrobatist; George Perkins, Abie Goldstein, Eddie Emerson, clowns, and Charles Cox, ringmaster. Clyde Beatty attended as a guest.

## Cincy Fans See "Greatest" Pic

CINCINNATI, Feb. 18.—Thru the courtesy of Al Riesenbeck, manager of the Capitol Theater here, members of the John Robinson-Loyal Repensky Tent of Circus Fans were privileged to see a preview of Cecil B. DeMille's "The Greatest Show on Earth" in the projection room in the Palace Theater Building Thursday (14).

Mrs. Sally Wadsworth, sister of John Ringling North and Henry Ringling North, also attended. Incidentally, DeMille is a member of the James A. Bailey Top. CFA. of California.

The film opens at the Capitol February 22 for a scheduled four-week run.

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BESS AND GEORGE A. HAMID embarked February 11 on the French liner Liberte for a month-long cruise to South America. Minding business with pleasure, Hamid intends to scout talent at the various stops on the itinerary. A large group of show-business friends attended a bon voyage party on the ship. George Jr., will head up the family enterprises while his parents are away.

## 8,000 Attend 3 Chitwood Miami Shows

MIAMI, Feb. 16.—More than 8,000 saw the Jolie Chitwood Auto Daredevil show in two performances given at Medley Stadium Saturday and Sunday (9-10).

Cold weather cut attendance at the two night performances, but a break in the weather gave the unit a good take Sunday afternoon when more than 4,000 turned out. Newspaper and radio coverage were excellent.

This was the first appearance of a thrill show in the all-concrete Stadium which opened last January 25. Stock car races have been featured twice weekly. About 10,000 jammed the \$300,000 track for the opening and business has been good ever since despite a two-week cold spell.

Planned features, according to officials, will include all show business endeavors adaptable for presentation in the arena.

New plant provides excellent facilities for patrons. Main track is one-third mile and paved with asphalt. It surrounds a one-fifth mile clay track designed for midget auto racing. There are 25 acres of free parking area, plus 16 acres of landscaped grounds.

## Talent Topics

By CHARLIE BYRNES and JIM McLUUGH

Wally Overman, who has been booked solid since September 10, opened a two-week engagement at the Savoy Cafe, Montreal, February 11.

Mrs. Lena Schlosberg, who is visiting her son and family in Philadelphia, plans to leave for Florida soon for a month's vacation. Her son, Bob, and daughter-in-law, known as Zeyda the Great, mentalist, recently closed successful runs at the Latin Casino and Black Cat night clubs, Philadelphia.

Capt. Guy Leslie and Spiller's No. 2 act, the Wonder Seals, closed February 10 at Webb's City Roof Garden, St. Petersburg, Fla., and left for Spiller's Penguin Island, Tarpon Springs, Fla., for 10 days. Leslie leaves February 20 for Chicago and Minneapolis to make arrangements for the seals' appearance with the Shrine Circus in the latter city beginning February 8. Captain Leslie plans to stop at Chanute, Ill., Air Force Base while en route for visits with Albert and Judy Spiller, who have the Spiller No. 1 Unit on Polack's Western Unit.

Chico, juggler and slide-for-life, left Chicago Monday (11) for Los Angeles and then Japan, where his brother is seriously ill. He is skedded to sail from Los Angeles February 24 on the President Wilson. Arriola Troupe, trampoline and juggling, stopped off in Chicago Tuesday (12) en route from Milwaukee to Wichita, Kan., where they will rejoin the Hamid-Morton Circus.

Jay Seiler, comic with the Vorhees-Fleekies Ice Show in 1950-'51, is in his fourth week at the Conrad Hilton Hotel, Chicago, where he is doing his ice routine in the Boulevard Room. Bela Krems, juggler, is holding forth in the Empire Room of the Palmer House, Chicago. Casthalas Troupe and Johnny Tio are on the bill at the Casino, Toronto.

It was reported here that Jim Lamont, of cockatoos and macaw act, was managing a bird farm in Florida. Lamont infers that he is working as an attraction at Rainbow Gardens, a tropical garden in Boynton Beach, Fla. George Keller and his wild animals opened Friday (15) at the Palace Theater, Rockford, Ill.

Choclateers, comedy dancers with the Royal American Shows

in '51, opened recently at the Fox Theater, Detroit. Ruth and Cal Thompson, owners of the White Horse Ranch, info that their White Horse Troupe will this year be composed entirely of gals after several years of touring a mixed show. Marvels teeterboard, closed a two-week stint at the Oriental Theater, Chicago, Wednesday (13).

Mrs. Roy Thomas, known professionally as Joy Thomas, is reported in critical condition in Dr. Penner's Clinic Hospital, Ruskin, Fla. Wintering in New York are Cecil and Shirley, roller skaters, who have signed for their third season with Williams & Lee Attractions. They are currently playing burlesque houses in the area. They recently appeared on the "Tootsie Hippodrome" TV show and "Live Like a Millionaire" aircr on which they won a pile of loot. Hank and Thelma Craig's chimps are featured on the Santos y Artigas Circus in Cuba. Also on the show from the States are the Pat Knight wire troupe and aerialist, La Paloma. Show is reportedly playing to packed houses.

Payton and Rays, acro and dog duo, were in Chicago, Friday (15) after a quick trip from Detroit where they were visiting relatives. The act has been playing spots in Texas but plan to sign some Midwest dates in the near future. Farias Duo, roly boy, are skedded to leave Cuba soon and head for Chicago where they will do a stint on the American Broadcasting Company's "Super Circus" television show, February 24. DeWayne, teeterboard and Risley, are currently with West Bros. Circus.

Roy and Mary Romas, of the Flying Romas, are at their headquarters in San Antonio getting things in shape to hit the road in the early spring. They have been re-engaged by Tom Packs, and are set to again play the Chicago Stadium this season. Roy and Mary recently played host to Roy Rogers and wife, Dale Evans; members of their troupe and all their horses, who stopped off at the Romas place for two days after the Houston Fat Stock Show en route back to California.

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AGVA Friction Looms Over Gotham Rodeo

NEW YORK, Feb. 16. — Possibility of friction between rodeo producer Gordon Kibbler and the American Guild of Variety Artists loomed this week on the question of who would hold money due acts slated to appear in a Kibbler production here. A conference between Kibbler and AGVA representatives was set for Monday (18). Kibbler is the producer-director

of the Bronx County American Legion Rodeo, Stampede and Round-Up, which is to be offered February 22-March 1 at Kingsbridge Armory, the Bronx. Enough cash to cover what's coming to rodeo acts has been posted with Music Corporation of America, Joe Glaser's office here, the George A. Hamid office here, Kibbler said. Those three bookers furnished Kibbler, Johnny Mack Brown, Buster Crabbe, Jim Atkins and four circus-type acts, and Kibbler felt that the well-established firms were fully qualified. (Continued on page 68)

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- (Routes are for current week when no dates are given. In some instances possible mailing points are listed)
Alamo Expo: Brownsville, Tex.
American Eagle: Pascagoula, Miss., 25-March 1
Babcock Frank W.: (Pair) Radio, Calif.
Craigs Expo: Yuma, Ariz.
Franklin, Don: (Coliseum) San Antonio, Tex.
San Angelo 27-March 1
Gretsch, J. A.: Port Olney, Miss., 25-March 1
Greater United: Laredo, Tex., thru March 2
Moore: Laredo, Tex.
Pan American: (Pair) Imperial, Calif., 25-March 2
Royal Broadway: (Pair) Del Rey Beach, Fla.
Royal Crown: Winter Haven, Fla.; Plant City 25-March 1
Nova Expo: (Pair) Key West, Fla.; (Pair) Belle Glade 25-March 1
Smith Am. Co.: Columbia, S.C., 28-March 1
Smythe Valley: Delhi, La., 28-March 1
Strasser, James E.: (Pair) Orlando, Fla., 25-March 1
Sunshine: (Pair) Largo, Fla.
Tassel, Barney: Homestead, Fla.
Universal Am. Co.: Sarasota, Fla., 23-March 1
West Coast Expo: Cloverdale, Calif.
Wilson Greater: Tucson, Ariz.; Globe 28-March 1

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Alayde Bros: Mexico City, Mex., thru Feb. 28
Davenport, Orin: Cleveland, O., 18-24
Hochstetler, N. V.: 28-March 1
Polack Bros.: Eastern (County Center) White Plains, N. Y., 22-24; (Am. Legion Auditorium) Roanoke, Va., 27-March 1
Polack Bros.: Western: Chanute Air Force Base, Kan., 21-24; (Medialin Temple) Chicago 29-March 14
West Bros: Seminole, Okla., 18; Ponca City 20; Enid 21-22

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Milner's, Irvin C.: Brown-Skin Models (Lancaster) Tampa, Fla., 20; (Carver) Tampa 21; (Pair) Orlando 25-March 1
Portland-March 12, N. Powell, Garden Home, Ore.
Perry-March 15, Polky, 2009 Ransstead St., Philadelphia
Tennessee Memphis-March 8, Mrs. T. Keeney, 907 Luman Road
Nashville-March 20, Mrs. C. Clark, 1722 Green Hills Drive
Texas El Paso-March 19, Mrs. L. Jones, 3710 Oxford St.
Houston-March 2, Moss & Mulvey, Greengrove, N. C.
Texas-Kaha-March 11, Moss & Mulvey, Greengrove, N. C.
Virginia Hampton-March 26, Moss & Mulvey, Greengrove, N. C.
Moss & Mulvey, Greengrove, N. C.
Washington Bremerton-March 20, Mrs. W. Hall

DOG SHOWS

- ARIZONA Phoenix-March 11-12, Mrs. Jack Bradshaw, Los Angeles
Tucson-March 13-14, Mrs. Jack Bradshaw, Los Angeles
ARKANSAS Fort Smith-March 13, Moss & Mulvey, Greengrove, N. C.
CALIFORNIA Oakland-March 1-2, Helen Rosemont, San Francisco-March 26, Cleora Goulden, Oakland, Calif.
COLORADO Denver-March 21-21, Miss O. Scott, 1620 Waste St.
DISTRICT OF COLUMBIA Washington-March 16, Polky, 2009 Ransstead St., Philadelphia
FLORIDA Miami-March 9, Moss & Mulvey, Greengrove, N. C.
ILLINOIS Chicago-March 29-30, Polky, 2009 Ransstead St., Philadelphia
Peoria-March 9, Mrs. C. Oswald, R. 1, Morton, Ill.
INDIANA Indianapolis-March 22-23, Geiger, Auburn, Ind.
LOUISIANA Baton Rouge-March 4, C. Dudy, Bldg. 1, Miss.
New Orleans-March 8, C. Dudy, Bldg. 1, Miss.
MASSACHUSETTS Haverhill-March 22, E. Wilkins, Reading, Mass.
MICHIGAN Detroit-March 1-2, How Org. Detroit
Flint-March 18, How Org. Detroit.
MISSOURI St. Louis-March 18, Mrs. B. Wilbert.
NEW JERSEY West Orange-March 3, Polky, 2009 Ransstead St., Philadelphia
NEW MEXICO Las Cruces-March 11, Mrs. L. Peninger, 124 W. Chalmers St.
NEW YORK White Plains-March 8, Polky, 2009 Ransstead St., Philadelphia
OHIO Toledo-March 6, Mrs. B. Hoy, 37 Stillwater Drive
Youngstown-March 16, How Org. Detroit.
OKLAHOMA Muskogee-March 18, Moss & Mulvey, Greengrove, N. C.
Tulsa-March 26, Mrs. T. Briggs, 2951 E. 44th St.
OREGON Portland-March 12, N. Powell, Garden Home, Ore.
PENNSYLVANIA Harrisburg-March 15, Polky, 2009 Ransstead St., Philadelphia
TENNESSEE Memphis-March 8, Mrs. T. Keeney, 907 Luman Road
Nashville-March 20, Mrs. C. Clark, 1722 Green Hills Drive
TEXAS El Paso-March 19, Mrs. L. Jones, 3710 Oxford St.
Houston-March 2, Moss & Mulvey, Greengrove, N. C.
Texas-Kaha-March 11, Moss & Mulvey, Greengrove, N. C.
VIRGINIA Hampton-March 26, Moss & Mulvey, Greengrove, N. C.
Moss & Mulvey, Greengrove, N. C.
WASHINGTON Bremerton-March 20, Mrs. W. Hall

ARIZONA

DISTRICT OF COLUMBIA

FLORIDA

ILLINOIS

INDIANA

LOUISIANA

MASSACHUSETTS

MICHIGAN

MISSOURI

NEW JERSEY

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776 inch 197.75 778 inch 198.25 780 inch 198.75 782 inch 199.25 784 inch 199.75 786 inch 200.25 788 inch 200.75 790 inch 201.25 792 inch 201.75 794 inch 202.25 796 inch 202.75 798 inch 203.25 800 inch 203.75 802 inch 204.25 804 inch 204.75 806 inch 205.25 808 inch 205.75 810 inch 206.25 812 inch 206.75 814 inch 207.25 816 inch 207.75 818 inch 208.25 820 inch 208.75 822 inch 209.25 824 inch 209.75 826 inch 210.25 828 inch 210.75 830 inch 211.25 832 inch 211.75 834 inch 212.25 836 inch 212.75 838 inch 213.25 840 inch 213.75 842 inch 214.25 844 inch 214.75 846 inch 215.25 848 inch 215.75 850 inch 216.25 852 inch 216.75 854 inch 217.25 856 inch 217.75 858 inch 218.25 860 inch 218.75 862 inch 219.25 864 inch 219.75 866 inch 220.25 868 inch 220.75 870 inch 221.25 872 inch 221.75 874 inch 222.25 876 inch 222.75 878 inch 223.25 880 inch 223.75 882 inch 224.25 884 inch 224.75 886 inch 225.25 888 inch 225.75 890 inch 226.25 892 inch 226.75 894 inch 227.25 896 inch 227.75 898 inch 228.25 900 inch 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# CIRCUSES

## Cole Fades From Road Picture; Train, Animal Sales Imminent

Title, Elephants, Horses Retained For Stadium Date Opening April 18

CHICAGO, Feb. 16. — Any chance that Cole Bros. Circus might be revived as a full-scale road show apparently disappeared this week as Bill Horstman, spokesman for Arthur M. Wirtz, said almost all of the show, except for horses, ponies and 10 elephants, is being sold.

He said the show is "liquidating everything for which we have no immediate need." The animals and equipment being retained will be used for Wirtz's annual spring circus in his Chicago Stadium. This year's Stadium show will open April 18 and will use the Cole Bros. title.

Horstman reported these developments in disposition of the show property:

Negotiations are under way for sale of the show's 30 railroad cars.

All but completed is the sale of one elephant, the hippo and all menagerie lead stock. These animals are certain to be sold to a circus within the near future. In a separate purchase, Kelly-Morris Circus acquired two elephants from the Cole show recently.

### Trucks, Tractors Sold

Two Mack trucks and the show's tractors have been sold to persons outside of show business. The electrical generators are in the process of being sold.

The steel wagons built in recent years for the show are being converted into semi-trailers for highway use and will be kept by the show along with its other semi-trailer trucks. These will be used to transport the elephant acts, horses and ponies to Chicago and on the fair circuits as well as to specially booked dates. Wagon seats, cookhouse equipment and other show property are up for sale, and the owner of one motorized show is known to have inspected some of these.

There is no immediate plan for selling the Cole title.

Winter quarters at Peru, Ind., where the present owners have built elaborate new buildings, will continue in operation under the

## Japanese Tour Plans Jelling For Fernandez

LOS ANGELES, Feb. 16.—E. K. Fernandez, Hawaiian showman who is taking his All-American Circus to Japan, Hong Kong, and Manila, arrived here Thursday (14) to complete arrangements for the sellings of performers, equipment and animals to the Orient. While the latter two will definitely go by boat, choice of travel by boat or plane is being allowed the performers.

The circus, first to play Japan, is set to open the latter part of March in Tokyo for 30 days. Following this run, the show will have another 30-day stand in Osaka with another month's playing in Kyoto, Nagoya and Kobe. These dates alone will cover approximately three months with others to be signed. Fernandez said the Orient trip may be lengthened to six months.

Fernandez is venturing into Japan with the backing of the Dai Nippon Picture Company and the Mainichi Press, which is the largest newspaper there, with a circulation of over 4,000,000.

Since the showman just arrived and was busy getting his preparatory work done, complete plans were not available. However, equipment and animals are to leave the West Coast, probably San Francisco, on March 7, 9 and 14. Fernandez said the arrangements for payment of the performers had been made. All acts will have to have passports and vaccinations prior to making the trip.

Wirtz banner. Persons on the present pay roll will not be affected by recent and pending sales, Horstman said. The staff remains unchanged except that James Cephart, general agent, left recently, and Paul Nelson came on to work horses. The elephants and horses are making Orrin Davenport dates this spring.

### Arena Co. Owns Circus

Horstman also revealed that in an intra-mural switch Cole Bros.

## Beers-Barnes Adds Lion Act, Sets Opening

BRADENTON, Fla., Feb. 16.—Beers-Barnes Circus is scheduled to feature Bill Forkum's lion act this season. It's the first act on the show in several years. Circus opens its 20th season at Valdosta, Ga., about April 21.

Forkum works three lions in an aluminum cage. He also has two cubs. The act will augment the seals and chimpanzees already included in the Beers-Barnes lineup. The Mervyn Rays, balancing, high pedestal and acrope, also have been signed by Beers-Barnes.

General Agent Gene Christian, headquartered here, has most of the May and early June bookings nearly complete. Show will play auspices. It will use the 80 with three 30s purchased new last season.

Members of the Beers and Barnes families are wintering in Miami and the show's animals are at the Miami zoo. Paraphernalia is stored at Valdosta, Ga., quarters.

## Paramount Pushes Promotion Of 'Greatest Show' Via Radio

HOLLYWOOD, Feb. 16.—Every promotional effort possible is to be put behind the Cecil B. DeMille production "The Greatest Show on Earth" with all of the major stars going all-out to exploit the film. The program was teed off here recently when Betty Hutton was on a marathon radio schedule of 12 hours during which she appeared on six network programs.

Five of Miss Hutton's appearances were on CBS, including Art Linkletter's "House Party"; the Motion Picture Relief Fund program, "Stars in the Air"; a taped dramatization of "Suddenly It's Spring" for broadcast Thursday (21); "Fan Mail" program interview, for release Sunday (24); an interview on the George Fisher show and an appearance on "Second Mrs. Burton." Her sixth appearance was on Bill Tusher's program for the Liberty Network.

The broadcast of "Suddenly It's Spring" will tie in with the opening of the film's local run in Los Angeles at the Orpheum Theater. It opens an extended stay here on Thursday (21).

### Publicity Tour

James Stewart has left on an extensive publicity tour and is currently in New York on a two-week schedule after appearing on "Welcome Travelers" on NBC. Stewart's itinerary will include Boston, Washington, Cleveland, Denver, Fort Worth and possibly other cities, where he will make civic appearances, appear on radio shows and meet the press and exhibitors.

Dorothy Lamour, who has been on a tour for several weeks in connection with the picture, is scheduled to visit Eastern cities and will also appear in New England and Texas.

Charlton Heston, who exploited the epic in New York in connection with its Music Hall showing starting January 10, was sent to visit England for an appearance at the British premiere at the Plaza Theater Friday (15). However, the trip was canceled because of the death of King George VI. Gloria Grahame and Cornel

was sold by the Otis Circus Corporation to the St. Louis Arena Corporation. Both are Wirtz companies. It was the Otis organization which was organized to handle the Cole Bros. deal when Wirtz and his associates purchased the Cole show from Jack Tavlin prior to the 1950 season.

Kelly-Morris has been the only show to buy any of the Cole equipment recently, Horstman said. Other sales have been to persons outside of show business. However, several showmen were in line to buy the hippo, and it is believed that some equipment was sold last season to a motorized show. In addition, Terrell Jacobs purchased the show's lion and tiger act and equipment for it last April.

The Cole show made an abbreviated tour in 1950 with Hopalong Cassidy as top feature. Last season it made the Stadium date and also fair dates, with the title being used at some of the fairs, a schedule expected to be repeated this season.

## Cole Cancels Pa. Charter

PHILADELPHIA, Feb. 16.—Cole Brothers' Circus Corporation this week withdrew its corporate in Pennsylvania. Operating as an out-of-State business corporation with its principal offices in Wilmington, Del. Cole Bros. maintained a registered office in Philadelphia for the conduct of its business in Pennsylvania.

Application was made to the Pennsylvania Department of State for a certificate of withdrawal as a business corporation.

## Camels-Llama Act Readied For Gil Gray

GAINESVILLE, Tex., Feb. 16.—Gil Gray Circus will have a combination camel-llama Liberty act this season. The animals have been drilled by George King, who also handles the baby elephant on the Gray show. New act includes two camels and one llama. Leo Virtue, clown, is warbrobe superintendent and is preparing new warbrodes for the season. Billie Burke, clown, is painting the show. Both will be in clown alley.

## Boswell Rail Show Tours Africa With New Canvas, Seats, Acts

JOHANNESBURG, South Africa, Feb. 16.—Boswell Bros. Circus is touring the country now after its second opening in Johannesburg recently, when the show debuted with a new program, new canvas and improved seating.

New seats are 10-high with foot rests. Reserves are upholstered and the blues are carpeted. In keeping with self-segregation rules, separate doors and seats are provided for natives, Asiatics and Europeans. Ticket sellers and other employees speak both English and Afrikaans.

Canvas was imported this year from England. There are no Side Shows or Pit Shows this season, but the dining tent and one other are equipped with steel frames. Also imported this time was the advertising paper, and large stands of it were used for the local engagement.

The show operated four ticket offices in the city and ducats also could be ordered by telephone. Two ticket wagons were operated on the lot. City electric power was used in Johannesburg but the circus has its own generators for the road tour. Chemical toilets for patrons are a feature of the show's equipment.

### Same Herald System

Heralds are being used for advertising this season, and they are mailed by the printer in a manner similar to the heralading system

## NO PACT YET, MORTON SAYS

MEMPHIS, Feb. 16.—Col. Robert H. Morton last night denied he had signed a pact with the American Guild of Variety Artists covering appearance of the Hamid-Morton Circus at Kansas City, or any other dates on the show's schedule. Negotiations are continuing between show and union officials, he said.

Show opened here last night to a capacity audience. Crowd was the biggest ever attracted here on an opening night, Morton said. The initial attendance and advance sales indicated a record run, he said.

## H-M Aerialist Dies Following Memphis Show

MEMPHIS, Feb. 16.—George Malanusk, 35, a member of the Okaris flying act, appearing here with the Hamid-Morton Circus, died of a heart attack after appearing in the afternoon show yesterday. The Okaris had completed their turn and Marausch was en route from the arena to his dressing room when he collapsed.

Efforts of Col. Robert Morton, show manager, Howard Y. Barry and others failed to revive him. The Okaris, from Hungary, were the first to introduce circus flying in this country. They appeared first with the Kingling Circus, and later with Hagenbeck-Wallace and other shows before joining the Hamid-Morton Show last season.

George, a catcher in the act, is survived by his mother, a sister and three brothers.

## Camels-Llama Act Readied For Gil Gray

GAINESVILLE, Tex., Feb. 16.—Gil Gray Circus will have a combination camel-llama Liberty act this season. The animals have been drilled by George King, who also handles the baby elephant on the Gray show. New act includes two camels and one llama. Leo Virtue, clown, is warbrobe superintendent and is preparing new warbrodes for the season. Billie Burke, clown, is painting the show. Both will be in clown alley.

## Boswell Rail Show Tours Africa With New Canvas, Seats, Acts

JOHANNESBURG, South Africa, Feb. 16.—Boswell Bros. Circus is touring the country now after its second opening in Johannesburg recently, when the show debuted with a new program, new canvas and improved seating.

New seats are 10-high with foot rests. Reserves are upholstered and the blues are carpeted. In keeping with self-segregation rules, separate doors and seats are provided for natives, Asiatics and Europeans. Ticket sellers and other employees speak both English and Afrikaans.

Canvas was imported this year from England. There are no Side Shows or Pit Shows this season, but the dining tent and one other are equipped with steel frames. Also imported this time was the advertising paper, and large stands of it were used for the local engagement.

The show operated four ticket offices in the city and ducats also could be ordered by telephone. Two ticket wagons were operated on the lot. City electric power was used in Johannesburg but the circus has its own generators for the road tour. Chemical toilets for patrons are a feature of the show's equipment.

### Same Herald System

Heralds are being used for advertising this season, and they are mailed by the printer in a manner similar to the heralading system

## Award Wirth Show Contract At Providence

Businessmen Sponsor Circus to Aid Teen-Agers

NEW YORK, Feb. 16.—Herman Blumenfeld, general manager of Frank Wirth Enterprises, Tuesday (4) announced the signing of a contract calling for the presentation of the Frank Wirth Circus in the Auditorium there the week beginning April 28.

Sponsoring group consists of local business and professional men who will contribute the net proceeds to a fund for the construction of a clubhouse for teenagers. Project has the backing of all important civic groups, he said.

Signing of the Providence date gives the unit four straight weeks, Blumenfeld said. Other dates signed are Johnstown, Pa.; Hartford, Conn., and Syracuse.

Blumenfeld said two additional dates are virtually set and that a total of four probably would be added within the next two weeks.

## Detroit Closes With Turnaways For Davenport

DETROIT, Feb. 16.—Orrin Davenport Shrine Circus closed a two-week stand Sunday night (16) at the State Fair Coliseum with a string of six turnaways, running from Thursday night thru Sunday's matinee. Sunday night, always slightly down here, was just under capacity. It was necessary to close the gates to the fairgrounds at both Saturday shows as the Sunday matinee, to reduce the volume of auto traffic when the Coliseum was packed.

Total attendance for 28 shows was estimated at 285,000 by Tumis (Eddie) Stinson, general manager, topping the 275,000 recorded in 1951. Good weather was one factor in building attendance. At least 75 per cent of the key acts had not played the Shrine show here before. Matinee ran 20 per cent ahead of last year, perhaps on account of the large number of men now out of work locally. Despite the temporary unemployment, it was apparent that many were taking advantage of the time off to make a daytime visit to the circus.

Concession business, handled by the Shrine here, was up about 15 per cent, Stinson said.

Mara Paula, injured in the opening show here, was scheduled to return to work during the Cleveland show, which follows Detroit, Davenport said.

## Ringling Pacts Hershey, Pa

HERSHEY, Pa., Feb. 16.—Ringling-Barnum circus has signed a contract with Hershey Estates to bring the show here June 11 under auspices of the firm, which embraces the Hershey chocolate interests.

Paul Eagles, promotion manager of R-B made the announcement. He reported that papers have been signed or verbal commitments made which will bring the show locally under sponsorship up to July 17.

## 7 Indians Leave For English Show

CALGARY, Alta., Feb. 16.—Seven Stony Indians from near-by Morley, Alta., and a cowboy from Banff have left for England where they will be featured with Billy Smart's New World Circus. The cowboy, Jerry Campbell, will act as manager and guide. Smart visited Calgary in November to make arrangements for the Indians.



# Dressing Room Gossip

## Polack Eastern

Show was crowded on stage of the Capitol Theater, Wheeling, W. Va. and Bobby Harrison and crew had their hands full trying to find places for props, etc. Red Carter lost his voice due to a cold. Ann Robbins joined the Zoppe Troupe. Lola Dobritsch has a new pink and black wardrobe. Nina Unus has put several new tricks in her principal act. Ethel Robinson, Mickey Blue and Viola McSon, caught the show in Lansing, Mich. A surprise birthday party was tendered Gary Robbins before the matinee February 9.

Guests included Ray Harzell, Nedel, Antonette and Cuccello Zoppe, Emil Goetichis, Sandy Dobritsch, Joey Roberts, Bunny Guerre and Albertino Zoppe.

Mr. and Mrs. Henry Barrett visited. Georgetown Brothers are teaching Mala new tricks. Harry Kyes has put special music into the walk-around. Ivan Myers, State chairman of the CFA, and Harry Gutman and party visited. Ernest Hitchcock has joined the Canasta Club. Bill Stevens, traveling rep of the American Federation of Musicians visited Kyes and Edith and Whitey Boyd. Bill Kay is doing promotion for the dates in Ontario. **BOB LORRAINE.**

## PHONE MEN WANTED

For Christian Defense Feature. Covering Western Michigan's largest cities. \$250 commission. No writing. Write or visit.

## ROOM 202

Peninsular Building, 134 Louis, N. W. Grand Rapids, Michigan

## WANTED

CIRCUS OR RODEO  
One or two-day stand either in May or August. Sponsored by Central Hospital Auxiliary. Contact **LEONARD SHERWOOD**, P. O. Box 14 Livingston Manor, N. Y.

## FAIR COMMITTEES, AGENTS, PROMOTERS

Before booking, see the Circle W Ranch office's opening show February 23 thru March 1st. Kingsville, Ariz. Break, New York, or contact **JACK WESCOTT**, Circle W Ranch, Marston, N. J.

## PHONEMEN

Shrimers, Jaycees, Lions. Must be gentlemen. Charlie Phillips, Joe Candrea, contact. Full working week. This is a Hazan-Wallace promotion. Write photo-telegram **CHAIRMAN**, 8 North Wilson, Mobile, Ala. Phone: 6-7839

## PHONE MEN

ADVERTISING AND TICKETS  
Full year's work. Pay daily. Ois Hickman, call at once. Parkersburg, W. Va. 7-4336 between 9 a.m. and 5 p.m.

## CIRCUS NOVELTY MAN

Available this season. Take charge out side or inside stands. **(Frenchy) JOSEPH BRAIS**, 29 Canton St., Providence, S. R. I.

## PHONEMAN

If you are able to finance yourself for one month while selling, you can get in on ground floor of one of best labor deals in South. Strictly pay-on-publication. **WETZ**, enter such commission. Must be sober and sell clean. Write or phone 9-1884.

## FOR SALE

My 3 Ring Miniature Mechanical Circus, mounted in a 35 ft. all steel trailer with electric brakes. Always painted up, ready to go out and make money. **JIM WILLMAN**, 722 E. Kiskadee St., Hartford, Conn., Ind.

## 6 PHONEMEN—6

UPC Tickets and Book. Good suspects. No collect calls, please. **JACK SCIENCK**, Hotel Fort Pitt, Pittsburgh, Pa.

## NATIONAL SHOWMEN'S ASSOCIATION GREET'S YOU

You are eligible to Membership in this latest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world. Meetings 2nd and 4th Wednesday each month. Police Theatre Building, 1564 Broadway, New York 19, N. Y. Almost every one of the Eastern amusement family is a member. Are you?

## Write for Information

Initiation ..... \$10.00  
Dues ..... \$10.00 Yearly

# Under the Marquee

Eddie Harris and Harry Carter, clown on the Clyde Beatty Circus last year, are wintering in Kansas City, Mo. They have signed with Rogers Bros.' Circus for 1952.

Paul Eagles, promotion manager of Ringling-Barnum, expects to shift his headquarters from New York to Chicago soon. He and a crew of four have been booking sponsored dates for the show thru the East.

Hagen Bros.' Circus is booked for March 14-15 at San Antonio under Grotto auspices. Kelly & Morris Circus will make a one-week stand at Marfa, Tex., starting March 17 for the American Legion Post.

Viola McLeod, Eibel Robinson, Mickey Blue, Nellie Vaughn and Jack Kaplan, of Chicago, caught the Hamid-Morton show at Milwaukee Tuesday (5). Lew Christie, clown, played Port Huron, Adrian and Battle Creek, Mich., with J. C. Patterson's indoor show. He returned to Sheboygan, Wis., Sunday (3) and will make the Chicago Stadium date in April.

Mr. and Mrs. Vernon L. McReavy are in Buffalo to start promotion for the Hamid-Morton Circus date there the week after Easter. They motored from their Mankato, Minn., home. Charles and Peggy Klise have sold their Terrell, Tex., home and will move to Florida. Currently they are with an International Harvester unit touring the South.

Clown Buzzy Potts may be forced to stay off the road this season because of illness. His dog, Daisey, died recently at Durham, N. C., where Potts is making his home.

Rev. Doc Waddell, of Mills Bros.' Circus, addressed the Rollins College, Lions Club, Kent College and Kent, O., High School groups recently in addition to preaching at Methodist churches there and in Rootstown and Randolph, O. While in Kent Waddell was the guest of Mr. and Mrs. Don Fosgate, circus fans. Fosgate and Waddell were the subjects of a front-page story and pictures in The Kent Daily Record-Courier. Doc's schedule calls for him to address districts of the Eastern Star in Columbus and Newcomerstown, O.; Kiwanis Club, Portsmouth, O.; and make talks in Huntington, Charleston and Wheeling, W. Va., and Pittsburgh. Fosgate plans to attend the Mills opener in Greenville, O., April 19.

Jake (Clown Cop) Corrigan, of Cudahy, Wis., info that his wife is recuperating from a long illness. John Purill, son of the late circusiana collector of Westerville, R. I., will be ahead of the Joe Chitwood Thrill Show. A. L. (Tommy) Thompson will be back with Kelly-Miller this year for his second season as purchasing agent, and Mrs. Thompson will be on tickets. The Thompsons have their school show in Louisiana and Arkansas for the winter.

C. H. (Pop) Hausman and son, Ted, caught Polack Eastern several times at Lansing, Mich., their hometown, and also caught the Polack Western and Orrin Davenport shows. Mills Bros.' elephant, Burma, appeared in the "March of Dimes" parade staged by Station WHIO-TV, Dayton, O. Virgil (Ky.) Segreaves, Felix (Fal) Brazon and Dean McMurray, of the show, accompanied Burma on the expedition.

Mrs. Dorothy O'Brien is convalescing at West Suburban Hospital, Oak Park, Ill., where she underwent a major operation. For the past 20 years she has been associated with her son, Harry Doran, and the veteran agent, R. M. Harvey, on the advance departments of the Russell, Dailey and Cole shows. Willis M. Johnson, Chicago, has signed with Ringling-Barnum as a lithographer.

Forty members of Gainesville Community Circus and their guests saw a pre-release showing of "The Greatest Show on Earth" Wednesday (6) in Dallas as guests of B. B. Baker. The prominent field rep. Movie opens at Melba Theater, Dallas, March 19, A. Morton Smith reports.

Merle Evans and the Ringling-Barnum band again worked the Florida State Fair, Tampa, last week. Sylvie and Buddy Watkins had their chimp and dog acts in the

grandstand show there. Marge V. Kelly, secretary of the Circus Clowns Club, reports that the group has designated June 1-7 as National Circus Week and will ask all circus people, clubs and fans to observe it. Jack LaPearl, clown cop with Mills Bros. for several seasons, will make the Firemen's Circus at Evansville, Ind., February 22-24. Kelly-Miller will have two elephants and a dog act at the Evansville show, with Whitey and Mary Thorn in charge.

Fans Hi-Lo Merck and Mark Smith plan a journey to Louisville to catch the Polack Western Unit. Merck expects to visit Laurence Gross and Bobo Barnett.

Forrest Freeland, artist and one-time show owner, conferred at Bradenton, Fla., recently with Gene Christian, Beers-Barnes Circus agent regarding new design for Beers-Barnes paper.

H. N. (Doc) Capell pens that his Capell Bros. Circus will have 24 horses and 12 head of lead stock, including camels, llamas, buffaloes and midget cattle.

W. S. Lites is expected to join Dobson's United Shows in Willernie, Minn., quarters soon with his concessions. Van Tankersley, who had the cookhouse on Mid-Way of Mirth Shows for a number of years, has purchased a cafe in Paducah, Ky., and will not return to the road in 1952.

W. C. Bell has signed his Penny Arcade and other concessions with American Beauty Shows, marking his fifth consecutive season with the org.

Circus fan George H. Barlow, of Binghamton, N. Y., is building a new display for the Circus Museum at Sarasota, Fla.

Freddie Fraeman has signed with Ringling-Barnum for the coming season. The Freeman visited with Louis Stern, Ross Paul, Ward-Bell Flynn, Sherman Brothers, George Paige and Arthur Springer on Polack Western recently. Harry B. Chipman advises that his father, Bert J. Chipman, has been ill. Harry is thinking of trouping again this season. (At the Louis Goebels (Continued on page 73))

## NESSLER'S GREATER SHOWS

**NOW BOOKING**  
RIDES, SHOWS AND CONCESSIONS.  
Help Wanted—Construction, Mechanic and Electrical Foreman for Wheel Hill Merry-Go-Round. Must be experienced. All must drive semi truck. Good salary and treatment. Opening April 22. E. E. Burt, Avenue 1, Ringling Field. Want to buy his Cats and Bings. NESSLER'S GREATER SHOWS, Sandusky, N. Y.

## TENTS FOR SALE

110' Round Top with 3 00 ft. middle poles. 50' Round Top with 3 30 ft. middle poles. 33' x 33' Double Top. 33' x 33' Double Top. 33' x 33' Double Top. This canvas good for a season or more. Only little work necessary. Priced to move.

## KING BROS.' CIRCUS

CENTRAL CITY PARK, MACON, GA.

## FOR SALE

5 Truck Circus. Big Top, Seats and Light Plants. Cheap for cash. Reply **BOX D-153**, c/o Billboard, Cincinnati 22, O.

## ROGERS BROS.' CIRCUS

Need 100 capable Promotional Men who can handle good suspects in cities over 150,000. Contact **SI RUBENS**, right above Ft. Howard, Florida, P. S. Sam Roper, Earl Smith, Dick Loeb, Inver, Bob Hartung, contact SI Rubens.

## 2 PHONEMEN

UPC's, Book Tickets, Banners. **J. F. SHAFFER**, Wadsworth, Ohio (This is a Jay Coo date)

## FOR SALE

DOG ACT, FIVE FEMALES. Real act with all props, no junk. \$500.00. Want to buy Revolving Table for Dogs For sale—Deagan Bell, equipped for Horse or Chimpanzee. **GEO. E. ROBERTS**, PAMAMASKUS STUDIO, 3504 N. 28th St., Philadelphia 40, Pa.

## CIRCUS PHOTOS

Both old and new. Great Walker 1900, John Robinson 1911, Chrissy, Marcell, Cole-Beatty, H. W. early Ringling-Barnum, Tommie, Parker White, and many others. Also mounted back and parade shows, loaded flat, parade scenes, back stage horses, and all the old line circus glamour. Prices reasonable. Write for free list today! **ROBERT SAMS**, Birmingham 6, Ala. 2745 Bush Blvd.

# STANLEY W. WATHON

The creator of the first Portable Ice Skating Show

now personally presents

## The Greatest Circus Sensation

# RASINI WITH HIS ROCKET CAR

Appearing with Hamid-Morton Circus.

ALSO A GIGANTIC GIANT, the tallest ever seen in America, plus other CIRCUS SENSATIONS.

For all information communicate

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1564 Broadway New York 36, N. Y.

# E. K. FERNANDEZ WANTS

All Acts Contracted for His All-American Circus in Japan, Hong Kong and Manila to have equipment and animals ready for sailings from California on March 7, March 9, March 14.

**WOULD LIKE TO BUY—**  
Good used Big Top 130 or 150 round with three 50-ft. middles. Must be in good condition: 400 feet of 12-foot sidewalls.

I will contact acts that have written me as soon as possible. Other Acts wanting to make the trip contact me. All expenses paid. Please have passports and vaccination certificates with you.

**E. K. FERNANDEZ**  
Biltmore Hotel, Room 7100 Los Angeles, Calif.

# KING BROS.' CIRCUS

Wanted: Ross Electrician familiar with Barnum's Big Show Band. A-1 Koto. Also All Calliope Player doubling on Cornet. Address: A. Lee Blockley, Blockley, For Concert—Wrecker with Outfit—Man. SIDE SHOW, Breaks, Handicaper, For Concert—Wrecker with Outfit—Man. SIDE SHOW, Breaks, Cornetist and Outfit. Fat Girl, Tailor, Man. Musical Act. Colored Musicians, all instruments, who can read music. Flapjacks Player and Drummer, Scotch Bag Pipe and Harpist. Address: 1504 Broadway, New York 19, N. Y. Write to: King Bros. Circus, Central City Park, Macon, Ga.



## A. C. Plans 750G Advertising Budget

ATLANTIC CITY, Feb. 16.—The resort and its beachfront hotels are expected to spend about \$750,000 for newspaper and magazine advertising during 1952. This was the estimate made this week by Phillip Gravatt, director of the department of parks and public property, who said such expenditures should keep Atlantic City among the "top 10 vacation spots in America."

Gravatt further explained the 22 different items in the budget for the City Press Bureau which this year will total \$179,150 as compared with \$187,750 provided last year. Biggest item is for \$120,000 for newspaper, magazine and

promotional advertising. With an additional \$75,000 being raised thru hotels, merchants and the Convention Bureau, during the first six months of the year, and with individual hotels conducting their own campaigns the total will reach the \$750,000 figure, Gravatt said.

The budget for the Press Bureau, prepared by Mall Dodson, director of public relations, is included in the city budget scheduled for final action by the City Commission on February 28. Some of the advertising fund will go for directional signs at the New Jersey Turnpike and the Delaware Memorial Bridge to show the way to Atlantic City, Dodson said.

An appropriation for special features and promotions is increased from \$5,500 to \$8,000 and will be used for research for the 1954 Centennial Celebration and other special events. Another \$7,500 is provided for folders, pamphlets and display cards and other literature. A big saving in the budget is represented in the

(Continued on page 72)

### WANTED

Merry-Go-Round  
Kiddie Coaster  
Kiddie Whip  
Kiddie Horse & Buggy

Permanent location in long established amusement park near Rochester, New York.

Write  
BOX D-152  
The Billboard  
Cincinnati 22 Ohio

## Herb Evans Dies in L. A.

NEW YORK, Feb. 16.—Herbert Evans, 69, manager of Luna Park at Coney Island before the spot was abandoned, died February 16 in Los Angeles.

He managed Luna Park from 1934 thru 1936. Before that he had been an actor on the legit stage in London and New York and also appeared in films. His widow, a daughter and a son survive.

## NAAPPB Mulls Creation of New Service Award

CHICAGO, Feb. 16.—Creation of a new award for outstanding service to the parks business is being studied by the National Association of Amusement Parks, Pools and Beaches, Paul H. Huedepohl, secretary, said this week.

Plans still are indefinite, he said, but it is possible that the citation would be open to non-members and might be awarded to persons active in any field of outdoor show business.

The award was suggested by John J. Carlin, of Carlin's Amusement Park, Baltimore. Huedepohl said. As outlined, the award would be for special or long service in connection with taxes, insurance, legislation, promotions or other fields affecting parks. It would be in addition to the four service awards presented in connection with exhibits, talks and papers at the annual NAAPPB convention. Huedepohl also said it was likely that the award might be presented to several persons each year.

Huedepohl this week was studying possible texts for the proposed parchment scrolls which would be given to award winners.

## COMPETITION CUT

### Future Bright for Bob-Lo With End of Eastwood

DETROIT, Feb. 16.—With the liquidation of Eastwood Park here, business looms all the better for Bob-Lo Island, which has been catering specifically to churches, schools, clubs and organizations since 1898. Spot was visited by over 100,000 persons last year. Memorial Day thru Labor Day.

Bob-Lo, in the Detroit River, actually is in Canadian territory. In addition to picnic groves, baseball diamonds and tennis courts, the island offers Bug, Merry-Go-Round, Airplane, Comet, Whip, Kiddie Roller Coaster, Scoots Boat and pony rides. Miniature golf and a roller skating rink also are present.

Island is established in corporate fashion as the Bob-Lo Company. The T. H. Browning Steamship Company runs six trips daily to Bob-Lo from this city. Several moonlight cruises to the island also are offered each week, with a polka band playing for dancing.

#### Cut Rate Ducais

The island uses a low-cost ticket to lure kids on school outings. A ticket good for the boat ride, admission to the island and four rides is pegged at 75 cents for kids under 12 and \$1.25 for students over that age. A ticket with a coupon good for lunch at Bob-Lo is sold for another

\$1.25. Individual rides at the island are 15 cents.

Many open-air church services have been held at Bob-Lo since the first took place some years ago when island management applied a loudspeaker and a suitable secluded site. Pastors hold that it is a good way to give their congregations time in the outdoors on Sunday without omission of church services.

The island is a natural for publicity, since it is rich in historical associations. The original and present official name is Bois Blane, supposedly given when early explorers saw a number of white trees on the island. In the past the island has been used as a base for military operations by Indians, French, English and Americans.

### COME AND GET IT!—SACRIFICE Beautiful Park MERRY-GO-ROUND

One of the finest, excellent condition, 3 abreast, 40 beautifully carved horses, 2 chaicots. Can be used in operation now. Also KIDDIE BOAT. PRICED BIDS FOR SALE. Mechanical electric push button control. Capacity 12 children. Good as new. Selling only because we have two of same. Price \$250.

MAX GRUBERG  
201 E. Broadway  
Long Beach, Long Island, N. Y.

### WANTED AT ONCE

Experienced Luster Auto Scooter Foreman. Permanent work—long season. Must be reliable and sober. References required. Write to:

FREEMAN & SHORE  
160 Boulevard  
Revere Beach, Mass.

### MINIATURE GOLF

Park owners need our packaged course for new profits. 1500 sq. ft. area. A Court course has never failed. Thoroughly tested. Every was superior.

BOLNES COOK MINIATURE GOLF CO.  
28 Park St.  
New London, Conn.

### WANTED

Public Relations and Advertising Manager for large, fully equipped amusement park. One with these business experience preferred. State sex, experience and salary requirements.

BOX D-146, 67 The Billboard  
Cincinnati 22, O.

### 122 Rail Limited Tonnage of Relayers

Immediate Shipment—Rates practically new. Price \$7.00 a Cart—F.O.B. Loading Point. Offered Subject Prior Sale.

Address  
M. K. FRANK  
480 Lexington Ave., New York 17, N. Y.

### WANTED

AT EDGEWATER PARK, CELINA, OHIO. This popular amusement spot, located on Grand Lake (Lake St. Mary), on State Route 422, has opening for Ferris Wheel, 3 Kiddie Rides and 5 or 6 Concessions.

EDGEWATER PARK CO.  
T. V. Temple, Mgr., Celina, Ohio  
Telephone 1113-X

### BUY OR SELL

Parks, Rides, Rinks, Concessions, Amusement Equipment, Group Games, etc. Complete Turnover. Write to:

JOE MUVES  
277 10th Ave. (at 62nd St.)  
New York 18, N. Y.  
EYed 3-6477

### ANY SIZE ANY CAPACITY

MINIATURE TRAIN CO.  
RENSELAER, INDIANA

### FOR SALE AMUSEMENT ARCADE

EXCLUSIVE AT BUSY BEACHES. COMPLETELY EQUIPPED. Within 150 miles of New York.

Shooting Gallery, Group Games, Coin Machines, etc. GROSS \$25,000. Attended since over 10 million. Priced right.

BOX 312  
The Billboard 1544 Broadway, N. Y. C.

## THE BUDDY

### Rock's Spot Sees Heavy GI Custom

NEW YORK, Feb. 16.—United States and United Nations servicemen will continue to get a 50 per cent discount on all rides and attractions at Rockaways' Playland, it was announced this week.

Management expects 150,000 to take advantage of the set-up this year. Last year 125,000 did so, it was claimed. Previous high was 100,000 servicemen in 1945. The park started the discount policy for servicemen immediately after the first draft call in 1940. After 1945 the number of servicemen visiting the park dwindled to 36,000 in 1950. The outbreak of war in Korea put more men in uniform and sent the number up again.

## Wildwood Group Elects Fitzpatrick

WILDWOOD, N. J., Feb. 16.—Will Fitzpatrick, former director of publicity at Wildwood Park, has been elected president of the Wildwood Merchants' Association.

An auto dealer, Fitzpatrick served as publicity chief for the resort until last summer when he came to an impasse with the city commission over the use of the Boardwalk loudspeaker sound system for promotional and tie-up purposes.

## Tivoli Preem Set for May 2

COPENHAGEN, Denmark, Feb. 16.—Summer season at Copenhagen's Tivoli Park opens May 2. Good weather the past months has enabled the park's maintenance crews to complete most of the necessary over-haul jobs on rides and buildings.

Christian Toft Jr., owner of one of Denmark's largest carnivals has been in town lining up acts for the season. Toft's outfit travels on 38 railroad cars and has headquarters in Ulstrup.

## New Ballroom Gets Spotlight At Edgewater

DETROIT, Feb. 16.—Construction and promotional activities at Edgewater Park will be concentrated upon the new ballroom operation this season—the first time the park has had dancing in about 15 years. The former National Academy for Roller Skating Teachers, has been redecorated and converted back into a dance hall, with the addition of a patio on the River Rouge side to increase the dancing capacity to 3,500 persons.

Policy will be a name band operation, with top names already being set for three and five-day stands, similar to those formerly booked at Eastwood Gardens here. Booking and management of the ballroom will be directly controlled by the park managers, Milton and Cy Wagner, with opening set for Decoration Day.

New rides are being added in the park—a Kiddie Coaster, installed by B. A. Schiff of Miami, and a live horse and buggy ride. The latter is believed to be a novelty in park operation today, and is equipped with a number of horse-drawn vehicles, seating three persons each, to be operated over a new 100-foot track.

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
*Illustrated Circulars Free*  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

LIQUIDATING—A REAL BUY  
**THE BUG, \$4,500.00**  
A Good Ride in Good Condition—May Be Seen at Edgewater Park, Detroit. Contact  
**A. C. ROSENZWEIG**  
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**A 12 OR 14 UNIT GREYHOUND RACE**  
CAN MAKE MORE MONEY FOR YOU  
**LEGAL EVERYWHERE**  
GREYHOUND AMUSEMENT DEVICE CO., INC.  
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**FOR RENT**  
Luncheonette Counter with hood and equipment. Located on boardwalk pier over the ocean at Savannah Beach, Georgia. Exclusive rights given for Hamburgers, Hot Dogs, French Fries, Drinks, Candy Apples, Candy and Cakes on the pier. Roller Skating, Amusement Rides and Concessions on pier. Address:  
**TYBRISA PAVILION**  
Phone: 114-W Savannah Beach, Ga.

**SKEE-BALL**  
REG. U. S. PAT. OFF.  
*America's Favorite Skill Game*  
**FOR PARKS, ARCADES, RESORTS, LOCATIONS**  
NO OTHER GAME, INDIVIDUALLY PLAYED,  
HAS EQUAL POPULARITY  
HIGH EARNINGS WITH TROUBLE-FREE  
OPERATION PROVEN BY HUNDREDS OF  
INSTALLATIONS  
80 GAMES AN HOUR WITH EITHER 5c\* OR 10c\* SLOTS—\*OPTIONAL  
COASTERS & PARTS  
**PHILADELPHIA TOBOGGAN COMPANY**  
130 E. OVAL STREET PHILADELPHIA 44, PA.  
FUN HOUSE STUNTS  
LAFFING FIGURES



14 FT. LONG.  
30 IN. WIDE.

**DELUXE MINIATURE GOLF COURSES**  
WE INSTALL THE COMPLETE 18-HOLE COURSE IN 18 DAYS AND FURNISH EVERYTHING NEEDED. Engineered for capacity. Up to 200 players per hour with one operator control. 180 ballers of Baseball Battering, Golf Driving and Archery Ranges. Also Outdoor Lawn Bowling.  
We feature Plans—beautiful—long life construction and novel attractions. DON'T WAIT—ORDER NOW and BE SURE of an early spring installation date.  
Write, wire or phone for a salesman or catalog to  
**BUFFALO OUTDOOR SPECIALTY COMPANY**  
67 ELLER AVENUE Phone: Taylor 7344 BUFFALO 11, N. Y.



## S. Jersey Event Switches Grounds

CAMDEN, N. J., Feb. 16.—A new location for the South Jersey State Fair, directly opposite the main entrance to the Garden State Race Track, was acquired recently. Fair officials hailed the acquisition of the new site, terming it ideal in many ways. The grounds used in staging the first event a year ago offered poor drainage and much of the area was under water for several days.

Samuel Burgdorf, secretary-manager, said this year's event, which will run eight days and eight nights, will open May 25 and close June 1. The run includes holiday, Decoration Day. Officials and participants can be assured of at least a fair break in the weather during this period, executives said.

A definite advantage will result from being adjacent to Garden

State, Burgdorf said. Daily attendance at the track, which will be in operation while the fair is on, averages between 16,000 and 20,000. Two discount tickets will be allotted to each car parked on the race track grounds.

About 1,000,000 discount tickets will be distributed thru participating merchants in South Jersey and Philadelphia and the 28 posts of the Camden County Veterans of Foreign Wars, the sponsoring group. Approximately 350,000 persons reside in the immediate area serviced by the fair, and Burgdorf said officials were looking for big crowds if the weather is fair.

Theme will be built around children. Two school days are scheduled and a number of juvenile club days are already established. David Bullock is in charge of the coin show which officials hope will stimulate participating interest in many children.

The new grounds provide ample space for parking, and Burgdorf said that uniformed attendants would be used. The O. C. Buck Shows will again be on the midway.

Officers of the event are Louis Silverman, president; Chester Kraub Sr., vice-president; Seymour Dubrow, treasurer; Oscar C. Buck, director and superintendent of amusements; Lt. Com. John H. Mohrfield III, director; Edgar R. Schuler, County VFW commander and general chairman; Samuel Burgdorf, secretary; Louis H. Kupfer, assistant secretary, and Edgar R. Tanz, public relations director.

## N. J. \$ Aid Set For Morris Co. Atomic Exhibit

MORRISTOWN, N. J., Feb. 16.—Gov. Alfred E. Driscoll this week directed the New Jersey State Division of Civil Defense to assist in underwriting the cost of the atomic energy exhibition at Morris County Fair, John J. Kennedy, president, reported.

The exhibit, scheduled to come here directly from Oak Ridge, Tenn., will require 8,000 square feet. A special board floor will be constructed by the fair. Twelve students, selected by the head of the physics department, Princeton University, will serve as guides and demonstrators.

Fair management is arranging a conference with the State Office of Civil Defense to plan for State-wide attendance at the exhibit by all CD volunteers.

## Chambliss Inks Strates Model, Va. Greater

ROCKY MOUNT, N. C., Feb. 16.—Days have been set for Rocky Mount Fair, Pitt County Fair, Greenville, and Seven County Fair, Elizabeth City, N. C. It was announced this week by Norman Y. Chambliss, secretary-manager of the local event and associated in the operation of the other two annuals.

Local fair will run September 29-October 4; Greenville goes October 7-11 and Elizabeth City will be held October 13-18. The newly formed Strates Model Shows will hold down the midway at the first two events, while Virginia Greater Shows will be the occupant at Elizabeth City.

Acts supplied by the George A. Hamid office, New York, will be used at the three annuals, and harness racing will be staged at Rocky Mount and Elizabeth City. Agricultural premiums to be offered at the events are Rocky Mount, \$3,500; Greenville, \$4,300, and Elizabeth City, \$2,500.

## Meetings of Fair Assns.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

## Louisville, Nashville Events Ink Young Grandstand Shows

CHICAGO, Feb. 16.—Kentucky State Fair, Louisville, and the Tennessee State Fair, Nashville, this week signed contracts with the Ernie Young Agency here to produce the night grandstand shows at both State annuals.

While the Nashville contract is a repeat engagement for the local booker, the Louisville pact is a new one for the Young office. The latter fair will for the first time this year operate with a free grandstand after upping its front gate admission to 60 cents, a dime increase over last year. Gooding

## Winter Fairs

### ARIZONA

Mesa—Maricopa Co. Fair, March 1-9. Maricopa Del Norte, Mill N. 10th St., Phoenix.

### CALIFORNIA

Clovis—Clovisdale Citrus Fair, Feb. 23-26. Harry Tenney. Imperial—California Mid-Winter Fair, Feb. 23-March 2. D. V. Stewart. Indio—Riverdale Co. Fair & National Date Festival, Feb. 18-24. R. M. C. Fullerton. Riverside.

### FLORIDA

Cooper—Indian River Orange Jubilee, Feb. 24-25. R. L. McClure. Daytona Beach—Ballant Fair, First week in March. Turner Scott. Delray Beach—Oxaloid Fair, Feb. 16-17. B. W. Branson. Dunedin—Pa. Sportsman's Expo-Lake Co. Fair, March 17-23. Earl Lehmann. Ft. Pierce—Pineapple Co. Fair, Feb. 18-23. J. R. Lagan.

### MONTANA

Bozeman—Montana Winter Fair, March 27-28. George Blinn.

### TEXAS

San Antonio—Livestock Expo, Feb. 18-24. James F. Grote.

## Auglaize Preps For Centennial; To Spend 20G

WAPAKONETA, O., Feb. 16.—Directors of Auglaize County Fair here have earmarked \$20,000 for plant improvements to be completed in time for the August 3-8 centennial annual, for which special program plans are in the works. Secretary Harry Kahn announced this week.

Opening Sunday afternoon will feature a concert by nine county school bands, directed by Frank Simon, leader of the Armo Steel Company band, and the American Legion Zouaves of Jackson, Mich., a drill team, will perform. Sunday night Ted Mack's amateur hour program will be featured.

Monday afternoon a cooking demonstration will be presented before the grandstand, while that night the feature will be wrestling by men and women, promoted by Al Haft, Columbus, O. Tuesday afternoon ceremonies will mark the 50th anniversary of 4-H clubs. Harness racing will be offered Tuesday night, Wednesday afternoon and night and Thursday afternoon. Two auto thrill shows, B. Ward Beam's Daredevils and Rogers' Maniacs, will be the Thursday night attraction, while a Friday afternoon tractor pulling contest and closing ceremonies featuring a "century of progress" parade and fireworks comprise the night program. During the week there will be a queen contest, with entries from 14 townships, with winner and her escort getting a free trip to Washington. Also scheduled is an antique machinery display.

Plant improvements will include 900 feet of steel fencing, new feature of the horse barn to another area and addition of 20 stalls, repainting of all buildings, a 20 by 100-foot addition to the fruit hall, new training track in the grandstand infield, the planting of 40 trees and the addition of 700 seats with cushions and back rest in the grandstand.

## Record Attendance Looms for Tampa

Grandstand Receipts Up 21% Over 1951; Gate Running 40% Ahead of Last Year

TAMPA, Feb. 16.—Parade-happy Floridians and winter tourists in greater numbers than ever before thronged to the 11-day Florida State Fair and as a result the expo today entered the final day with grandstand receipts up 20.9 per cent over last year and with outside gate totals hovering near an all-time record.

Biggest of the parades, the Gasparilla Day event Monday (11) drew such a large grandstand crowd that the stands and bleachers were a complete sellout, with the overflow paying top prices to stand or squat on the grass fronting the infield bleachers. More than 11,000 persons saw the parade, and the event, apart from its promotional value, netted a comfortable dollar profit, inasmuch as the fair gives up \$10,000 to the Gasparilla Krewe which actually stages the event.

Some lavish floats and 35 bands, including one from Key West, Fla., more than 400 miles from here, were in the Gasparilla Day parade. The children's Gasparilla Day parade, held Wednesday (13), also yielded a substantially bigger turnout than last year.

So, too, did the Shrine parade Thursday (14). One of the notable features of the parade developments is the growth of the children's parade, which again this year was larger and better executed than last year.

Of the three parades, the Gasparilla Day parade provided the biggest grandstand gross. But not far behind it was the take for the big car auto races Saturday (9), up more than 30 per cent from last year. Stock car races Sunday (10), when other sections of the fair were idle, grossed slightly under the 1951 figures, as did the opening day auto races. All of the racing events are staged by Frank Winkley.

## Bob Hope for CNE

Continued from page 1

summer date at the Palladium in London. A flat guarantee and a percentage of the gross receipts has been offered.

CNE execs have long wanted to feature Hope in front of the 25,000-seat grandstand, but he has been unavailable, due to prior commitments, until now. Should he accept, he will follow Olsen & Johnson, Danny Kaye and Jimmy Durante.

Leon Leonidoff is again slated to produce the show. Canadian talent will be used in every way possible to offset criticism stemming from the importation of U. S. performers. Last year, about 95 per cent of the performers were Canadians, Fair officials said.

## Myrtle Point, Ore., Elects '52 Officers

MYRTLE POINT, Ore., Feb. 16.—Sam Dement, this city, has been named president of the Coos County Fair here. V. A. Roush is vice-president. J. H. Clarno was elected secretary-manager and R. P. Roper, treasurer.

Joie Chitwood's Thrill Show, playing twice in the first three days of the fair, yielded good grosses. In the same period last year only one thrill show performance was given.

Fourteen acts were offered in front of the grandstand on days and nights when either auto races, thrill shows or parades were not staged, and some of the acts also were sandwiched in on the parade.

(Continued on page 72)

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Finest Fairs with  
America's Finest  
Talent and  
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Whatever your entertain-  
ment needs... it will pay  
you to consult with us.

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### NATIONAL HOME SHOWS INC.

*America's Outstanding  
Trade Exposition Organization*

PRODUCING HOME SHOWS, ATTENDED BY  
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**Decatur Fair  
and  
Agriculture Show**

July 28 to August 2, 1952

**WALTER FORD**  
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CROWDS CHEER AND  
WE GROW BIGGER (BIGGER)

BECAUSE WE SELL THE  
**FINEST ACTS**

YOU TOO, CAN CHEER TO  
BIG OFFICE RECEIPTS BALLOON!

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Ready for immediate bookings. Proven attraction for both indoor and outdoor shows. Birds driven or ridden, also offering other novel attractions. "Hurricane," world's fastest zebra stallion. Plo played on both trained zebras and donkeys. We can furnish acts for a complete show. Contact

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Wild Animal Training Farm, 10,000 Imperial Highway, La Habra, Calif.  
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The ORIGINATOR of FLIRTATION IN THE SKY... V  
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AND, REMEMBER, THERE IS ONLY ONE  
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**Gracie ORYTON**

"THE AERIAL SENSATIONS"  
THRILLING CRISS-CROSS SWAYING  
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**PAWNEE COUNTY FAIR**

Touring dates August 24-25 or Sep-  
tember 24. Complete Carnival  
Grandstand Entertainment wanted. Also  
all of July Entertainment needed or  
what have you. Open for all types of  
Entertainment. Contact

**MR. J. TOM SAWYER**  
PAWNEE CITY, NEBRASKA



## Whopping RAS Tampa Gross Forecasts Bumper '52 Season

Ride, Show Takes Soar 50%; Concessions 10-100% Ahead of '51

TAMPA, Feb. 16.—Confidence that the 1952 carnival season will be big—bigger than last year—went soaring here at the Florida State Fair today as the expo, the first major outdoor event of the year, entered the last day of its 11-day run with Royal American Shows piling up a ride and show

gross more than 50 per cent higher than last year.

Games concessionaires and eat-and-drink vendors joined in the business upswing, with ops reporting increases of from 10 to 100 per cent over last year. To a man they charge the increases not to weather—which over all was only slightly better than last year—but to the fact that John Q. Public has more money to spend and will spend it on outdoor amusements.

Each year ops look to the fair here as something of a barometer of what lies ahead and what made them particularly happy was that the youngsters, especially the 4-H and FFA members from the rural areas, had folding money, instead of silver to spend, which had been their lot the past two years here.

### Heads for Near High

The engagement for the Royal American Shows was headed for a near record, if not record gross, going into the final day. The office wagon tape, as of Thursday morning (14) after eight days of the run, showed the RAS gross up 40 per cent over that for the corresponding year. On Saturday (9) the Royal American Shows showed even a greater increase than its 10 per cent average for the first eight days, hitting well over 50 per cent higher than last year in its

ride and show takes to register the biggest single day midway gross the RAS has chalked up in the 22 years the Carl Sedlmayr organization has played here.

After its wind-up here tonight the Sedlmayr aggregation will turn to making ready for its '52 tour, which is to start in May. When it takes to the road, it will go out on 80 cars, as against 57 last year, according to Sedlmayr, who announced that he has purchased three additional stateroom Pullmans.

Sedlmayr also revealed that he has placed orders for two caterpillar 200 kw. Diesel power plants. These, he said, are the first to be

(Continued on page 65)

## 400 Turn Out For Tampa Club Banquet-Ball

TAMPA, Feb. 16.—Third annual banquet and ball of the Greater Tampa Showmen's Association here Sunday night (10) in the Palm Room of the Tampa Terrace Hotel, drew an attendance of 400 persons, who were delighted by a sparkling entertainment program.

Curtis Nixon, Tampa mayor, was guest of honor and principal speaker. He lauded the club and the showmen living in Tampa for their contributions to community life.

Frank Winchell, an ex-showman now in public relations work in the State, was toastmaster. On the dais, in addition, were the club officers: Edward L. Young, retiring president; Nat D. Rodgers, first vice-president; Lloyd Serfass, second vice-president; C. J. Sedlmayr Sr., third vice-president; Verne Korhn, secretary; Harry B. Julius, treasurer; George Ringlin, chaplain, and E. I. Soskis.

Also on the dais were S. T. Jessop, president of the Showmen's League of America; Leo Bistany, president of the Miami Showmen's Association; Gerald Snellens, representing the National Showmen's Association, and Dwight Bazinet, representing the Hot Springs Showmen's Association.

Acts were Aaron & Broderick, comedy, song-piano; Marian Vinay, comedienne; the Howells, comedy dance team; Ann Demis, novelty singer; Sunny Fox, novelty song and dance, and Jack Montez and Company, magician.

## SLA Obtains New Quarters

CHICAGO, Feb. 16.—Showmen's League of America this week wound up negotiations for new quarters on the eighth floor of the Woods Building at 54 West Randolph Street here and expects to occupy the premises about March 1.

Unanimous approval of the move was granted by the trustees and board of governors and a five-year lease is expected to be signed shortly. The new quarters will include a meeting room, offices, parlor, checkroom and space for a bar, kitchen and game room. Alterations will be handled by the building's owner, who has promised occupancy by the end of this month.

## Pasteur Preps Reptile Unit for World of Mirth

NEW YORK, Feb. 16.—Louis Pasteur this week outlined plans for the Reptile Show he will present at the World of Mirth Shows. Unit will be presented in a 60 by 40-foot top behind a panel front, featuring numerous blow-ups, he said.

Reptiles will include cobras, rattlesnakes and pythons. A number of educational exhibits will also be included. A 100-foot front is planned. Pasteur will join the show at its Richmond, Va., quarters April 1.

## Lawrence Preps for April Bow in Dixie

NEW YORK, Feb. 16.—With an opening scheduled for the first week in April, Sam and Shirley Levy left here today for Dunsmuir, N. C., where they will supervise preparation of their Lawrence Greater Shows. Morris Lipsky, who will handle the front end, is already in quarters. Opening stand in the South will be announced later.

All possible work will be accomplished in quarters with no major jobs held over for the road, Levy said. Equipment came into quarters last year in good shape and the scheduled work will consist mostly of painting and maintenance, he said.

Show has a strong route of fairs set and Levy opined that business this season would be good. A shortage of help is likely to continue this season, he said, but the response from working men so far has been good.

## London, Ont., Signs Conklin Fun Units To 5-Year Contract

Operators Plan to Pave Midway; Permanent Structures Studied

LONDON, Ont., Feb. 16.—J. W. (Pat) and Frank Conklin were awarded a five year midway pact by the London Western Fair here this week. The midway impresarios, who hold long-range contracts at many other Canadian events, will pave approximately 10,000 square yards of midway arteries.

Walter Jackson, manager of the London Exhibition, in announcing the pact, said the contract terms were similar to those contained in the many one-year agreements between the Conklins and the fair. Shows, rides and concessions are included in the contract. The dates are the first full week after Labor Day, immediately following the Canadian National Exhibition, Toronto, where the Conklins reportedly have been granted their second five-year contract.

Show officials said that the new contract allows for the possible erection of permanent-type midway structures, similar to those in use at Toronto, and indicated that it was their desire to launch this kind of building program. If so, it is possible that the first of these units might be erected in time for the 1952 show. Fulfilling such a program would cost in the neighborhood of \$100,000, they said.

Dates of the London event are

### DIXIE DATA

## Chambliss Aids NSA Fund Drive

ROCK MOUNT, N. C., Feb. 16.—Norman Y. Chambliss, secretary-manager of Rocky Mount Agricultural Fair, is up for membership in National Showmen's Association, New York, and in the interim before joining that body he is letting no grass grow under his feet.

For some time the showmen's group has been conducting a drive to secure bond pledges which will go for the building of a new home for the group. Chambliss reported that he had drummed up three pledges in this area, with four more pending, and sent them to Ethel Weinberg, NSA secretary. Chambliss is confident of getting eight or 10 more pledges for bonds and hopes to enlist the aid of other Southern fairmen in the project.

## Reynolds-Wells Pact 10 Fairs In Minnesota

MUSKOGEE, Okla., Feb. 16.—Reynolds & Wells Shows have contracted to play 10 Minnesota fairs in 1952. It was reported at winter quarters here this week. This year will mark shows' first invasion of Minnesota since 1941. Under a new still-date policy, shows will play two spots a week until the fairs start. Street celebrations and promotional dates will make up most of the still date route. Shows open late in April and, following Minnesota route, will make Oklahoma and Texas fairs and celebrations until late November, it was reported.

The Minnesota spots added during a recent booking tour include Wilken County Fair, July 25-27; Wasca County, July 31-August 3; Todd County Fair, August 4-7; Morrison County August 8-10; Crow Wing County Fair, August 13-16; Cottonwood County Fair, August 18-20; Swift County Fair, August 21-24; Henning County Fair, August 25-27, and Faribault County Fair, September 4-7.

Shows will carry 12 rides, 8 shows, Diesel light plants, and 6 large telescoping aluminum light towers. New Kiddieland equipment will be added and new fronts for two shows will be built.

## Dixey Enterprises Line Up Dates

EAST CHICAGO, Ind., Feb. 16.—Dixey Enterprises, Chicago and ride operators, will again play close to 35 spots under auspices of churches, veteran and fraternal organizations this year, Raymond C. Dixey, manager, announced.

Two units will operate in Northern Illinois and Indiana he said. A total of 12 rides will be used, including devices in a third Chicago unit which is operated by Steve McLaughlin, owner of the rides. The latter unit will play about 15 sponsored dates.

### 2 ROUTES SOLID

## Max Gruberg Echoes Philly Bazaar Boom

NEW YORK, Feb. 16.—Reporting the demand for ride and concession units by groups sponsoring bazaars and similar undertakings the greatest he has ever encountered, Max Gruberg this week said his revived Bazaar & Rides Equipment Company, headquartered in Philadelphia, was already assured

of a good season with both units booked solid.

A principal date will be the showing for St. Danoto's Church, Philadelphia, May 22-31. Promotion for the event includes the giving away of a car and \$100 bond on each of the 10 operating days. Ten parishes are participating in the sale of advance ducts, Gruberg said.

The Church of St. Marys, Philadelphia, will stimulate attendance by giving away three automobiles during the run of the show, June 16-21. The King of Peace Church, also in Philadelphia, is giving away two houses during its two-week affair, June 30-July 12.

The Gruberg concern, of which J. James Quinn is general representative and Frank C. Maurone area representative, will furnish rides, concessions and free attractions at all events. A deal has not yet been set for talent, but Gruberg said he hoped to conclude arrangements next week.

Both planned units are completely booked, Gruberg said. All sponsors are Catholic churches, except for four dates under the auspices of American Legion posts. All engagements are in metropolitan Philadelphia.

The usual bazaar type of operation will be followed, with sponsoring groups supplying all operating personnel.

## Two N. C. Fairs Ink Va. Greater

SUFFOLK, Va., Feb. 16.—Virginia Greater Shows have been signed to provide midway at Elizabeth City and Edenton, N. C., fairs, William C. (Bill) Murray, general agent, announced.

Meanwhile activity is under way at the org's winter base here.



GREATER TAMPA SHOWMEN'S ASSOCIATION was represented in the Gasparilla Day parade Monday (18) at Tampa by this huge and striking float. It was one of 58 in the long parade viewed by an estimated 500,000 persons. Besides depicting the flavor of outdoor show business, such as giants and electrically operated horses, the club's float bore the legend "With It, for It" in reference to the City of Tampa.



# Midway Confab

Degair Montes infers from Owensboro, Ky., where she is wintering that she again will be with the Linda Lopez org in 1952 . . . Bonnie (Heat Wave) Taylor is wintering with Kitty Kelly in Tampa. . . Bobbie Burns has been signed as inside man on Gene Knight's Side Show on United Exposition Shows. Peggy Burns will be an annex attraction known as Thelma. Shows are scheduled to open March 1 in Liberty, Tex. . . Arlene and Elvin Bishop have returned to their home in Wichita, Kans., after spending the winter in Southern California. They took delivery on a new house trailer recently and are painting their equipment and making ready for the 1952 tour.

Walter B. Fox writes from his Mobile, Ala., headquarters that rumors of his recent death are, in the words of Mark Twain, "highly exaggerated." Fox, who has been laid up all winter with a severe bout with the flu, is up and around again. . . Louis J. Berger, general agent of Amusement Corporation of America, who recently underwent surgery for a hernia, cards from Chicago that, although he missed all of the mid-winter fair meetings, he will soon be back in harness again.

Frank W. Peppers scribbles from Mobile, Ala., that he has some rides and concessions in the Colored section at the Mardi Gras there. Event, which opened February 14, will feature a total of 12 day and night parades during the nine-day run with a three-day "breathing spell" over Sunday. Final day of the celebration is Tuesday, Feb. 26. . . Earl W. (Shorty) Wilson, concessionaire, who spent the holidays in Augusta and Hinesville, Ga., has returned to Mobile, Ala., for the winter.

Ethel and Earl Purdie attended the Florida State Fair while vacationing in Tampa. With Ethel much improved, they planned to sail for a short first-time visit to Havana. Upon returning to their Richmond, Va., home, they will read up on motorhome units which they again will present on Cettin & Wilson Shows and at Palisades (N. J.) Amusement Park. . . Bunny and Max Kasow are back in New York after taking the baths at Hot Springs and side trips to Fort Worth to attend the stock show and other Texas towns. Max reports the Southwest is booming.

Bill Lambert, who is wintering in Gauthier, Miss., will be assistant manager of James H. Drew Shows this season. A. C. Hill reports from Dunbar, W. Va., Mr. and Mrs. Tom Niswander again will serve as special agents ahead of the shows, Hill says. . . Gerald Barker again will tour his Midway Cafe on B. & C. Exposition Shows, Ray Sanford reports. Recent visitors to the shows' Hemlock, N. Y., quarters, Sanford says, included Tom Hooley, Mr. and Mrs. Ken Darling, Mr. and Mrs. Walter Schafner and H. Himes, who booked two stands for the 1952 tour. Sanford is in charge of the quarters crew.

Earl Shoemaker has been signed to manage the Funhouse on the James H. Drew Shows this season. . . Curley and Alice Stevenson report that they received numerous get-well cards and letters from friends during Curley's confinement in Mount Carmel Mercy Hospital, Detroit, where he underwent an operation. He's reported to be recovering rapidly. . . Bill and Helen Chapman, who were snowbound for three weeks on their ranch north of Reno, are celebrating the arrival of a son born January 5. Mrs. Chapman is the daughter of Helen and Harry Moore, of Capital City Shows, who are wintering at the org's quarters in Valdosta, Ga. . . Bill Nurney will have the Merry-Go-Round on James H. Drew Shows this season. A. C. Hill reports.

Eddie Flegel is framing a variety show in Halifax, N. S., to take out this coming season. Flegel, who has operated shows on the Bill Lynch, Casey and Alberta Slim shows, also will do his Baby Snooks act.

Prince Bobo, human pincushion, has joined the Hall & Leonard Side Show on Barney Tassell Shows.

Leo Lipka, former carnival owner, played host recently to a number of showfolk in his Detroit home. Guests included Mr. and Mrs. Jack Dickstein, Mrs. Helen Harwitz, Charles Westerman, Roscoe Wade and members of Michigan Showmen's Association building committee.

Robert J. Conn, formerly with Badger State Shows, was inducted into the Army recently. His address is Pvt. Robert J. Conn, U. S. 55-212-937, Company K, 13th Infantry Regiment, Fort Jackson, S. C. . . Following several days on the West Coast, Mr. and Mrs. C. I. Levin, of Midwest Merchandise Company, Kansas City, Mo., are vacationing in Harlingen, Tex. They are spending their time fishing and visiting shows and showfolk in the Rio Grande Valley.

Pat and Ruby Parker, concession ops on the James E. Strates and Amusement Company of America shows, were in Chicago Thursday (18) en route to De Land, Fla., after attending the funeral of Parker's mother in Minneapolis.

Carlton Coe reports he is spending two months in New Orleans at the Paradise Tourist Court due to the off winter in Los Angeles.

O. C. Buck was in Camden, N. J., last week to attend a meeting of the board of directors of South Jersey State Fair. Oscar acquired a financial interest in the spring annual last fall.

Eddie Elkins reports that he has made no arrangements to be associated with either the Mickey Page Shows or the Royal Crown Shows, contrary to recent reports.

Gerald Snellens, general representative of the World of Mirth Shows, was in the Carolinas recently cementing advertising deals for the season. Snellens also attended Florida State Fair.

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high class midway attractions

**WANTED**  
SHOWS—Grind, Snake, Monkey, Wild Life, Girl Posing and Ten-in-One with or without equipment.  
**CONCESSIONS**—Custard, French Fries, Novelties, Age and Weight, Photos, Short Range, Ball Games, anything non-conflicting.  
**RIDE, HELP and Semi Drivers.** Useful People in all departments.  
**FOR SALE**—8 car Octopus, double Loop-o-Plane. Write  
**MICKEY PERCELL**  
Box 106 Waverly, N. Y.

**OPENING IN APRIL**

**WANTED**  
**CONCESSION DEPARTMENT**—Good Bingo Help. If you drink, don't apply. Two more Grind Store Agents, P.C. Agents, one Slum Skillo Agent. Also a good couple to take over the only Cigarette Game on the Show. Also General Concession Help. Write  
**LOUIS A. RICE**  
1921 N. W. 79th St. Miami 47, Florida

**James H. DREW SHOWS**

**WANT FOR THE 1952 SEASON**

Opening in April. Playing busy manufacturing cities until June. Then a solid route of outstanding celebrations and fairs until Mid-November.

**WANT** Experienced Ride Help and Workmen in all departments. Need Second Man on Wheel, Merry-Go-Round, new Tilt-a-Whirl, Foreman for Smith & Smith Chairplane. All must be tractor-trailer Drivers. Notice—If you drink, please do not answer this advertisement.

Will place good Girl Show with wagon or panel front, also Midget Show. Good opening for Arcade. Will place Long Range Gallery, exclusive. Everybody address  
**JAMES H. DREW SHOWS**  
Fairgrounds, DUNBAR, W. VA.

# HILL'S GREATER SHOWS

**LAST CALL FAIRS AND CELEBRATIONS STARTING AT PLAINVIEW, TEXAS, APRIL 12-18 LAST CALL**

**FAIRS BOOKED**  
Livingston, Mont. Miles City, Mont.  
Nezars, Mont. Glasgow, Mont.  
Berre, Mont. Ft. Benton, Mont.  
Deer Lodge, Mont. Kalispell, Mont.  
Anacosta, Mont. Livingston, N. M.  
Boxmen, Mont. Pecos, Tex.  
Bain, Wyo. Lamona, Tex.  
Powell, Wyo. Northeast New Mexico State Fair,  
Roswell, N. M. and More Pending

**CONCESSIONS**  
Want Hinky Punks of all kinds "Eggs" on Custard, Sables and Art. and Wag Oufit. Will book Milk Bottles, Cat Rack, High Marker, Pitch-Till-You-Win, CR. H. B. Shop, wire if you want Race Horse Oufit. Contact Bill Dixon. (Conv. report for Jam Joints)

**RIDES**  
Will book Pony Ride, Dark Ride, Octopus, Rock-O-Plane, Whip or Streamlined Caterpillar. Have 10 office owned rides

**SHOWS**  
Will book Motordrome, wonderful route for Supte, Air Monkey Broom, Rocket Show, Fun House, Glam House, Side Show with or without equipment, Hission Show. Have two nice Girl Show Frame-Ups, will turn over to capable Operator with talent.

**HIDE HELP**  
Want Foremen for Supte, Flying Scooter, Kiddle Ride, Second Man on all Rides. (Pat Bright, report Winterquarters Feb. 23) Leonard Garcia, report Winterquarters Feb. 23

**SHOW GOES ON 101 FEBRUARY 25, OPENS MARCH 1 FOR 8 DAYS**  
All Wires and Mail: P. O. Box 1106, Aransas Pass, Texas (Phone 488)  
**H. P. HILL, Sale Owner & Mgr. N. L. DIXON, Legal Advisor**

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**MILE LONG PLEASURE TRAIL**

**NOW BOOKING FOR SEASON 1952!**  
**SHOW OPENS EARLY IN APRIL**

**CONCESSIONS**—Legitimate Merchandise Concessions of all kinds. No others need apply.  
**SHOWS**—Due to disappointment can place Side Show and Monkey Show. Have beautiful outfits for both shows. Will consider reliable operators who can furnish strong attractions for the above shows. Can place Wild Life.  
**RIDES**—Will book Octopus, Tilt-a-Whirl or any other Ride not conflicting. Can place capable Foremen on Merry-Go-Round and Ferris Wheels. Other useful Ride Help on all rides. We pay top salaries.  
Can place Show Carpenter, also Show Painter who can use spray gun and do lettering. Address  
**JOHN H. MARKS**  
P. O. Box 771, Richmond, Va.

**MOTORDROME MANAGER SIDE SHOW MANAGER**  
Want Motordrome Manager with own machine, capable Drive People, Ticket Sellers, Truck Drivers. Best drive in the business, new. Ted Snyder, Lee Evans, Mickey Deebush, Sammy Lowery. We have best drive territory in U.S.A., and real concession, side show Manager with own leads; we have complete outfit, Sid Crane, Jimmy Evangeline, Glenn Gibson, best route still dates, plus 10 weeks Fairs and Celebrations. All address  
**W. A. SHAFER**  
Just Far Fun Shows, 771 South Hazlett Ave., Dallas, Texas  
P.O. Man for Fun House, Young Harvey Wilson, write. Also Man for Snake Show.

**WANTED ST. PAUL CENTENNIAL WANTED**  
**ST. PAUL, INDIANA, JUNE 26, 27, 28, 1952**

**WANTS**  
Concessions and Games of all kinds. Shows of all kinds. Will also book Free Acts of merit. Write  
**WAYNE PRICE, Centennial Secretary**  
P.O. BOX 185 ST. PAUL, INDIANA

**CARNIVAL WANTED**  
First or second week in May; must have six or more major rides.  
**Fred Elkin Sr.**  
AMVET Post 12 Lexington, N. C.

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Send Cash With Order. Stock Tickets, \$22.00 per 100,000.

100,000	\$29.00
10,000	\$5.95
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Make money during spare time. Experience unnecessary. Unlimited opportunity.  
**\$50—\$75—\$100 DAILY!**  
Sell 3 1/2 yd. pieces of fine gabardine tropical, sharkskin, etc. Material in attractive colors. Fitting for men, women's suits, sport shirts, etc. Easy to carry with regular time. Fast moving. In popular demand.  
We Sell Below Wholesale  
For further information and price list, contact  
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**OCTOPUS FOR SALE**  
Rebuilt complete Front and Ticket Box new last year. Well Flashed. With or without transportation. Priced for quick sale. Can be seen at address below.  
**DAVID S. REESE**  
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Candy Butchers and Novelty Agents for the  
**BIG RODEO**  
**BROWN COUNTY LEGION, KINGSBRIDGE ARMORY, NEW YORK CITY**  
FEBRUARY 22 TO MARCH 1  
Apply A. HYATT  
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Phone Resident 4-5961

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228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Fresh and Novelty Acts. State rotary and all particulars in next letter.

**CONCESSION SPACE**  
For B.B. Circus week in Philadelphia, directly across from city grounds. Act new for choice spots. Address:  
**SOUTH CITY DRIVE IN THEATRE**  
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Plenty of Nightly Flashed. Will wait on you at any hour. Latest models. PHILL'S got it!  
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**SOUTH JERSEY STATE FAIR AND EXPOSITION**  
 4 DAYS MAY 25 TO JUNE 1, 1952 8 NIGHTS  
 Fair Grounds—Opposite main entrance Camden State Race Track.  
 Attendance from fifteen to twenty thousand daily.  
 Can book for this date Concessions of all kinds. Caster, Eggs, Drinks, Novelties, Scales and Age, Manly Panks—Independent midway, \$5.00 per foot. Exclusive Glass Pitch sold.  
 Demonstrations and Fishmen for exhibit department and midway.  
 One million special discount tickets distributed by participating merchants throughout New Jersey and Philadelphia.  
 Two special Children's Days for city and county schools. Can use Exhibit Space Salesmen. Address all communications to administrator office.  
**SOUTH JERSEY STATE FAIR AND EXPOSITION, Inc.**  
 Broadway Steers Bldg., 300 S. Broadway, Phone WO 4-9610, Camden, N. J.  
 S. Burdick, Secretary.

**FOR SALE**  
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 1—40 foot Spillman three abreast Merry-Go-Round in excellent shape; horses, platforms, sweeps, gearing, all in sound condition. This is an exceptionally good ride. Price, \$7000.00.  
 1—8-Car Mangels Whip, completely rebuilt; new cable and blocks, mounted on two trailers especially designed for fast and easy loading. Price, including trailers, \$6800.00.  
 Come down and look this stuff over. We might have something else that you can use.  
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 397 Riverside Avenue, Phone Mystic 8-9671, Medford, Massachusetts

**VIRGINIA GREATER SHOWS**  
 The Show With The Proud Reputation  
**OPENING SUFFOLK, VIRGINIA, FIRST WEEK IN APRIL**  
 Will sell exclusive on Caster, Potatoes, Cotton Candy, Age and Scales, Photos, Novelties, Hi-Striker, American Palmistry (no gypsies wanted), All Hanky Panks open.  
 Want Pony Ride, Unborn, Ten-in-One Manager. We have complete top and wagon for same. Snake Show, Funhouse, Glass Show, Wild Life, Girl Show Manager, Midget Show (Street Family answer), Will book any good Platform Show of merit. Will book or buy Fly-O-Plane or Octopus. We have Rolloplane for sale cheap. All address  
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**TURNER BROS.**  
**WILL BOOK FOR 1952 SEASON**  
 CONCESSIONS: Want Long and Short Range Gallery, Hi-Striker, Bell Games and Hanky Panks of all kinds, Cashbox, Bingo, Candy Flow, Popcorn, Photos and Caster sold. **SHOWS:** Can place Shows with own equipment and transportation. Pen House, Glass House or any good Grand Show. Penny Arcade. **HELP:** Ride Foreman and second Men must be experienced.  
 Address **TURNER BROS., SHOWS, Petersburg, Illinois**  
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**CAVALCADE OF AMUSEMENTS CAN PLACE**  
 Scenic Artist and Letterer. Year around position. Join at once. Ride Foreman for Scooter, Looper and Caterpillar. Can place Neon Man. Must be good Glass Bender. Date Roberts, answer. Show opens March 28. Address:  
**AL WAGNER, MGR., Box 66, Mobile, Ala.**

**COLUMBIA SHOWS FOR BEST ROUTE IN MAINE**  
 CONCESSIONS—Can place Pitch-You-Win, Darts, Glass Pitch, Photos, Cigarette Gallery, Age, Snake, Water Games, etc. Also place well framed Girl Shows, also any worthwhile Grand Show. **HELP**—Can place reliable Ride Help who can drive semi. P.C. Agents and Concession Help. This show carries 7 office owned rides. All people contracted with this show, contact immediately. All replies to:  
**TOMMY KEEFE**  
 R.F.D. 75 FALMOUTH, MAINE  
 P.O. Harry Parker, Mike Marino, Whitey Brown, Mr. Aubert, get in touch.

**Last Call—OPENING AUGUSTA, GA.—Last Call**  
 Everybody contracted acknowledge. All locations given Monday, Feb. 25.  
 ★★ WANT ★★  
 CONCESSIONS: Long Range, Ball Games, Hi-Striker, Duck Pond, Ballroom Darts, Novelties, Cigarette and Penny Pitch.  
 SHOWS: Motor Drone (Cater Zane, contact); Andy Zane, come on.  
 RIDES: Will book pitch or any other Flat Ride, Rolloplane, Octopus, Kiddle Auto, Kiddle Airplane, Miniature Train, Electric Generating Plant, etc.  
 FOR SALE—Two 75 Kw. Transformers, G.E. 12 Bars old, reason for selling—have Dievics. Also 7 Mirrors for Glass House—\$175.00.  
 Write or wire **BOB MANNING, New Warehouse, Kinross, S. C.**

**For Sale—Complete Carnival**  
 Bombed sold for entire season, including 7 Fairs, for some of the best spots in New England show property consists of Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus, Kiddle Auto, Kiddle Airplane, Miniature Train, Electric Generating Plant, 3 Search Lights, 3 Semi-Trailers, Straight Job, 16 Concessions, Rubber Cable, etc. Above equipment in first class condition, newly painted and ready to roll. Price to right. Send all communications to:  
**BOX D-143, c/o THE BILLBOARD, CINCINNATI 22, O.**

**HARRY MANNAS**  
 Contact of once  
**GUS PAPPAS**  
 7820 Chicago Ave., Minneapolis, Minn.

**KING PONY CART RIDE**  
 Fifteen capacity. Good condition, new top, extra parts. Must sell now. Best cheap at \$1,600. Write or wire  
**D. R. GOWEN**  
 Route 1, Cable, Ohio

**WANTED ACTS**  
 For Outdoor Stage Show. Long term contract. prefer those that double short moves. Good salary to right (phone) Write to  
**Royal United Shows**  
 1610 S. 5th Ave. Sioux Falls, S. D.

**CARNIVAL WANTED FOR JULY 4TH AND 5TH**  
**M. A. DUXBURY**  
 BOX 229 CALEDONIA, MINN.

**SEEN, HEARD AT TAMPA**  
**GTSA Cemetery Fund Nets 4G From Jamboree**

TAMPA, Feb. 16.—Jamboree for the benefit of the Greater Tampa Showmen's Association held Tuesday night (12) in the "Harlem in Havana" at the Royal American Shows midway at Florida State Fair here netted the club's cemetery fund a whopping \$4,200. C. J. Sedlmayr Jr., handled the auction, with Jack Norman as emcee, Cortez Lorow as stage manager and Pete Burkhart as general manager.  
 Entertainment included Merle Evans and his band, Leon Claxton's "Harlem in Havana Revue," Jo Gordon, comedy bits; Foley, clay modeler, and Alex Linton, sword swallower, the latter from the Lorow Side Show.  
 Prior to the start of the show, taps were sounded in memory of Marshall Johnson, long-time friend of outdoor showmen, who died at the '51 fair here and who was the first contributor to the cemetery fund.  
 The club has purchased a tract in Woodlawn Cemetery here from the city. The entire project—acquisition of the property, fencing, landscaping and beautification—will cost an estimated \$30,000. After landscaping, the club's area will provide 850 burial plots.

**Shriners Elect Gordon**  
 Sam Gordon was elected president of the Royal American Shrine Club Sunday (10). Other officers chosen were Swede Erickson, first vice-president; Hal Hall, secretary, and Harry Julius, treasurer.  
**Twins for Parmleys**  
 Twin sons were born to Mr. and Mrs. B. W. Parmley Tuesday morning (12) here where the Parmleys winter. The father is a concessionaire, last year with the C. A. Stephens Shows.

**Farrell to Have Show**  
 J. W. (Wilbur) Farrell, who had concessions on the Baker United Shows for nine years, was on hand

**Bill Dobson Sets Route**

WILLERNIE, Minn., Feb. 16.—Dobson's United Shows have completed a fair route that will include several annuals new to the org. W. C. Dobson, owner-manager, announced from winter quarters here.  
 Dobson and R. E. Patterson, returned here recently after making the rounds of the fair meetings, but Patterson headed for San Antonio for the winter.  
 Work at quarters is under way for the April opening, when six major and six kiddie rides will be put on the road. Line-up also will be augmented by a new kiddie ride being framed here by Pete Jensen.

Mrs. Dobson has returned to her home where she is recuperating from an operation. Dorothy Pickering, secretary, is due soon from New England where she wintered.  
 Les Hill is driving transport trucks, while William Schmowloski is working in St. Paul. Mr. and Mrs. Carl Cooper are wintering here. Frank Zingaro will be back with his novelties.  
 Recent visitors included Mr. and Mrs. F. C. O'Neil, Mr. and Mrs. W. J. Wolfe and Charles Carroll.

**Dallas Ladies Honor Deceased At Memorial Rites**

DALLAS, Feb. 16.—Lone Star Showwomen's Club of Texas paid tribute to its deceased Sunday (3) at an annual memorial service in Baker Hotel here.  
 Katie Little, assisted by Beth Anderson and Erma Meeks, handled the arrangements. Roy Hickman presided, with Jess Wrigley and Ed Meeks as ushers.  
 Program opened with organ selections by Weldon Flanagan and songs by the Dudley M. Hughes quartet. Alene Morency, club chaplain, delivered the invocation. Rev. Joseph B. Frederick gave the main address and benediction.  
 Members who passed away during 1951 and were buried in Showman's Rest included Edward McFarlin, Lyle M. Pritchett, Mary (Mother) Reynolds, Maycel Smith, Helen Teter and Harry and Margaret Thorp.

discussing plans for his own carnival, the Festival of Fun Shows. Farrell, who winters here, says he plans to go out with seven rides, including kiddie devices; four shows and about 25 concessions. His plans call for him to open in Tennessee, then jump into Indiana, with fairs in Georgia to wind up the season.  
**Quinn Preps Park**  
 John R. Quinn, for many years owner of the World of Pleasure Shows, who decided to withdraw from the road at the close of the '51 season, visited the fair preparatory to a return north to open a new amusement park at Wyandotte, Mich., on the outskirts of Detroit. Quinn owns the 20-acre site but will use only a portion of it for the funspot. Already completed is a large parking area. Quinn says he will have 10 rides, including a new miniature Roller Coaster, and about 15 concessions.

**Double as Motel Ops**  
 Tom L. Baker, owner of the Baker United Shows, was in from Panama Beach, Fla., where he operates a motel. John B. Quinn is another showman who doubles as a Florida motel op. Quinn's place is at Treasure Island, near St. Petersburg Beach.  
**Serves as Judge**  
 Ray Lee, former secretary of the Minnesota State Fair, vacationing here with Mrs. Lee, was pressed into service to serve as judge in the finals of the TV amateur talent hunt conducted on the grounds by the Crosby Division of the Avco Manufacturing Corporation. Lee was almost a daily visitor to the fairgrounds. So, too, was Julius Kahn, ex-fairman of Luxemburg, Wis.

**Makes First Visit**  
 Matt Dawson, of the Prmium Supply Company, St. Louis, was on his first visit here, and found the weather and the fair living up to the build-up he had been getting on it for years. Among other suppliers noted were two from Winthrop, Dave Berman, of American Jewelry Company, Ltd., and Dave Bell, of the Western Smallware Supply House.

**In From South Dakota**  
 Gaylord White, auto race promoter, and his wife were in from their new home in South Dakota to fish and visit. Frank Winkley, holder of the auto race contract at this year's fair, crashed the local press strongly when interviewed as to his reactions on the Gasparilla Day parade. Winkley rated the event the biggest spectacle he had ever seen.

**To Shoot Film**  
 Jole Chitwood, Thrill Show performer-operator, will hold over in Tampa for several days after the fair to have motion pictures shot for his show for the Ford Motor Company. In addition to playing here, Chitwood sandwiched in dates at Miami and Fort Myers. Russ Moyer, press agent of the Reading (Pa.) Fair, is handling Chitwood's publicity on the Florida dates, having taken a brief leave from his duties at Reading.

**Kingman Clicks 'Em**  
 Frank Kingman, secretary of the Brockton (Mass.) Fair and secretary of the International Association of Fairs and Expositions, was a busy camera clicker. He took many shots of the Gasparilla Day parade and of its off-spring, the Children's Parade. Kingman said that he was contacting all State fair associations with a view of ending the conflict of State convention dates and that he was submitting a suggested schedule from which he hopes non-conflicting dates may be worked out.

**Heads for Mexico**  
 R. M. Spangler, operator of Bowling Green Park, Sunbury, Pa., made the fair in company with his son, R. M. Jr., and then headed for Mexico and a vacation while his son returned home. The Spanglers discussed that they had recently purchased a new Eil Wheel and a C. A. Schiff boat ride.

**Health Notes**  
 Concessionaire Lou Leonard plans to enter a local hospital after the fair for a physical check-up. Leon Claxton, "Harlem in Havana" operator on the Royal American, is to undergo a hernia operation after the close here. Leon has slumped down considerably since the end of the '51 season, having been on a rigorous diet. Ditto Joe Pearl, Cavalcade of Amusements ticket taker-Billboard agent, who winters here.

**For Sale—Moneymaker**  
 Nationally known name night club and theater underwater act equipment. Includes marine glass and aluminum tank, nylon wardrobe, lights, boxes, stage and scenery. Title and publicity. Year round bookings. \$2250.00. Cash only.  
**BOX 1483**  
 Route 3, Miami 38, Florida, or  
 Phone 88-7453

**ORANGE STATE SHOWS**  
 Want for Pahokee, Florida, American Legion County Fair, week of March 3  
 Can use one or two more rides. Shows with own outfits. Side Show, Girl Show, Fun House or any Novel Show. Can place all kinds of legitimate Concessions. If you want to make plenty of money, come on. No flats or Coast Stores. Wire or write  
**LEO BISTANY**  
 79th St. Hotel Miami 38, Fla.

**WANTED Complete Carnival, Rides, etc.**  
 WEEK JUNE 2 TO JUNE 7  
 WEEK JUNE 9 TO JUNE 14  
 Fall bookings open. Large grounds available. Contact  
**BARI KNON**  
 Tel. 52 P.F.W. Post No. 6580  
 Hillsboro, Indiana.

**ROYAL MID-WEST**  
 Wants for 1952 Season  
 Hanky Panks of all kinds. Will sell 3 on Hill, Photo, Pop Corn, Bingo, Novelties, Juvenile Shows, Snake, Monkey, Unborn, Wild Life, Hobbies. "What have you?" Will take care of you. HAY YENTS.  
**ROXIE MARRIS, Box 142, Bindsay, O.**

**BLUE GRASS SHOWS**  
 NOW CONTRACTING FOR 1952 SHOWS—RIDES—CONCESSIONS  
 P. O. Box 621 Owensboro, Ky.  
 Phone 35321

**WANTED CONCESSIONS—RIDES—SHOWS**  
 Can place useful Show People. What can Celebrations do? Jumps and Iowa Get in touch  
**MANAGER, UNITED EXPOSITION SHOWS**  
 Liberty, Texas

**GOLD BOND SHOWS**  
 NOW CONTRACTING FOR 1952 RIDES—SHOWS—CONCESSIONS  
**NICKY STARK, Owner**  
 P. O. Box 172 (Phone 278)  
 Winter Quarters of Birmingham

**CONTRACT WANTED**  
 Finest Motorcycle Show in world—Globe of Death and Motorcades combined making two Shows in one—Five Motorcycles working simultaneously. Want 6 months' contract with Carnival, Park or fair with good bookings for entire season. Will furnish own transportation. If interested, write immediately. Will send photo of show upon request.  
**KARNEY BERTY, P.O. Box 8, Avenida Libertador, San Martin, Buenos Aires, Argentina**

**AGENTS WANTED**  
 For Hattie, Pin Worm and Shille. Will open with Interstate Shows at Fort Walton, Fla., March 1. Will be there Feb. 28th. Here a place for Blackie, Tony and Mr. Hamilton.  
**Geo. P. (Dick) Richardson**

**TWO GOOD EXHIBITS**  
 For Horse Trailer or Trailer Trailer. Can be exhibited new, used about 100 hours in perfect condition. 10 H.P. & C. 110 will also operate on three phase if wanted. Over 200 ft. of cable. Also Junction boxes and switches. Take \$500 cash.  
**IVY**  
 Ounions, Miss. Highway 1, North of Roadside, Also Inquire Red Front Cafe or phone 2431.  
**PHONPECT ASSOCIATES**  
 130 Main St. Souderton, Pa.

**FOR SALE**  
 One Government surplus Light plant with new motor, bought new, used about 100 hours in perfect condition. 10 H.P. & C. 110 will also operate on three phase if wanted. Over 200 ft. of cable. Also Junction boxes and switches. Take \$500 cash.  
**IVY**  
 Ounions, Miss. Highway 1, North of Roadside, Also Inquire Red Front Cafe or phone 2431.  
 Producing America's Best Carnival and Circus Side Show  
**BANNERS**  
**SNAP WYATT STUDIOS**  
 RT. 3, BOX 1150 TAMPA, FLA.  
 Phone, Write or Wire.



**W.G. WADE SHOWS**

**New Contracting RIDES • SHOWS • CONCESSIONS •**

**For our 1952 Season**

C. P. O. Box 1488  
Detroit 31, Michigan

**WANT DROME RIDERS**

Trick and Straight who can do circus cross for Catin & Wilson Show and Polioades Amusement Park. Best equipment to ride. No junk here. Contact

**EARL PURTLE**  
1612 Sweet Briar Road  
Richmond, Va.

**DICK WILCOX SHOWS**

OPENING MAY 2

Playing State of Maine. Backstreet, West Beau, legitimate Concessions, Penny Arcade, Candy, Sweets, 25¢ Bank, Ball, High Striker, or what have you? Show—Hilusion, Snake, Cliff Show, Tennis, Monkey, Spinning, Motor Drome, Athletic Show, Fun House, or will give complete Backstreet on one who can produce. Rides—Tilt, Futaba, Hullo Plane. Can use up to 150 more kid rides. For sale—Cresley Fire Truck and Trailer or will trade for Sunshine Choo-Choo Train. Very low price. Lot Shows and Rides. **DICK WILCOX, 17099 N. E. 14th Ave., unit 10, Portland, Ore. 97217. Main St., South Portland, Maine.**

**ADVANCE CIRCUS and CARNIVAL MEN**

Ten (10) acres flat land, with 1200 foot frontage on U. S. Route 32, at Cincinnati, Ohio. Non-contested area, good parking facilities, adjacent tent track withing Pennsylvania. R. Co. city water. Over one million people (Circus) expected to draw from. Ideal location for your Cincinnati summer engagement. Leasing privileges. Reasonable.

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C/O The Billboard Cincinnati 22, Ohio

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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., E. W., on Highway 4  
penn south, Atlanta, Georgia  
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**L. J. HETH SHOWS**

**NOW BOOKING FOR SEASON 1952**

Shows, Rides, Concessions. Can place Ride Help, must drive.

Address: North Birmingham, Ala.

**LOOPER FOR SALE \$500.00**

Or will trade for second Organ in first-class condition.

**SOUTH CITY DRIVE IN THEATRE**  
Broad & Patton Ave., Philadelphia, Pa.  
Phone: HO 6-9886, Pa. Sat. or Sun. opening is to 12: Livingston 7-5497 before 10 a.m.

**OPENING**

LAST OF THIS MONTH or about the Middle of March.

Need Bingo Callers, also Agents, Cass, Ratch and Cue Walker, let me hear from you. Contact

**MARION McWETHY**  
Box 385 Sarasota, Florida

**WANT TO BUY**

Auto and Airplane Kiddie Rides, Hot Pony Cart Ride for sale or trade. Want Kiddie Ride Help. Answer

**BOX D-150**  
The Billboard Cincinnati 22, O.

**Tivoli Exposition Shows WANT**

20x10 ft. Tent with set of 15 ft. center poles. Top in excellent condition. Price \$150. Contact

**MARK WILLIAMS**  
7900 Northwest 27th Ave. Miami, Fla.

**FOR SALE**

20x100 ft. Tent with set of 15 ft. center poles. Top in excellent condition. Price \$150. Contact

**MARK WILLIAMS**  
7900 Northwest 27th Ave. Miami, Fla.

**FOR SALE**

6 KIDDIE RIDES

(Due to illness)

All good running—Werry-Ger-Round, White, Red, Blue, Yellow, Orange and Buzz 3 mos. old, all 4 months. Also 100 ft. roller coaster (Alan Hirschell). **SEN MORGAN, 1925 East 19th St., Brooklyn, N. Y. Esplanade 6776.**

**RAS Tampa Biz**

• Continued from page 62

ordered by any show. Each of the 200's, he added, is capable of yielding 250 kw.s. The two units will be delivered to the show's winter quarters on the fairgrounds here.

**Personnel Activities**

Sandwiched in between their operations at the fair, Royal American personnel took time to participate in the many social activities and parades held in conjunction with the fair and the Gasparilla celebration. The Royal American Shrine Club, now the largest in the country, with a membership of 350, was represented in the Shrine parade Thursday (14). The Shrine Club had the outstanding float in the Shrine parade, and the Greater Tampa Shrine Association, which draws its heaviest support from the Royal American Shows and their personnel, has a huge, striking float in the Gasparilla Day parade Monday (11).

Customarily a substantial number of new rides each year are unveiled by their manufacturers at the midway here but this year only two new devices are in operation. Both are the product of the Sunshine Manufacturing Company (Sam Holman), Miami. Tagged Whirlwind and Parachute Jump, neither commanded much attention, and Holman, who was on the midway here but this year only re-engineered before being placed on the market.

The Royal American staff remains the same as last year, with C. J. Sedlmayr Jr., assisting his dad; Bob Lohmar, general manager; Sam Gordon, concessions manager; J. C. (Tommy) Thomas as assistant and Walter Devoyne, secretary-treasurer.

Only veteran RAS staffer who does not figure to go out with the show this year is Joe Pontico, cookhouse operator, whose health will require him to quit the road. George Reinhardt, long-time cookhouse operator for many years with the Johnny J. Jones Exposition, will take over the cookhouse for Pontico who has been with the RAS 17 years.

**Stennett Miss. Boss**

• Continued from page 54

Livestock Show, Greenville; Ray Stennett, secretary and A. A. Bristol, C. J. Smith, Gregory and Mayor C. J. Woodward, of Central Mississippi Fair and Dairy Show. Kosiowski; Alfred Faulk, secretary, Mississippi-Louisiana Exposition, Vicksburg; C. F. Randle, secretary, Pontico County Livestock Show, Pontico; L. C. Wilson, secretary, Union County Fair, New Albany; W. R. Cannady, president, and manager Barney Smucker and G. A. McCallin, Mississippi Fair and Dairy Show, Meridian; Pat Dunne, secretary, and John Mercher and R. M. Penny, Tri-State Fair, Corinth; Robert Couch, secretary, and Eugene Cyles, H. M. Maier and Tom Dichter, Monroe County Fair, Aberdeen; Charles Buckwater, and C. B. Rawlins, Meridian; R. B. Jeffries, secretary-manager, South Mississippi Fair, Laurel; Wade E. Kennedy, secretary, Forest County Livestock Show, Hattiesburg; J. N. Ballard, manager, and President George Kirchner, Yazoo County Fair, Yazoo City; L. M. Nichols, secretary, Newton State Dairy Show, Newton; J. M. Dean, secretary, Mississippi Exposition, Jackson; and Willard Hays, secretary-manager, Neshoba County Fair, Philadelphia.

**McCallum Named**

• Continued from page 54

gest production jobs on the continent.

In reporting on Hope's availability, Hughes said he had conferred with Chiefly Yates, the comedian's manager, who confirmed his availability. Hope leaves March 14 for overseas engagements ending with a date at the Palladium in London. He is to return to this country in time for the Exhibition which opens the last week in August. The proffered deal is the same of hand, previous stars, a guarantee plus a percentage of the gross.

Should the deal for Hope be set, it is almost certain that the William Morris Agency will be out of the booking picture for the first time. Stars booked by the Morris Agency to appear before the mammoth 2,000-seat grand stand included Olsen & Johnson, Danny Kaye and Jimmy Durante.

It is likely that the night show will be cut, both because the 7 to 11 p.m. performance is considered too long and because it would offer the opportunity to shave the nut. The presentation of circus-type acts and automobile thrill shows in the afternoon is expected to be continued as in the past.

**Conklin Units**

• Continued from page 62

Leamington, Ont., 10 years, and Renfrew, Ont., 5 years.

No change in price policy is contemplated for 1952, the Conklins said. Changes in effect for the past few years are in line with what the public can be expected to pay for attractions, they said. Moderate prices, with bargain and package rates for kiddie attractions, result in the biggest grosses, they contend.

Altho reportedly in line for a second five-year contract at the CNE, show and fair officials have not yet signed the necessary documents. It is likely that final arrangements will be concluded this week. The delay in signing has stalled in part the normal booking procedure of the Conklins. A large number of American and Canadian showmen are anxious to participate in the Toronto event and arrangements for showing there usually play an important part in the formation of their routes.

Conklin said that bookings would be accelerated as soon as the contract is signed.

**G TSA Honors Deceased at Annual Rites**

TAMPA, Feb. 16. — Greater Tampa Showmen's Association and the Ladies' Auxiliary paid tribute to deceased members here Sunday (10) at appropriate memorial services attended by a good turnout of members and wintering showfolk.

The program included music by Mrs. Irene Johnson; invocation by Rev. Charles Mallen; solo by Mae Dudley, and the sermon of the day by Rabbi Henry B. Wernick. Chaplain Major C. L. Clinton, Macdill Air Force Base, read the eulogy, with chaplains George K. Ringin and Ella Stophel reading the names of the deceased members of the club and Auxiliary. A vocal solo by Jean Mitchell and benediction by Frank H. Duke closed the services.

**HARRISON GREATER SHOWS**

PRESENTING THE STORY OF SHOWS

14 FAIRS—5 CELEBRATIONS STARTING IN JULY—14 FAIRS FEATURING TWO FREE ACTS—11 OFFICE OWNED RIDES—9 OFFICE OWNED SHOWS—60 CONCESSIONS

Opening early in March around Wilmington in area of 45,000 marines and soldiers. Can place Concessions of all kind. Can place Ad Cook House that cater to show people. Also A-I Bingo, must be up to standards of show. Will give you 20 weeks' work. Well under season. Concessions, Special Prizes, Toys and Novelties. All Hinky Parks open, 47¢ week. Due to disappointment wait Legal Adjuster with or without Concessions. Want A-I Newmarket men look who can take care of level of trucks. Have complete panel front for Cliff Show for party with two or more girls. Red, are you coming back? Get in touch. Zada wants Working Act for Side Show, also Amuse Attraction; get in touch with Bill McKinley. Want Electrician who can handle Diesel plants. Want Man to take care of Grand Show; specialist mules in the market. Robert Terrell wants horse on to winter quarters. Dan Donnell, 52m Cunningham, Johnny Carko, who can produce, Jimmy Evans, get in touch. Want Red Man who can move it on and off lot. Johnny Watkins, get in touch. Want Ride Help on all Rides. Winter quarters now open. Following people contact at once: Tom Smith, Joe Hedgebeth, Ray Hurlston, Tom Gossett, Johnny Evans, all people who have worked for us before or after. Call on to winter quarters. Dan Donnell, 52m Cunningham, Johnny Carko, contact at once. Will book any Grand Show or any new and novel rides, liberal percentages. Can use useful Show People in all departments. Note: Fair, Secretaries and Concessions in North Carolina, Virginia, Maryland, Pennsylvania and New Jersey, have a few open dates, get in touch at once. All mail to **FRANK HARRISON, Harrison Greater Shows** Wilmington, N. C. All wires to Western Union, Wilmington, N. C.

**ILLIONS at Pomona**

• Continued from page 54

that when he had his rides at Dallas in 1946 attendance there was about 800,000. Since Dallas put in its own midway, the gate has grown beyond the 2,000,000 mark. Illions believes that with installation of a permanent, World's Fair type midway at Pomona that the annual's 1951 attendance of 1,078,000 will eventually top 2,000,000 and that it will become the second or third largest fair on the North American continent.

Except for what the fair itself sold in 1951, Illions will have complete charge of the midway, including game concessions and food stands. During the summer he will have exclusive control of amusements.

Illions plans to continue his operations at Celoron and New Liberty Park, Buffalo, taking his organization to Pomona following close of the Eastern park season. Some new attractions are being installed in those parks to replace those shipped to the Coast.

At the same time, Illions announced his recent marriage to the former Ruth Cameron of California and Tucson, Ariz. They were married in Las Vegas, N. M., en route west. The new Mrs. Illions operates a part of all food concessions at the Long Eagle County Fair, including a steakhouse, the grandstand and other food stands

**BE WITH A POWELSON UNIT**

OPENING APRIL 14

**HAPPY ATTRACTIONS POWELSON GREATER POWELSON EXPOSITION**

SHOWS—Motordrome, Monkey and entertaining Shows of all kinds.

CONCESSIONS—Arcade, Photos, Long and Short Range Galleries, Ball Games and other Concessions. No Gift.

RIDE HELP—First and Second Men.

**POWELSON AMUSEMENTS**

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**WANT SIDE SHOW PERFORMERS**

Who can pitch and furnish their own transportation. We furnish Complete Shooting Gallery & show, 18' area of exhibit for Park or Carnival. A portable special built 12 ft. stand, all in lights, ideal for Park or Carnival. The above equipment is in its condition up to the minute and ready for operation. Address all communications

**DE LUXE SHOWS, Rockville, Conn.**

**ATTENTION—SHOOTING GALLERY OPERATORS!**

**IF YOU NEED GALLERIES ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul! Do it now! A successful order now assures your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**

Parts and Targets also available

**These EVANS' Quality LONG RANGE GALLERIES Write Today**

**H. C. EVANS & CO.**  
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**GALLERY "L"—20 ft. high, 18 ft. wide. One of the best small units. Good assortment built-up, opening and stationary targets, winners. With or without motor and bell.**

**GALLERY "T"—18 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and bell.**

**LAWRENCE Greater Shows**

AMERICA'S MOST PROGRESSIVE CARNIVAL

Winter Quarters Now Open—Opening First Week in April

SHOWS: Will book any Grand Shows not conflicting. Want Man to handle beautiful Fun House, also Man to handle Monkey Show with or without Monkeys. Have complete Shows. Want Man or Couple to handle Life Show. Have complete Show with specimens. Want Man to handle Front Gate and Searchlights.

CONCESSIONS: Will book Hinky Parks of all kinds. Have Custard open. Also French Fries. Can use Hinky Park Agents. Bucky Yeager, get in touch with us.

HELP: Can use Ride Help, First and Second Men. Semi drivers preferred. Also want Builders and Carpenters. Write or wire

**MORRIS LIPSKY or SAM LEVY**  
c/o Winter Quarters, Gruber's Warehouse, Dunn, N. C.

**CAN PLACE**

**T. J. TIDWELL SHOW**

OPENING MARCH 8, SHRINE BUGLE CORPS, SWEETWATER, TEXAS

Will book Hinky Parks of all kinds. Need Agents for office Hinky Park. Good proposition for Dope Show; Tracy, wife, Want Man for well framed Fun House, also Snake Show. Book any Shows not conflicting. Can use Ride Men; must drive semi. Long season, good thing on Fairs and Celebrations. All answer

**T. J. TIDWELL, MGR., Haskell, Texas**

**WOLF GREATER SHOWS**

Opening May 3rd—Playing Minnesota

Now booking Shows and Concessions. Everything open except Popcorn, Candy Floss. No Cotton, Mini-Camps

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**FOR SALE OR TRADE**

Interested in Rides, What have you? Especially super HOPE PLANE, with transportation if desired, one Electro Press Caduro Oerlik type model, large capacity, mounted in factory built trailer, fluorescent lighting, open on three sides, one short range shooting gallery & show, 18' area of exhibit for Park or Carnival. A portable special built 12 ft. stand, all in lights, ideal for Park or Carnival. The above equipment is in its condition up to the minute and ready for operation. Address all communications

**DE LUXE SHOWS, Rockville, Conn.**



Greater Tampa Showmen's Association Tampa, Fla.

TAMPA, Feb. 16.—No regular meeting was held Monday (11) due to the carnival...

Over \$4,100 was raised at the Tuesday night (12) jamboree held at the fairgrounds...

Manning the club's float in the Gasparilla parade were Nat Rogers, Bill Kempf, Hal Hall, Doug Bush, Eddie Hunter, Bobbie Wicks, Evald Erickson and O. J. Weis...

Also Joe Flynn, St. Louis; Mrs. J. Siffert, St. Louis; Mr. and Mrs. R. S. Nettles, Atlanta; W. R. and Mrs. G. E. Moore, Rosecrutt, Miss. Frank Robinson, Mr. and Mrs. C. O. Boone and Bill Page, Wilson, W. C. B. R. and Mrs. Doris Serogano, Augusta, Ga.; Joe Chivwood, Temple, Pa.; Jack Bettis, Birmingham; Mrs. Norman Anderson, Miami; Harry R. Biech, Miami; Frank Zarant, Chicago; Mrs. Jo Orsini, Webb City, Mo.; Edgar G. Harris, St. Louis; Pauline Bonczak, Detroit, La.; Lucille Thout, Meridian, Miss.; Mrs. J. A. Wilson, Joplin, Mo.; Joe Gooding, Jack Epply, Edna, Ore.; and Mr. and Mrs. Fred Hollingsworth.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Feb. 16.—A large gathering attended the regular meeting with President Ben Morrison occupying the chair. On the rostrum were First Vice-President Roscoe Wade, Acting Secretary Jack Dickstein, Treasurer Lou Rossenthal, and Acting Chaplain Ben Miller.

Plans are under way for the St. Patrick's Ball to be held jointly by the Ladies' Auxiliary and the men's association on Saturday night, March 15, at the large hall in the club building.

Ladies' Auxiliary

Second Vice-President Leona Bennett conducted the meeting, with Third Vice-President Pat Crognale, Treasurer Marion Dickstein, Secretary Dottie Miller, Past President Bernice Stahl and Bessie Gallagher on the rostrum.

Glass Pitch Operators

FULL LINE OF NAME BRANDS TERRIFIC FLASH—UNHEARD OF PRICES WRITE FOR PRICE LIST WILL SHIP ANYWHERE M. OCCHIATO COMPANY 222 West Northern Ave., Pueblo, Colo.

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30 consecutive weeks—Eastern U. S. \$100 plus bonus—Shower in award list—Call LARRY SUNBROCK, Mountaintop Hotel, Williamson, W. Va., or write

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Orlando, Fla.

Hot Springs Showmen's Association

2104 Central Ave., Hot Springs

HOT SPRINGS, Feb. 16.—Regular Thursday (14) meeting was canceled in favor of the St. Valentine's Day dance at the Pines Supper Club.

Jack Ruback was elected to the vacant post of second vice-president at a meeting of the board of governors.

Frank Ellis is in town working on ticket sales for the Wallace & Clark Circus. Doc O'Kelly and Bill Crowe returned from a trip to Little Rock. Sailor Oliphant and Monty Winslow visited Wallace & Clark Amusement Company of America winter quarters.

Viola Fairly is in Loyal Hospital here. Clayton Holt is getting around on crutches. Mr. and Mrs. Ira Miller left recently for Temple, Tex., where Mrs. Miller underwent surgery Tuesday (12). Bill Wilcox is in St. Joseph Hospital.

Arrivals here include Mr. and Mrs. Spike Malone, Mr. and Mrs. C. L. Reynolds, William Jack and Scott Scott.

Departures include Mr. and Mrs. Woody Galther to Brownsville, Tex.; Mr. and Mrs. Dutch Wilson, Monroe, La.; and Mr. and Mrs. Al Baysinger, Florence, Ala.

Ladies' Auxiliary

The regular meeting was called to order by First Vice-President Caroline Holt. On the rostrum were Pearl Weydt, second vice; Ethel Cutler, treasurer; Vivian Zumdars, secretary. Invocation was by Past President Yorla Goldston. Mrs. Delphia Vetter was admitted to membership. Communications were read from Mrs. Jessie Howe, local theater owner, who has been confined to her home with virus pneumonia. The floor advised that a letter of thanks be written to Mr. McDonald of the Pines Supper Club for the support and donation given at the party there February 2. A net of \$350 was made by the auxiliary. A \$150 sum of above net was placed in the newly inaugurated welfare fund.

An extemporaneous talk was made by Claire Harmon on the theater and show business in general in Japan. Claire returned after a three year stay in Japan, where her husband served with the U. S. Army Counter Intelligence. Benediction was by Yorla Goldston. Guest was Viola Fairly's sister, Julia Meeker, who has returned to her home in Kansas.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 18

Ladies' Auxiliary

Regular meeting was held evening of February 11. It was called to order by President Lucille Dolman and was opened with the Lord's Prayer and allegiance to the flag. Roll call of officers was answered by Lucille Dolman, president; Clara Connors, first vice-president; Fay Prosser, second vice-president; Marcee Rhodes, secretary, and Peggy Forstall, treasurer. Guests, Mrs. Patsy Vandenberg, Mrs. Harman, Mrs. Oblen and Sunshine Jackson were introduced. Elsie Sukor was reported ill with the flu; Mae Allman is in the hospital for an operation on her eye; Reilley Castle was reported improving and will soon be home.

Estelle Hanscome brought a linen tablecloth and napkins on which names will be embroidered at \$1 per name and the cloth auctioned off later on. Proceeds to go to the bazaar. Many articles were displayed by the chairman of the bazaar, Fay Prosser, which have been turned in to be sold at the bazaar later in the year. Gladys Mackey again announced that any lady bringing in three or more new members would be given a paid-up card for 1953, and the member bringing in the most nominations will be given a special prize. President Lucille Dolman called on the following members and guests for short talks: Lydia Tripp, Minnie Spring, Betty P. Coe, Peggy Steinberg, Jetta Clancy, Virginia Grubb, Fay Curran, Peggy Holt, Dorothy Estafan and Olga Celeste. Edith Walpert introduced her guest, Ella Schockster, from the Chicago club.

Club Activities

National Showmen's Association

1584 Broadway, New York

NEW YORK, Feb. 16.—In the absence of President Bernard Allen, who was unable to attend the meeting Wednesday night (13), the board of governors and general gatherings were conducted by Second Vice-President Joseph A. McKee. With him on the dais were Treasurer Harry Rosen, Chaplain Fred C. Murray, Dr. Jacob Cohen and accountant Herbert H. Leves, who gave the annual financial report.

McKee welcomed back members Mack Kassow, Sam Peterson, Bill Powell and James Burgdon. Dr. Cohen urged those present to write or visit association members who are ill. Permission was granted the Ladies' Auxiliary to use the assembly room for a Wednesday night (20) bingo party. Refreshments will be served. Tickets will be \$1.50 each.

John McCormick has departed for a six-week vacation in Hot Springs. Ben Merson, who was laid up for several weeks, is now feeling fine and paid a visit to clubrooms. A card was received from Louis Scherer, who is stopping at Long Beach, Calif., with his wife. Shuch-in True Perkins wrote, thanking members for gifts and letters they have sent. Jack Lichter, still at Kingsbridge Veterans Hospital, Bronx, N. Y., received a large package of gifts which he distributed to various patients in his ward.

Among those who dropped by recently were Sam Miller, Arthur Sicard, David Solomon, David Brown, Arthur Campfield, Max Gruber, Steve Libitz, Al McKee, Sam S. Levy, Charles Wertheimer, Sol Wahnish, Isidor Reichenthaler, Dan Thaler, Charles Smith and Harry Fields.

Ladies' Auxiliary

The Wednesday (13) meeting was conducted by Vice-President Dolly McCormick in the absence of Mrs. Bess Hamid, president. Lillian Elkins acted as corresponding secretary in place of Anita Goldie, who is in Cleveland. New member Mary Hynes was present.

Missing from the meeting were Dorothy Paektman Goldberg and Ruth Gottlieb. Ill at present are Albena Hines, Ann Brown, Fredi Coleman, Flo Thompson, Josephine Dunfield, Ray Goldman and Edna Lasures.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 16.—President Jeanette Hart presided at the last meeting. Also present were Margaret Lohmar, treasurer; Babe Weinstein, social secretary; Nora Gdynia, sergeant at arms; Faye Davis, secretary, and Rose Brown, chaplain. Cards and letters from the Masonic Home, E. S. Her Speriotti, Teresa Brown, Bess Stinson, Ruth Martone and Goldie Fisher were read. Margaret Bitzner, Tillie Kahle, Daisy Davis and Goldie Fisher are on the sick list. Elected to membership were Faye Tinsley, Shirley Myers and Mrs. Rosemary Eisner.

A birthday cake was presented to Arlene Sidenberg. First prize, donated by Edna Delaney, was won by Lenora Gdynia, and the door prize donated by Jeanette Hart was won by Verna Schantz. A buffet lunch was served. Also attending the meeting were Estelle Regan, Lotis Francis, Florence Cobb, Norma Riaff, Gertrude and Norma Lang, Clara Campbell, Ellen Roberson, Gertrude Donnelly, Helen Germain, Minnie Quisenberry, Mary Thompson, Gene Wolff, Faye Hensley, Lela Graber, Verna Schantz and Teresa Sidenberg.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 16.—Meeting of February 7 was called to order by President Al Prosser. Also on the rostrum were Secretary Eubby Cobb and Treasurer George Regan. John Francis, Edwin Schantz and Joe Smith spoke briefly.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Feb. 16.—Hattie Longchart was in charge of open house at the Baker Hotel. Committees assisting were Margaret Pugh and Marie Obluck, registration; Grace Linder, hostess; Evelyn Harrell, escort; Bernice Fain, wife; Corene Greer, Marie Obluck and Edna Hacker, refreshments.

Hattie Mae McFarland presided over the tea service while Helen Schofer poured the coffee. Entertainment was furnished by the Gray Barnes Trio. Joanna Ragland won the door prize, an orchid. Assisting at the tea table were Ida Smith, Helen Schofer, Millie Sepak and Wanda Byrd.

Bar committee included Ila Smith, Bernice Fain, Helen Schofer, Margot Sandell, Lois Crangle, Mary Ellen Leiberman, Alyne Moroney, Virginia McGilvray and Millie Sepak.

Hugh Fowler's orchestra provided the music for the ball in the Peacock Terrace with Eddie Vaughn and Mrs. Mabel Hammonds taking the war bond prizes.

Due to snow and bad weather, C. A. Vernon and agent, George Smith, were unable to attend the meeting. Mrs. Bertie Vernon was confined with a fractured foot.

The membership was saddened by the death of Jack Knowles, former concessionaire with the Pugh-Murphy-Lindsey organization, who died February 1 and was buried in Showmen's Rest.

Miami Showmen's Association

236 W. Flagler St., Miami

Ladies' Auxiliary

Mrs. Mae Levine, president presided at the February 11 meeting. Also present were Mrs. Harry Schreiber, first vice-president; Mrs. William Cowan, third vice-president; Mrs. W. Tucker, treasurer; Mrs. Alberta Maek, recording secretary, and Mrs. George Whitehead, corresponding secretary. Mrs. E. Tarbes delivered the invocation.

Welcomed to their first meeting of the year were Irene Secret, Jane DeCaro and Clara Silver. Pearl Riding attended her first meeting after a stay in the hospital.

Mrs. Ceasara Buzzle reported that Will Stacey, husband of Ida Sincely and Rudy Geiger, husband of Dotty Geiger, were operated on and are on the seriously ill list. Mrs. Peggy Minden, chairman of the by-laws committee, reported that all changes in by-laws would be presented to the body for discussion at the next meeting. Mildred Finn was named chairman of the Secret Pal Club. The dark horse was won by Max Nelson. The officers' party netted \$325 for the mercy fund.

Showmen's League of America

CHICAGO, Feb. 16.—Final action on new quarters in the Woods Building was taken at the Thursday (14) meeting and plans are going ahead to move into the new rooms about March 1.

Past President Frank Conklin sent in the membership application of Walter D. Jackson, manager of the London, Ont., Fair and president of the International Association of Fairs and Expositions. Conklin also informs that he expects to attend an early meeting.

Jack Klein is confined in the Dunning (Ill.) State Hospital. Clifford Darling is back in the Hospital for Crippled Adults, Memphis. Clayton Holt advises he is well on the mend. Louis Belden is still confined. Lee A. Sullivan is recovering from a fractured ankle.

George B. Flint and Andre Dumont report they will start soon on the first issue of News Flashes. Ernie Lawrence and Clarence Lindsey are back after absences. Bob Mautner is back at his job here in Chicago. Action has been taken to renew the sending of birthday cards to members.

Letters received from Mickie Artukuski, now serving with the Army overseas. His address is Corporal Mickie Artukuski, A.F. 9187, Hq. 7011th Personnel Procurement Squadron, APO 69, c/o Postmaster, New York, N. Y.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 16.—The regular business of the club and Ladies' Auxiliary was dispensed with and a pre-Valentine party was given jointly.

Past president Chester L. Levin and wife, Ruth Ann, past president of the Auxiliary, are vacationing in Harlingen, Tex.

Ladies' Auxiliary

A pre-Valentine party was held with members of the men's club as guests, total attendance being 102. Bobby Coy was chairman of entertainment committee and Rudy Wooster, co-chairman. Tables were decorated in red and white. Bingo was played and barbecued hamburgers, cake and coffee were served. President Ruth Martone and President Hugo of the men's club were seated at head of the table. Invocation was given by Mr. Wilson. Visitors on hand were Mrs. Alice Blake, a former member now residing in Springfield, Mo.; Mrs. Stewart and Bob Morgan. Saturday night square dances are proving profitable. President Martone has a bad ear infection but keeps going.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Feb. 16.—President Don Hann called regular meeting to order here February 11. House was darkened and a minute of silence observed in memory of two departed brothers, Thomas P. Armstrong and Walter L. Towers. One new member, Blanche Novick, was accepted.

Visitors were Jack Welner of S.L.A. and Al Mercy. Greater Tampa Showmen's Association, introduced by Sam Ansher; also Mr. and Mrs. De Silvia, Mr. and Mrs. Farmer en route to the West Coast, and Tony Costello, clown. More pledges for cemetery memorial came in, bringing total to date \$880. Communication was read by V. L. Custiman, now with Sonja Henie Ice Revue.

Vivonas Set 1952 Junket; Bow March 22

IRVINGTON, N. J., Feb. 16.—Following their return in local headquarters this week from attendance at a number of State fair meetings, John and Morris Vivona, owner-operators of Vivona Bros.' Shows announced that the org will launch its 1952 season at Newbury, S. C., March 22. Among stands contracted are repeat dates at fairs in Leaksville and Lumberton, N. C.; Union and Georgelown, S. C.; and Washington, and the Our Lady of Mount Carmel Celebration, Roseta, Pa.

Maneuvering for a good, workable route, with economic transportation in mind, the Vivonas altered the shows' course a bit to invade some new territory this season. Fairs added to the itinerary include those at Cambridge, Md. Gratz and Leighton, Pa., Christiansburg, Va., and Camden and Bishopville, S. C.

Principle interest at quarters centers on the construction of new fronts and arches and general remodeling and improving of equipment. The Vivonas said that the midway will be enlarged by the addition of a number of new rides, including another Ferris Wheel purchased from Robert K. Parker.

Sebastian (Babe) Vivona will handle the purchasing department again, with W. R. (Red) Hicks general agenting the shows. Leo Reilly is special agent; Tommy Carson, business manager; Katherine Riley, secretary-treasurer; Arthur H. Riley, construction and maintenance superintendent; Anthony Masello, mechanics and transportation; F. O. (Tarzan) Banks, paint department, and Herbert Rogers, artist and decorator.

COLORED MUSICIANS & PERFORMERS

Due Anderson wants Colored Musicians—Piano, Trumpet, Trombone, Saxophone, Singing Girls who can sing and dance. Must be young and beautiful. A good musician. No Rhodes, write Blue Star. Denver. All write, don't write State (must send a photograph). Write to: Due Anderson, 7011th Personnel Procurement Squadron, APO 69, c/o Postmaster, New York, N. Y.

E. C. "DOC" ANDERSON 1308 Park Ave., Columbia, S. C.



























# Pipes for Pitchmen

By BILL BAKER

"RETURNED HERE . . . last week from a 10-day trip to Texas on which we visited Mrs. M. E. Eiling at La Marque, letters Mrs. Robert Noel from Clearwater, Fla., headquarters of Noel's Ark. "Mrs. Eiling is falling fast and still wants flower money" sent to the Damon Runyon Cancer Fund. We also spent a day at the Ben Davenport Wallace Bros.' Circus quarters at Gonzales. Later we visited Capell Bros.' Circus at its Louisiana quarters. We also visited with Gladys (Killem) Gillem, former lady wrestler and now a florist; C. O. McClung, pythons, and Mike Mackey, chimps. Dutch Dueferne recuperated enough to make the trip to Florida after all, but he has been pretty ill since his arrival. We heard that Harry E. Moore was en route to the South, Motoring along U. S. Highway 90 on route home, we saw a preponderance of hitchhikers. Looks like depression days and I'm scared. Some of the old-timers we'd like to see pipes

from include Whitey Johnson, L. G. (Chappie) Chapman, Ed Bennett, E. J. (Doc) Franklin, Doc Ruggert, Morris Kahntroff, Clarence Giroud, Red Woods, Carly Miller and my pop, J. S. Ruch. In addition to me and my husband, our roster includes Bubs and Helton Rouseh, R. E. (Bobby) and Velda Mae Noel, Robert E. Noel Jr.; my brother's chimp, Bobo; our nine chimps and one gorilla, M'Jungo, two pythons and two baboons. In Dr. Yerkes' census report on gorillas, the two we list, M'Ham and Golly Gal, top the list on page 146 of her book."

**WHAT ARE YOU . . .** gadget and coil workers doing? Let's have some word from you on what's cooking in your neck of the woods.

**'TVE BEEN . . .** reading the book, 'Barnum,' by M. L. Werner and I find that the 'Prince of Humbugs' lost a fortune in the clock manufacturing business and regained it by lecturing on his big mistakes, etc." scribbles Henry H. Varner, one of this column's more consistent contributors, from his Akron headquarters. "I wonder if all of us can't learn a lesson from the clocks or any other item that swamped us. How many of us get caught with merchandise that is outmoded? Let's have some pipes from Roy Wallace, Kid Carigan and Doc Bear. When we are at our best emotionally, we meet our public with more aptitude."

**DID ANYONE . . .** work the Fat Stock Show at Fort Worth, January 25-February 3? How was business?

**GEORGE W. MILLER . . .** pens from Goldsboro, N. C., that while passing thru the Eastern portion of the State recently, he met Frank Prevo, Ralph Negary, Melvin Luther, Dr. W. Y. Rowe, Cecil Smith, G. W. Lassiter and Eddie Fox. He also says he met Doc L. V. Dall, who, Miller claims, put more men into the paper business than any one he knows. "Dall seems to be okay and recently took delivery on a new car," Miller pens. "He says he hopes to train at least 10 more good men. He's a good friend to papermen."

**D. E. BRADY . . .** is in Houston framing a new pitch item which he plans to spring soon.

**SOLLY FIELDS . . .** is reported gadget worker of note, is reported to be working that item at McLellan's five and dime store, Tucson, Ariz., to good long-green counts.

**ALLEN ROTH . . .** is in his eighth week with pens in McLellan's store, Tucson, Ariz.

**TONY HALLIGAN . . .** is gathering the long green working foot saive in McLellan's store, Tucson, Ariz.

**MARGE FIELDS . . .** is corralling the lucre working punch needles in a Tucson, Ariz., five and dime store.

**GUS EDISON . . .** stopped off in Tucson, Ariz., to visit pitchfolk friends working there last week while en route to a number of dates he has lined up.

**DOT AND SMOKEY SWAN . . .** are wintering in Florida and making an occasional pitch around Ruskin.

**WINTERING . . .** in or near St. Petersburg, Fla., are Mr. and Mrs. Fred Pesa, Mr. and Mrs. Earl Davis, Johnny Jacobs, Mr. and Mrs. John Bren-

nan and family, Mr. and Mrs. Gene Krieg, Dave Feltman, Clara Haydon, Charla and Mrs. Carolyn Melkenhaus, Curly Little and Mr. and Mrs. Mel Gruenberg.

**LEO F. HELLER . . .** secretary of the Showmen's Testament Fellowship, writes from Rome, Mich.: "I've been busy framing Happy Heller's Magical Gospel Hour, which, I believe, is the first illusion show ever designed for church work. I use small illusions to illustrate Bible truths. Then I use the old can box for the closer. I'm considering building a 'sawing the woman in half' attraction and will as soon as I can get a good scriptural application to it. I pledged \$5 a month or so ago to the never-started Red Kelsso fund. At that time I said, 'When we are dealing with human misery we are coming pretty close to God and we had better not let this idea fizzle.' Now there is no sense in fiddling while Rome burns. I should know from my own human nature that there is no such thing as organizing the habitual filthier." I say that lovingly and without malice. I have an idea that I believe will fit the cause of the fund and fit our human natures much better. Frankly, too much organization can make a neurotic out of a fellow and we must guard against that."

**SHERWOOD R. HITCHCOCK . . .** well known to pitch exponents working Los Angeles and San Francisco for the past 15 years, died at the home of his father-in-law in Boelus, Neb., recently. Hitchcock worked cards and mice on the Coast for many years and in 1942 entered the wholesale novelty business in San Francisco with his widow, Dorothy. They remained in that field until 1949 when they went to Salome, Ariz., because of his ill health. Dorothy is making her home with her father in Boelus.

**MR. AND MRS. AL SEGAL . . .** hosted a large gathering of pitchfolk at their Howard Beach, L. I. N. Y., home recently. Among guests were Hank and Sylvia Erdenson, Kalsavage, Jack David, Jean Gregory, Jack White, Maurice Zulanch, Les Budd, Rose and Seymour Jacobs, Mr. and Mrs. Chet Nairne and daughter, Henry Sommers, Mr. and Mrs. Carl Mel, Dorothy Dickstein, Lou Cohn and Laura Mannerini.

# Under the Marquee

Continued from page 59

farm, Thousand Oaks, Calif., are Dick Clemens and Ann Gates. Betty and Noble Hammiter, Nellie and Bobbie Dutton, Mildred Weibos and Mary and Cheerful Gardner.

John Brotz, CFA of Santa Rosa, Calif., moved to Oakland, Calif., where he manages the Western Auto Supply store. He's also vice-president of the J. M. Christian tent. Richard Lunsford, recently inducted into the Armed Forces, returned to his home in Greencastle, Ind., to pick up his equipment. He then took it to Fort Custer, Mich., where he and his wife presented their trampoline act for the Battle Creek, Mich., March of Dimes show and at a camp show.

Mr. and Mrs. H. R. (Rube) Ray are at Waelder, Tex., and will be with Tiger Bill's Wild West Show with banners, concessions and Pit Show. In the performance, they will work dog, juggling and clown acts. . . . Sarasota, Fla., and the Ringling quarters won prominent mention on the Groucho Marx radio and TV shows when a couple, after failing a question about the location of Sarasota, was the Chamber of Commerce's guest in Sarasota. The couple posed for photographs with John Ringling North.

Frank Ellis will be general agent of Wallace & Clark Circus. Last year he had concessions on Cole & Walters Circus part of the season. . . . Johnny Fulghum, Richmond, Va., fan, will be on the Kelly-Miller advance this season. . . . Merle Evans visited Joe Simon, former Ringling bandman and now a theater exec, in Memphis. . . . Raymond Duke, clown and former agent, is to be with the Tiger Bill Wild West Show.

Dr. H. H. Conley, Chicago fan, caught Polack Bros' Western unit, Orrin Davenport and Hamid-Morton. . . . John Cross has signed with Hunt Bros' Circus as organizer for the coming season. . . . Clown Eddie Dullum, formerly with Cole and Kelly-Miller, will be with Clyde Beatty Circus this season. . . . John Toy will be producing clown with Hagen Bros' Circus.

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**ORDER NOW**











## COPPER STILL TIGHT

# 2d Quarter Allocations Set; Aluminum Upped 25%

WASHINGTON, Feb. 16.—The National Production Authority notified manufacturers of amusement machines this week that their aluminum allocation for the second quarter of 1952 will be 25 per cent of their 1950 base period, compared with the 20 per cent allocated in the initial quarter. Other metal quotas for the April-May-June period estab-

lished for the game industry are steel, 50 per cent; copper mill products, 30 per cent; copper wire 35 per cent, and 30 per cent for copper foundry products (for second quarter allocations on other coin machine products see Vending and Music Machine sections this issue.)

While most of the manufacturers were relieved to learn that the new allocations were not drastically cut, as they were from the fourth quarter of 1951 compared with the first three months this year, the consensus was that few if any more games would be made in the coming period. This was based on current trend toward two or more player games now coming off the production lines as well as new type single player games which require considerable

copper. This is one product which has been in constantly short supply and high demand for the past six months. They pointed out that factories, which could easily turn out 1,000 games monthly if the materials were available and allocations permitted, will be hard pressed to turn out that amount in the entire first quarter.

### Relief in Sight

Meanwhile, it was indicated the same game plants which have been hard pressed to keep their full staffs busy in the face of less output and but minor defense contracts, will have improved changes for aid under the federal government's expanded program to help small business. Altho the newly formed Small Defense Plants Administration is chiefly responsible for aid to small business, NPA will expand its efforts for spot assistance to obtain adjustments in allotments, NPA administrator Henry H. Fowler announced.

Fowler stated NPA also would expedite the processing of applications for certificates of necessity for rapid tax amortization from small firms and would continue to assist in deciding the use of a pool of controlled materials. These were set aside to help manufacturers who face a shutdown because of low allotments of materials and an inability to secure defense work.

## MULL CITY PLEA

# New Portland Digger Suit Near Decision

PORTLAND, Ore., Feb. 16.—Three Circuit Court judges this week took under advisement a city plea to dissolve a ruling which restrains the municipality from enforcing its ban on digger machines.

Meanwhile, the restraining order, obtained by Raymond and Elsie Bowe, of the Portland Crane Company, and C. W. Tammen, digger distributor, continued in (Continued on page 92)

## POLICE LAUD CHARITY WORK BY BALT. OPS

BALTIMORE, Feb. 16.—The Amusement Machine Operators' Association of Greater Baltimore has been lauded by the Baltimore police department for its co-operation in helping needy families.

In a letter, suitable for framing, William L. Hartung, police lieutenant in charge of Police Boys' Clubs, wrote to Irving Goldner, president of the operators' association: "It is with deepest gratitude that I extend, on behalf of all concerned, to each of your members, sincerest thanks and appreciation for the generosity which made it possible to distribute baskets to 130 needy families."

The letter also contained a special note of thanks for the help and kindness of Geraldine Burns, the association's staff secretary.

# Williams Ships Distribs New Baseball Game

CHICAGO, Feb. 16.—First shipments of Williams Manufacturing Company's Deluxe World Series were made this week to the firm's distribution network, sales manager Bill Ryan announced. An all skill game, it has a nickel, dime and quarter single coin chute.

Stressing animated action on the baseball diamond, Deluxe World Series has base runners which advance and score as hits are made. Altho there is no limit to number of balls, the average time for the game is but 50 seconds. Sole factor determining length are three "outs."

During play, balls are batted by the player and hits and runs are scored. When a ball is hit a base runner travels the paths on a (Continued on page 93)

## GOOD TURNOUT

# Opening Fete Launches New Uni-Con Firm

KANSAS CITY, Mo., Feb. 16.—Uni-Con Distributing Company, formed by a recent merger of the United Amusement Company and Consolidated Distributing Company, formally opened its doors today (16). Event was celebrated with an open house for operators, manufacturers and fellow distributors which continues thru Sunday (17) night.

As the initial day's festivities got under way, virtually every major factory in the coin machine industry was represented by one or more staffers and operators and their families were arriving (Continued on page 85)

## SHUFFLEBOARD SURVEY

# Maintenance Keys Operating Success

This is the second of a two-part feature on Shuffleboard operations. The first article appeared in the February 9 issue.

DETROIT, Feb. 16.—Emphasizing proper maintenance of equipment as the most important single factor in building and holding business, Maurice J. Feldman, of the Central Coin Machine Exchange, has built his service department upon tested operating practices. Experience with other coin-operated amusement games in the past is the background upon which his present system is based.

Upon shuffleboard itself, incidentally, rests the present fate of the amusement branch of the coin machine business in the Motor City, since almost no other games are allowed. Experience of the past dozen years, indicates that games here will move in pro-

# Tannenbaum Is New President Of NYC Ass'n

NEW YORK, Feb. 16.—Local game operators elected Barnett Tannenbaum, of the Edward Cugat Ball Corporation, as president of the Associated Amusement Machine Operators of New York Thursday (14) at a meeting spiced by an abortive attempt to unseat the group's present administration.

About 85 routes were represented at the confab, held at the Henry Hudson Hotel, which saw an opposition slate voted down and the administration candidates elected.

The controversy, it was understood, concerned itself largely with the association's relations with two trade unions, each of which had signed up substantial numbers of industry employees during the past year. Teddy Blatt, attorney, represented the (Continued on page 93)

# Open House Held By International

PHILADELPHIA, Feb. 16.—About 150 operators and distributors attended an open house at the local headquarters of the International Amusement Company Monday (11) to mark the firm's recent purchase of the Scott-Crosse facilities (The Billboard, February 2).

Abe Witsen and Sal Groenteman, partners, hosted the event, with Harry Hunn, Sid Goodman and Morris Jacobs, of the sales staff, assisting.

longed cycles under good conditions.

Skeeball had an unusual period of successful acceptance here, from before the war until about 1947-'48. Since that time, the cycle has brought shuffleboard to the fore, and it is the belief of (Continued on page 86)

# Calendar for Coinmen

- February 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- February 21—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- February 23—Amusement Machine Operators' Association, monthly meeting, Mandell-Ballov Restaurant, Baltimore.
- February 25—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- February 25—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria.
- February 28—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- February 28—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- March 3—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- March 4—Central Association of Music and Coin Machine Operators, monthly meeting, Bellerive Hotel, Kansas City, Mo.
- March 6—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- March 6—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- March 6—Washington Music Guild, Inc., monthly meeting, 3110 M Street, Washington.
- March 10—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- March 10—Wisconsin Phonograph Operators' Association, monthly meeting, Site to be announced.
- March 11—Automatic Phonograph Owners' Association, Sheraton Gibson Hotel, Cincinnati.
- March 11—California Music Guild, monthly meeting, 311 Club, Oakland.
- March 12—Music Operators of Northern Illinois, monthly meeting, Site to be announced.
- March 13—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

# Mint Director Tells Congress Coin Needs

WASHINGTON, Feb. 16.—In an attempt to solve the mounting shortage of pennies, nickels and dimes in the face of still rising public demand, especially 1-cent pieces, Director of the U. S. Mint Mrs. Nellie Tayloe Ross is asking an economy minded Congress for supplementary appropriations to assure delivery of \$1,638,500,000 in new coins to the public in the fiscal year ending next June 30, and sufficient funds to deliver a like amount in the fiscal year ending June 30, 1953.

Indications of what this proposed stepped-up coin production would mean to the coin-hungry public can be seen by comparing the planned deliveries of 1,637,500,000 coins per year to the number of coins delivered in prior years. In the fiscal year 1951 Mint deliveries were 1,522,678,000 coins; in 1950, 494,963,000 coins; and in 1949, 995,769,000 coins. In the last half of 1951 the Mint attempted to ease the shortage by releasing a total of 937,461,656 coins.

### Why Needed

In a report to a House appropriations subcommittee, Mrs. Ross

said the requested funds would permit production of about 1,700,000,000 coins in the current fiscal year and approximately 2,000,000,000 in the 1953 fiscal year. In testimony before the subcommittee Mrs. Ross remarked, "We believe that production of approximately two billion coins in 1953 will meet the demand of that year. . . . She qualified this estimate by pointing to the "abnormally high" demand for coin since the Korean War, and added that the Mint for years "thought" it could catch up with demand.

The difference between the coins produced in fiscal years 1952 and 1953 and the amount delivered "will provide restoration of normal reserves in the distribution channels, which have been wiped out," Mrs. Ross explained.

Without the supplementary appropriation for this fiscal year (1952), the Mint report disclosed that production would total 1,325,000,000 coins compared with the 1,700,000,000 made possible with added funds. Out of the 1,325,000,000 coins presently scheduled (Continued on page 82)

# Coin Export Show New Dollar Gains

WASHINGTON, Feb. 16.—With Canada, the only country accounting for all types of equipment, a total of 1,939 units, with an aggregate value of \$389,165, were exported to foreign operating and distributing companies in October, according to official figures released by the Department of Commerce. The dollar figure represented an 8 per cent gain over the previous month when 2,241 coin machines, valued at \$351,511, were exported.

Canadian companies spent \$125,305 for 985 games, vendors and jukes with games proving the major attraction. A breakdown of Canadian purchases showed \$70,577 was spent for 495 amusement pieces, plus \$32,337 for 283 vendors and \$22,451 for 117 juke boxes. The only other country

purchasing games, with the valuation exceeding \$10,000, was Belgium (200 for \$13,500).

### Leading Buyers

In the music field the principal buyers of music machines were Cuba, 113 units for \$72,505; Venezuela, 80, \$50,450; Belgium, 34, \$17,835, and Switzerland, 21, \$12,199. The remaining 448,883 of music equipment purchases in October included 127 juke, but (Continued on page 92)

# ALLIED SETS CMI WINNERS

CHICAGO, Feb. 16.—Allied Coin Machine & Premium House announced the winners of its three prizes for operators who filled out address cards at its booth at the CMI show last week. Contest was on a free draw basis with the first three cards drawn, winners in that order.

First prize, a fishing kit, was won by W. E. Maskeny, Maskeny Vending Company, Dearborn, Mich. The second prize, a set of deluxe beer mugs, went to George S. Jlynn, Dubuque, Ia. R. H. Curland, Curland Sales, Chicago, won an electric clock, third prize.

# Coin Machine Exports

October, 1951

Country	No.	Value	No.	Value	Avg. Price	No.	Value	Avg. Price	No.	Value	Avg. Price
Canada	895	\$125,365	117	\$22,451	\$191	283	\$32,337	\$115	495	\$70,577	\$142
Cuba	113	72,505	113	72,505	631						
Venezuela	80	50,450	80	50,450	581						
Belgium	263	37,944	34	17,835	524				229	13,509	591
Switzerland	21	12,199	21	12,199	581						
Other Countries	927	97,302	127	48,883		104	18,710		346	28,709	
TOTALS	1,959	\$389,165	502	\$224,323		387	\$52,047		1,070	\$112,795	



## Hammergren to Pay Wurlitzer Over \$200,000

Reveal Interest In Distributors, Brokerage Firm

CHICAGO, Feb. 16.—M. G. (Mike) Hammergren, formerly vice-president and sales manager for the Rudolph Wurlitzer Company, has been ordered to pay Wurlitzer \$218,000 in accordance with an out-of-court settlement of a three-year-old lawsuit brought against him by the juke box manufacturing firm.

Meantime, the federal government issued a warrant for Hammergren's arrest following his indictment on tax fraud charges, involving \$98,000 of alleged unreported income. The two-count indictment was returned in Buffalo by a grand jury.

U.S. Attorney George L. Grobe (Continued on page 81)

## Redd Appointed AMI Distributor In New England

GRAND RAPIDS, Mich., Feb. 16.—Redd Distributing Company, Inc., of Allston, Mass., owned by W. S. (Si) Redd, has been appointed distributor for AMI in five New England States.

Announcement was made by Jack J. Mitnick, AMI's Eastern representative. Redd's territory includes Boston, and all of Massachusetts, Maine, New Hampshire, Vermont and Rhode Island.

The Redd company will handle the new Model D, AMI Hideaways, Amivox remote speakers, wall boxes and related auxiliary items. It also operates a service and parts department for operators.

Mitnick said no special showing is planned for this time but that Redd is now playing the entire AMI line for operators. Redd's main office and showrooms are at 298 Lincoln Street, Allston, and a branch-office is located at 540 Main Street, West Springfield, Mass.

## Atlas Music Sets 3d Service School At Ft. Des Moines

CHICAGO, Feb. 16.—Atlas Music Company conducted the third in a series of service schools on Seeburg equipment at the Fort Des Moines Hotel, Des Moines, Thursday, February 14, for Iowa operators.

The all-day sessions, which began at 9:30 a.m., were supervised by Phil Moss, Des Moines manager for Atlas, and were conducted by Reed Whitney, Seeburg district manager, and Lloyd Davison, Moss' field engineer. A buffet lunch was served.

Moss, said that as in the previous schools most of the time was devoted to the Seeburg 45 r.p.m. 100-selection juke box.

Typical on-location problems were posed for the operators and then solved by them under the guidance of the instructors.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

**WILLFUL SELF-IMPAIRMENT.** ASCAP selling itself down the river on juke box bill policy (Music Department).

**COLUMBIA PAIRS UP HIT SIDES.** Diskery recoups eight hot sellers back to back (Music Department).

**TITLE ILLUSTRATIONS PROVE HYPO.** Juke box test shows more plays with decorative strips (Music Department).

**DISKERIES EXPANDING AND DEBUTING.** Abbey, Coral add artists; several newbies ready for bow (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## JUKE BOX GETS ROLE IN MOVIE

HOLLYWOOD, Feb. 16.—A juke box has a featured role in one of the scenes of the new RKO movie, "Clash by Night." The voice coming from the juke box is that of Tony Martin singing "I Hear a Rhapsody."

## Set Wurlitzer Service School Week at Coven

CHICAGO, Feb. 16.—A week-long service school for operators and servicemen on the Wurlitzer 1400 phonograph and automatic volume level control was set for Monday (18) at the Coven Distributing Company here.

Joe Jrdleka, of Wurlitzer's North Tonawanda, N. Y., factory, was to conduct the sessions to start at 9:30 a.m. daily. The school ends Friday.

During the sessions, typical problem situations will be posed and solved by the operators and servicemen under the guidance of the instructors.

## Rule No Sales Tax on Juke Play in Georgia

ATLANTA, Feb. 16.—Atty. Gen. Eugene Cook of Georgia ruled last week that nickels put into juke boxes are not subject to the State's sales tax.

Cook's opinion pointed out that neither the operator of the juke box nor the location owner would be responsible for paying the sales tax on any part of the gross proceeds from coin operated juke boxes.

However, the opinion held that on any rental leases, the person renting out a juke box must collect 13 per cent of the rent from the lessee and remit that tax to the State revenue department.

## Juke Box Industry To Get More Metal

WASHINGTON, Feb. 16.—The juke box industry will receive additional allocations of scarce materials for production in the current quarter, and allocations for the second quarter of 1952 will equal this increase, the National Production Authority announced this week.

Manufacturers will receive notices next week that their allocations of copper and aluminum are doubled, NPA said this will bring both first and second quarter allocations to 30 per cent of the base period on copper, and 25 per cent on aluminum.

No change, however, will be made in steel allocations to the industry. NPA explained it will remain at 50 per cent.

The increased allocations bring the juke box industry's quota up to the level of that to be permitted radio and TV manufacturers in the second quarter, according to NPA officials. The hike, how-

## March MOA Meet Called Off; Exec Com. Sets Meet May 6-7

Proximity to Bryson Bill Hearings Forced Cancellation, Miller Says

CHICAGO, Feb. 16.—The annual business meeting and election of officers of the Music Operators of America, originally scheduled to be held in Chicago March 3-5, has been canceled.

Instead, George A. Miller, president of MOA, said a meeting of the association's executive committee has been scheduled tentatively for May 6-7 in the same city.

Miller said the March meeting was called off because of its proximity to the Bryson Bill hearings which ended in Washington last week. Too many operators, he said, had to take time off from their work to attend the Washington sessions and could not be expected to leave their work again three weeks later to be in Chicago.

Miller announced the cancellation of the March meeting and the tentative date for the executive committee meeting Monday (11) when he stopped in Chicago on his way from Washington to the West Coast.

The possibility that MOA's March meeting might be postponed was not unforeseen. At the time the original MOA convention-exhibit was called off and the

business-election meeting set (The Billboard, January 19), Miller indicated there was uncertainty about the March meeting because of the large number of operators who might be called to Washington to testify.

It was understood that the entire MOA membership might be invited to the May executive committee meeting—if the meeting is held—to take part in business sessions such as discussions of trade and merchandising problems which normally take place during a convention.

### No Exhibits

One thing was definite—there will be no exhibits sponsored by the MOA at the May meeting. Some major record companies had taken space in Chicago's Palmer House, where the March meeting was to have been held, despite the fact MOA had announced it would not sponsor any exhibits.

Miller reported that, during the Washington hearings, he found considerable sentiment for an MOA convention and exhibit. He said it was suggested that such a convention-exhibit be held by the MOA in the autumn.

Miller emphasized that no decision had been made on this

## Levine in New Attack On Juke Royalty Bill

Continued from page 18

Levine, "only 2,500, at the most, are members of the American Society of Composers, Authors and Publishers, and only a handful belong to other performing rights societies."

The attorney, who also represents the Automatic Music Operators' Association, a New York group, then built his argument on Fisher's statistics, and declared:

"If the statute was to be literally complied with, royalty payments

might have to be made by the juke box operator to any of 77,250 to 97,250 independent copyright owners who are not ASCAP or Broadcast Music Inc. members. It is obvious that the problem of making reports to the independent songwriter is not an insignificant and negligible one, but on the contrary would impose a most serious and insupportable burden of investigation and fact-finding upon the operator."

Levine also claimed that blanket license arrangements would be impracticable under terms of the bill. He said it would create "enormous problems" for the operator.

"Assuming that he (the operator) had a licensed arrangement with ASCAP and BMI, which would cover the works of some 2,500 authors and composers," asserted Levine, "he could still be subjected to blanket license demands from each of the 10's of thousands of independent songwriters, any one of whom could incidentally insist upon the literal compliance with the statute. Such a situation would be intolerable, quite apart from the fact that the entire sum of blanket fees could very easily exceed the statutory rate provided for."

## Evans Shows New 100, Picks Several Distributors

CHICAGO, Feb. 16.—A pilot model of the new 100 Selection H. C. Evans Century Juke Box and three samples of the firm's new 40 Selection Jubilee models were displayed at the Morrison Hotel here concurrently with the Coin Machine Institute Convention.

Les Raick, manager of Evans' music division, said several distributor appointments were made during the three days the new machines were on exhibition but that they would be announced later.

The new Century, a handsome model specially brought out for display in conjunction with the CMI Convention, drew the most attention.

Dick Hood, president of Evans, said several refinements will be made in that portion of the Century cabinet holding the title-selector panel, and in the interior disc mechanism, before the machine is put into production.

He said the firm expects to start sample deliveries on the Century

score, but he said the question presumably would arise at the May executive committee meeting and could be settled at that time. He emphasized repeatedly that the MOA executive committee meeting in May was only tentatively scheduled, and that circumstances or factors might arise which might force another postponement.

## Vox Populi Is Heard on Bill To Tax Jukes

Continued from page 18

foes of the bill, which proposes royalties on juke box use of disks. Bulk of the correspondence is from individuals directly interested in the legislation. These include composers, publishers, writers, juke box operators, tavern keepers and juke box distributors.

The subcommittee is uncertain when the bill will be deliberated in executive session. Members plan to digest the hearing record exhaustively. In any event, a speedy decision is not in the works because of the controversial nature of the bill and because of the big volume of correspondence as well as testimony. Expectations are that the subcommittee will give priority to action on another copyright bill—the so called "manufacturing clause"—which has been subject of two hearings in the life of the present Congress.

## Jersey Group Elects Collis

CAMDEN, N. J., Feb. 16.—The Progressive Music Guild of South Jersey elected Frank Collis president at its 1952 special election meeting in the Walt Whitman Hotel here. Other new officers are Dan Glickman, treasurer, and Dave O'Dell, secretary.

Formed in 1948, the group has won several commendations from communities served by its members. In January a branch guild was organized for better service in the southern part of the State with Max Gallner, president. Another branch will be created this spring to add seashore resort operators. Gallner is expected to spearhead the formation of the new unit.

In addition to his election as secretary, O'Dell was praised for his achievements as president of the guild in 1951.

## Wico Shows New Ops Service Kit

CHICAGO, Feb. 16.—The Wico Corporation, component parts suppliers for coin machines, showed its 1952 line featuring a new service kit for phonograph operators at the Coin Machine Institute Convention.

Officials of the firm said the kit contains everything necessary for an operator to make immediate, simple service repairs on juke boxes.

The kit comes in a small plastic (Continued on page 81)

## 7 Disk Firms Join Op Assn.

MIAMI, Feb. 18.—Seven record firms have been admitted as associate members of the Amusement Machine Operators Association of Dade County. The action was taken at AMOA's regular monthly meeting.

The disk companies are the Southland Record Company, Coral Music Shop, Mercury Distributors, Stone Distributors, Pan-American Distributing Corporation, Florida Record & Music Company, and Seacost Distributors.

The less-than-a-year old AMOA has made considerable strides in its brief history and is rallying (Continued on page 81)

in six or seven weeks and that deliveries on either the 45 r.p.m. or 78 r.p.m. 40 Selection Jubilee models would start in two weeks. Featured on all the new machines is a service door located on the lower right hand side of the (Continued on page 81)



**Juke Box Ops**  
**30% DISCOUNT**  
 ALL MAJOR & INDIE LABELS  
 78s and 45s  
 A Total Order Will Convince You.  
**CALIFORNIA MUSIC CO.**  
 2940 W. Pico Blvd., Los Angeles 6, Calif.  
 Telephone: REpublic 3-1196

**MR. OPERATOR:**  
 A limited number of parts for  
**PACKARD**  
**PHONOGRAPHS**  
 AND  
**WALL BOXES**  
 available from  
**WURLITZER FACTORY**

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 St. Cincinnati, Ohio

**THE BILLBOARD Index**  
**of Advertised Used**  
**Machine Prices**

• **Music Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

AMI	Issue of Feb. 16	Issue of Feb. 9	Issue of Feb. 2	Issue of Jan. 26
Hideaway	395.00	395.00	395.00	375.00
Model A	295.00	295.00	299.50	295.00(2)
	375.00	375.00	295.00(2)	350.00
Model B	445.00	429.50	445.00	445.00
Model C	499.00	529.50	499.00	495.00
	545.00	549.00	545.00(2)	545.00
Hiway			549.00	549.00
Singing Tower	49.50	49.50	49.50	49.50

	Issue of Feb. 16	Issue of Feb. 9	Issue of Feb. 2	Issue of Jan. 26
<b>AIREON</b>				
Coronet 400	\$79.00	\$60.00	\$79.00	\$79.00
Coronet 500	159.00	98.00	199.00	159.00
Deluxe	49.00	49.00	49.00	49.00
Florida			49.00	
Super Deluxe	49.50			
<b>CHICAGO COIN</b>				
Mil. Parade 45	125.00	165.00	150.00	
<b>MILLS</b>				
Constellation	149.50			
Empress	39.00	69.50	39.00	50.00
Throne	69.50		69.50	69.50
<b>PACKARD</b>				
Manhattan	89.00	100.00	100.00	119.00
	109.50	119.50	149.00	150.00
	149.00			119.50
	99.00			
Pla-Mar No. 7		99.00	75.00	99.00
<b>ROCK-OLA</b>				
Commander	39.00	39.00	39.00	39.00
Deluxe		42.00		
Melodic Glow	299.50		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
Rocket 50-51				495.00
Standard	69.50	69.50	69.50	69.50
1422	89.50	97.50	99.00(2)	99.00(2)
	99.00(2)	100.00	119.50	110.00
	109.50	125.00	150.00	119.50
	119.50(3)		150.00	
	150.00			
1424	129.50			
1426	150.00(2)	159.00(2)	159.00(2)	159.00(2)
	165.00	175.00		
1428	285.00			
1432-1951 Model	595.00		595.00	279.00
<b>SEEBURG</b>				
Classic	29.50	49.00	29.50	49.00
Colossal	29.50	49.00	29.50	49.00
Emory	29.50	39.50	29.50	39.50
	59.00	59.00	49.50	59.00
Gen	29.50	34.50	29.50	34.50
	49.00			49.00
H-146 M Hiway	159.00	159.00	179.00	159.00
	179.00		159.00	179.00
			179.00(2)	
			199.50	
H-147 M Hiway	199.50			
H-148 M Hiway	219.00	229.50	219.00	249.00
	249.00		300.00	
H-246 M Hiway	179.00	219.00	179.00	219.00
Hightone	29.50	59.00	29.50	49.00
			99.00	
			79.50	
Lab-Tone		79.50		79.50
M-100-A	750.00	679.50	699.50	699.50
Major	49.00	49.00	49.00	49.00
Pizza	34.50	34.50	34.50	34.50
Organ	59.50	49.00	39.50	49.00
Ray	34.50	34.50	34.50	34.50
Victory	39.50	39.50	39.50	39.50
46	125.00	149.50	149.50	
46 Hiway	129.50	129.50		
48	249.50	245.00	249.50	223.00
146		165.00		
146 M	139.00	159.00	139.00	139.00
	179.50	159.00	150.00	159.00
			169.00	179.50
146 S	139.00	139.00	135.00	139.00
147 M	150.00	169.00	169.00	169.00
	189.00	215.00	179.50	189.00
	249.50	259.50	199.00	215.00
			249.50	
147 S	149.00	149.00	149.00	149.00
148 M	289.00(2)	295.00	300.00	285.00
148 M1	325.00	289.00(2)	289.00(2)	289.00
			325.00(2)	
148 S	59.00	59.00	59.00	59.00
1941 RC Special	139.50		179.50	
1949 100 Records	750.00		750.00	
8200			65.00	
8200			65.00	
<b>WILLIAMS</b>				
Music Mtr		139.50	149.50	149.50
<b>WURLITZER</b>				
CM-41	24.50	24.50	24.50	24.50
CM-41	24.50	24.50	24.50	24.50
CM-71	24.50	24.50	24.50	24.50
500	45.00	49.00	49.00	49.00
500	49.50	49.50	49.50	49.50
500K	49.00	49.50	49.00	49.50
600K		69.50		69.50
600R	49.00	49.50	49.00	49.50
616		34.50		34.50
700	89.50	89.50(2)	89.50(2)	89.50(2)
750	89.00	89.00	89.00(2)	89.00(2)
750E	69.50(2)	109.50	99.50	109.50
780	79.00	89.50	79.00	79.00
800	79.50(2)	79.50(2)	65.50	79.50(2)
850	44.50	59.00	44.50	59.00
	69.50	75.00	69.50	69.50
950				55.00
950-E	49.50			
1015	169.50	150.00	175.00	169.50
	175.00(4)	179.00	179.50	175.00(2)
	179.00	189.00	179.00	179.50(2)
	189.00	195.00	179.50(2)	195.00
	250.00	195.00(2)	189.00	195.00
		250.00	199.00	199.50
			199.50	250.00
1017		250.00	179.00	250.00
1060	159.50	179.00	179.00	179.00
	189.00	195.00	189.00	199.50
1108	300.00	325.00	310.00	325.00
	369.00	379.00	369.00	379.00
	395.00	379.50	395.00	395.00
			369.00(2)	
			375.00(2)	
1250	449.50	495.00	475.00	479.50
	525.00	495.00	495.00	495.00
Victory	59.00	42.50	59.00	59.00

**THANK YOU, MUSIC OPERATORS.**

for your gratifying interest in and your overwhelming response to the recent introduction of the

**NEW EVANS' LINE**

featuring

**EVANS' JUBILEE 40/45**

The ONLY 40-SELECTION

NON-CONVERSION PHONOGRAPH AVAILABLE!

IMMEDIATE DELIVERY ON

**EVANS' JUBILEE 40/45**

20 Records—10 Selections—15 RPM

**EVANS' JUBILEE 40/78**

20 Records—10 Selections—78 RPM

MAKE YOUR COMMITMENTS NOW ON

**EVANS' CENTURY 100/45**

50 Records—100 Selections—45 RPM

SEE YOUR EVANS DISTRIBUTOR OR WRITE FACTORY DIRECT

**H. C. EVANS & CO.**

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**MUSIC SYSTEMS, INC.**

**DETROIT, MICH.**  
 10217 Linwood

**GRAND RAPIDS, MICH.**  
 745 N. Division

**SEEBURG**

148ML	\$289
147M	\$169
147S	\$149
146S-M	\$139

**HIDEAWAYS**

H148M	\$249
H246M	\$219
H146M	\$179

**ROCK-OLA**

1426	\$159
1422	\$ 99

**WURLITZER**

1080	\$179
1100	\$369
1015	\$179
10	750E's \$ 69.50
1400, New	Write

**AMI**

Model C	\$549
Model A	\$295

**PACKARD**

Manhattan	\$149
Model 7	\$ 99

**WALL BOXES**

3W7-156	\$44.50
(5-10-25—3 wire)	
3W2-L56	\$17.50
(5c—3 wire)	
W1-L56	\$10.00
(5c—wireless)	

EXPORT INQUIRIES INVITED Write • Wire • Phone 1/3 DEPOSIT, BALANCE C.O.D.

**15 MIGHTY GOOD REASONS...**

... why juke box operators will "live with" The Billboard's 1952 Juke Box Special for months... and months... and months!

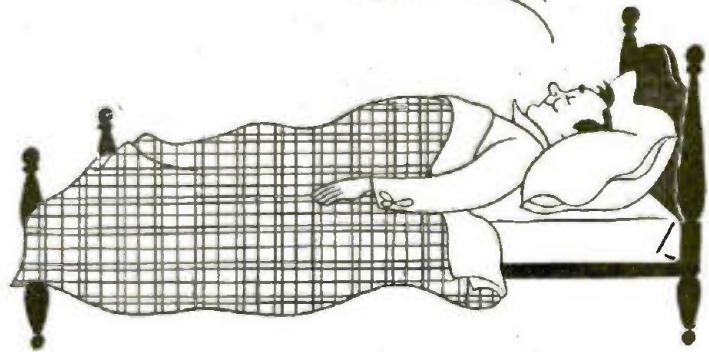
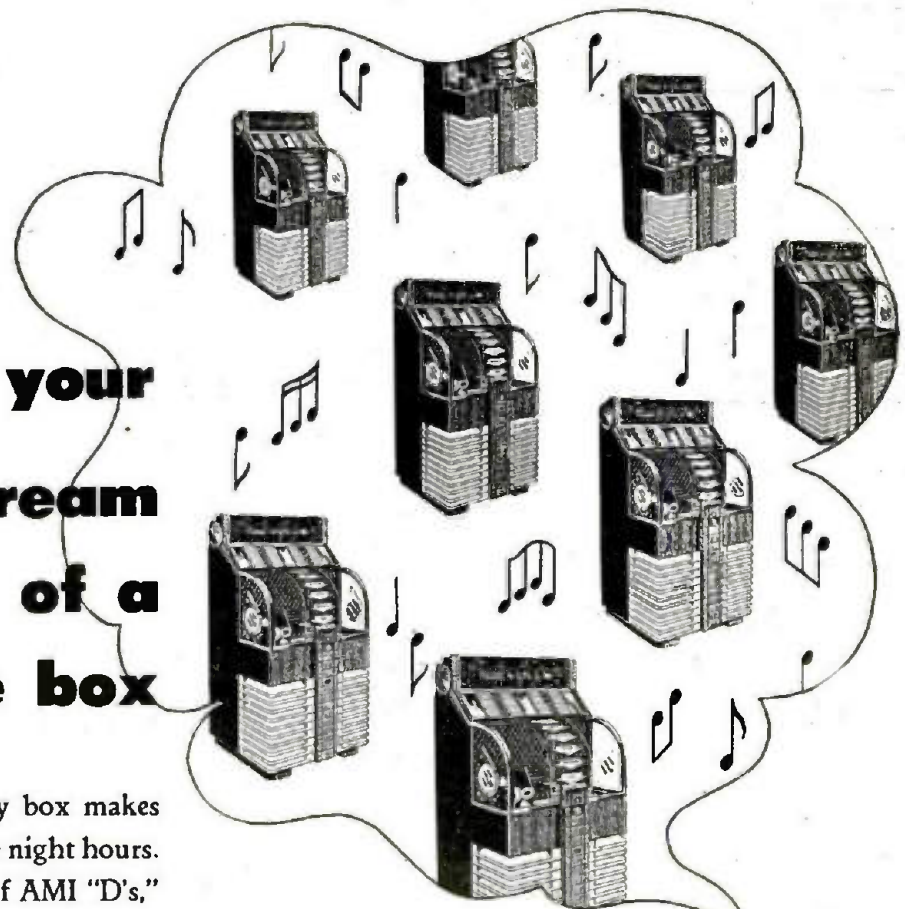
SEE PAGE 45





**your  
Dream  
of a  
juke box**

Nearly every box makes most money in the night hours. With a route of AMI "D's," you spend your nights in peaceful slumber uninterrupted by frantic service calls or bitter bawlings-out by locations. The "D" works while you sleep and gives you countless reams of beautiful Dreams, with this stalwart performer always building up your health, physical and fiscal!



**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



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 42

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales (TOP, GOOD, SATISFACTORY, POOR).

HOT JAZZ

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

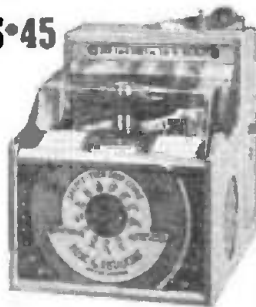
SMALL SPOTS PAY OFF!

SMALL SPOTS PAY OFF!

SMALL SPOTS PAY OFF!

RISTAUCRAT S-45

Day by day the Ristaucrat S-45 is receiving more attention from Operators who have found that the small locations can pay off...



Contact Your Distributor Today

RISTAUCRAT, Inc.

1216 E. WISCONSIN AVENUE

APPLETON, WISCONSIN

15 MIGHTY GOOD REASONS...

SEE PAGE 45

... why juke box operators will "live with" The Billboard's 1952 Juke Box Special for months...



50, CALIFORNIA JUKE BOX ROUTE IN SAN JOAQUIN VALLEY
Probable of estate forecloses sale of old established business. Convicting 125 latest Phonos, 250 Wall Boxes, 38 Telephone Music Lovers. Complete with studio and record library. Completely furnished office and shop, 2 Dodge trucks. PGI license over \$100,000. Will sell for irrevocable investment, \$62,750. Can be handled for \$25,000 cash. Will finance balance if desired.
BADGER SALES CO.
1251 WEST PICO BLVD., LOS ANGELES 4, CALIF. Phone: DUmnick 7-2343

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales. Section: SPIRITUAL.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales. Section: SACRED.

Rhythm & Blues Record Reviews

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

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Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

Country & Western (Folk) Record Reviews

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical quality scales.

VOX JOX

Continued from page 28
for the local hospital, and Miss Hahne's shows raised \$1,000 for an iron lung. The rest of the money was raised by Pierce's "Disk Jockey Club House" program. The station received 2,725 phone calls during the drive.

Gimmix
"Every staff member here has recorded 'promotion plugs' for their various shows, which are spotted on the station throughout the day."—Jim Stewart, WRBL, Columbus, Ga.
"Last couple of weeks I've been letting my audience make the pick for the 'Hit Record of Tomorrow.' On my late Saturday night show I spin the Billboard pick, the Retailer's pick and my own. Votes are tabulated by phone, some by card or letter. The response is amazing."—Lee Hickling, WDOS, Oneonta, N. Y.
"I began a new part of my show this week, calling it 'Music From Yesteryear.' Listeners write telling of their best-remembered year, and why they remember it. We, in turn, play the top tunes from that year. We pick one letter each day and send the listener the top record of the year they wrote about. The show is going over big."—Robin Busse, Port Huron, Mich.
"I am running a concert night every Wednesday as a regular part of my deejay show. Each concert features the music or voice of one artist for the entire show. One concert might be all piano, saxophone or even trumpet. This is called an instrument concert night featuring several outstanding players of that instrument. Or one night might be Louis Armstrong, Benny Goodman, etc."—Sam Evans, WGN, Chicago.
"On New Year's Day I played all 4 of the records that I thought should have made the top 20 sometime during the year but didn't. I analyzed some of the reasons why I felt they did not."—Joe Ryan, WALL, Middletown, N. Y.
"The Bald-Headed Boy" of "Pete's Platter Parlor" Monday thru Friday, is having a baby-naming contest. It is pulling a lot of mail, so much in fact that the offices have moved into the hall. In two days the program has pulled 600 letters and cards. We might add that the station has only been on the air for 60 days."—Pete Tripp, KOSY, Texarkana, Tex.

Continued from page 37
Wind Is Blowin', The
WODEN 297—Witherspoon puts out a warm blues tune in great style, with some fine accompaniment from the orchestra. Side was cut at a jazz concert and has audience oohs and aahs' reaction for the singer.

Continued from page 36
Folk Talent and Tunes
show. . . Cindy Coy has replaced Happy Ison, who has gone to WVOW, Logan, W. Va., at WPDK, Clarksburg, W. Va. . . Uncle Ezra is doing the morning show at KCMO, Kansas City, Mo. . . Cass Cades is the h.b. diskster at WKHM, Jackson, Mich. . . Pinky Videovich is the h.b. spinner at WWL, New Orleans. . . Ray Anderson, WHTN, Huntington, W. Va., reports that Tannen Music will publish his tune, "Secret Weapon," done by Shannon Grayson on King. . . Smokey Smith, KRNT, Des Moines, guested at the Cowtown Jubilee, Kansas City, two weeks ago, with Rusty Garbard (AGM), who is now at KLEE, Houston. . . Bob Neal is now doing a half-hour show weekly over WMPB, Memphis, sponsored by Columbia Records. . . Larry Carothers, KMOX, St. Louis, reports that CBS biggles have forced him to do pop music on his all-night show. Cards from listeners will help bring country and Western disks back to his five-hour show. . . Ray Armond has started as country diskster at WURL, Arlington, Va., according to Jane Powell, station librarian. . . Cliff Rogers, WARK, Akron, O., reports that Bill Monroe, Carl Smith and Moon Mullican did capacity at the 2,500 seat armory January 27 for two shows. . . Al Brock has Jimmy Taylor, son of the gospel writer, A. B. Taylor, arranging for his band at WTAL, Tallahassee, Fla. . .



**Evans' New 100**

Continued from page 77

cabinet. The entire coin mechanism is fastened to the door and to service the machine an operator merely unlocks and swings the door out. The coin box is located on the floor of the box inside the door. Hood said this feature eliminates the necessity for an operator to stick his head inside a machine in order to check the coin mechanism and make collections.

The record holder and player mechanism in all models is housed in a full-view rounded picture window made of glass. In the 100 the records are stacked vertically across the back of the machine and in the 40s are stacked vertically along the left side of the box.

Running above and along the length of the record stack in the 100 Selection machine is a red plastic panel which lights and indicates the number of the selection being played.

On the 40 Selection models, the glass window frame extends over the selector title panel which is recessed at an angle underneath it. A light in the bottom of this front portion of the window frame lights the titles.

Hood said that the title-selector panel on the finished Century will be dropped back at a greater angle than the one displayed at the Morrison for better visibility.

The Century's selection panel consists of two vertical banks of buttons, numbered from 0 to 9 and located in the middle of the title strip panel. To make selections of more than one digit, for example 30, a customer pushes button number three and the number nine.

The picture window of the machine is hinged to swing upward so an operator can change records and the title-selector is hinged to swing downward so that title changes can be made.

Recessed underneath the title-selector panel of all models is the speaker grill consisting of alternating chrome and red strips. Colored lights play on the grill from the top of the recess. The cabinets of the new models come in a variety of light and dark finishes including limed oak and walnut.

Richard V. Manhardt and Elmer Engel, of the Vic Manhardt Company, Evans distributors in Milwaukee, helped display the new models.

**Hypo Ristaucrat Distrib Set-Up**

CHICAGO, Feb. 16.—Ristaucrat, Inc., displayed several samples of its 45 r.p.m., 40-selection, counter-model juke box at the Coin Machine Institute Convention here and officials of the firm reported they are busy expanding the firm's distributor organization.

Joe Cohen, general manager, said some distributors were signed up but that Ristaucrat had hoped to get a few more for operations within the United States. In addition, he said, Ristaucrat also is anxious to line up Canadian distributors.

Ed Marheine, president of Ristaucrat, said that sales are now ahead of production and that for the first time his factory has been operating on an overtime basis.

Marheine said the firm's export sales—through the Trans World Trading Corporation of Chicago—are increasing with shipments being made to South America, Switzerland, Belgium, Italy, Cuba and Puerto Rico.

The company's juke box comes in either blond or mahogany cabinets and features an automatic restacking device. Besides its juke box, the firm makes several models specifically designed for either large or small factories, offices, clubs or stores.

**Wico Shows Kit**

Continued from page 77

box easily carried in a general tool box and contains, among other things, different size relay switches, assorted contact points and switch blades, files and a contact switch assembly tool.

Wico also showed its kit to convert to 40 selection play any wireless or three-wire, 78 or 45 r.p.m. 20-selection wall box which plays off Seeburg equipment. The conversion lists at \$22.50.

Wico officials at the exhibit included Harry Wiczer, general manager; Hy Merkins, sales manager, and Orville Boiler of Grand Rapids, Mich., Wico salesman for Michigan, Indiana and Illinois.

**Hammergren Pays Over 200G**

Continued from page 77

said in Buffalo that Hammergren would make \$5,000 bail in Chicago and be ordered to appear before the Federal Court in March.

The government has charged Hammergren with filing false income tax returns in 1945 and 1946. The indictment alleged Hammergren reported income of \$38,796.64 for 1945. Actually, the indictment alleged, Hammergren's income for 1945 was \$118,794.84. The indictment charged Hammergren reported income of \$83,176.80 in 1946 instead of the \$99,176.80 the government alleges he earned.

**Settlement Ordered**

Hammergren's settlement with the Wurlitzer company was ordered in U.S. District Court Chicago, by Federal Judge J. Sam Perry. The court found that Hammergren owned a substantial financial interest in Music Acceptance Corporation, without the knowledge of Wurlitzer. Hammergren, the court said, caused Music Acceptance Corporation to be founded.

MAC acted as a broker between Wurlitzer distributors and finance companies which took paper on the wholesale purchase of juke boxes. MAC, the court found, "received a portion of the finance charges as commission."

**Had Distributor Interests**

In addition, the court said Hammergren participated in distributorships without Wurlitzer's knowledge.

"The defendant (Hammergren)," the court found, "also joined in partnership ventures with certain of plaintiff's (Wurlitzer) distributors and others and thru them engaged in operation of phonograph routes." The judge said Hammergren engaged in the purchase and resale of such routes, and likewise profited from financial interests in the businesses of a large number of Wurlitzer distributors.

These deals were unknown to the Wurlitzer company, the court record showed, until Hammergren resigned from the firm, September 3, 1948. The court found that the deals were in violation of Hammergren's contract.

"It appeared," the court records pointed out, "that Hammergren

made profits amounting to \$218,000. The court took into consideration also that company was willing to accept \$218,000 in place of a full accounting, and Hammergren was willing to pay that amount."

Hammergren, who now resides in Minnesota, was most recently in the vending machine business as national distributor for the three-selection Super-Vend drink machine. He is president of Super-Vend Sales Corporation, 134 North La Salle, Chicago, but the firm is not presently active in the vending machine industry. Super-Vend was not involved in either the lawsuit or the income tax action.

**Hold 2-Day Service School in Houston**

HOUSTON, Feb. 16.—More than 75 operators and servicemen attended a two-day service school on Seeburg phonographs sponsored by the Houston branch of the S. H. Lynch & Company.

Operators and servicemen from Houston, Galveston, Beaumont, Orange, Port Arthur, Lufkin, Bryan and other South Texas towns attended the sessions held last week. Classes were in the evenings and were conducted by Gil Semonin, Seeburg factory sales representative.

**7 Disk Firms**

Continued from page 77

to its side every segment of the coin machine industry in Greater Miami. It has been successful in working out an improved schedule of commissions for game and music operators, and generally has brought about healthier conditions for the local coin machine industry than existed for many a year. Willie Blatt is AMOA president.

At the meeting, Irving Lemlich, Atlas Amusement Enterprises, also was drawn by lot as a member of the Executive Committee for the next four months, replacing Duke Luker.

**Coin-Operated Hospital Radio Shown at CMI**

CHICAGO, Feb. 16.—The Philtain Electric Division of the O.K. Stamping Corporation, Fort Wayne, Ind., exhibited the firm's coin-operated radio for hospitals at the Coin Machine Institute convention.

Cone Phillips, general manager, reported that 3,000 to 4,000 installations of the radio have been made in some 50 hospitals across the country.

The radio is finished in white and features a pillow speaker attached by a cord to the radio. The back of the radio is hinged to swing upward for servicing. A patient receives an hour's play for a dime. The radio is attached to the bed stand by means of a separate clamp. All beds in hospitals using the radio are fitted with the clamps and a radio is merely slipped into the clamp when a patient requests one.

The firm contacts hospitals, signs leases with them allowing use of the radios and then installs them. After the lease has been signed the firm finds an operator to take over the machines for economical use. Hospitals usually are covered about 75 per cent with the radios.

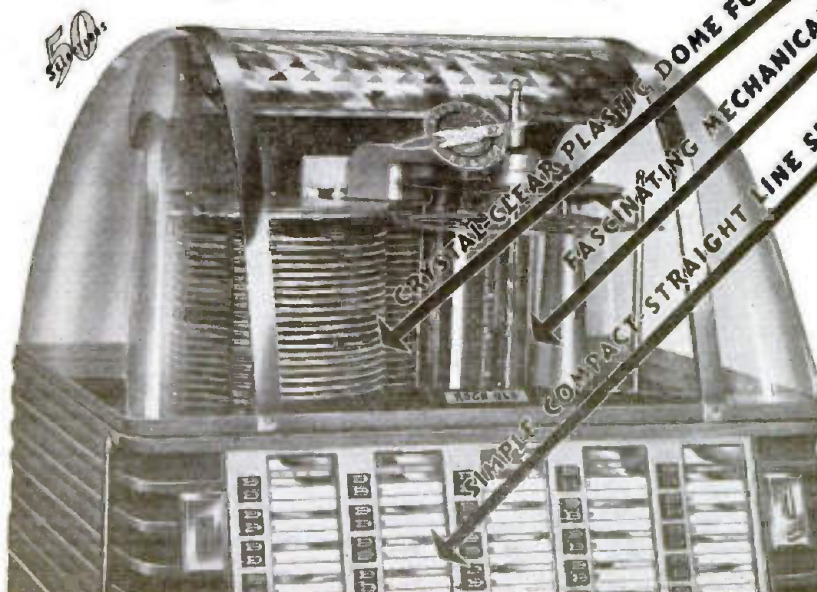
However, Phillips said that during the show the firm started lining up agent-distributors on a nation-wide basis to handle leasing arrangements with hospitals and appointed some six men. He said there are a few territories still open.

Most of the radios to date have been installed in hospitals in Ohio, Indiana, Michigan and California. Maternity wards have proved to be the best location within a given hospital.

Besides the hospital radio, Philtain also manufactures another coin-operated model with built-in speaker for use in motels. Handling the exhibit along with Phillips were Tom Johnson, a supervisor; Allan Tremper, who handles the firm's advertising, and F. A. McGuire, president of the firm.

**Full of Rock-Ola Features THAT REALLY SELL MUSIC!**

★ To help you make more money— all phonographs are set at the factory for 1 play for 10¢— 3 plays for 25¢— Easily changed for other combinations desired.



**ROCK-OLA Manufacturing Corporation**  
800 N. KEDZIE AVE., CHICAGO 81

Materiale protetto da copyright



## Sirup Concentrate Growing Factor in Cup Operation

### Report 25-30% Supply, Cost Saving; Mfrs. Disagree on Sales to Ops

(Part one of a two-part series)  
CHICAGO, Feb. 16.—With the use of sirup concentrates becoming a factor in cup vander operation, some soft drink manufacturers have recognized a new form of self-competition for the operator's business.

Still too spotty and uncertain as yet (thus it cannot be called a trend at this date) concentrate usage nevertheless is posing a new problem for the beverage maker. While many have shrugged off its use as inconsequential, others—including some major firms—have during the past year offered sirup concentrates and extracts to the operator.

A number of these firms are permitting concentrate sales with a tongue-in-cheek attitude. The end means: the reason whatever the form demands. Other companies refuse outright to sell concentrates, or do so only to a few operators, by-passing promotion of such sales.

Operators claim the use of concentrates effect a 25-30 per cent saving in flavor cost. Usually, they use a lower baume (24-27) to effect better machine operation, using up to 1½ ounces of sirup per serving. The finished drink is one part sirup, five parts carbonated water.

Concentrates start off at about \$6.50 per gallon, range up to \$12. Extracts are in the upper price bracket, require the operator to add his own sugar and chemicals, but offer the highest cost-per-drink savings as only one ounce is used to make one gallon finished sirup. Finished sirup price ranges from \$1 to \$1.96 per gallon (The Billboard, February 9 and 16).

Using concentrates and extracts, operator-cost per gallon of finished sirup ranges from about 28 cents to 70 cents. The final price depends upon the concentrates used and price of the flavor.

#### Three "Con" Factors

Two of the major factors acting as deterrents to more widespread use of concentrates as an operator item, and to manufacturer promotion, are:

- (1) Manufacturer's loss of quality control.
  - (2) Indecision as to the use
- (Continued on page 85)

## Tax Reduction To Key Calif. Tobacco Meet

LOS ANGELES, Feb. 16.—Southern California Association of Tobacco Distributors announced that Harold K. Levering, member of the Legislature, would be a speaker during its meeting Wednesday (26) at the Chapman Park Hotel.

Levering, said to be a top authority on tax reduction in California, will talk on the need for lower taxes. During a question and answer period to follow his speech, the cigarette tax situation in the State will be discussed (California is one of the seven States which does not have a cigarette tax).

Arch Riddell, of SCATD, re-  
(Continued on page 85)

## New Northwestern Waterproof Gasket

MORRIS, Ill., Feb. 16.—The Northwestern Corporation has introduced a waterproof gasket for its Model 48 vander. W. G. Greiner, sales manager, said it is designed to offer added protection for machines in outdoor locations.

The new gasket is applied to the globe by placing a coating of adhesive around the inner surface of the gasket. When completely sealed after application to the globe it prevents seepage of water into the merchandise, according to Greiner. The "all-weather" gaskets are 75 cents each.

## Dire Need for Coins, Says Mint Director

• Continued from page 76

for production, 918,000,000 would be pennies; 128,000,000 would be nickels, and 171,000,000 dimes. Quarters would be produced at 75,000,000 and 50-cent pieces at 35,000,000, the Mint said.

#### Mint Plans

If the requested appropriations are made by Congress for the fiscal year 1953, the Mint plans to produce 1,370,000,000 pennies; 191,000,000 nickels; 260,000,000 dimes; 116,000,000 quarters, and 54,000,000 50-cent pieces. This estimated production compares to actual 1951 fiscal year output of 885,990,570 pennies; 40,845,462 nickels; 161,741,587 dimes; 72,013,352 quarters, and 17,229,837 50-cent pieces.

In testimony before the subcommittee Mrs. Ross said that public demand for coins had tripled since the outbreak of the Korean War, and explained that variations in the country's coinage requirements "sometimes are unpredictable and drastic." She added:

"Changes in demand are usually rapid, whether up or down. But as a general rule, supported by Mint experience, at times of peak business activity, when employment and income are high, the coin demand is large, and in times of slack business it declines. For example at the beginning of World War II requisitions amounted to about 1½ billion pieces a year.

After the war they began to decline, and by 1950 only a half-billion coins were shipped from the mints into channels of trade. With the outbreak of the Korean aggression in 1950, which was attended by a sharp increase in business activity, orders suddenly and drastically increased to a point where a billion and a half coins were required in the fiscal year 1951."

#### New Personnel

Mrs. Ross told the subcommittee that the Mint has increased production by adding additional employees within budget restrictions, and by "improving manufacturing processes," but "the output during the first six months (of fiscal year ending June, 1952) has failed to meet the requirements." Banks and other business people have complained," Mrs. Ross said, and "the banks were rationing coins and in many cities they were out of coins."

Assistant Director of the U. S. Mint Leland Howard told the subcommittee that new production methods in the Denver Mint enabled it to produce pennies at such low cost that they could pay high shipping costs to other parts of the country and still produce at less than the Philadelphia and other mints. "But," he added, "the relative efficiency of Denver is much less on a 10-cent piece than on a 1-cent piece."

## MATCHBOOK ADS LIGHT WAY TO NEW LOCATIONS

MIAMI, Feb. 16.—Matchbook advertising is resulting in new location leads for Stanmar, Inc., cigarette operation here.

The company is offering, thru red-and-white colored matchbooks placed in its venders, a \$10 reward for information leading to the installation of a cigarette machine anywhere in Greater Miami.

The outside cover contains in large letters the words "10 Reward," and refers the reader to the inside of the matchbook which states: "10 reward for information leading to installation by us of a cigarette machine. Blank lines are provided for 'location name, location address, your name, your address.'"

Lenny Bailter, of Stanmar, says the stunt is pulling many replies, each of which is investigated carefully.

## Forbes Feted At \$100-Plate Charity Event

NEW YORK, Feb. 16.—Nearly 300 cigarette operators, tobacco distributors and manufacturers attended a testimonial dinner Thursday (14) honoring Matthew J. Forbes, managing director of the Cigarette Merchandisers' Association. Paying \$100 a ticket, they contributed a substantial amount to the current fund-raising drive benefiting the work of the American Fund for Israel Institutions.

Those attending the event at the Waldorf-Astoria Hotel saw Hyman Ortel, tobacco distributor, present



MATTHEW J. FORBES

a silver plaque to Forbes "in recognition of his sincere devotion to the cause of many cultural, social welfare, educational and traditional institutions in Israel, and with profound appreciation of his unselfish endeavors in making a better life for his fellowman, both among his own people and among those of many creeds."

Speakers included a consular representative of the Israeli Government, and Edward A. Norman, president of the American Fund. They told of the many cultural and educational institutions supported by the fund, singling out for specific mention an agricultural school that conducted the first growing experiments in Palestine.

Departing from usual custom at such affairs, a good part of the meeting was given over to entertainment, with Myron Cohen as

(Continued on page 85)

## Indevco in Move; Preps New Models

NEW YORK, Feb. 16.—Indevco, Inc., this week moved its executive offices to 806 East 141st Street, completing a step toward consolidating manufacturing and sales activities under a single roof. Executive headquarters formerly were at 101 Park Avenue. The new location is a three-story building with about 15,000 square feet of floor space.

The firm is continuing in production its liquid-concentrate coffee machine, listing at \$695, and its dual coffee-soft drink vander, offered at \$995. Coin changers are optional at extra cost. Alexander Zvenigintov, executive, said Indevco is completing development work on two new coffee vander models for introduction soon.

## Readers Digest Goes National In Vend Test

NEW YORK, Feb. 16.—Readers Digest, which has tested two magazine venders for more than a year, has begun delivering a "substantial number" of machines to its distributors in a move to extend its experimental program on a national basis.

Altho the publication is understood to be anxious to push its vending venture even further, the possibility of expansion in the immediate future is considered remote. Its machines have been built by the International Muto-ge Corporation, but it is thought unlikely that the manufacturer will be able to secure

(Continued on page 85)

## Half-Year Subway Take Near \$2 Mil.

NEW YORK, Feb. 16.—Vending and service machines spotted on stations of the city-owned transit system grossed \$1,935,685.88, after city sales taxes, during the last six months of 1951, gobbling coins at a rate that may well set a new record high once the figures for the fiscal year are tallied.

Figures just made available by the Board of Transportation show

the six-month tally well ahead of the similar period a year ago, with beverage machines racking up the most impressive gains. Total income for the last fiscal year (July 1, 1950 to June 30, 1951) was \$340,261.94, a record gross at the time.

Again the operator-contractors turned in to the city about 25 per cent of all the revenue it receives from concessionaires working the stations, train yards and garages. The city treasury benefited to the tune of \$646,570.57 from commissions on vending machine grosses.

American Chicle, the single largest contractor, with exclusive rights to the operation of all dry-merchandise machines, again did the bulk of the business. Its thousands of venders (primarily penny equipment) are operated

(Continued on page 85)

## VENDING WINS PRAISE FROM MINT DIRECTOR

WASHINGTON, Feb. 16.—The vending machine industry drew special praise from director of the U. S. Mint, Mrs. Nellie Taylor Ross, for its efforts to keep pennies, nickels and dimes in circulation and thereby ease the coin shortage.

In testimony before a House Appropriations Subcommittee, made public this week, Mrs. Ross said she had written representatives of the vending machine industry "pointing out it was to their special interest and the interest of the general public to keep the coins in circulation and to empty their machines frequently." She added that the mint "has had many responses."

Subcommittee Chairman Rep. J. Vaughan Gary (Dem., Va.) remarked to Mrs. Ross that a "continuing campaign of that kind—probably not as intensified as you conducted it last year—would, perhaps, have some effect in keeping the matter before the public."

## Martin Given 21-State DuGrenier Cig Distrib

CHICAGO, Feb. 16.—A further broadening of its operator sales move was seen last week in Arthur H. DuGrenier's announcement of the James H. Martin Company here as distributor for its cigarette line for almost half of the nation.

Martin, who was reappointed Midwest distributor for the DuGrenier line last October in what was purported to be the manufacturer's first break in its direct sales policy (adopted in December, 1951) originally covered only eight States. With his increased territory, the operator-only sales theme is being re-established in all Midwestern and Southern States from North Carolina thru

Florida, according to Martin. Officials at DuGrenier could not be reached for additional details, but Martin repeated earlier statements that he is stressing operator business in this area.

At the time of his reappointment, Martin was reported as requesting a national exclusive on the DuGrenier cigarette line. He was refused such coverage then. With the 13-State increase in his distributorship last week, he has almost 50 per cent of the country. DuGrenier's East and West Coast distributors, however, who have plugged hardest on the firm's location sales program, are continuing active (The Billboard, February 2).



### WHAT ARE you VENDING?

- Stick Gum? Ball Gum? Tob
- Gum? Bulk Merchandise?
- Mints? Stomach? Perfumes,
- Combs. 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. 25, N.Y.  
President: 7-9700

Operated from Coast to Coast  
and 20 Foreign Countries

### "SILVER-KING" Vendors

Built for professional operators

- 5¢ PISTACHIO NUT VENDOR
- "CHARM KING" BALL GUM VENDOR
- NEW ROTARY "SUPER-VENDOR"



VENDS NEW LARGE SIZE 7 1/2" "SUPER GUM" (10 to 16 Pounds) at regular 15 1/2" size. Nut and Ball Gum, Candy, Churns Vendors. 16 1/2" U.S. and Foreign Coins. "666" Nut Vendors. Designed for sales compelling eye appeal.

#### SILVER-KING CORP.

623 Silverway Parkway Chicago, Ill.

### \$1,000 PER WEEK

is NOW being made by our boys. If YOU are a PROMOTION SALESMAN who can sell thru Bus. Conv. Ads. WRITE OR WIRE for full information about our NEW... EXCLUSIVE VENDING UNITS... for our AUTHORIZED DISTRIBUTORS. IMMEDIATE DELIVERY for your sales. This is HOT.

Vendomatic Sales Co.  
2806 Tampa St., Tampa, Fla.

### FOR SALE

### Music and Licensed Pin Ball Machine Route

Established 20 years in Scranton, Penna. About 75 Music and 100 Games. Annual collections over \$60,000. Cash price about \$50,000. Apply

BOX D-146

c/o The Billboard Cincinnati 22, O.

### BRAND NEW LUCKY BOY VENDORS

**\$9.75** Lots of 8 at 97.50 Ea.  
Lots of 10 at 97.50 Ea.  
Lots of 25 at 97.50 Ea.  
Lots of 50 at 97.50 Ea.

Nut and Churn Vendors hold 1 lb. Nut, Ball Gum Vendors, 100 Ball Gum. Fully Guaranteed.

1/2 Deposit, Balance C.O.D.  
**BLEYD MFG. CO.**  
VALLEY STATION, KY.

### Charms



Paul A. Price Co.  
220 Broadway, New York 30, N.Y.

## Top Economist Calls City Cig Levies Unfair

ROANOKE, Va., Feb. 18.—The city cigarette tax should be included among those levies least warranted and most unfair, according to Dr. William H. Stauffer, a nationally known economist.

Concluding a thorough analysis of the local tax structure, Stauffer said his findings indicated the questionable nature of the city's cigarette tax. The 2-cent levy was imposed in 1947.

Reporting to the city council, Stauffer termed the tax a "nuisance" and called for its repeal. "From a standpoint of justice and equity, the unfairness of this (cigarette) tax as a municipal revenue source can be readily demonstrated," he declared. "The federal tax is 8 cents a package... thus the combined levies are equivalent to 50 per cent of the cost of a package at prices in Roanoke."

There is no State tax.

## Vendors' 2d Quarter Metal Quotas Held

WASHINGTON, Feb. 18.—The National Production Authority notified manufacturers of non-refrigerated vending machines this week that their second quarter allotments of scarce metal will approximately equal those of the first quarter.

Metals in question include steel, copper and aluminum.

Percentages of materials allocated in the second 1952 quarter compared to that used in the base period production were the same for the non-refrigerated vendor manufacturer, with the exception of aluminum. The figures are: 50 per cent for steel; 30 per cent for copper brass mill products; 35 per cent for copper wire; 30 per cent for copper foundry products; and 30 per cent for aluminum.

#### 3d Quarter Pic

NPA officials who predicted allocation quotas in the third quarter saw the materials situation then as "possibly a little better" than that of the second quarter, except for structural and plate steel. Copper will continue tight, with perhaps a little easing later in the year, it was held.

The first quarter of this year, NPA cut the vending industry's allocation of steel, copper and aluminum 25 per cent, with the warning that copper and aluminum would be the most difficult materials to obtain.

#### Look for Improvement

The first six months of 1952, NPA predicted, would see the most difficult phase of the metal supply picture. Barring a deterioration of international relations after that time, the materials situation could improve noticeably, it was stated.

Approximate amounts of scarce materials allotted to vendor manufacturers during the first 1952 quarter were: stainless steel, 26,947 pounds; alloy steel, 15 tons; carbon steel, 2,183 tons; brass mill copper, 16,036 pounds; wire mill copper, 12,353 pounds; foundry copper, 4,688 pounds; and aluminum, 215,512 pounds.

## Coffee Industry Sets Ad Program

NEW YORK, Feb. 18.—Pan-American Coffee Bureau will launch a record advertising program for 1952 in April, themed to the growing consumer trend to daily take-out-for-coffee.

Advertising copy will urge factory and office workers, housewives and students to "take time out for coffee. Give yourself a coffee-break."

The nation-wide campaign will feature full-page color ads in Life, Saturday Evening Post and half-page ads in four leading women's magazines. Radio coverage will consist of spot announcements five days a week over 119 stations in 84 major cities.

Special promotion copy may be made available for vendor operators and other retailers and restaurant owners thru their suppliers, it was indicated.

## Belvend, Harmon Merge Sales Forces; Doyle Heads Combine

CHICAGO, Feb. 18.—In a joint announcement this week, Belvend Manufacturing Company and Harmon Enterprises revealed the joining of their sales departments under Frank Q. Doyle. Doyle had previously headed only the sales division of Harmon.

Introduced in Cleveland last November, Harmon's Venz hot beverage machine is said to still be undergoing development while on test operation. At the time of its introduction, the vendor was not offered for sale, nor were definite commitments made as to when it would be available or at what price.

The Vendall candy vendor, introduced in the present model during November, 1950, has since been only sporadic delivery. It is being contract-produced for the Vendall Company, Chicago, by Glascock Bros., Manufacturing Company, Muncie, Ind. Belvend is the national distributor for the Vendall machines.

Following is the official announcement of the sales department merger:

"Bel Hall, president of Belvend Manufacturing Company, Inc., and Frank Harmon, president of Harmon Enterprises, Inc., jointly announced today (12) the consolidation of the sales forces of the two companies.

The consolidation which becomes effective immediately, will provide streamlined sales coverage for both companies. Frank Q. Doyle will head the combined sales organizations as national sales director.

"Frank Doyle states that the prime purpose of this consolidation is to enable distributors and salesmen to offer more complete packages of the products of both companies to the industry.

"Package will consist of the Belvend ice cream machine, Vendall candy bar vendor, Belvend bulk merchandise vendor and the Venz multiple hot drink vendor

## Coin Cleaner Output Snag

CLEVELAND, Feb. 16.—S. Hoffman Machinery Corporation, which manufactures commercial dry cleaning equipment and last summer introduced its coin-operated Valetaria, is finding both materials and phone company cooperation on the "scarce" list. Originally, Hoffman hoped to build its self-service unit by the scores, but production has only been a few units so far. The phone company is not putting in lines fast enough, either. Two lines are needed for each unit; one for communications and the other to actuate the locks.

Hoffman's Valetaria is a coin-operated cabinet designed as a depository for soiled and cleaned garments. The customer uses the built-in phone to place his cleaning order, leaves the clothes locked in the cabinet. A dispatcher picks up the clothes, takes them to the cleaning plant, after which they are returned to the Valetaria. Picking up the cleaned garments, the customer again phones the cleaner, who opens the locker by the second phone line, after the correct fee has been deposited.

## Cadbury-Fry Sets Promotional Offer

NEW YORK, Feb. 16.—A new one-shot promotion, featuring nickel vending bars at \$2.20 per 100, and dime bars at \$2.10 per 50, has been made by Cadbury-Fry (America). Harold Cummings, president, said the offer is good for one order per operator, regardless of size, with subsequent orders reverting to the established price of \$2.50 per vending carton.

He also stated the firm is planning to expand its use of radio time in its 1952 consumer advertising program.

## Pa. Cig Tax Receipts

PHILADELPHIA, Feb. 16.—Cigarette tax collections in Pennsylvania are falling to measure up to estimates given in the 1951 Legislature. Collections of the 4-cent-a-pack cigarette tax totaled \$30,104,746 in the eight-month period of 1951, compared to an estimate of \$31,000,000. Tax returns are in for the first two-thirds of the past year.

displayed at the recent Cleveland convention.

"The Venz machine is presently being pilot-tested in high traffic locations as final field testing preparatory to inaugurating volume production. Belvend and Vendall machines are available for immediate delivery.

"Doyle further states that Belvend's Jolly Boy program and their new Chlorophyll gum machine are not included in the merger. The Jolly Boy program will continue as a planned business opportunity similar to the Good Humor operation. This program and the Chlorophyll gum machine will remain under the sales management of Ronald E. Schleppey, Belvend vice-president.

### SMOKESHOP "612"

PACK CAPACITY



The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
250 E. West 57th St., New York 19, N.Y.  
Phone 7-9173

### BOOST PROFITS TO A NEW HIGH!

**NEW Northwestern '49 Special**

16, 25 or 100 immediate delivery

Vends all bulk misc. of Ball Gum & Churns. Specify which % of when ordering.

Single \$17.35 EA.  
75 to 100 \$17.15 EA.  
100 or more \$16.95 EA.

**Northwestern Vendor Merchandise SALTED NUT SELECTIONS**

Viz. Baked Juniors 27¢ Lb.  
Spgn. Baked Peanuts 27¢ Lb.  
Solize Baked Mixed Nuts 27¢ Lb.  
Solize Baked Cashew Buts 27¢ Lb.  
Pr. Fried Almonds, vac. old 27¢ Lb.

**RAKE'S VENDING CANDLES**

Licorice Lozenges 25¢ Lb.  
Boston Baked Beans 25¢ Lb.  
Rainbow Peanuts 25¢ Lb.  
Straw Milk 25¢ Lb.  
Burnt Peanuts 25¢ Lb.  
Peanut Butter Peanuts 25¢ Lb.  
M&M's 25¢ Lb. ctn  
Baby Chicks, red. 25¢ Lb.  
Tasty Jelly Beans 25¢ Lb.

All of above med. pkd. in 20 lb. ctas., also pkd. in 10 lb. ctas.  
1¢ extra per lb. Add 5¢ per lb. over list price to all bulk orders less than 60 lbs.

**RAKE'S BALL GUM VARIETIES**

Rainbo (Bubble), 144 count 34¢ Lb.  
Rainbo (Bubble), 178 count 34¢ Lb.  
Rainbo (Bubble), 318 count 34¢ Lb.  
Rainbo Big Gum (Jumbo Size), 18/16 - 20 lb. ctas. 34¢ Lb.  
Ball Gum pkd. in 25 lb. ctas. full freight allowed on ball gum orders for 200 lbs. or more, shipped from factory only.

Pistachios pkd. in 60 lb. ctas.

**FOR N. W. TAB GUM VENDOR**

Adams Gum (All Flavors) 42¢  
Wesley Gum (All Flavors) 42¢  
100 count  
Fruit Churns (Ass. Flavors) 42¢  
100 count  
Richard 200 count \$1.20  
Min. Order 75 Boxes, Any Ass.

**NORTHWESTERN 10-COLUMN SELECTIVE TAB GUM VENDOR**

Less than 25 \$25.95  
Less than 100 \$25.45  
100 or more \$24.95

**RAKE'S ACCESSORIES & EQUIPMENT**

Single Vending Machine Stand 54.00  
Double Vending Machine Stand 83.25  
Triple Vending Machine Stand 112.50  
Mod. 49 Cab. Stand 15.50  
Wall Bracket 1.25  
Double Cross Bar for Two Machines 1.25  
Mod. 49 Globes, 51.25; Carryme Cases 50.00

Triple Cross Bar for Three Machines \$175  
14 x 36 Comb. Packet Coin Counter 1.25  
14 x 36 Comb. Coin Counting Scale 18.50  
Route Cards, Collection Cards 1.25  
Mod. 49 Globes, 51.25; Carryme Cases 50.00

**FULL CASH WITH ALL MERCHANDISE UNLESS ORDERED WITH MACHINES**  
**WRITE FOR CIRCULARS ON BOTH MACHINES!**  
**COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST!**  
**WE TAKE TRADE-INS—LIBERAL ALLOWANCE!**  
1/2 Deposit With all Machine Orders, Balance C.O.D.

### RAKE COIN MACHINE EXCHANGE

509A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**CIGARETTE MACHINES**

Silver Quarter Operation  
K-108 Size Cols. included

Unneeda Model 500, 18 Col. 435 Pack Cap. \$94.90  
Unneeda Model E, 8 Col. 224 Pack Cap. 87.50  
Unneeda Model E, 8 Col. 225 Pack Cap. 87.50  
DuGreiner Champion, 8-11 Col. 210 Pack Cap. 97.50  
DuGreiner Model W, 8 Col. 210 Pack Cap. 90.00  
Roux Imperial, 8 Col. 210 Pack Cap. 92.50  
Roux Royal, 8 Col. 210 Pack Cap. 97.50

**\$5.00 LESS for 20¢ VENDING**

**SPECIAL! \$97.50**

Unneeda Model 500  
8 Col. 310 Pack Cap. (Silver Quarter and King Size included)

**CANDY MACHINES**

DuGreiner Candyman 73 Bar Cap. (Enclosed) \$42.50  
Vendall Candy (New) Write

**Our Points Are New VENERIZED**

Prevents Pinning, Flaking & Busting  
Parts and Mirrors available for all makes and models  
Conversions, any make or model to 25¢ or 30¢  
King Size Columns installed in all machines.

**ALL EQUIPMENT UNCONDITIONALLY GUARANTEED!**

TRADE PRICES  
1/2 DEP. WITH ORDERS, BAL. C.O.D.

**SPECIAL! \$92.50**

Unneeda Model A  
8 Col. 320 Pack Cap. (King Size and Silver Quarter included)

**UNNEEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"  
NEW - RECONDITIONED - LIKE NEW  
166 Clymer Street, Brooklyn 11, N.Y. • EVergreen 7-4568

### CHARMS—Proven Sales Boosters

Write for Complete Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N.Y.







## NAMA Area Confab

Continued from page 82

relationships; (8) group insurance; (9) public relations.  
Ernie Fox, chairman of NAMA's 1952 convention and president of Austin Packing Company, reported that 180 member firms have contracted for \$3 million

coverage under the association's group insurance program.  
Fred Brandstrader, NAMA legislative counsel, present to answer questions on tax and other legal matters affecting operators, stated that most 1952 legislation will be directed at the municipal level. He urged operators to report instances of unfair taxation in their municipalities and cited the tabling of a \$15 vender tax in Evanston, Ill., largely as a result of NAMA activity.

### Cup Goal

Dick Cole, a director in NAMA's cup vending division, and vice-president of Cole Products, Inc., stressed that an important goal was the creation of a national code in cup dispensing, eliminating many of the confusing and contradictory regulations in different cities.

To date, he said, there was no trend away from the nickel soft drink in cup vending; exceptions continue to be dime machines in most theaters and odd-cent pricing in bottle machines.

Sparked by Kiley, the question and answer session explored dime versus nickel candy sales, odd-cent bulk beverage operation and bulk vending sanitation.  
Two factors, one existing and the other a "future" consideration, were advanced by candy operators present as alternatives to "going dime."

### Five or Dime?

With current prices on vending counts down to a new low, \$2.72 and \$2.85 in many instances, average per bar cost of 2 3/4 cents means that higher cost (per bar) dime candy at least for the time being is not a profit answer. The approximately 12 per cent decline in nickel candy cost over the past month, operators claimed, was due to increased offerings of discounts, free case deals, etc., by manufacturers.

The second factor, availability of large capacity candy equipment (230 bars and over) for use in volume locations would cut service cost and permit continued profits on nickel merchandise.

A number of operators declared they would purchase large capacity candy machines when and if they were offered by manufacturers. This gave rise to reports by several other candy operators that a new 275 bar candy vender was currently being tested in outlying areas by Canteen Company.

Another adverse factor affecting dime bar sales, one operator pointed out, was that there was no guarantee that dime candy would remain at the present wholesale price level. If it went up, it would be "the old nickel story over again—only worse."

Cup venders would continue at a nickel indefinitely, it was agreed by attending beverage operators. As an indication of this, Cole told of an experiment with the 6-cent price in South Carolina. Recently Cole-Spa cup venders were ordered shipped to that State with odd-cent mechanisms; later, following drastic declines in sales, they were changed to straight nickel operation, with the operator absorbing the State tax.

Bulk vender sanitation inspec-

## Ball-Gum, Inc. announces

### NEW "Charm & Ball-Gum" Package! Saves You Time & Money!

Operators no more laborious sorting and counting of charms—sensational new service gives you 25 lb. case of Charm Ball Gum (210, 170 or 140) COMPLETE with a bag of Professional Milk Charms of correct quantity and quality.  
Complete service for 4 machines in ONE PACKAGE! Nothing more to buy! Send now for description and factory price list.  
Dealer/inquiries with this progressive company now being accepted!

### Ball-Gum, Inc.

Leads the Field Aerial  
2610 W. 19th St. Chicago 8, Ill.

## Now DELIVERING!

### Victor's New BABY GRAND CHICLE MACHINE

Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1c  
Case of 4.....\$52.00 - Single.....\$13.45

### NEW VICTOR JUMBO 100 MACHINE

Case of 4.....\$58.00 - Single.....\$14.95  
1/2 Dep. Bal. C.O.D., F.O.B. Boston.  
Complete Victor Line in Stock

CHAMPION BUT & LHC. CO. 1194 Tremont St. Boston, Mass.

## Sirup Concentrate

Continued from page 82

of brand names on operator-produced concentrates.

A third factor is problem of dollars and cents. Sirup producers naturally stand to realize a higher profit on the sale of finished sirups.

A program setting up a control system on the quality of finished sirup, and thus permitting full use of its brand name, has been adopted by at least one firm, Dad's Root Beer Company. This requires the operator to agree to send a minimum 8-ounce sample of each batch of sirup made to the firm. There, it is tested for baume, purity, etc., and if not found satisfactory, the operator is warned not to use the sirup.

Various other companies, feeling quality control too uncertain when sirup is made off their premises, refuse permission to use their brand names; others, for this reason, maintain a straight "no concentrate sales" stand.

Next week, a second article will detail who offers what in the concentrate field, per gallon cost, by representative firms, and statements on concentrate usage by officials of leading beverage companies.

## Tax Reduction

Continued from page 82

revealed that Levering had authorized the association to announce the details of his bill for reducing taxes to the 1943-49 level. The bill, already drafted, will be introduced at the budget session of the California Legislature, convening March 3. It includes provisions that sales tax be reduced from 3 per cent to 2 1/2 per cent and franchise tax rates be reduced to a straight 1 1/2 per cent.

Riddell stated that all segments of the tobacco and candy industry are invited to attend the meeting.

## Forbes Feted

Continued from page 82

enue. Charles Greene, of the Charles S. Greene Company, was chairman of the dinner committee, which included among his operator associates Arthur Clark, Rowe, Sid Bruck, Long Island Tobacco; Joe Colucco, New York Cigarette Service; Aaron Gosch, Supreme Cigarette Service; Max Heilcher, Just Rite Vending; Harold Jacobs, Kings County Cigarette Service; Al Miniaci, Aramont Cigarette Service; Lou Price, County Enterprises; Harold Roth, National Vending; Gustave Stern, Cigarette Service; and Max Weiss, M. W. Vending.

tions have been stepped up in Chicago recently, it was reported by a large operator in this field. Specific requirements cited by inspecting agents are globe interior and hopper cleanliness. Employment of one-use disposal paper tissues to wipe globe interiors, instead of cloths, was asked.

## NEW LOW PRICES

Jumbo Red Pitasches	Per Lb.	45
Medium Red Pitasches	.....	45
Small Red Pitasches	.....	40
White Cashew, 50 Ct.	.....	24
Cashew Nut, 50 Ct.	.....	24
Virginia Peanuts	.....	35
Spanish Peanuts	.....	37
California Tiny Almonds, 100 Ct.	.....	85
M & M's	.....	25
Licorice Assorted	.....	24
Ball Gum, All Sizes, 100-170	.....	25
210 Lb.	.....	27
Boston Beans	.....	27
Rainbow Peanuts	.....	27
All Sizes, Vending Type	.....	24
Baby Chick's Coffee Gum	.....	30
Adams Gum, All Flavors, 100 Ct.	.....	45
1/2 Deposit, Balance C.O.D.	.....	

Complete Line of Machines and Parts, Stands, Globes, Brackets, Charms.

### CAMEO VENDING SERVICE

432-W West 47 St., New York 18, N. Y.  
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## Northwestern TAB GUM VENDERS

Single \$25.95  
25 to 100 \$25.45  
100 or More \$24.95

30 Day Money-Back Guarantee.

We Stock All Make-Up Mchcs.

Write for Charms and Merchandise List.

1/3 Dep. Bal. C.O.D.

NORTHWESTERN SALES & SERVICE

1114 TREMONT ST., BOSTON, MASS.

## Half-Year Subway Take

Continued from page 82

under a sub-contract by the Interborough News Company. A breakdown of its business, less city taxes, if any, for the six-month period follows:

Machine	Gross
1c Gum	\$ 547,907.23
5c Gum	101,029.28
1c Candy	136,445.24
5c-10c Candy	117,511.48
5c Cracker	35,208.10
1c Peanut	108,460.10
1c Scales	57,600.83
5c Tissue	100.65
5c Cashew	239.50
10c Sen-Sen	2,083.07
25c Cigarette	8,189.80
1c Gum (busses)	185.54

Total.....\$1,110,952.82

The cigarette machines, only a few of which have been placed, are located in spots accessible only to transit employees. The penny gum machines on busses are undergoing a test, with a larger placement expected if the experimental units prove productive.

The three major beverages vender contractors are ABC Vending, with 96 machines; Automatic Canteen, with 158, and Chick's Vending, with 165. A fourth contractor, Interborough News, was added during the past year to supply equipment in non-station locations for employee use. Income breakdown, less taxes, for the drink contractors follows:

Company	Gross
ABC Vending	\$177,131.59
Canteen	256,307.97
Chick's Vending	293,040.80
Interborough News	12,298.70

Total.....\$738,777.06

Interborough's machines vend milk, orange and grape drinks and hot coffee.

Service machines operated in the underground locations also contributed substantially to the total. The Nik-o-Lok Company

## Digest Goes

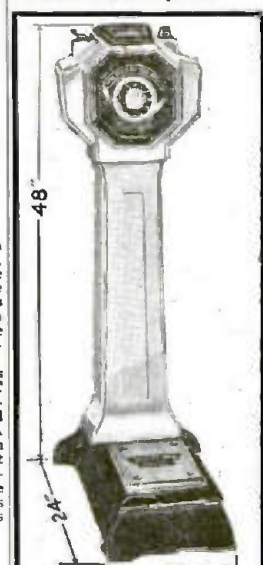
Continued from page 82

material allotments to permit large-scale production.

### Distributors

Company distributors will handle machine placement and service during the coming phase of the test, it was said, as the publication attempts to solve the special merchandising problems which are expected to show in machine sale. A spokesman stated that the mechanical problems of magazine vending have been overcome. The Mutoscope vender holds about 70 copies of the magazine.

reported income of \$17,079.26 for the six-month stretch, and the American Locker Company, \$68,876.72 for the same period.



\$25 DOWN  
Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS WRITE FOR PRICES Invented and Made Only by  
**WATLING**  
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Bx. 1089 - Telephone: Columbus 1-3772  
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Pretty as Pearls...  
**PEARLIZED CHARMS**  
\$7.00  
Forty assorted Charms that are gems. Layer upon Layer of lustrous "pearl essence" have been applied on front and back.  
IMMEDIATE DELIVERY  
Into each machine goes the thoughtful selection of QUALITY CHARMS. Your stock in trade are Charms that empty machines. By giving VALUE you give satisfaction. By giving SATISFACTION you gain steady customers.  
We are your source of supply for QUALITY CHARMS that attract, that satisfy.  
**SAMUEL EPPY & COMPANY, INC.**  
91-15 144th Place, Jamaica 2, N. Y.

IN STOCK VICTOR'S  
New  
BABY GRAND CHICLE TREATS VENDOR  
also JUMBO 100  
ORDER TODAY  
**VEEDCO SALES CO.**  
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Phone: LOcus 7-1448

Vend  
"The Magazine of Automatic Merchandising"  
"Received my first copy of VENDOR and I sure am pleased. It's a great magazine for a fellow who is new in the line."  
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Brooklyn, N. Y.

VEND  
2160 Patterson St. Cincinnati 22, O.  
Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$5.  
Name.....  
Address.....  
City..... Zone..... State.....

Now DELIVERING!  
Victor's New BABY GRAND CHICLE MACHINE  
Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1c  
Case of 4.....\$52.00 - Single.....\$13.45  
NEW VICTOR JUMBO 100 MACHINE  
Case of 4.....\$58.00 - Single.....\$14.95  
1/3 Dep. Bal. C.O.D., F.O.B. Boston.  
Complete Victor Line in Stock  
**CHAMPION BUT & LHC. CO.** 1194 Tremont St. Boston, Mass.

Don't Delay... Order NOW!  
From LITTLE ACORNS mighty INCOMES grow  
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The only completely die cast aluminum, precision built ALL-PURPOSE VENDOR  
• Vends all ball mchcs., nuts, gum balls, candy, charms.  
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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 tune each time a gum ball is dispensed. Besides these two new machines, we have our regular line of special vendors for promotional sales distributors.  
If you are experienced in selling through Business Opportunity columns a connection with our Company should prove to be very profitable for you. The qualification is that you have a clean record of selling and will keep it that way. No others need apply. Our men receive the highest profits, or commissions, which we can easily prove. All replies will be held strictly confidential. If you are interested in having good machines to sell, working with a large National concern with good references, and if you want the most profitable deal out, write and give full information about yourself to:  
**NATIONAL ADVANCED VENDING COMPANY**  
410 MAIN STREET DUBUQUE, IOWA



SHUFFLEBOARD SURVEY

Maintenance Keys Operating Success

Continued from page 76

Alert operators that proper conduct and support of the business can give it a long period of local prosperity.

Service man. Kingpin. The serviceman is the kingpin in the proper operation of the route. Feldman believes, and he must be far more than a collector. Speedy servicing of a route must be forgotten, and careful attention to every requirement of the individual location must be paramount. He must be a combination of collector, serviceman and public relations ambassador.

A thorough waxing of the surface is a weekly chore that must be performed on every active board. One serviceman, at a minimum, is assigned to this task on certain days each week, when he is relieved of emergency calls.

Equipment, in addition to a standard kit of tools, includes a hand vacuum cleaner, an electric huffer or polisher, a level, and a complete set of light bulbs, coils, fuses and minor parts. This is carried out on every trip.

When the serviceman makes his call, weekly, he checks the board to see that it is level, and also checks it with a straight edge, to see that it is true. Special wrenches are used to operate the adjusting controls located underneath. Little trouble is normally experienced in this connection, but a few locations seem to have special problems, caused perhaps by local atmospheric conditions—too much heat or dampness.

One "must" on this service call is a complete waxing and cleaning of the board, followed by polishing with the buffer. The gutter especially requires attention. There is a widespread practice among players, when more wax is wanted, of taking the easy course of using some loose wax out of the gutter, instead of bothering to spread it from the can provided. The powdered wax which is deposited in the gutter, if it remains too long, becomes dirty and acts like an

abrasive, instead of providing a smoother surface as intended. For that reason, careful attention to the gutters is essential.

A full check-up of the lighting system is made on each stop, and the scoring mechanism is lubricated. Any other noticeable problems are also corrected. Close attention to such factors obviously will save many a service call at some later date.

On this weekly call, the serviceman is under no pressure of time from the office. The average call will take at least 45 minutes, sometimes an hour, so that the man can make about 8 to 10 stops a day on a properly spaced route under normal conditions.

Co-Operation. When he stops, in addition to working on the machine and making the collection, he is instructed to note conditions and personal events around the location. Perhaps the owner's wife is in the hospital, or his son is graduating from high school—each event may call for some recognition, if only flowers or a box of candy, from the central office. This human touch is usually appreciated, and is only possible thru the careful training of the serviceman to do a thorough job.

This is best accomplished, in Feldman's experience, by having the men work in pairs. The serviceman or collector has an assistant, who usually does the cleaning and work on the board, while the first man handles the collection details and talks things over with the location owner, the bartender, and others. This makes for a more efficient operating setup, since each man has his own field of specialization and can devote attention to it without being momentarily distracted by the problems of the other field.

Special service on emergency calls is maintained, with a 24-hour telephone service tie-in. Each serviceman on the route calls in hourly, and the route is so laid out that his progress from one spot to the next can usually be spotted from the office almost to the moment of his arrival. In this way, when a man is needed for special service, he can readily be located, and it is a Feldman point of pride that practically every service call has been taken care of within an hour.

Periodic Refinishing. Regularly scheduled periodic refinishing of boards is another essential of Feldman's service. A card control on 3 by 5 index cards is maintained at the office, showing the equipment unit in each location. This is filed in a monthly followup system, whereby each card comes up regularly once each four months—and is activated for consistent service.

Refinishing consists of removing the old surface and applying a new, restoring the board to its original condition. This is a process that takes about 90 minutes, and is the basic assurance of preservation of proper quality in shuffleboard to make the game continuously attractive to players, especially for league play. The weekly polishing and cleaning job is the necessary housekeeping performed by the operator, but is incomplete without this refinishing.

Feldman occasionally does refinishing for other operators—in such cases, he uses essentially an exchange system, taking in the board from the operator and exchanging for one of similar design with the resurfacing already completed. Instructions on maintenance and a polish supply, to follow the same standards as set for his own operation, follow.

But the above co-operation of the location owner is considered essential by Feldman for proper functioning of a shuffleboard team. Daily cleaning of the board is necessary, in addition to the regular thoro going-over by his own serviceman, every week—in some instances, this is done twice a week. To assure a proper gliding surface at all times, special instructions are given for location owners, to have the old wax removed at night before the place closes, while a fresh application of wax in the morning is one of the rules of "opening up."

RECONDITIONED and PERFECT USED EQUIPMENT. Kelly Turf Kings, Kenney L. P. Line, Ger. R. C. Jones, Cottler Watch, Gottlieb Just 21, Seaboard Chicago, Exhibit Oats (New), Genco 375 Game (New), Genco Lima Bell, Wms. Turf Shuffle, Genco Lima Bell, Kelly Hi Ball, United 3/4 Bowling, United 7-Play B/A Shuffles, United Double Shuffle, Kelly Bevel Bowling, Kelly Baseball, Genco Shuffle, Genco Baseball, Univ. Twin Bowler, Wurlitzer 7524, Wurlitzer 1900, 1422 Rock-Ola, Sewers 100 (75), Seaboard Bear, Kelly Quota Best.

WANTED TURF KINGS CHAMPIONS CITATIONS. One or One Hundred Wire Lowest Price. BEATH DISTRIBUTING CO., 243 THIRD STREET MACON, GEORGIA

RECONDITIONED READY FOR LOCATION ONE BALLS. TURF KING \$179.50, OLD MILLTOP \$24.50, WINNER \$39.50, CHAMPION \$59.50, JOCKEY SPECIAL \$8.50, SPECIAL ENTRY \$4.50. MUSIC WURLITZER MODEL 1100 \$325.00, SEBORG MODEL #1474 \$189.50. Parkway Mach. Corp., 715 East St., Baltimore 2, Md.

KEY LOCATIONS DECLINE IN ORE.

PORTLAND, Ore., Feb. 16.—The Oregon Liquor Control Commission reported this week that establishments permitted to sell drinks on their premises have shown a decline in number with a resultant reduction of locations for amusement games and music machines.

The commission said there were 2,510 on-premise drinking establishments in 1941, or 2.3 per 1,000 population. At the end of 1951 there were only 2,481 such establishments, or 1.63 per 1,000 persons.

Oregon's population during this 10-year period showed a 40 per cent increase.

The number of such establishments in Portland dropped from 804 in 1941 to 795 at the end of 1951, while the city's population jumped 22.34 per cent.

Kahrs Elected President of Ore. Bottlers

PORTLAND, Ore., Feb. 16.—Members of the Oregon Bottlers of Carbonated Beverages, many of whom operate their own vending service, in annual convention here this week elected Henry D. Kahrs president.

Kahrs is vice-president of the Coca-Cola Bottling Company of Oregon and manager of the Portland plant. He succeeds Derral Jones, Salem, as association president.

Other officers elected were William Unrath, of Roseburg, vice-president, and Gerald Murray, Eugene, secretary-treasurer.

Convention speaker was Thomas F. Baker, of Washington, administrative assistant for American Bottlers. He said:

"Sales were about the same in 1951 in Oregon as in previous years, but consumption is only about half the national average of 180 bottles a year. "We'll continue to grow as long as the propaganda put out by some dental groups doesn't exert extreme influence. Investigation of causes of tooth decay fails to prove or disprove the theory that sugar is the cause of tooth decay. A large intake of sugar is entirely compatible with dental health. Anyway, liquid sugar taken into the mouth in carbonated beverages is rapidly washed away from the teeth."

Coin Massage Unit Offered

NEW YORK, Feb. 16.—A massage machine newly converted to coin operation was introduced here this week by Manas Equipment Company. Called "Relaxo," device is being promoted for route placement in beauty parlors, barber shops and other suitable locations.

The massage assembly is contained in a metal cylinder which rests on a pedestal when used to massage the feet. Assembly also may be removed for application to any portion of the body. Mounted with a coin timer on a wooden base, the entire machine measures 14 by 14 by 12 inches. A dime buys five minutes of massage action.

Carl Manas, head of the firm, said the machine is being offered to operators at \$50 each. He maintains offices at 132 West 72d street.

Good Turnout

Continued from page 76. from all points in the Kansas City area. A couple of added attractions for the showing were valuable door prizes donated by factories and the anticipated appearance of a host of recording stars. The combining of the two distributor houses brought two veteran coinmen into partnership—Carl Hoelzel, head of United Amusement, and Irv Weiler, Consolidated owner. Other members of both firms which are now affiliates with Uni-Coin include Fred Lamb, Jack Sully, John Washington, Bill McMillen and Mildred Nelson.

DSA Holds 1st '52 Meet, Finds Play on Rise

DETROIT, Feb. 16.—A healthy condition of the local shuffleboard industry was indicated in discussion of trade problems by operators at the first meeting of the Detroit Shuffleboard Association this year. General report, as summarized by executive director Fred Chlopan, showed the volume of play about 10 per cent ahead of a year ago.

This optimistic outlook was strengthened by contrast with the returns from average tavern locations and other retail businesses. Figures prepared this week by The News of Detroit, newspaper house organ, showed a drop in business of 6 1/2 per cent for the third quarter of 1951—the last period available—compared to 1950. Amusement business in general slumped 33 1/2 per cent.

Taverns, grouped together with soft drink business, making a detailed analysis impossible, showed a gain of 3 1/2 per cent in the same period, but apparently slumped in the next four months. Figures were based upon percentage computations from official sales tax returns.

A program of promotional effort for the industry to build summertime play was proposed by Michael Benson, president of DSA. Details have not been worked out, but are expected to be given serious consideration at the March meeting. It was realized that the summer slump constitutes a genuine problem for the industry, and that some institutional promotion might accomplish the objective of equalizing seasonal conditions.

Special commendations were given Chlopan and John C. Westerdale, director of league play, for the work they have done during the past season on organization and promotion of leagues here.

United Ships Steeple Chase

CHICAGO, Feb. 18.—United Manufacturing Company began shipments this week of Steeple Chase, a new multiple coin game featuring the stepped-up action of a six-horse race.

Designed with a deluxe-type cabinet, Steeple Chase offers the player the option of playing from one to six selections at one coin per selection. It is not necessary to play with more than one coin, but playing added selections offers more opportunity to win replays.

When a single coin is used, player must get selection No. 1 across the finish line first and the other horses must follow in numerical order. However, when the player chooses all selections, it does not matter which selection wins. The other selections, too, must cross the line in following numerical order. Thus if 4 wins, selection 5 must finish second to keep the game in progress. In this case the succeeding finish would be 6 then back to 1-2 and 3. If at any time the wrong horse (numerically) crosses the finish line the game automatically ends. Another incentive for six-coin play is that it automatically results in two replays.

Idis Has Nut and Fruit Vending Bar

NEW YORK, Feb. 16.—Idis Chocolate Company here has released the first of planned series of candy bars sized for the vending trade. The new bar is a nut and fruit square, selling at \$3.30 per 120-count box, said Joe Kaufman, general sales manager.

Yale & Towne Appoints O'Connor Midwest Rep

STAMFORD, Conn., Feb. 18.—Yale & Towne Manufacturing Company announced the appointment of Richard J. O'Connor sales representative for the Midwest industrial sales force. He will handle the sale of locks and hardware used by vender; auto, furniture, etc., manufacturers as components in their products.

BETTER GIVE THEM DOLLARS

WASHINGTON, Feb. 16.—The seemingly innocent child's piggy bank is looming as a threat to good business in the coin machine and other industries. Discussing the serious coin shortage of the Mint with Mrs. Nellie Tayloe Ross, at a recent hearing of a House appropriation subcommittee, Rep. Benjamin F. James (R., Pa.) said: "Even when a youngster is born it really attracts some coins into its piggy bank."

The children get interested as soon as they can talk," Mrs. Ross replied. "Even before," continued Rep. James "their uncles and aunts address themselves to the kid's welfare." Then both Mrs. Ross and Rep. James agreed that the piggy bank problems will get worse "as the population grows."

Adman Soellner, Noted Artist, Dies Suddenly

OAK PARK, Ill., Feb. 18.—Oscar D. Soellner, 62, passed away at his home here Monday (12). He had handled advertising work for Keeney, Bally and in the past 15 years for Exhibit Supply Company.

He spent many years in the advertising end of the coin machine industry and knew most of its leaders in the past two decades. Soellner's life was art and for many years he had been recognized as one of America's leading artists. In that period he was awarded scores of prizes in competition with recognized artists from all parts of the world. To be specialized in oils, he was also well known for both etchings and water colors. In addition to living here he had a summer home in the artists colony at Grand Detour, Ill. He was a member of the Palette and Chisel Club, Chicago.

Soellner is survived by his widow, Emelie; three daughters, Mrs. Dorothy Peters, Mrs. Ruth Marr and Mrs. Rita S. Nito; two brothers, Otto and Jack, and two sisters, Mrs. Arthur Baumann and Mrs. Harry D. Binks. Interment was at Woodlawn Cemetery, Chicago.

New Chi Coin Distrib Sets Ohio Coverage

CLEVELAND, Feb. 18.—Monroe Coin Machine Exchange, Inc., appointed distributors of Chicago Coin Machine Company in all of Ohio except the Cincinnati trading area, this week laid plans for effective coverage of the new line.

Chicago Coin products will be featured on the first floor of the distributing company's new brick building at 2423 Payne Avenue. This level also houses the firm's business offices and a large, well appointed workshop where servicemen are on hand to offer quick repair service. Monroe Coin's novelty and premium showroom are located on the second floor. Another feature of the firm's headquarters is its ample parking facilities.

Partners Roy L. Monroe and George George plan a special operator showing of Chicago Coin equipment soon. Current items of the line are 4-Player Derby, King-Pin, 6-Player Bowling Alley and The Band Box.

Candy Nudges Billion \$

WASHINGTON, Feb. 16.—Sales by manufacturers of confectionery and competitive chocolate products during 1951 almost reached \$1 billion, an increase of 4 per cent over sales in 1950. Department of Commerce preliminary reports indicated this week. Sales in December alone totaled \$97,000,000, a climb of 2 per cent from the \$95,523,000 sold in December, 1950, but a drop of 15 per cent from the \$114,842,000 sold in November.



CLEANS AS YOU WAIT

# Op's Steam Room Bathes Old, Tired Juke Boxes

By GEORGE B. LUEHRING  
CHICAGO, Feb. 16 — Bob Gnarro, of the ABC Music Service Corporation here, operates a full-size steam bath—to sweat the grime off dirty, tired juke boxes. And the room really has been doing wonders for juke boxes that have been out on location, such as hamburger spots with lots of grease around, sometimes for as long as several years, Gnarro reported.

The major factors of the steam bath, Gnarro said, are the speed with which it does the job and the much better cleaning it gives juke boxes compared with the old hand scrub-brush method.

An additional feature of the steam room is that it also can be used for paint spraying, which again is much faster and better than renovating old boxes by the paint-brush method.

One of Largest

ABC is one of the largest operating firms in Chicago. Its steam room is located in a corner alongside the boiler room in the service section of the company's modernist West Side plant.

To make the room, Gnarro installed drains, floor boards and draped painters' canvas sheets from ceiling to floor. The curtains can be pulled aside to get machines in, but they also have a door-like opening so the person operating it can get in and out while the steam is on. There also is a window at one end so observers may look on.

The room is 7 feet wide, 10 feet long and 13 feet high. The mechanism to operate the steam bath is located in a room from which pipes run thru a wall into the steam room where hoses and nozzles are attached.

The mechanism, small and compact, involves a hopper containing the cleaning detergent, a mixing chamber where the solution is heated and mixed with air and steam, and a pump which forces out the solution at more than 45 pounds per square inch pressure.

When the room is in operation, the person operating it wears a man-from-Mars type of voluminous yellow rubber suit which covers him from neck to soles.

The suit is roomy enough to be worn over any kind of clothing. The person operating the room can turn off the detergent at will and use just steam. After a mechanism or box has been cleaned, the usual procedure is to shut off the detergent and rinse with plain steam.

Parts Protected

None of the parts or contact points are in any way injured by the bath and, because of the high temperature, they dry relatively easily and quickly.

Gnarro reports that the room has "paid off many times over."

Formerly, he said, it took at least a day and probably more for one man to completely clean a machine. He explained that with the intricate grill work and mechanisms on modern machines—for example he pointed out the heads on new 10-selection machines—it is almost impossible to hand clean them to where they look finished.

Now an entire box and mechanism can be cleaned in 15 to 20 minutes or a mechanism alone may be cleaned in only 10 minutes—and the entire works sparkle like new after the bath. Gnarro estimates that the steam bath—hoses, nozzles, pumping equipment and curtain—cost some \$850.

To clean a machine and mechanism, the motor, amplifier and speaker—the only parts which can be damaged—are removed. The box then is moved into the room and thoroughly hosed with steam and detergent for 15 minutes.

The detergent then is shut off and the box and mechanism is rinsed for another five minutes with live steam. The box then is moved out to dry and another box and mechanism can be run thru.

6-8 in Half Day

Now one man can clean six and eight machines in half a day. In line with this Gnarro hopes to expand his steam room service to other local operators, charging them a nominal fee. He feels the time and effort saved will more than compensate other operators for their money.

This summer Gnarro also hopes to move the steam room outside under one of the roof wires that can be used for painting without the fire dangers found inside a building. He pointed out that most renovating of machines is done in warmer weather, and moving the room outside will give him additional space inside and keep his service room free of paint odors.

By this time Gnarro plans to have his steam equipment operating nearly as full time as possible. At the moment he thinks he is the only operator in the Chicago area with such a room, but he feels that many more operators could profitably use similar equipment.

## Juke Box Bill Would Kill Biz, Says Snodgrass

WASHINGTON, Feb. 16.—Harry J. Snodgrass, Los Angeles, owner of the only coin-operated telephone music business in the country, told the House Judiciary subcommittee on copyrights and patents last week that the Bryson-Kefauver juke box royalty bill would put his industry out of business the day it became effective.

Snodgrass said the liability he would incur to copyright owners "would greatly exceed the total gross revenue which we receive from the machines." His service, termed "Your Choice by Voice," provides a girl operator who talks over a leased telephone line to customers who deposit a coin. The girl then plays the disk requested by the customer over the line and thru special equipment. The company's central offices offer from 2,500 to 10,000 recorded selections.

## Burley Up

WASHINGTON, Feb. 16.—Burley tobacco harvestings which increased 17 per cent from 1950 to 1951, are expected to equal the 1951 yield this year, the agriculture Department announced this week.

Burley, used principally in cigarette manufacture, reached an all-time high price of \$1.2 cents per pound average. Exports of burley were off one third from 1950, but flue-cured exports increased 9 per cent.

## Chicago

At Chicago Coin Machine Company Ed Levin and Sam Lewis were rushed with orders on 4-Player Derby the new skill amusement game introduced at the CMI show which features three dimensional race-horse action. Sam Wolberg left for a deferred Florida vacation. Meanwhile his partner, Sam Gensburg, arrived back from the sunshine State looking well tanned and relaxed.

William's vice-president, Sam Stern, feels the firm's new baseball game, Deluxe World Series, will be one of the best play pullers of the spring and summer. Demand for the unit is high already and most distributors have yet to see the game. Sales manager Bill Ryan was conferring with several out-of-town owners both in person and on the phone in regard to game shipments.

At Allied Coin Machine and Premium House, Julian Crum was looking for ways of stepping up deliveries on firm's shuffle game conversion which got a good reception at the CMI show last week. Crum adds that his firm's fishing sets also garnered steady orders at the show. Ed Ponder, Lakeland, Fla., stayed over a few extra days following the convention to wind up some unfinished factory business.

Charlie Pieri and Clayton Nemeroft, Monarch Coin, were busy catching up on orders which accumulated since the CMI Show.

Johnny Casola, United Manufacturing Company's Ace Road, and his wife have planned a long trip thru the South which will include stops in Birmingham, New Orleans and several cities in Florida. It will be basically a vacation but business calls will be included in Birmingham they will visit Johnny's mother and while in New Orleans they expect to run into Mr. and Mrs. Lou Casola. Lou is Johnny's brother and distributes equipment from his Rockford, Ill., headquarters.

Ted Rubenstein, Marvel Manufacturing, is elated over the pick-up in shuffleboard business which has stepped up demand for firm's automatic scoreboards, especially the two new units—Horse Collar and Marvel-Score. Clarence Camp, Southern Amusement, Memphis, placed a large order for Chicago Coin's 4-Player Derby.

# Canadian Sales Are Maintained By Perfumatic

TORONTO, Feb. 16.—Perfumatic of Canada, Ltd., has announced that contrary to earlier reports (The Billboard, January 12) it will continue to market its perfume vender in Canada.

Previously it had been understood that the firm would produce a total of 10,000 venders this year, all to be sold in the U. S. Lawrence S. Hoffman, president, declared this week that while 10,000 units are scheduled for the U. S. market, additional production will be offered Canadian operators. Hoffman also stated that the four-selection perfume machine was not priced at \$125; he did not reveal the correct price.

"Canadian distributorships are still available," Hoffman said. He announced the appointment of Colma, Inc., Worcester, Mass., as a new U. S. distributor. Hoffman said interest in perfume venders is being shown by South American sources.

WASHINGTON, Feb. 16.—Domestic sugar prices were boosted in 1952 because of a quota 300 thousand tons less than expected consumer demand, the Department of Agriculture announced this week.

One of the important objectives in setting the quota at last year's distribution level of 7.7 million tons was to let prices increase to "fairly and equitably maintain and protect the domestic sugar industry." The Department of Agriculture believes that current prices are too low to maintain domestic production.

# Coinmen You Know

At World Wide Distributors, Al Stern, Len Micon and Monty West have had their hands full staying with game and Rock-Ola juke box orders which have piled up in the past two weeks. Firm now has the Rock-Ola Wall Box in stock. Micon just completed a large foreign shipment on games and is working on another one. Fred Skor is World's Wide's newly acquired auditor-bookkeeper.

First Distributors thru Wally Finke reports the Keeney 4-Player game with the mystery score idea is going well. In the premium field the fast moving items are the various merchandise boards. Joe Kline has been busy handling out of town calls.

Herb Perkins, Purveyor Shuffleboard, says business derived from the CMI Show cleaned out firm's new warehouse but adds Purveyor's other warehouse still has a wide variety of equipment to offer. Only tough part about the business rush was Perkins had to defer his skiing activities at the height of the season.

## Pittsburgh

Sidney Reinwasser, former sales manager for Pittsburgh Coin Machine Exchange, has opened a premium and novelty firm under his own name at 6 E. Stockton Avenue, North Side, near Steedford.

Al Klodel, who was in Montefiore Hospital recently because of a kidney ailment, is proud that his son, Carl, home on furlough, has been graduated as an Ensign from the Naval School at Newport, R. I. Some ops to keep their best locations up-to-date are buying a few disks at record stores to test-play them before stocking them more heavily.

Howard Crombie, district sales manager, Tri-State Automatic Candy Corporation, reports volume holding at a progressive level.

Sam Koff, of Vecoco Sales in Philadelphia, was in town discussing ball gum vending with friends. M. J. Abelson, (Continued on page 88)

## CLOSE-OUTS

A-1 CONDITION—READY TO OPERATE

### ONE BALL

- 5—Citations . . . \$ 47.50
- 3—Champions . . . 67.50
- 2—Winners . . . 125.00
- 2—Photo Finish . . . 40.00

### FIVE BALL

- 3—Super Hockey . . . \$ 60.00
- 1—Aquacade . . . 47.50
- 1—3 Feathers . . . 65.00
- 1—Champion . . . 60.00
- 1—Tahiti . . . 60.00
- 1—Just 21 . . . 55.00

Phone or Wire

# CENTURY DISTRIBUTORS

401 WEST GALER, SEATTLE 99, WASH. ALder 9700

## LOOK! OUR LOSS IS YOUR GAIN

PIN BALL MACHINES	PIN BALL MACHINES
MONTERREY . . . \$17.50	LADY ROBINHOOD . . . \$24.50
PARADISE . . . 17.50	PINCH HITTER . . . 24.50
SERENADE . . . 17.50	C. C. PLAY BALL . . . 29.50
MELBODY . . . 17.50	SELECT-A-CARD . . . 24.50
WISCONSIN . . . 17.50	1-2-3 . . . 24.50
TENNESSEE . . . 17.50	HOLIDAY . . . 24.50
TRINIDAD . . . 17.50	GRAND AWARD . . . 24.50
BERNADA . . . 17.50	OLYMPIC SCOREBOARDS . . . 39.50
TANKS . . . 12.50	MAJORS '49 . . . 49.50
BABY FACE . . . 22.50	TELECARD . . . 49.50
SALES . . . 24.50	BOWLING CHAMP . . . 49.50
JUST 21 . . . 24.50	TELE-SCORE . . . 49.50
CONOOLA . . . 24.50	SHARP SHOOTER . . . 69.50

ONE-THIRD DEPOSIT—BALANCE SIGHT DRAFT

## PARKER DISTRIBUTING COMPANY

311 8TH AVENUE, SOUTH, NASHVILLE, TENN. PHONES 6-0194 42-1231

## TO OUR MANY EXPORT CUSTOMERS IN ALL PARTS OF THE WORLD:

WE CARRY A LARGE STOCK OF  
5-BALLS • J-BALLS • ARCADE EQUIPMENT  
• SHUFFLE TYPE GAMES AND PHONOGRAPHS

SEND FOR OUR PRICE LIST, YOU CAN DEPEND ON NATIONAL FOR QUALITY IN RECONDITIONED EQUIPMENT!

## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSITY BLVD. Phone: 9-Dickinson 1-8498 CHICAGO 14

## WALL MODEL ELEC.

### SCOREBOARDS

Small, compact unit (18-21 inch) \$79.50  
Center Overhead, 3-faced \$125.00  
fits all shuffleboards



9" JUMBO LIFE-UP PIN CONVERSION  
For Chicago Bowling Alley and Univ. Term \$24.95

MARVEL MFG. CO.  
2845 W. Fullerton Ave., Chicago 47, Ill.  
Tel. Dickson 2-7424

**POST-WAR MODELS**  
Factory Reconditioned  
PHOTOMATIC . . . \$398.00  
VOICE ORGRAPH (Wood Cabinet) . . . 475.00  
VOICE ORGRAPH (Metal Cabinet) . . . 750.00

**ORDER NOW FOR PROMPT DELIVERY**  
A.B.T. RIPLE SPERRY Shipping Oct. 19, 1952 Model, J and G Gun Units. Proven Money Maker—Low Investment.

Exhibit BIG BRONCO . . . \$977.50  
LET SHOT (New Basketball) . . . 250.00

Complete Line of Arcade Machines, Parts and Supplies for Your Every Need. Illustrations in Our Catalog—Free Upon Request.

**MIKE MUNVE**  
577 10th Ave. (at 42nd St.)  
New York 16, N. Y. BYrant 8477

**COIN MACHINE OPERATORS!**

**NEW... BIGGER PROFITS AND MORE FUN AND MORE VALUABLE MERCHANDISE!**

THIS IS A MONEYMAKER

GALENTINE NOVELTY CO.  
SOUTH BEND 26, IND.

**LUNCH COUNTER GAME**  
15000 START ROUTE. Gigantic collection. \$59.00 net. \$69.00 retail. 25% discount on C.O.D.

**LEGALSHARE SALES**  
Box 999 Long Beach 7, Calif.

**WRITE FOR PRICES!**  
BRIGHT LIGHTS 9-BALL ALL STARS, ETC.  
ALSO ARCADE MACHINES  
**Lehigh Specialty Co.**  
126 N. Broad St., Philadelphia 30, Pa.



THE BRASS RING IS COMING UP!

Watch for Merry-Go-Round's Next Money-Maker!



# Coinmen You Know

Continued from page 87

Oak Manufacturing Company, flew to Chicago to the CMI convention... Lester D. Wynick, partner, Coin Machine Agency, no longer is with that organization.

Sidney Reinwasser at 6 E. Stockton Avenue on the North Side, plans to name his new establishment Save Rate Store. He has a special set-up for operators... Harry Rosenthal, of Banner Specialty Company, is out of town until next week.

Thomas W. Moffatt, formerly with Mills Automatic Merchandising Corporation, as office manager, has been returned to St. Barnabas Home at Gibsonia, Pa., following a recurrence of his original disability... George Mansour is thinking seriously of moving the organization into a new location here... Walter Frank and the Bev-o-Matic Company at Homestead, Pa., moved five blocks down the street toward Kennywood Park.

Mayer Popkins, president, Pittsburgh Coin Machine Exchange, reports the average buyer today is careful not to stock up too much on non-service inventory at current prices... Roy Walker, of McKeesport, Pa., specializing in music machine operation, is expanding his route... The Jack W. Young Company worked for a time with out electric lights through the major part of its building when service was interrupted on the main circuit.

Howard Cohen, of Confection Specialties Company, reports that penny gum volume this year is a lot better than it was last year... George Sopira, partner, Service Rental Coin Machine Company, is going to buy a small route to supplement his music and pin games.

### Hartford, Conn.

Frank Marks, of New London, assistant treasurer, Connecticut State Coin Association, is off to the South for a brief vacation.

Also South bound was Joe Nacario, of Waterbury Amusement Company, Waterbury, Conn. Joe's energetic son, Lou, who's been an eager beaver as far as work for the CSCA is concerned, was planning to leave with CSCA president Jimmy Tolisano for an official Washington visit on CSCA business.

In Resnick, of B. Resnick & Sons, left on a vacation trip to Tucson, Ariz., to see his father. He will return in four or five weeks... Father-in-law of Ned Cutler, New Haven operator, died last week. He was 98.

Eddie Sarnoff, of Radio & Appliance Distributors, is home from a vacation... Ralph Colucci, of Seaboard Distributors, was a Waterbury visitor.

The infantile paralysis fund got \$362, representing 10 per cent of a net gate of \$2,000, plus \$162 raised by a collection, at a recent wrestling match promoted by Manay Lebert, ex-head of Vending Machines, Inc. Samuel Roskin, of Roskin Distributors,

has been named chairman of the 1952 campaign of the Hartford Jewish Federation. Francis E. Stern, of Stern & Company, was named co-chairman of the Advancement Gifts Division of the Federation's Drive.

Jim Tolisano, general manager of Superior Music Company of Hartford, and Connecticut State Coin Association president, is aiming for a membership of 100. Present membership totals 73.

Abe Fish, Tolisano, Art Roda, Bristol; Duke Pandolfi, Middletown, were among Hartford area coinmen in attendance at a recent session of the Bridgeport Operators Association at the Fairview Restaurant, in that city... Fish and Tolisano also took a trip to New Britain to sit in on a session of the New Britain area operators, held at the Burrill Hotel.

Tony Wikas, the West Hartford coin operator, who has been on the sick list, is back in full swing again. He showed up at General Amusement Game plant the other afternoon and had the boys wondering if he will eventually outrank Lou Chalk, General Amusement's general manager, in the field of sports clothes.

### Houston

Jack Heralik, 15-year-old son of Ervin Heralik, Schulenberg, Tex., music operator, won third prize with a lamb at the recent Houston Fat Stock Show.

### Twin Cities

Charles Swan, Minneapolis operator for a dozen years or more, has acquired the machines and locations of the music and pin games route operated by Frank George, Minneapolis. George hasn't indicated what his plans for the future are... Matt Engel, Mayflower Novelty, expects the initial shipment of the 80-selection AMJ phones in some time this week, he said. Meanwhile, the bingo-type and bowler pin games are getting fair operator attention at his firm's plant... Sid Levin, of Lieberman Music, said business is moving along in fair shape.

Sam Karter, of Star Sales Company, Minneapolis, who spent considerable time in a hospital because of a heart attack, is recuperating at his home. Meanwhile, his route operation is in good hands... Al Plotnick, of Anco Sales, Minneapolis, has left by auto for a vacation in California. He will be gone several weeks... Dave Ziskin, of Dave's Distributing Company, Minneapolis, reports business holding up in fair shape... Marty Kantar and M. M. (Doc) Berenson, of Harmony Music Company, Minneapolis, reportedly are enjoying an expanded business since the two formed a new partnership a short while back.

Many coinmen from around the State made it a point to visit the Twin Cities on business during the main highlight days of the St. Paul Winter Carnival, which closed a nine-day run last week.

Among visitors in this market the past few days were Mr. and Mrs. William Doty, Clarksville, Ia., and Mr. and Mrs. Cecil Tervear, Winona, Minn. The wives used the occasion to do a little shopping on their own... Other operators who were in town were Andy Bann, Ironwood, Mich.; Art Lawler, Hurley, Wis.; Harry Gallup, Menominee, Wis., and John Howell, Foley, Minn.

### Indianapolis

Al Calderon, of the Calderon Distributing Company, says that games with a sparkle and some interest are moving well. The juke box is moving but the meager number received are practically sold far in advance and have been since production has slackened... The new Rock-Ola Universal Wall Box has arrived and is well accepted by operators.

Richard (Dick) Wagner, representative for Cain-Caillolette, reports his factory quota of Wurlitzer phonographs is sold before they arrive. The service and repairs are being taken care of as before from the new location.

Coinmen visiting the Chicago Coin Show were Woody Armstrong, Indianapolis; Mrs. Lorraine Berns, Sinking Company, Inc.; Henry Winds, Indianapolis; George Morgan, Peru, Ind.; Leo LaDon, Mishawaka, Ind. and Joe Misabow, Alexandria, Ind.

Sicking Company, Inc. has added United Steele Chase to its games on display. Chicago Coin Derby is expected to be added soon. Games are moving better, and inquiry and business has improved. Collections are reported good.

Roberta Hunt, of Janes Record Shop, has been confined at home by a mild attack of influenza... The Janes shop reports an increase in its mail-order business for popular records. Sales are gradually increasing, according to Clarence (Dutch) Hohman, proprietor... Mrs. Blanche Janes, of the Janes Music Company, has taken off for Florida by air. She will remain there at least a month.

Robert Moss, of the Melody Masters Music Company, 2728 Highland Place, was stricken with a heart attack while out several days ago. While his condition is not serious, his doctor has prescribed complete rest. John Thompson, his partner, has taken over service calls and general operation of the partnership.

### Los Angeles

Irving Gayer, San Bernardino operator, in town to look over the stocks on the sales floor... Lloyd Dindinger, a visitor from Oceanside, He is readying for operation for the summer rush to that seaside spot... Clyde Denlinger of Balboa in the city and making the rounds.

Charlie Peddicord, of Anaheim, a buyer for his N. P. Amusement Company there... Tex Mitchell a buyer from Fresno... Cecil Allison, of the Desert Operating Company in Lancaster, at Layman's to pick up a Broadway... Charlie Gauger, who does not get in to town much from Ventura where he has the Ventura Music Company, was a visitor early last week.

Blythe, Calif., was represented on coin row by Tex Mitchell... Al Cicero and Norman Harris, operators in Santa Maria, in the city for a brief stay... Johnny Winn of Phoenix enjoyed a week-end of relaxation in Las Vegas... Charlie Cahoon here from Long Beach... Alex Kolopoulos of Bakersfield, who has been dividing his time between operating and cotton growing, is getting ready to sow his fields in potatoes. Bill Rose came with him.

Mary McCarthy has joined the secretarial staff at Badger Sales. She replaces Louise Schmidt, who resigned to await a visit from the State... Charlie Robinson, of C. A. Robinson & Company, to Northern California to contact customers.

### Philadelphia

Morris Mitnick, vending executive, was a patient in Presbyterian Hospital... Amusement Machines Association came in for bows for its support of the March of Dimes drive, getting public recognition by column. Frank Brookhouser in the Philadelphia Inquirer... Berlo Vending Company adds the New Beach Theater, Atlantic City, to its locations... Melvin Korn and Larry Pleast, whose Victoria Record Company here produced the "Sim" hit, has formed a new waxwork, Merion Records, to bring out four other Four Aces sides.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Index of advertised used machines and prices are listed. Where more than one firm is indicated in parentheses, the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, at in the case of both readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 16	Issue of Feb. 9	Issue of Feb. 2	Issue of Jan. 26
ABC (United).....	\$250.00	\$295.00(2)	\$295.00(2)	\$295.00 325.00
Advance Rolls (General).....	39.50 69.50	39.50 69.50	39.50 69.50	39.50 69.50
All Stars (General).....	49.50	49.50	49.50	49.50
Alice in Wonderland (Gottlieb).....	39.50	39.50	39.50	39.50
Amazoo (United).....	49.50 89.50	49.50 69.00	49.50 69.00	49.50 69.00
Artana (United).....	89.50	89.50	89.50	89.50
Ballerina (Bally).....	89.50 109.00	89.50 109.00	89.50 109.00	89.50 109.00
Banjo (Fruit).....	49.50	24.50 39.00	16.00 24.50	16.00 24.50
Banjo (Fruit).....	49.50	49.50	39.00 49.50	49.50
Banjo-Bill (Gottlieb).....	119.50	89.50 119.50	89.50 119.50	89.50 119.50
Barnacle Bill (Gottlieb).....	49.00	49.00	49.00	49.00
Basketball (Gottlieb).....	134.50	134.50	134.50	134.50
Basketball Champ (Gottlieb).....	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00
Big Top (General).....	79.50	42.50 65.00	42.50 65.00	42.50 65.00
Bing-a-Bong (General).....	59.50	59.50	59.50	59.50
Black Cat (Gottlieb).....	54.50	54.50	54.50	54.50
Blue Shave (Chicago).....	124.50	124.50	124.50	124.50
Bomber (United).....	34.50	34.50	34.50	34.50
Bowling Champ (Fruit).....	79.50	68.70 79.50	79.50 85.00	79.50 85.00
Bowling Champ (Gottlieb).....	60.00	87.00	57.50	57.50
Bright Lights (Bally).....	325.00 355.00	365.00 395.00	355.00 395.00	325.00 355.00
Bright Spot (Bally).....	425.00 465.00	465.00		425.00(3)
Buffalo Bill (Gottlieb).....	79.50	79.50	79.50(2)	79.50
Bullseye and Bombs (Gottlieb).....	69.50(2)	69.50(2)	69.50 85.00	69.50 85.00
Camel Caravan (General).....	114.50	114.50	114.50	114.50
Carnegie (Fruit).....	124.50	99.00 119.50	99.00 119.50	99.00 119.50
Carnival (Bally).....	49.50	42.50 49.50	39.00	39.00
Carnival (United).....	29.50(2)	55.00	55.00	42.50 49.50
Catalina (Chicago).....	69.50 75.00	69.50 75.00	69.50 75.00	69.50 75.00
Circus (Bally).....	89.50(2)	60.00 89.50(2)	69.50(2) 85.00	60.00 69.50(2)
Circus (Chicago).....	72.50	72.50	72.50	72.50
Circus (Gottlieb).....	39.50 49.50	39.50 45.00	25.00 39.50	39.50 45.00
Citation (Bally).....	49.50 50.00	40.00(2) 50.00	40.00 52.00	40.00 49.50(2)
College Date (Gottlieb).....	109.50	109.50	109.50	109.50
Control Tower (Williams).....	425.00	425.00	425.00	425.00
Cosby Fair (United).....	175.00	175.00	175.00	175.00
Cover Girl (Gottlieb).....	25.00	45.00	24.50 45.00	24.50 45.00
Crazy Ball (Chicago).....	29.50	29.50 45.00	29.50 45.00	29.50 45.00
Crazy Ball (Gottlieb).....	175.00	175.00	175.00	175.00
Dallas (Williams).....	49.50 79.50	49.50 69.00	49.50 69.00	49.50 69.00
Dancer (Williams).....	119.50	119.50	79.50	79.50
Dee-Wa-Dee (Williams).....	39.50	39.50	39.50	39.50
Double Feature.....	164.50	110.00 164.50	110.00	110.00
Double Shuffle (Gottlieb).....	94.50	89.00 94.50	89.00 94.50	89.00 94.50
Dream (Williams).....	124.50	124.50	124.50	124.50
E1 Pass (Williams).....	49.50 74.50	49.50 74.50	49.50 74.50	49.50 74.50
Fishing Irish (Chicago).....	195.00	195.00 330.50	195.00 330.50	195.00 330.50
Five Star (Universal).....	225.00 279.00	175.00 195.00	175.00 265.00	160.00
Flaming Power (General).....	49.50	49.50	49.50(2)	49.50(2)
Flying Saucers (General).....	129.50(2)	129.50	100.00 129.00	129.00 129.50
Football (Chicago).....	50.00 94.50	59.50 64.50	64.50 75.00	64.50 75.00
Frog (Fruit).....	91.50	100.00		
Frog (Williams).....	114.50	114.50	114.50	114.50
Fun (Williams).....	144.50	144.50	99.50 144.50	144.50
Go Rammy (Gottlieb).....	164.50	119.00 79.50	79.50 119.00	79.50 119.00
Golden (Williams).....	39.50 45.00	39.50 45.00	39.50 45.00	39.50 45.00
Gold Cup (Bally).....	44.50 64.50	35.00 39.50	39.50 44.50	39.50(2) 50.00
Grand (Williams).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Grand (Williams).....	65.00	65.00	39.00	39.00
Grand Award (Chicago).....	90.00	90.00 115.00	115.00 129.50	115.00 129.50
Grand Prize (Bally).....	129.50	129.50	129.50	129.50
Harvest Time (General).....	20.00	20.00	20.00	20.00
Hawai (United).....	89.50 109.50	65.00 109.50	89.50 109.50	89.50 109.50
Hawai (United).....	129.50 135.00	129.50 135.00	135.00	135.00
Hits and Runs (General).....	29.50	29.50	29.50	29.50
Hot (Williams).....	49.50	42.50	42.50	42.50
Hot Rod (Bally).....	124.50	124.50	98.00 124.50	124.50
Humpty Dumpty (Gottlieb).....	29.50	29.50	29.50	29.50
Hy-Roll (Bally).....	34.50	34.50	34.50	34.50
Jack and Jill.....	49.50	49.50	295.00	295.00
Jackey Special Quality.....	29.50 39.50	30.00 39.50	39.50 39.50	35.00 39.50
Jackey Special Quality.....	50.00 54.50	50.00 54.50	50.00 54.50	50.00(2) 54.50
Jackey Special Quality.....	64.50	145.00	64.50	64.50
Jackey Special Quality.....	119.50	119.50	119.50	119.50
Jackey Special Quality.....	49.50 79.50	39.00 39.50	39.00 49.00	39.00 49.00
Jackey Special Quality.....	89.50 94.50	89.50 94.50	89.50 94.50	89.50 94.50
Jackey Special Quality.....	99.50	99.50	99.50	99.50
Jackey Special Quality.....	119.50	119.50	119.50	119.50
Jackey Special Quality.....	124.50	124.50	124.50	124.50
Jackey Special Quality.....	134.50	134.50	134.50	134.50
Jackey Special Quality.....	144.50	144.50	144.50	144.50
Jackey Special Quality.....	154.50	154.50	154.50	154.50
Jackey Special Quality.....	164.50	164.50	164.50	164.50
Jackey Special Quality.....	174.50	174.50	174.50	174.50
Jackey Special Quality.....	184.50	184.50	184.50	184.50
Jackey Special Quality.....	194.50	194.50	194.50	194.50
Jackey Special Quality.....	204.50	204.50	204.50	204.50
Jackey Special Quality.....	214.50	214.50	214.50	214.50
Jackey Special Quality.....	224.50	224.50	224.50	224.50
Jackey Special Quality.....	234.50	234.50	234.50	234.50
Jackey Special Quality.....	244.50	244.50	244.50	244.50
Jackey Special Quality.....	254.50	254.50	254.50	254.50
Jackey Special Quality.....	264.50	264.50	264.50	264.50
Jackey Special Quality.....	274.50	274.50	274.50	274.50
Jackey Special Quality.....	284.50	284.50	284.50	284.50
Jackey Special Quality.....	294.50	294.50	294.50	294.50
Jackey Special Quality.....	304.50	304.50	304.50	304.50
Jackey Special Quality.....	314.50	314.50	314.50	314.50
Jackey Special Quality.....	324.50	324.50	324.50	324.50
Jackey Special Quality.....	334.50	334.50	334.50	334.50
Jackey Special Quality.....	344.50	344.50	344.50	344.50
Jackey Special Quality.....	354.50	354.50	354.50	354.50
Jackey Special Quality.....	364.50	364.50	364.50	364.50
Jackey Special Quality.....	374.50	374.50	374.50	374.50
Jackey Special Quality.....	384.50	384.50	384.50	384.50
Jackey Special Quality.....	394.50	394.50	394.50	394.50
Jackey Special Quality.....	404.50	404.50	404.50	404.50
Jackey Special Quality.....	414.50	414.50	414.50	414.50
Jackey Special Quality.....	424.50	424.50	424.50	424.50
Jackey Special Quality.....	434.50	434.50	434.50	434.50
Jackey Special Quality.....	444.50	444.50	444.50	444.50
Jackey Special Quality.....	454.50	454.50	454.50	454.50
Jackey Special Quality.....	464.50	464.50	464.50	464.50
Jackey Special Quality.....	474.50	474.50	474.50	474.50
Jackey Special Quality.....	484.50	484.50	484.50	484.50
Jackey Special Quality.....	494.50	494.50	494.50	494.50
Jackey Special Quality.....	504.50	504.50	504.50	504.50
Jackey Special Quality.....	514.50	514.50	514.50	514.50
Jackey Special Quality.....	524.50	524.50		



# Coinmen You Know

Continued from page 88

Shuffle Bowling League of America, which had been operating as a foreign non-profit corporation of the neighboring State of Delaware, asked the Pennsylvania State Department for permission to cancel its corporate status. . . . Bill Rodstein, one-time president of the Amusement Machine Operators' Association and still linked with the industry via his coin-machine Arcade holdings, has turned theatrical booking agent with offices in the Market Street National Bank Building.

Jack Beresin, head of Berlo Vending and ABC Corporation, will again head the Heart Fund Campaign for the local Variety

Club. . . Philip Frank, industry veteran here and in near-by Chester, Pa., was named campaign co-chairman of the 30th Anniversary Campaign Committee for the Golden Slipper Square Club Camp for underprivileged children.

Y & Y Popcorn Supply Company announced the removal of its offices and warehouse to 1333-35-37 North 17th Street. The Y & Y firm at the same time received permission to amend its charter of incorporation to provide for an increase in its authorized capital to \$35,000, divided into 250 shares of preferred stock, par value \$100, and 1,000 shares

of common stock of the par value of \$10. . . Peppers Supply Company, Inc., adds the Electro-Freeze frozen custard machine to its line of supplies and equipment for popcorn and hot dogs.

Accent is on coins as public and school students are extended an invitation by the National Bank of Olney, in co-operation with the Federal Reserve Bank of Philadelphia, to visit the bank building to witness an unusual display of coins and other currency which have been circulated as money from the early colonial period to the present.

### Detroit

Anthony Swaraga, manager of Nu-Way Popcorn Sales has moved into a new home on Sussex Avenue. Arthur P. Sauve, founder of Sauve & Son, is in Florida, planning to return home about April 1. Business is being operated here by his son and partner, Dale Sauve. . . . George E. Shaw has opened a new automatic laundry in Brighton, 40 miles from Detroit.

Tempo Music Company, recently established by John Brosch, has become the newest member of Michigan Automatic Phonograph Owners' Association. Tony Sircusa, owner of the Circle Music Company, Dearborn, is in Harper Hospital for a major operation.

Erwin Baldrige, arcade operator at Island Lake, near Brighton, has returned from an extended tour to Grand Canyon, Carlsbad Caverns, and California.

Victor DeSchryver, veteran music operator, has gone heavily into the book business, with two stores now operating in the city.

Anthony A. Swaraga, manager of Nu-Way Popcorn Sales left last week for a months' vacation in Florida.

Ben Okum and Alan Smith, of Okay Vending, have been awarded the contract to operate cigarette vendors for the city's parks and recreation centers for the period ending April 30, 1953.

Lucas J. Gomolak, who formerly operated a beverage business on the West Side, has organized the Gofomalta Sales Company, to distribute the new Gofomalta game in Michigan. It is manufactured in Denver. He also will operate in Wayne County, surrounding Detroit. Gomolak has established offices at 6828 South Telegraph Road, Dearborn. . . . Bill Fielding and Art Gilboe, Fielding Amusement Company, Windsor, Ont., were in town Tuesday (13) visiting distributors. . . . Dale Sauve, of A. P. Sauve & Son, back from the Chicago show with a new optimistic outlook, is readying his salesroom to display the new Evans 100-record juke box.

Mr. and Mrs. Joseph Brilliant, whose Brilliant Music Company is the Rock-Ola distributor, were reported much in evidence at the Chicago CMI exposition. Other Detroiters attending included Mr. and Mrs. Fred Chlopan, Norman LaFleur, Sam Wasser, David Yamshin and Jake Dumlup, Norman Firebaugh, of the Firebaugh Shuffleboard Parlor, with a line-up of 10 alleys on the West Side, is away on a trip to Los Angeles. . . . Ted DeHarde, shuffleboard operator, and his bride are honeymooning in Florida. . . . John (Mike) Matland, who manages the local Capital Record office, trekked to Tiffin, O., to celebrate Ray Anthony's seventh anniversary as a band leader.

### New York:

Nat Hockman, of Unedeo Vending Service, is looking for mechanics with machine experience to add to his growing staff. Present personnel is unable to cope with the expanding work load, he reports.

Ben Frankenstein, of Tele-Skill, says the firm's new game, Set Shot is coming off the production line in quantity, and reception by arcades around the country is encouraging. Mike Munvas distributes the piece. . . . Dick Freeman, who operates music machines locally, is considering taking over a cigarette route in New Jersey. Mrs. Block, mother of Leonard and Abe Block, of Melody Music, is hospitalized for treatment of

(Continued on page 90)

## BEST BUYS ALWAYS AT WORLD WIDE

### !!SPECIALS!!

Williams **MAY BURNER** \$275  
Williams **SHOOT THE MOON** \$275  
Bally **TURP KING** (Brand New) \$275

### WE HAVE

Universal **FIVE STAR**, Now \$275  
Bally **BRITS LITE** \$275  
Uniq'd A. B. C. \$275

#### WILLIAMS MUSIC MITE

BRAND NEW, 51, TEN RECORD 45 R.P.M. Fully Selective, Volume Control, Economy Modernistic \$145

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THRILLS! Skill game that draws the crowds. A top location winner! It's limited! It's exciting!

#### WILLIAMS HORSE FEATHERS

Sensational action and attraction! Plenty of Punch, Fast, exciting, different! The crowds are going for Horse Feathers.

### 100 FIVE BALL FREE PLAY FLIPPER GAMES . . .

Each \$50 Each!

### WILLIAMS DELUXE WORLD SERIES

Assault of the best controlled Balling - Singles, Doubles - Triples - Moments! THE BEST IS ALWAYS THE CHEAPEST FOR YEARS OF STEADY OPERATION!

### NEW SILK SCREENED GENUINE FORMICA PLAYFIELD

Make your OLD Shuffle Game NEW! Increase Play! Eliminate expensive repairs!—Only 100¢—Warranted! Wave a Complete ASBY GAME in Milk UTEB. Available for United Turn-Forwards-Silk Playfield-Only. Can and Universal Rebounds. The greatest innovation in Shuffle Games!

8" SIZE \$29.50 9" SIZE \$34.50

### CONVERSIONS

KEENEY 4 PLAYER REBOUND for Short Games  
KEENEY 4 PLAYER UNITY For Long Shuffleboards  
KEENEY BOWLING CHAMP 3 Player Conversion—\$135

### SHUFFLE GAMES

UNIFIED	
3 PLAYER	\$300
4 PLAYER	285
TWIN REBOUND	195
ESPRESSO	75
SHUFFLE ALLY	35
KEENEY	
BIG LEAGUE BOWLER	\$560
LEAGUE BOWLER	725
DOUBLE BOWLER	125
DUCK PIN	95
A. B. C. BOWLER	80
BALLY	
HOOK BOWLER	\$360
SPEED BOWLER	55
SHUFFLE BOWLER	35
SHUFFLE CHAMP	75
SHUFFLE LINE	195
MISCELLANEOUS	
CHI. Coin TWIN	\$53
Unit. TWIN	75
Williams DOUBLE HEADER	65
Williams SHUFFLE	35
GIANT DUCK	35

TERMS: 1/3 Deposit, Balance Sight Draft.

### Miscellaneous Games

Bally SHOOTER \$195  
Williams STAR SERIES \$225  
Bally GUM PATROL \$225  
Bally SILVER BULLETS \$175

### NEW GAMES

Bally SPOTLITE  
Williams 8 BALL  
Gottlieb ALL STAR BASKETBALL  
Gottlieb DOUBLE ACTION  
United DELUXE 4 PLAYER



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Occupation \_\_\_\_\_

	Issue of Feb. 16	Issue of Feb. 9	Issue of Feb. 2	Issue of Jan. 26
Major League Baseball (United)	39.50	39.50	39.50	39.50
Major League Baseball (Chicago Col.)	79.50	49.50 69.00	49.50 69.00	49.50 69.00
Washington (United)	39.50	79.50	79.50	79.50
Marble City (United)	45.00	45.00	45.00	45.00
Marland (Williams)	99.50	49.50 79.00	49.50 89.00	49.50 89.00
Mercury (General)	114.50	67.50 114.50	67.50 114.50	67.50 114.50
Merry Widow (General)	39.50	39.50	29.50 39.50	29.50 39.50
Mostray (United)	29.50 39.50	29.50 39.00	25.00 39.00	39.00 39.50
Moon Glow (United)	39.50 49.50	39.50 39.50	39.50 39.50	39.50 49.00
Murphy (Exhibit)	49.50	49.50	49.50	49.50
Orbit (Exhibit)	129.50	129.50	129.50	129.50
Orbit (United)	79.00	79.00	79.00	79.00
Old Faithful (Gottlieb)	144.50	144.50	144.50	144.50
Old Millie	324.50	324.50	324.50	324.50
Or. Top. Three (General)	49.00	49.00	49.00	49.00
Paradise (Gottlieb)	49.50	49.50	49.50	49.50
Phoenix (Williams)	69.50	69.50	69.50	69.50
Photo Finish (Universal)	50.00 85.00	60.00 85.00	85.00 99.50	50.00 74.50
Pick Hitter (United)	99.50 139.50	89.50 139.50	139.50	75.00 85.00
Play Ball (Chicago Col.)	139.50	125.00 139.50	125.00 139.50	125.00 139.50
Play Ball (Chicago Col.)	29.50 49.50	39.50 49.00	49.50	55.00 45.00
Pla. Boy (Chicago Col.)	42.50	42.50	42.50	42.50
Playland (Exhibit)	124.50	124.50	124.50	124.50
Playtime (Exhibit)	84.50	84.50	84.50	84.50
Puddle Head (General)	55.00	55.00	55.00	55.00
Punchy (Chicago Col.)	145.00	145.00	145.00	145.00
Quarterback (Williams)	55.00 89.50(2) 100.00	59.50(2) 89.50(2) 100.00	59.50(2) 89.50(2) 100.00	59.50 89.50(2) 100.00
Rainbow (Williams)	39.00	39.00	39.00	39.00
Rainbow (United)	55.00	55.00	55.00	55.00
Rainbow (Bally)	49.00	49.00	49.00	49.00
Rainbow (General)	79.50 119.50	119.50	89.50 119.50	119.50
Rockette	135.00	135.00	135.00	135.00
Rodney (United)	39.50	39.50	39.50	39.50
St. Louis (Williams)	79.50	79.50	79.50	79.50
Sally (Chicago Col.)	27.50 54.50	27.50 54.50	27.50 54.50	27.50 54.50
Sanna (Bally)	47.50	47.50	47.50	47.50
Sanna (Exhibit)	59.50	59.50	59.50	59.50
Saragata (Williams)	49.50	49.50	49.50	49.50
Scribble (Williams)	39.50	39.50 45.00	25.00 39.50	39.50 45.00
Select-A-Card (Gottlieb)	79.50	49.50 79.50	50.00 79.50	79.50
Shanghai (Chicago Col.)	49.50	49.50 79.50	27.50	27.50
Shantown (Exhibit)	109.50	109.50	99.00 109.50	99.00 109.50
Sharphooter (Gottlieb)	79.50 89.50	79.50 89.50	89.50	85.00 89.50
Shoo Shoe (Williams)	125.00	125.00	125.00	125.00
Short Stop (Exhibit)	45.00	45.00	45.00	45.00
Shoo Shoe (United)	39.50 69.50	39.50 59.00	59.00 49.50	59.00 49.50
South Pacific (General)	109.50	109.00 109.50	109.00 109.50	109.00 109.50
Spectacular Entry (Bally)	25.00 54.50	50.00 54.50	54.50	29.50 34.50(2) 54.50
Speedster	54.50	54.50	35.00 45.00	35.00 45.00
Speedster (Chicago Col.)	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Spot Bowler (Gottlieb)	154.50	154.50	108.00 154.50	108.00 154.50
Starburst (United)	49.50	29.50 45.00	29.50 45.00	29.50 45.00
Step and Go (General)	125.00 139.50	125.00 139.50	99.50 139.50	125.00 139.50
Stormy Williams	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Summer Time (Gottlieb)	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
Summertime (United)	49.50	49.50	49.50	49.50
Sunny (Williams)	69.50	69.50	69.50	69.50
Super Hockey (Chicago Col.)	69.50	69.50	69.50	69.50
Super World Series (Williams)	295.00	295.00	295.00	295.00
Sweet (Exhibit)	29.50 59.50	59.50	44.50 59.50	59.50
Sweetheart (Williams)	134.50	99.50 109.00	99.50 109.00	99.50 109.00
Tahiti (Chicago Col.)	85.00 104.50	85.00 104.50	79.50 104.50	79.50 104.50
Teacup (Gottlieb)	49.50 79.50	49.50 79.50	79.50	49.50 79.50
Tempest (Williams)	29.50 49.50	29.50	29.50	29.50
Ten's Linger (General)	50.00	50.00	50.00	50.00
Tony (Chicago Col.)	119.50	85.00 119.50	85.00 119.50	85.00 119.50
Three Feathers (General)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
3-4-5 (United)	265.00	265.00	245.00	245.00
Tiff (Chicago Col.)	27.50	27.50	27.50	27.50
Total Roll (General)	39.50	39.50	39.50	39.50
Trail (General)	39.50	39.50	39.50	39.50
Trade Wind (General)	39.50 49.50	27.50 39.50	27.50 39.50	27.50 39.50
Treasure Chest (Exhibit)	19.50	49.50	49.50	49.50
Trinidad (Chicago Col.)	49.50	49.50	24.50 49.50	24.50 49.50
Tribal Action (General)	29.50 49.50	29.50 49.50	25.00 39.50	29.50 44.50
Tri-Scare (General)	85.00 119.50	95.00 119.50	95.00 119.50	75.00 95.00
Tucson (Williams)	89.50	89.50	89.50	89.50
Tumbleweed (Exhibit)	104.50	104.50	104.50	104.50
Turf King (Bally)	179.50 195.00	179.50 195.00	179.50 195.00	179.50 195.00
Turf King (General)	225.00 249.00	249.50 275.00	215.00 249.50	249.50(3) 275.00
Turf King (United)	249.50	249.50(2) 345.00	275.00	275.00
Turf King (Williams)	295.00 345.00	345.00	299.50(2) 345.00	299.50(2) 345.00
Utah (United)	94.50	94.50	94.50	94.50
Variety Special (Bally)	24.50(2) 49.50	24.50(2) 30.00	24.50 49.50	24.50 49.50
Vermont (Williams)	29.50	29.50	29.50	29.50
Victory By Law	129.50	129.50	129.50	129.50
Wasser Universal Industries	135.00 150.00	149.50 175.00	149.50 175.00	139.00 150.00
Wasser Universal Industries	169.50 175.00	199.50 229.50	199.50 229.50	169.50 175.00
Wasser Universal Industries	199.50 229.50	199.50 229.50	199.50 229.50	199.50 229.50
Wisconsin (United)	39.50 49.50	39.50 49.50	18.00 39.50	39.50 49.50
Zingo (United)	325.00	325.00	325.00	325.00 325.00











Williams DeLuxe

World Series



The PENNANT WINNER for SKILL PLAY—BASEBALL THRILLS and TOP EARNINGS!

Give the Players What They Want With

IN-A-BACKBOARD ACTION! 3-Dimension Ball Players actually run bases on the diamond within the backboard!

FAST! EXCITING! BIG-TIME!

PLAYER CONTROLLED PITCHING AND BATTING • AUTHENTIC BASE RUNNING! • LIGHT-UP DIAMOND ON PLAYFIELD! • SKILL-AID INDICATORS!

HIGH SCORE REPLAY AWARDS!

SPECIAL CHANGE-OVER JACK CONVERTS FROM 5¢ TO 3¢ FOR 25¢ PLAY QUICKLY, EASILY!

QUALITY BUILT FOR YEARS OF PROFITABLE OPERATION!

DON'T "HOLD OUT" ON YOURSELF! SEE-BUY DELUXE World Series AT YOUR DISTRIBUTOR NOW!



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Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write B&L 646 2160 Patterson Street Cincinnati, Ohio

PRICES REDUCED

Seeburg 146S . . . \$135.00 Seeburg 147S . . . 150.00

W. B. DISTRIBUTORS, INC. 1012 Market St. St. Louis, Mo.

WE ARE INTERESTED

As Distributors in all kinds

of Novelties and Games.

Victory Amusement Co.

1887 Beaubien, East Montreal 35, Canada

ARCADE FOR SALE

10 years same location, business outlook good. 75 pieces equipment and lease—no competition. Must sell by April. Get list and make offer.

PLAYLAND 125 W. Congress Tucson, Ariz.

GIVE TO THE RUNYON CANCER FUND

Coinmen You Know

Continued from page 91

Roberts has been shifted from shop foreman to his own cigarette route, and Wint Whitaker has become acting shop foreman.

Routeman Gil Gerstein, Vending Corporation of America, expects to be laid up about a month following an emergency operation.

Raoul Shapiro, Supreme Distributors routeman, says the music business has picked up considerably in the past year. He credits the good work of the Amusement Machine Operators' Association as well as the present crop of improved machines, which have enabled operators to get a better commission split.

Cleveland

Mrs. Lou Pearlman, wife of Lou Pearlman, of the L & N Music Company, is recovering from surgery performed at the MacDonald House. . . . Dave Lowey, of Lowey Distributing Company, New York, stopped at the Monroe Coin Machine Exchange.

Mr. and Mrs. M. S. Gisser, of the Cleveland Coin Machine Exchange, Inc., have departed for Florida for a much needed vacation. During Gisser's absence, Sol Wise will be in charge of the Cleveland office.

Sanford Levine, of Atlas Music Company and secretary-treasurer of the Ohio Phonograph Merchants, is ill. . . . Visitors at Northern Music, Inc., during the past week were Bill Miller and Ray Lonsway, of Warren, and Anthony Castle, Akron. Charley Cornella, owner of Cadillac Music & Amusement Company, visited with Sam Romeo, of the Romeo Novelty Company, Erie, Pa., and discussed business trends. Angelo Marino, of the Marino Novelty Company, Niagara Falls, N. Y., stopped in at the Cadillac Music offices last week.

Joseph Abraham, owner of the Ohio Distributing Company, had as his guests the past week W. E. Hall, Rock-Ola Manufacturing Company, Chicago, and Art Garvey, Bally Manufacturing Company, Chicago. . . . A Friedlander, manager of the stadium division at Berlo Vending Company, is vacationing in Florida.

K. C. SPECIALS

ALL THE LATEST MACHINES New Williams 5¢ Jockey . . . Write New Exhibit Jet Gun . . . Write New Williams Horse Riders . . . Write New Williams Knock the Moon . . . Write B. Ball . . . Write New Game Double Action . . . Write New Chicago Coin 4 Player . . . Write Du By . . . Write New Exhibit Big Branch Kerm . . . Write New United 4 Player De Luxe . . . Write United Leader . . . Write Kenney 4 Player League Bowler . . . Write Kenney 2 Player League . . . \$199.50 Bowler . . . \$9.50 Like new Seeburg Shoot the Bear . . . \$49.50 Exhibit Gun Pistol 3 coins . . . \$75.00 Motorcycle Flying Saucer . . . \$100.00 Quartersacks . . . \$9.50 United ABC, perfect . . . \$15.00 Bally Brite Sound . . . \$19.00 Universal 4 Star . . . \$59.50 Game Show & Go . . . \$8.00 Williams DeLuxe . . . \$75.00 Game Hit & Run . . . \$75.00 Game Tri-Score . . . \$75.00 Game Three Partners . . . \$9.50 Chicago Coin Tring . . . \$9.50

THE FOLLOWING FOR PENNSYLVANIA AND NEVADA ONLY These machines registered with U.S. Government. 30 New Atlas Vending Packets, ea. \$39.50 in lots of 3—\$34.50 each in lots of 5, ea. . . . \$44.50 2 Mills 2¢ Black Cherry, ea. . . . \$6.00 1 Mill 5¢ Black Cherry . . . \$9.00 Stop in and see the largest assortment of premiums and merchandise for your alters on

OPERATORS' SPECIALS

PACKARD WALL \$7.50 BOXES SEEBURG POST-WAR WIRELESS \$9.00 BOXES SEEBURG '46 \$129.50 HIDEAWAYS 1/3 DEPOSIT, BALANCE C.O.D. WRITE—WIRE—PHONE

DAVID ROSEN Exclusive A.M.I. Dist. Ex. Pa. 855 N. ARCAD STREET PHILADELPHIA 23, PA. PHONE: STEVENSON 2-2301

FOR SALE 30—UNITED 5 AND 6 PLAYER SHUFFLE ALLEYS

Excellent condition, on location now, \$500.00 each. 1/3 cash to ship, bal. once C.O.D. Write or phone

SOUTHERN AMUSEMENT CO. P.O. Box 5068 Corpus Christi, Tex.

NEW Special Chess, Good Leg. Jet Gun, 3 Balls, King Pin, All Star, Double Ball, Double Action, Kenney League Bowler, Horse-foathers, Wurliizer 1015 . . . \$175 Wurliizer 1000 . . . 169 Wurliizer 1100 . . . 278 A.M.I. Model C . . . 495 Wurliizer 1250 . . . 495 Seeburg 148 (Blond) . . . 275 Rock-Ola 1422 . . . 125 Wurt. W.O.M. Game . . . 50 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 2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARtette 6-5005

WE CAN'T LIST EVERYTHING, BUT WE CAN SUPPLY ANYTHING!

NEW EQUIPMENT exhibit Jet Guns . . . W Exhibit Big Broncho . . . R Gortlieb Basketball . . . W Bally Seed Lite . . . W Game Double Action . . . I U.S. 4-Player Deluxe . . . T Kenney Deluxe League . . . E Kenney Coin Kings Pin . . . E RECONDITIONED EQUIPMENT Univ. Super Twin . . . \$ 99 Universal Players . . . 114 Double S.A. Sports, True-Color . . . 129 Rebound . . . 129 C. C. Trophy Game . . . 114 Bally Hook Bowler . . . 218 Gortlieb Baseball . . . 39 Williams Double Header . . . 99 C. C. Hit Parade . . . 165 Kenney League Bowler . . . 116 Kenney Duck Pins . . . 116 Kenney 2 War Bowling Game . . . 89

Write for Complete List All Types New and Reconditioned Equipment. CLAY MEMBEROFF MONARCH COIN MACHINE, Inc. CHARLEY PERI 2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3990-7-8



Round and Round They'll Go for Profits in a Steady Flow!

Watch for Merry-Go-Round's Next Money-Maker!

COVEN distributing company 3181 Elm Chicago Ill. Independence 3-2210 America's Finest One-Stop Service for RECORDS—PARTS PREMIUMS JUMBO PINS Bally Futurity, New . . . Write Bally Turf King . . . 250.00 Bally Champions . . . 99.50 Bally Creations . . . 74.50 BALLY GOLD CUP . . . 44.50 USED PHONOS Wurt. 1015 . . . \$179.50 Wurt. 750E . . . 109.50 WURL 850 . . . 44.50 WURL 1250, LIKE NEW \$25.00 RECONDITIONED BINGO GAMES Bright Lite . . . \$45.00 Conroy Island . . . \$75.00 Grotto Seat . . . \$65.00 Special Package Deal! 3 Packard Hideaways . . . \$350.00 and 15 Wallboxes DELIVERING! BALLY SPOT-LITE



**Tannenbaum Prez**

Continued from page 76

board of directors, while Joe Hirsch, AAMONY manager, fronted for the opposition.

The union situation was straightened out only a few weeks ago with the acceptance of Local 465, Electrical, Radio and Machine Workers Union, CIO, as sole bargaining agent. The labor organization is headed by James Cagliano.

Elected to officer posts with Tannenbaum were Louis Rosenberg, Arrow Amusement, vice-president; Jerry Folkart, Cue Ball Sports, secretary; Murray Wohlman, Pancoast, financial secretary; Lucky Skolnik, Empire Automatic, treasurer, and Wilbur Aronson, who operates under his own name, sergeant at arms.

The meeting was addressed by George Posner, the retiring president, Blatt and Hirsch. They reported the association increased its membership substantially during 1951 and now lists on its roster 100 firms, representing well over 90 per cent of the industry in New York City.

Elected to serve on the board of directors with the officers were Jack Semel, Savoy Sales; Williams Parker, Cue Ball Corporation of the Bronx; Sanford Warner, Cue Ball Corporation of Long Island; Milton Green, American Vending; Harry Ross, Plaza Amusement; Philip Greitzer, Philmac Corporation; Sy Flann, Dublin Amusement; Posner and Bart Hartnett.

**Coin Exports Up**

Continued from page 76

cause of regulations instituted by the Commerce Department last July only those countries spending \$10,000 or more for one type equipment are listed in its export tabulations. In all 502 new and used music machines were exported in October. Their total sales price was \$224,323, and the average price, according to country, varied from the \$631 spent by Cuban firms (mostly for new units) to the \$191 by Canadian operators who concentrated on used phonographs. Meanwhile, vending export sales for the month included 387 automatic merchandisers with an aggregate value of \$52,047. In the games division, 1,070 units, valued at \$112,795, were shipped to foreign operators.

Proof of the steady mounting interest in U. S. manufactured coin machine products is the \$4,131,445 worth of equipment delivered to neighboring and overseas countries during the first 10 months of 1951. In a similar period in 1950, considered one of the better years, \$2,443,907 in coin equipment was sold for export.

**Mull City Plea**

Continued from page 76

force. It followed the legal pattern of a suit involving pinball games in which Operator Stanley G. Terry obtained a court ruling holding the city ordinance outlawing games to be in conflict with State law. A new development was an appeal filed this week by City Attorney Alexander G. Brown asking a review of the Circuit Court's ruling that the pinball ordinance was illegal.

The digger distributor's attorney, John F. Reynolds, argued the ordinance was not enacted validly on an emergency basis. Unless outlawed on the emergency basis, Reynolds asked, that it be ruled out on the same basis as the pinball ordinance was nullified—conflict with State law.

The same three judges who ruled on the pinball suit, MacCormac Snow, Martin Hawkins and James R. Bain, are hearing the digger case.

**Williams Ships**

Continued from page 76

game's backglass and this action is reproduced in lights on the playing field. The combination three-way single coin chute will accept credit in any combination of coins. It may be adjusted to operate at the rate of single play for a nickel, slight dime play or three for a quarter.

Williams' new game is a take-off on firm's Super World Series, which proved to be one of the hit games of last spring and summer. Incorporating many of the highlights of its predecessor, the new baseball game includes several new plays, plus improved coloring and lighting.



**NEW!**

**It's KEENEY'S GREAT NEW DELUXE LEAGUE BOWLER**

WITH THE SMARTEST MYSTERY HANDICAP PLAY-INCITING COME-ON OF ALL TIME!  
 "AVERAGE BOWLER" LITES UP ON 1-2-3 OR 4 ON FIRST COIN INSERTED...

Yes! WHEN THE LAST SHOT IS MADE "AVERAGE SCORE" OF 140 TO 259 APPEARS IN THIS SECTION FOR THE PLAYER TO MEET OR BEAT!

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FULLY METERED TO RECORD AWARDS

- ★ Plastic EVER-SLICK Silent Playfield
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- ★ 20-30 Automatic Scoring
- ★ KEENEY LITE-UP PINS

"AVERAGE SCORE" POPS UP ON MYSTERY BASIS AFTER LAST SHOT IS MADE

Install KEENEY'S DELUXE LEAGUE BOWLER TODAY!

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2 SIZES:  
 9 1/2 FT. LONG  
 2 FT. WIDE  
 8 FT. LONG  
 2 FT. WIDE

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J. H. Keeney & CO. INC.  
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SEE PAGE 45

... why juke box operators will "live with" The Billboard's 1952 Juke Box Special for months... and months... and months!



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 "The House that Confidence Built"

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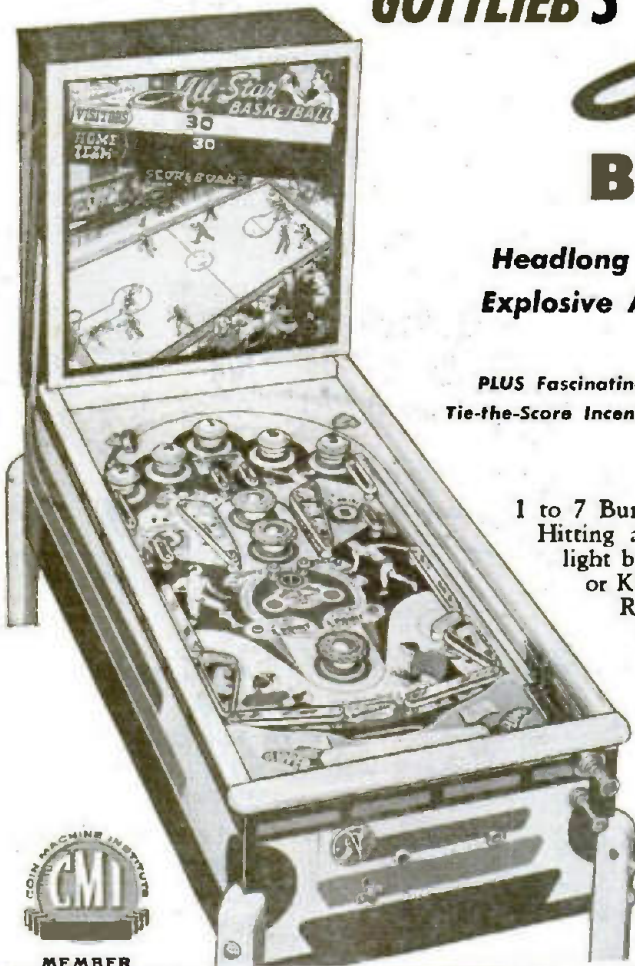
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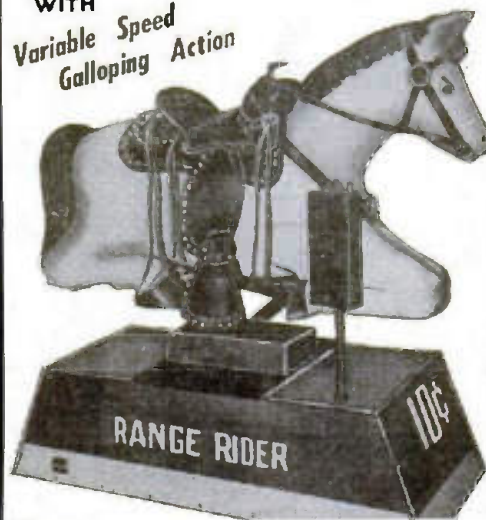
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WITH  
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Now . . .

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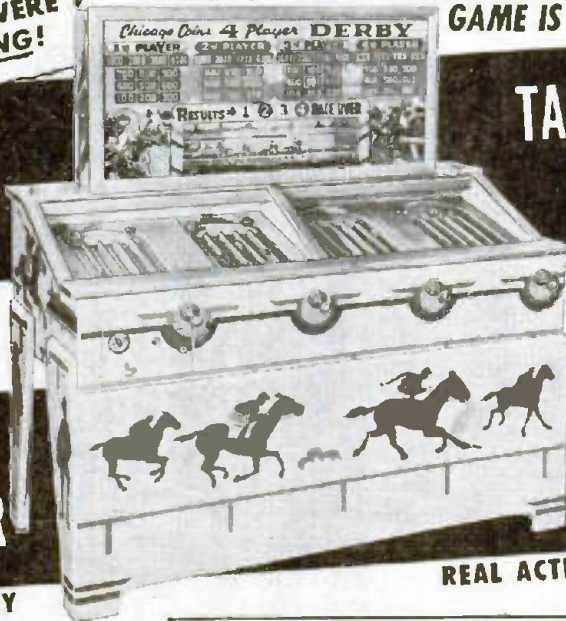
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**THRILLING COMPETITION**

**YOUR SKILL AGAINST OPPONENTS IN SAME GAME**

**4 TIMES THE EARNING POWER**

**4 PERSONS CAN PLAY AT ONE TIME**



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**with ANIMATED "FLY-AWAY" PINS**

**REAL BOWLING 20-30 STRIKE-SPARE SCORING**

**COMPLETE GAME 10 FRAMES**

**BIG DELUXE CABINET**

**MAKES A DIFFERENCE IN YOUR LOCATION TRAFFIC**

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**FORMICA PLAYFIELD HIGH SCORE OF THE WEEK SIZE 8 FT. x 2 FT.**

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Baseball .....	Univ. Twin Bowler .....	
	Univ. Super .....	
	Twin Bowler .....	
<b>UNITED-</b>		
Twin Rebound .....	<b>BINGO TYPE GAMES</b>	
Twin Express .....	Lite-Lines .....	
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**NEW 1-CARD 5-BALL REPLAY SENSATION!**

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THRILLING "SPOTTEM" FEATURE

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ONE COIN PER CARD  
PLUS POPULAR  
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**Purchase Feature**

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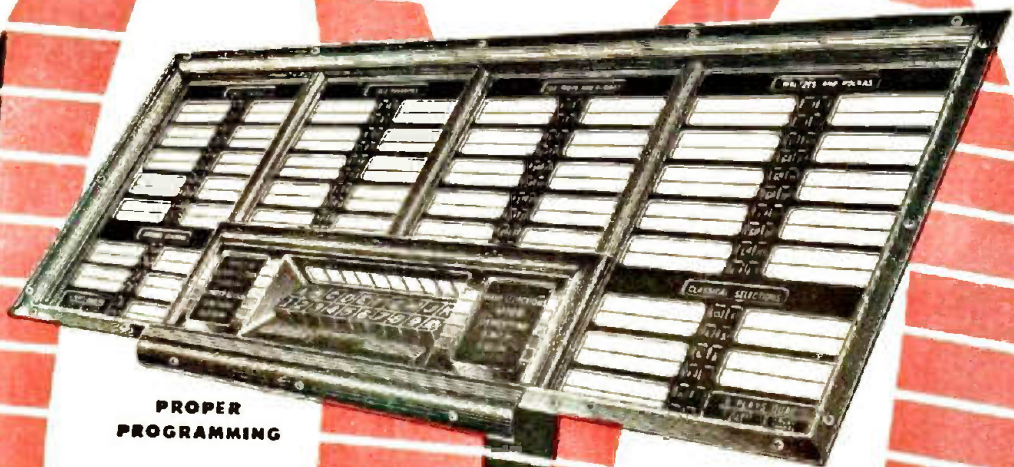
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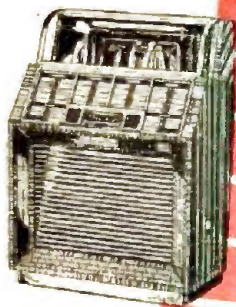
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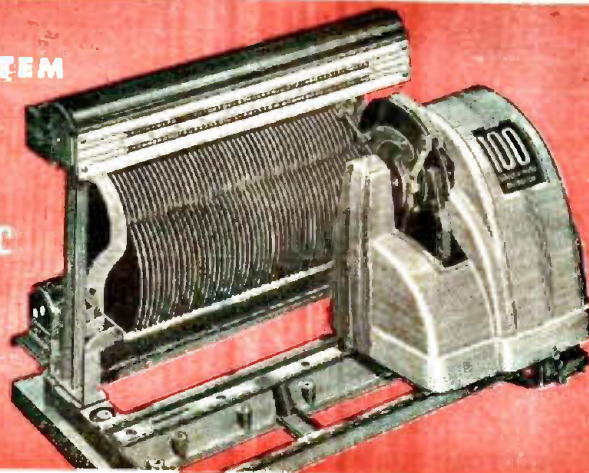
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